

# INTERNATIONAL EDUCATION FAIR in Georgia '17

## 16 - 17 February



Organized by: Exhibition Center ExpoGeorgia



Partner: Studycentral Ltd.



# INTERNATIONAL EDUCATION FAIR in Georgia 2017

The 7th International Fair For High and Professional Education,  
Overseas Studies and Students' Services

Date: 16 - 17 February  
Venue: Exhibition Center ExpoGeorgia, Tbilisi Georgia  
Organizer: Exhibition Center ExpoGeorgia  
Subjects Covered:

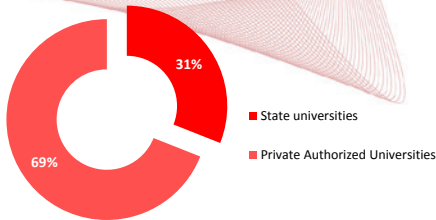
- State and private higher education institutions
- Colleges
- Vocational schools
- Training centers
- Language schools and courses
- New study programs in Georgia and other countries
- Services for students and educational institutions

# Education Sector In Georgia

**Georgian Higher Education System** – currently studying more than **124,000** students

**Georgian Secondary Education System** – currently studying more than **240,000** students

Every year we have more then **40 000** entrants in national exams



The three-level system of higher education:

- First Level – **Bachelor's Degree**
- Second Level – **Master's Degree**
- Third Level – **PHD**

More than 25% of undergraduate students, graduate students and senior schoolchildren in Georgia are currently looking for overseas education opportunities.

The registration for University National Exams in Georgia last from February to March. The National Exams last from June to July. Therefore, the fair date is the best time for both students and institutions according to their next steps in education.

## Participants' Profile:

- Public and private higher studies - universities and colleges agents
- Professional studies
- Language schools
- Overseas studies probation in Georgia and abroad
- Vocational studies
- Students' services
- Media representative



## Visitors' Profile:

- Secondary school pupils
- Graduates / entrants
- High school students
- Training courses students
- Parents
- School teachers / lecturers
- University teachers / lecturers



## Education Fair – B2C Concept

During the fair, several presentations of different universities – “Open Door Day” for target group will be held. Education days will become the “Open Door Week” for all interested people: pupils, students and their parents. Studying abroad is becoming more and more popular among Georgian students. They can receive the financial support or educational loans and take opportunity to obtain valuable international experience.

## Education Fair – B2B Concept

The fair is the great platform for professionals and decision-makers in the education sector to exchange their experience and know-how. The parallel events: presentations, seminars and workshops will reach the goals and aims of participants.

**Education Fair 2017** will be a meeting place for young people to understand and choose the field of further studies and to be informed about all necessary services provided by several financial organizations or international bodies (education and student loans, financing projects, etc.).

**Education Fair 2017** is an event that serves the entire education industry by providing a quality event environment and on-site features that are valuable and informative for both participants and visitors.



## PR & Marketing Campaign

Throughout 6 years of its existence, International Education Fair has become a well-known and respected brand with rapidly growing success and quantity of visitors.

PR & Marketing Campaign of the event unites all recourses of communication for reaching the maximum effectiveness to generate flow of as many interested people as possible. The strategy includes:

- Extensive TV, Radio and Print Media Advertising
- TV coverage before and during the event
- Extensive web based advertising
- Thoroughly planned social media advertising
- Direct marketing:
  - » Presentations and delivery of flyers in almost every school in Tbilisi
  - » Transportation of students from schools
  - » Over 30 000 newsletters to subscribers from our database
  - » Direct communication with various universities and study organizations
  - » PR of the event through our partner educational organizations

These well tested marketing tools and the popularity of the event itself guarantees the success and the highest attendance of the exhibition.



## 2016 In Review

Due to high interest and popular demand from the visitors in 2016 the exhibition was held twice spring edition on 18-19 February with the original concept and fall edition on 25 September a one-day event only for overseas studies and students' services.

