

# University Expo Qatar

28 - 29 November 2018

Grand Hyatt Doha Hotel, Doha, Qatar

Showcasing  
Global Learning  
Opportunities for  
Qatar's Students

**SPONSORSHIP & EXHIBITION  
OPPORTUNITIES**

[www.uniexpoqatar.com](http://www.uniexpoqatar.com)

Organised by

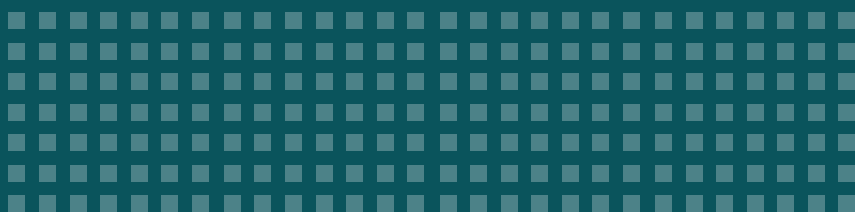
**informa  
tharawat**



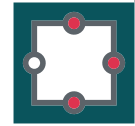


“The personal service of Informa Tharawat has been excellent. Their staff are both professional and very approachable and have been involved at every stage.”

**Kent College**



# WHY SHOULD STUDENTS IN QATAR CHOOSE YOU OVER YOUR COMPETITORS?



The global Higher Education market is becoming increasingly competitive, with domestic and international institutions all offering more diverse courses suited to the learning needs of millennials.

**Make sure your institution attracts the new generation of ambitious, successful and globally-minded Qatari and Middle Eastern students by exhibiting at University Expo Qatar.** Meet students, parents and decision influencers who are looking to learn more about the higher education options available to them – from academic requirements and career prospects to cultural, social and financial considerations.

## ABOUT UNIVERSITY EXPO QATAR

University Expo Qatar is a comprehensive two day exhibition attended by students age 16+ who are considering their higher education options, as well as their parents and teachers. Hosting 50+ regional and international universities, colleges and vocational training centres, two live seminar rooms and a lively social area, you'll have the chance to meet and engage with your next intake of students from Qatar and the wider Middle East.

Increase awareness of your institution, reduce your annual regional marketing spend and recruit students from across the region – all in one place over just two days!

## THE EVENT IN NUMBERS

30

SEMINAR SESSIONS



15+

COUNTRIES  
REPRESENTED



50+

EXHIBITORS



2

BUSY DAYS





# WHY YOU SHOULD EXHIBIT



Whether you're looking to increase your intake of students based in Qatar, launch new courses, improve your brand awareness in MENA or just engage with more parents, we have a package to suit your needs.

## ACCESS THE ENTIRE STUDENT POPULATION OF QATAR

Meet students in years 10, 11 and 12; their parents; school counselors, principals and career advisors; as well as current undergraduates looking for postgraduate courses.

## INCREASE YOUR REACH AND PROMOTE YOUR COUNTRY AS AN EDUCATION DESTINATION

Engage with students studying a variety of curricula, including IB, British, American, Indian, Canadian, French, Swiss, Finnish, Qatari National Curriculum, German, Japanese, Iranian and many more.

## ACTIVATE YOUR BRAND AND INCREASE ITS EXPOSURE

Via numerous branding opportunities across the entire pre- at- and post- event campaign; through digital, online and onsite.

## ENGAGE WITH THE DECISION MAKERS

Spanning a week day and a week-end, ensure you get time with not only the students themselves, but their parents, key academic and social influencers.

## MEET THE MINISTRY

Connect with the Ministry and to get your university listed and accredited, which helps to drive student scholarships.

## GET YOUR MESSAGE ACROSS

Speak at one of our formal presentations in the Seminar Area or informal talks in the Pathways Zone to engage at the right level with your audience.

# WHO YOU WILL MEET

- Students in grade 10-12
- Post-16 College Students
- Current Undergraduate Students
- Parents
- Teachers
- Career Counselors
- Student Counselors
- Principals & Heads of Institutions

