

edutex

# New Student

enrolment from Bahrain & Saudi Arabia



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edutex

Bahrain Education and Training International Exhibition

March 24 - 26, 2015

Bahrain International Exhibition & Convention Centre







## ■ Your annual opportunity to enrol new students from Bahrain and the Eastern Province of Saudi Arabia

### The Exhibition:

The last EDUTEX proudly served more than 6,000 student visitors, education seekers, training seekers and learners from Bahrain and the Eastern Province of Saudi Arabia to interact with 84 exhibitors from 14 countries.

EDUTEX provide a powerful platform for universities, colleges and training academies coming from all across the world to promote their institutions and recruit new students from Bahrain and the eastern province of Saudi Arabia with more than seven million habitants.

The event offers an exclusive opportunity to directly interact face-to face with thousands of aspiring students, parents and working professionals to pursue abroad education.

Whether you are involved in language study, business study, undergraduate, postgraduate, occupational or professional development courses or HRD, EDUTEX is the right place to introduce your institution, sign up new students and achieve direct communication with parents, educational professionals, business executives, young professionals and senior governmental officials.



Causeway connected Bahrain and Saudi Arabia

Crossing the Causeway



## ■ What EDUTEX offers you!

### **Interactive Platform**

An excellent platform to interact face-to-face with thousands of students and communicate directly about your institution features, admission procedure and cost.

### **Spot Enrolments & Admission**

Conduct on the spot students enrolments & offer admission to the deserving candidates, generate enquires and leads for later contact stage.

### **Strong Marketing Platform**

Connect with a large selection of target audience, save time, money and efforts to conduct your own student's enrolment drive. With minimum expense maximum returns can be derived as you will be able to enrol the right profile of candidate from the fair.

### **Brand Building**

Position your institution among the other existing institutions in the region.

### **Network**

An opportunity to meet, interact and network closely with top executives and officials in order to develop your business relations.

## ■ Media and Promotion

- Coordinated Visits of public and private schools.
- Advertising in the leading Arabic, English newspapers and magazines.
- Public Relations dedicated campaigns through coverage in national media prior, during and after the event.
- Promotional brochures, leaflets and other marketing communications.
- SMS and email shots encouraged further audiences.
- Outdoor Advertising banners and lamp post.
- Media Partners with leading magazines and newspapers.
- Official Support from governmental, education and training organizations.
- Regular press releases to newspapers, magazines and website.
- Flyers to raise awareness on the event.
- Radio spots and live radio coverage during the event.
- Effective publicity networks at Schools, Institutes, Colleges and Universities.
- Pre event press conference.
- Social Media campaign.



Photo from EDUTEX exhibition



**Represented Countries at the last EDUTEX**



Australia



Bahrain



Canada



China



Egypt



France



India



Jordan



Lebanon



Malaysia



Switzerland



UAE



UK



USA

**EDUTEX has proven to be a key platform to address queries for parents and students..**

**education**

**training**

**HRD**



## ■ Event Details

<b>Show Name:</b>	Bahrain Education and Training International Exhibition (EDUTEX)
<b>Edition:</b>	Third Edition
<b>Venue:</b>	Bahrain International Exhibition and Convention Centre
<b>Exhibition Timing:</b>	Daily from 09:00 AM – 01:00 PM and 04:00 PM – 08:00 PM
<b>Admission Policy:</b>	Free of charge for students of public and private schools
<b>Opening Ceremony:</b>	10:00 AM, March 24, 2015
<b>No. of Visitors:</b>	+ 7,000
<b>Organizers:</b>	Global Commodity Link Co. WLL



Photos from EDUTEX exhibition

### You Participation Package:

To help you drive the maximum benefits of your participation, your event package and our services will include the following:

- Free listing at the Show Catalogue.
- Special rates for hotel accommodation.
- Free transportation, airport-hotel-airport.
- Freight and forwarding contractors.
- Entry visa arrangements.
- Stand fitting contractors.
- Electrical contractors.
- A comprehensive guide on how to plan your participation will be send.

### Passport and Visa:

Passport holders of the GCC States don't require a visa to entry Bahrain.

Visa on arrival and online visa is available to 150 different nationalities, all details will be including at the Exhibitor' Manual.

You can check your eligibility for Bahrain online visa on [www.evisa.gov.bh](http://www.evisa.gov.bh).

The organizer can help exhibitors in obtaining the required visa; the cost is BD. 45/ US\$ 120 for each visa, a valid passport copy should be sent thirty days before the event.



## The Organizer:

Global Link Co. WLL is the organizer of the successfully EDUTEX for the third year now, and has a good experience in education events management, receiving many awards and honours for its outstanding professionalism, commitment, support and quality services from major institutions and business associations throughout the Middle East such as United Nations Economic & Social Commission, Korea Trade Centre, Bahrain Chamber of Commerce and Industry, Federation of Jordanian Chamber of Commerce and Industry, Embassy of USA, Embassy of France, Embassy of India, and many more.

Global Link's in-depth knowledge of education event management and promotion will play a major role in the projected success of the event and reaching your goal.

## Stand Rates:

**A. Space with shell scheme stand:** BD. 135/ US\$ 360 per sq. m., minimum space required is 9 sq. m., including free listing at the Official Show Catalogue, white panels, floor carpet, name board with stand No., one electrical socket, lighting, one information counter, two chairs and one waste bin for every 9 sq. m.

**B. Space Only:** BD. 125/ US\$ 330 per square meter, minimum space required is 24 sq. m., including free listing at the Official Show Catalogue. Decide on the amount of space you require and use your own suppliers to design and construct the stand to your specific requirements and budget.

## Contacts and Information:



Mobile: + (973) 360 86 266  
Tel.: + (973) 770 86 266, Fax: + (973) 770 86 166  
Email: [edutex.bahrain@gmail.com](mailto:edutex.bahrain@gmail.com)  
PO Box: 60020, Manama, Kingdom of Bahrain



+ (973) 360 86 266

## Sales Offices:



Malaysia: (019) 354 9631



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