

studyexpo.com

StudyExpo®

Secondary & Higher Education Fair

Sponsorship Offer

17-24th
November 2018

📍 Istanbul, Ankara, Izmir **TURKEY**





Who we are

StudyExpo is established by four reliable and experienced consulting firms which have been carrying on business for many years in the area of study abroad consultancy, and is the first fair company that organizes 'concept study abroad fairs.'

Prestigious schools from around the world are at StudyExpo

The agencies that established StudyExpo (Bilimevi, GKR, İdealist, Karya) are offering different education programs in many countries for students to achieve the future they aim. These agencies are representing a significant part of the study abroad market in Turkey.

The four founding firms
have a total of

11 offices 

51 educational
consultants



in **Istanbul, Ankara and Izmir.**

Unique Fair
Experiences with
Concept Fairs

Why StudyExpo?

Concept Fairs for the First Time
in the Study Abroad Industry in Turkey



StudyExpo
**Language &
Summer Schools Fair**
(Spring)



StudyExpo
**Secondary &
Higher Education Fair**
(Fall)



A Certain Theme
Towards the Programs
of Student's Interests



Prestigious
Schools Across
the World



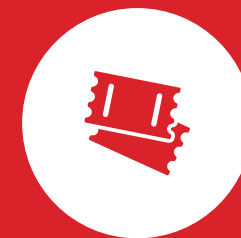
Opportunity for Face
to Face Meetings
with School
Representatives



Free of Charge
Consultancy



Appealing
Discounts



Free of Charge
Attendance to
Fair

At other fairs in Turkey, which are organized as general Study Abroad Fairs, educational institutions and programs such as language schools, summer schools, high schools, universities, graduate programs, work and travel programs, are represented in the fair area together.

However, StudyExpo organizes two different series of fairs within a year, one in autumn and one in spring, aimed at **specific target groups**. Therefore, these fairs can reach **students who are goal-driven**.

This also enables StudyExpo to carry out **effective promotional campaigns** towards specific target groups.



StudyExpo Secondary & Higher Education Fair 2017

19
countries



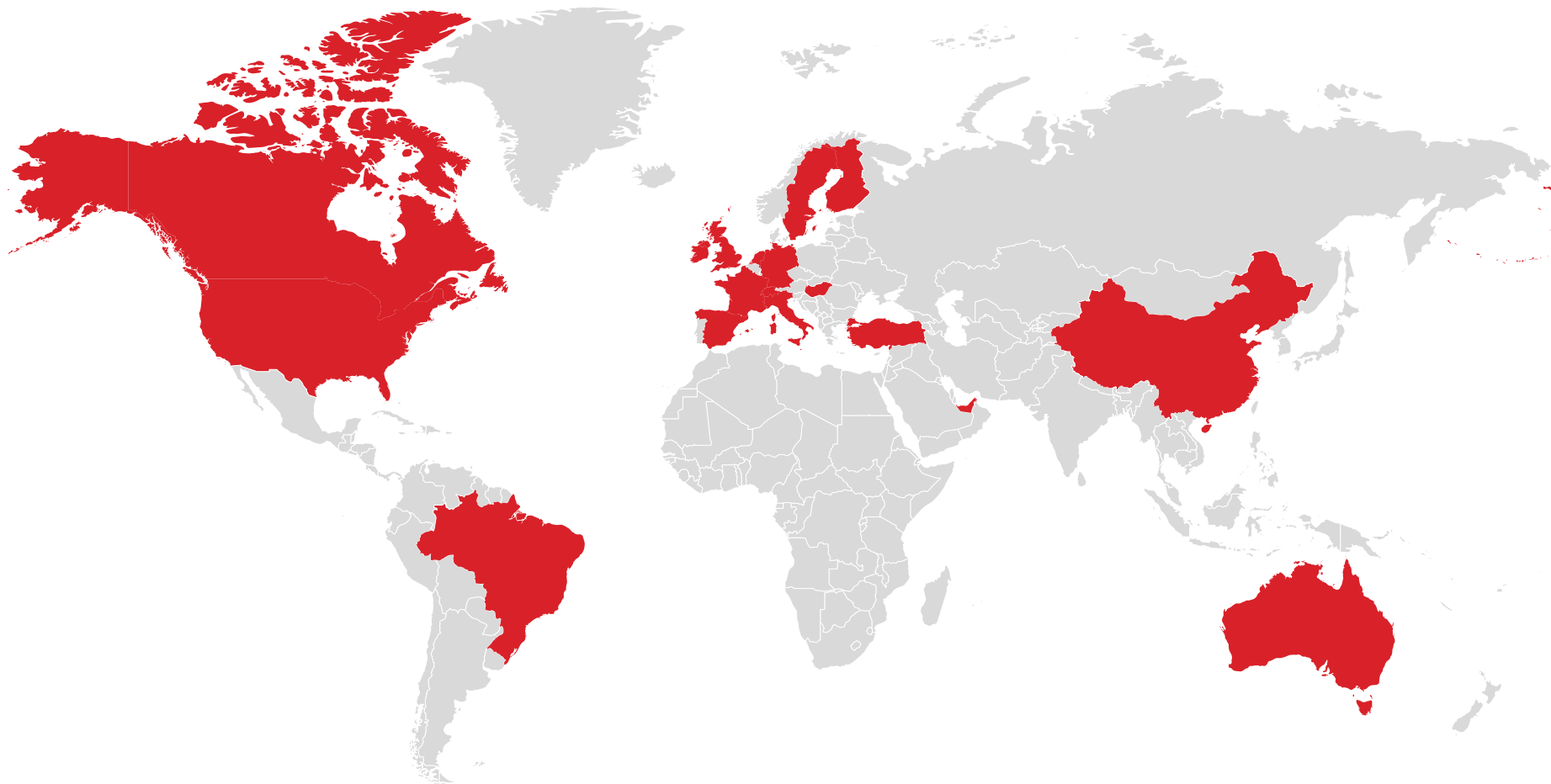
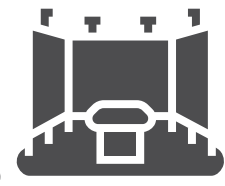
53
participants