### International Education Fair Georgia 2016 – spring edition statistics:

Total Floor Space: **1071 sq.m.**

Participants: **114**

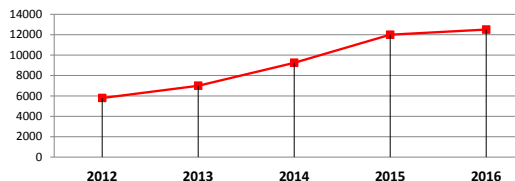
Visitors: Over **12 000** (15% increase from the last year)

**86.9%** of the exhibitors gave the highest evaluation to the event

**87.8%** of the exhibitors reached their goals

**96.4%** of the exhibitors will participate next year

Number of visitors



16 represented countries:

**Australia, China, Czech Republic, Estonia, France, Georgia, Germany, Hungary, Latvia, Lithuania, Netherlands, North Cyprus, Poland, Turkey, United Kingdom, USA.**

*"This is the most important and the biggest education fair in Georgia and for us very important marketing tool to reach people who want to study in Germany."*

*Dr. Martin Praxenthaler, Head of DAAD Tbilisi*

*"We participate in this fair every year as we believe this is one of the best tools to introduce to our students, future students and other interested people all the news from Tbilisi State University."*

*Lela Mchedlidze, Tbilisi State University Representative*



## Participation:

Every detail from the delivery of pre-fair information, material shipment and transportation to onsite assistance, social events is well planned out.

For the registration at the fair (as a participant) you have to fill the **“REGISTRATION CONTRACT FORM”** till **15 January, 2017** (to receive this form please contact the fair organizer – see contact details below)

### **Registration fee (for every fair participant) - 350.00 Euro**

Includes: participation in the fair guide/ catalogue (participant's information on both languages: English, Georgian), identity cards (participant badges), invitations for VIP guests at the fair, the invitation giving access to evening reception (1 person), administrative and advertising costs

### **Workshop participation (is not obligatory for every participant - 380.00 Euro**

Includes: presentation hall (from 100 to 300 person), theater set-up (chairs, tables), presentation equipment (microphone, screen, projector), wireless internet connection, brochure holders for presentation materials, information support: preparation of event agenda, (each session will last 1 hour)

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please select the 'fair participation space'

**Equipped space (min. 9 sq.m.) - 175.00 Euro/per sq.m.**

Includes: construction system walls, carpet, 1 table, 3 chairs, 1 brochures' holder, 1 info desk, lighting (2 spots), power supply with 3-fold plug socket, 1 waste paper basket, fascia board (max. 20 letters per panel), wireless internet connection security and cleaning of the pavilion.

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**Unequipped space (min. 10 sq.m.) - 135.00 Euro/per**

Includes: construction system walls, carpet, 1 table, 3 chairs, lighting (2 spots), power supply with 3-fold plug socket, 1 waste paper basket, fascia board (max. 20 letters per panel), wireless internet connection, security and cleaning of the pavilion.

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**Additional Items**

**Interpreter - 350.00 Euro**

Includes: 1 student interpreter during the working hours

**Fair guide/catalogue advertising - 180.00 Euro**

Includes: 1 page full - color advert, A5 - vertical

For any additional equipment or service please contact the organizer.

**Name:** Education Fair in Georgia 2017

The 7th International Fair for High and Professional Studies, Overseas Studies and Students' Services

**Dates:** 16 - 17 February, 2017

**Venue:** ExpoGeorgia Co. fairground, Hall #4, 5, 6, 11 (Tbilisi, Georgia)



**Organizer:** ExpoGeorgia

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www.expogeorgia.ge/exhibitions/education2013



**Exhibition Video**

[www.youtube.com/user/ExpoGeorgia](http://www.youtube.com/user/ExpoGeorgia)



**Our Website**

[www.educationfair.ge](http://www.educationfair.ge)



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