

Bahrain

Education and Training

International Exhibition (EDUTEX Summer)



July 29 + 30, 2015
Mövenpick Hotel Bahrain

marketingKIT

edutex.org

■ EDUTEX Summer

The continuing growth of EDUTEX exhibition, also will be back in summer.

Timing is excellent, several weeks after the final exam results of the secondary schools, which means the best timing to achieve direct communication with new students interested in completing their higher studies.

The last event proudly serves more than 7,000 student visitors, education seekers, training seekers and learners from Bahrain and the Eastern Province of Saudi Arabia to interact with education and training providers from 20 countries.

EDUTEX Summer offers an exclusive opportunity to directly interact face-to-face with thousands of aspiring students, education seekers, training seekers and parents to pursue education.

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

An effective platform to enrol new students from Bahrain and the Eastern Province of Saudi Arabia..



Causeway connected Bahrain and Saudi Arabia



Crossing the Causeway

■ What the event 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 ideal opportunity to meet, interact and network closely with top executives and officials in order to develop your business relations.

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:

E-visa is available to 102 different nationalities and visa on arrival is available to 66 different nationalities.

All details will be including at the Exhibitor' Manual.

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.



Photo from EDUTEX exhibition

Represented Countries at the last EDUTEX



Australia



Bahrain



Canada



China



Egypt



France



India



Jordan



Lebanon



Malaysia



Switzerland



UAE



UK



USA

education

training

HRD

Media and Promotion

To ensure high visitor attendance and to get the most out of your participation, the event will be extensively promoted using all types of media channels..

- **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.

Event Details

Show Name:

Bahrain Education and Training International Exhibition (EDUTEX Summer)

Edition:

The forth one

Venue:

Morjan Hall, Movenpick Hotel Bahrain

Exhibition Timing:

Daily from 4:00 PM to 09:00 PM

Admission Policy:

Free of charge for students and public

Organizers:

Global Commodity Link Co. WLL

Visitor Profile:

- Academic and Research Deans
- Chairs of Governors
- Directors of Enterprise and Business Development
- External Relations Directors
- Heads and Directors of Business Schools
- Heads of Educational Departments
- Heads of Research and Development
- Representatives of Admission and Registration Department
- Students and Parents
- Top Executives and Officials
- Vice-Chancellors and Principals
- Working Professionals



Photo from EDUTEX exhibition

The Organizer:

Global Link Co. WLL is the organizer of the successfully EDUTEX for the fourth edition 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, Federation of Jordanian Chamber of Commerce and Industry, Bahrain 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.

Participation Rates:

Display table with about 3x3 meter floor space @BD. 1,100 US\$ 2,970 per display space including table with table cover, floor carpet, hall lighting, three chairs, one electrical socket, daily coffee breaks and free listing at the Official Show Catalogue.

Contacts and Information:



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



+ (973) 360 86 266

Sales Offices:



Malaysia: (019) 354 9631



Jordan: (079) 604 3777



Kuwait: 9882 0591



KSA: (050) 242 7278



South Korea : (070)4106 9404

Powered by



In Co-operation with



Media Partner



Language Assessment Sponsor



Official Hotel



Approved by



Venue



edutex.org