4313
visitors



3000+
sqm
exhibition
space



- Australia
- Brazil
- Canada
- China
- Finland
- France
- Germany
- Hungary
- Ireland
- Italy
- Malta
- Netherlands
- Spain
- Sweden
- Switzerland
- Turkey
- UK
- United Arab Emirates
- USA

2018 StudyExpo Secondary & Higher Education Fair



Date

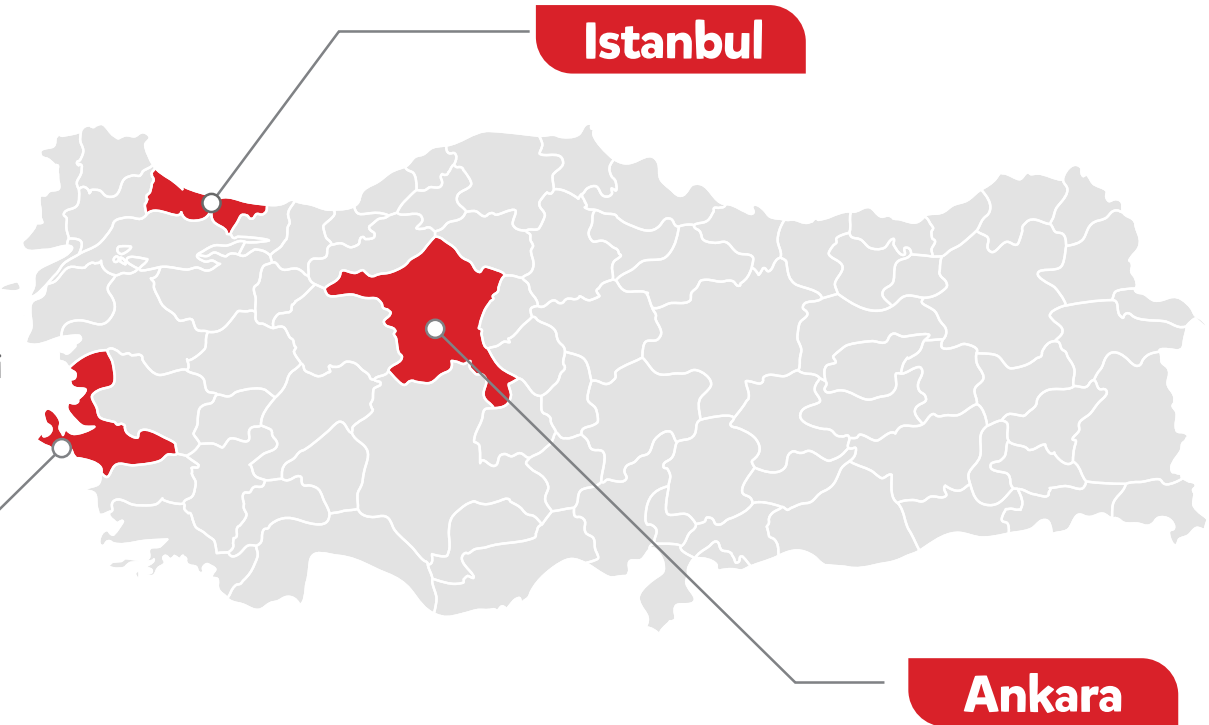
17th November 2018, Saturday
18th November 2018, Sunday
20th November 2018, Tuesday
22nd November 2018, Thursday
24th November 2018, Saturday

City

Istanbul European Side
Istanbul European Side
Ankara
Izmir
Istanbul Asian Side

Venue

InterContinental Istanbul
InterContinental Istanbul
Sheraton Ankara
Hilton Izmir
Hilton Istanbul Kozyatagi



Target Group

People who are between the ages of 13 and 30 and wish to continue their secondary, undergraduate or graduate education abroad.



