

**edutex**

enrolment from Bahrain & Saudi Arabia



New Student

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 Promotions

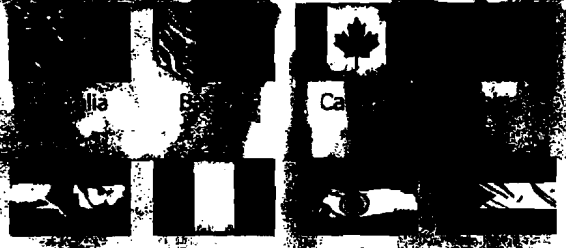
- Coordinated Visits of public and private schools.
- Advertising in the leading Arabic, English newspapers and magazines.
- Public Relations dedicated campaigns through coverage in national media prior during and after the event.
- Promotional brochures, leaflets and other marketing communications.
- 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



Uganda

Burkina Faso

Canada

USA

Egypt

France

India

Japan

EDUTEX has proven to be a key platform for queries of parents and institutions.

EDUTEX Exhibition

education

training

HRD

Event Details

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

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 past 10 years and has a good experience in education events management, receiving awards and honours for its outstanding professionalism, commitment, support and services from major institutions and business associations throughout the region such as United Nations Economic & Social Commission, Korea Trade Centre, 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:



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Sales Offices:



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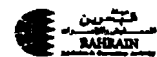
Official Hotel



Approved by



Venue



www.edutex.org



Bahrain

Education and Training

International Education (EDUTEX Summer)



July 29 + 30, 2015

Mövenpick Hotel Bahrain

marketingKIT

edutex.org

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Participation Package:

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

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- Entry visa arrangements.
- Stand fitting contractors.
- Electrical contractors.
- A comprehensive guide on how to plan your participation will be send.

Passport and Visa:

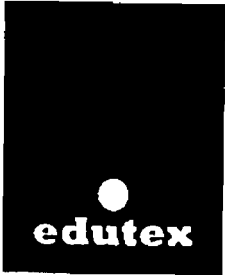
E-visa is available to 102 different nationalities and visa on arrival is available to 66 different nationalities.

All details will be including at the Exhibitor Manual.

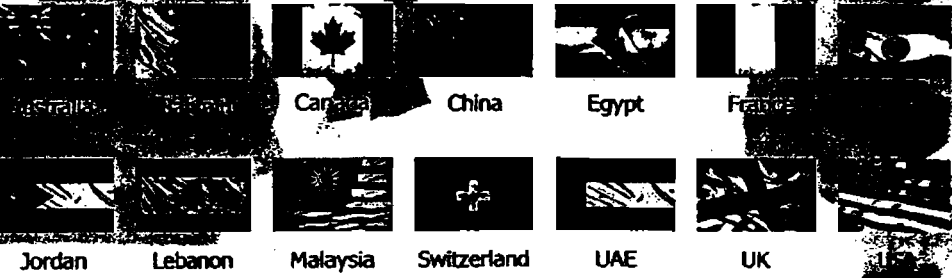
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Photo from EDUTEX exhibition



Represented Countries at the last EDUTEX



Photography: [unreadable]

■ 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:



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