# IS EXHIBITING RIGHT FOR YOU?

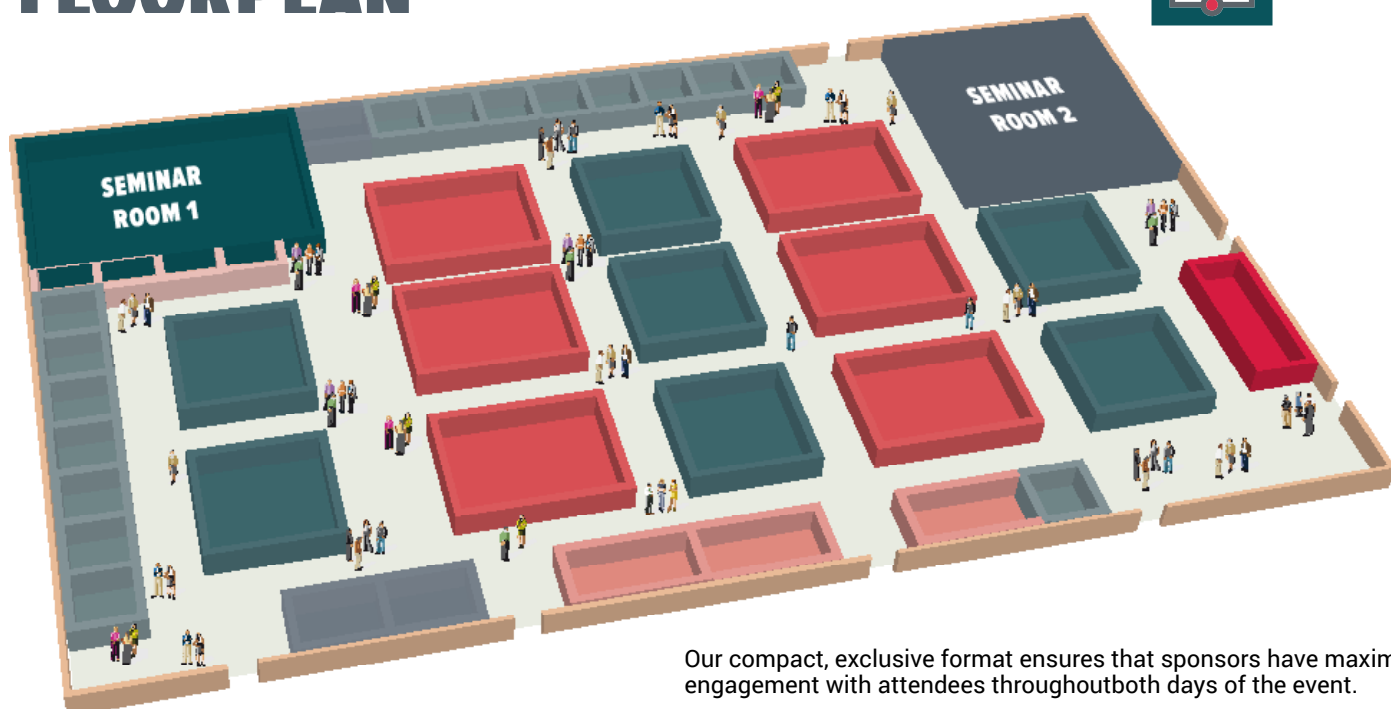
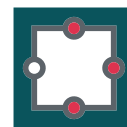
**Yes, if you represent any of the following around the world:**

- University
- Vocational or Technical College
- Student Accommodation or Service Provider
- Teaching College
- Education Consultant
- Language Centre

MEETING  
ZONE

eringONE  
ce of EBDGROUP

# THE FLOORPLAN



Our compact, exclusive format ensures that sponsors have maximum engagement with attendees throughout both days of the event.

## BRANDING OPPORTUNITIES

### EXCLUSIVE REGISTRATION SPONSOR ACROSS UNIVERSITY EXPO QATAR

**-\$15,000**

Be the first company to be seen on arrival at the event by branding the registration area exclusively.

### EXCLUSIVE SPONSOR OF THE UNIVERSITY EXPO QATAR NETWORKING AREA FOR 1 DAY

**- \$10,000**

### UNIVERSITY EXPO QATAR EVENT SHOW GUIDE

(Sponsor and Exhibitor Directory)

The event show guide will be given to all attendees at University Expo Qatar. This is a guide to all conference activities and exhibitor listing. The show guide will include the event schedule, floor plan for the networking room and sponsor/exhibitor profiles.

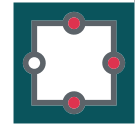
- **BACK COVER ADVERT**

**-\$3,000**

- **2 PAGE ADVERT**

**-\$1,500**

# EXHIBITION PACKAGES



## COST PER SQUARE METER

### SPACE ONLY

**\$450** per square meter  
(minimum 18 square meters)

### SHELL SCHEME

**\$500** per square meter

## EXHIBITOR MARKETING & BRANDING INCLUDES:

- 50 word entry in the exhibition show guide
- 50 word entry and logo on the event website
- Unlimited supply of free visitor e-tickets to send to your clients
- Event logos and web banners for your use
- Onsite branding

## STAND PACKAGE (Standard 9sqm stand)



**CARPET**



**WALLS**



**NAME BOARD**



**3X  
SPOTLIGHT**



**1 X SOCKET**  
(STANDARD BRITISH  
SQUARE 3 PIN)



**1X LOCKABLE  
CABINET**



**1X TABLE**



**2 X CHAIRS**



**1 X WASTE  
PAPER BIN**

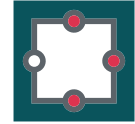


**PLEASE  
CONTACT:**

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# MARKETING AND PROMOTION



**University Expo Qatar** will be promoted through a comprehensive multi-media marketing campaign, drawing significantly on the resources of the Informa Tharawat business, as well as on key event partners and supporters. Our marketing campaign will commence 6-7 months before the event and will draw on the following media:



## EMAIL

Sent out to potential attendees over a 12 week campaign



## DIRECT MAIL

Postal invites sent out



## WEBSITE

Industry & Exhibitor News regularly updated on event website



## ONLINE ADVERTISING

Web banners will be placed in leading online portals across the globe



## PR

Effective PR campaign targeted at local and international Media to ensure regular communications about the show



## PRINT ADVERTISING

Ads placed in local and national newspapers as well as relevant industry magazines to back up PR Activity



## VIP PROGRAM

Key industry decision makers will be invited to take advantage of extra benefits at the show



## TV

Leading TV stations will be contacted to cover the event



## RADIO

Adverts planned for local and international radio



## SMS

We use internal and external databases to reach out the highest numbers across the region



## MEDIA PARTNER ACTIVITY

Leverage on top education and technology partners' websites, databases and magazines



## SOCIAL MEDIA

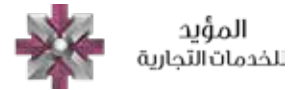
Targeted Facebook, Linked In and Google ads in addition to regular tweets



## TELEMARKETING

Key individuals decision makers contacted via telephone prior to the event

# OUR EDUCATION SERIES SPONSORS & PARTNERS INCLUDE





# FOR MORE INFORMATION ABOUT SPONSORSHIP PACKAGES

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