Objective of
30.000
online invitations

3
cities



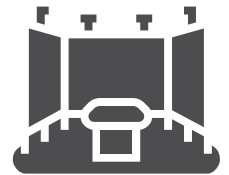
6000
visitors
expected



5
days



4
locations



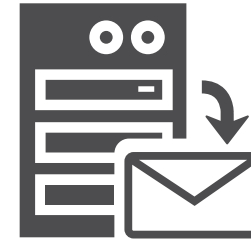
Marketing Activities



Numerous forms of mass communication



Emails - SMS to **30.000** students and parents



Emails to schools' databases



- **Outdoor advertisements** in key locations and universities
- **Brochure distribution** and **posters** in universities in Istanbul, Ankara and Izmir
- Cooperation with student unions in universities in Istanbul, Ankara and Izmir
- Turkish and English websites which include all the important information about the events in detail, such as dates, locations, special offers from schools, sponsorships etc.
- **Google Adwords** text and image advertising
- Fair-related posts our participants share on their social media accounts. Sending of emails and SMS messages about our fair to their schools' student database
- Links in leading internet news portals such as **hurriyet.com.tr**, **milliyet.com.tr**
- **Banners** placed in 4 founding companies' websites. **Emailing** and **SMS messaging** to their database
- Radio spots on channels such as **CNN Turk** and **Radyo D**
- Press Releases

Poster placement in

450

private secondary schools, high schools and Anatolian high schools



Social media posts of 4 founding companies and the institutions that support the fair



Outdoor Activities



Facebook, Instagram, Youtube, LinkedIn and Twitter ads.

Are you ready to be a **Sponsor** of StudyExpo?

While bringing a new concept to Turkey by separating the study abroad fairs according to the objectives of our target group, StudyExpo is also providing great advantages to sponsors.



Advantages of sponsorship:

30 square meters of activity area in all fair venues.

- Use of **logos** on internal and external walls of fair venue
- **Full page ad** in fair catalogue that will be distributed to all visitors
- **Insert and/or gift placed** inside of the bag that will be given to fair visitors
- Display of logo in all pages of StudyExpo.com (devoted to educational institutions which attend the fair) and StudyExpo.com.tr (devoted to fair visitors) websites
- Use of logo on **online invitation** that will be sent to all visitors who fill out the **online registration form**
- Announcement in **press releases**

Promotion and announcements on StudyExpo's exhibitor and visitor social media accounts



Sponsor brand

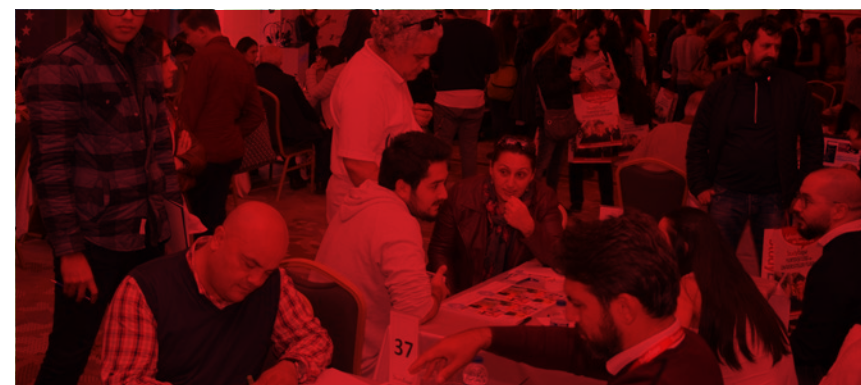
will be able to use the statements below, or similar statements, in their promotion, announcements and PR works:

- “Sponsor of Turkey’s first and only Secondary & Higher Education Fair”
- “Prestigious schools from around the world are coming to Turkey with the organization of StudyExpo and sponsorship of **(Sponsor brand name)**”
- “**(Sponsor brand name)** are bringing the prestigious schools of the world to Turkey”

Additional advantages:

- We will provide 2 weeks of language course and accommodation, free of charge, in London to a person you will choose.

Photos



Our Sponsors at Previous Fairs



17-24
November 2018

📍 Istanbul, Ankara, Izmir **TURKEY**

Secondary & Higher Education Fair

StudyExpo[®]

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