

Under the patronage of H.E. the Prime Minister Eng. Nader Dahabi



## The Second Education and Training International Exhibition

July 22 - 24, 2009, Zara Expo, Grand Hyatt Hotel, Amman, Jordan



### Gold Sponsor:



The University of Jordan



Vocational Training Corporation

### Exhibition Sponsor:



Italian Language Center



Study in Russia



Spanish Cultural Center

### Media Partner:



Sout Alghad FM

### In co-operation with:



Ministry of Higher Education and Scientific Research



Association of Arab Universities



Ministry of Education



Civil Aviation Regulatory Commission

# FACT SHEET

## EDUTEX Exhibition:

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The annual trade exhibition for education and training industry in the region, where the educational and training institutions can display and present latest programs with trends and network with undergraduate, graduate and postgraduate students, public & private high school students, parents, educational professionals, business executives, young professionals and senior governmental officials.

EDUTEX meets issuing the degrees of the final exams for secondary schools in Jordan, which means the best timing that the universities and the educational and training institutions will achieve direct communications with new students.

Whether you are involved in language study, business study, undergraduate or postgraduate this is a strategic place for introduce your institution and programs to the big number of students and professionals that will attend.

## Market Profile:

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■ Current student	1.800.000
■ Arab & foreign students studying in Jordan	28.000
■ Jordanian students study abroad every year	Over 30.000
■ Students applying for secondary school exams	106.000
■ Universities and Academies	60
■ Schools	4.388
■ Cultural Centers	25

## Benefits in Participating:

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As one of the most high-profile events in Jordan, EDUTEX provides an effective platform and an unparalleled opportunity for exhibitors to:

- Meet over 10,000 visitors from Jordan and the region
- Showcase quality programs, courses and curriculum
- Seek potential partnerships in a dynamic education sector
- Boost your institute standing and establish contacts with other educational institutions
- Gain from the exposure and awareness created through a far-reaching marketing campaign
- Increase your market share
- Explore new marketing niches
- Study the market in greater detail
- Receive immediate feedback from visitors with regard to your programs

## Exhibit Profile:

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| <ul style="list-style-type: none"> <li>■ Universities</li> <li>■ Technical schools</li> <li>■ Colleges</li> <li>■ Institutions &amp; schools for specialized skill</li> <li>■ Ministries</li> <li>■ Publishing Houses</li> <li>■ Employment agencies</li> <li>■ Educational and Training Supply equipment</li> <li>■ Education and Training supplies</li> <li>■ Language Centers</li> <li>■ Trade Missions &amp; Associations</li> <li>■ Cultural Centers</li> </ul> | <ul style="list-style-type: none"> <li>■ Open universities</li> <li>■ Educational and Training Institutions</li> <li>■ Commercial schools</li> <li>■ Career guidance centers</li> <li>■ Educational and Training Organizations</li> <li>■ Human resource consultancy firms</li> <li>■ Educational and Training Technology</li> <li>■ University &amp; school equipments &amp; supplies</li> <li>■ Teaching &amp; training aids</li> <li>■ Trade Publications &amp; Services</li> <li>■ Educational and Training software</li> <li>■ Related Media &amp; digital equipments</li> </ul> |
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## Target Audience Profile:

Student Market	Decision Makers & Professionals
<ul style="list-style-type: none"> <li>● Educational and Training Organizations</li> <li>● Public High School Students</li> <li>● Privet High School Students</li> <li>● Parents &amp; General Public</li> <li>● University Students</li> <li>● Graduates</li> <li>● Young Professionals</li> <li>● Students (Universities, Polytechnics, Colleges, Schools)</li> <li>● Individuals interested in studying &amp; training</li> <li>● Senior College Students</li> <li>● Under Graduate Students</li> <li>● Diploma Holders</li> </ul>	<ul style="list-style-type: none"> <li>● Government Officials and Representatives</li> <li>● Foreign Embassies and Consulates</li> <li>● Business Executives</li> <li>● University Presidents, Deans, Professors and Counselors</li> <li>● Educational Professionals</li> <li>● Coordinators of study abroad programs</li> <li>● Advisors to students on overseas education and training</li> <li>● High School Owners, Administrators and Teachers</li> <li>● Business, IT &amp; Financial Managers and Consultants</li> </ul>

## Participation Package:

To help you drives the maximum benefits of your participation, your participation package will be include the following:

- > One full page in the Show Catalogue introducing your organization
- > 100 Visitor Invitations to mail to your key customers and potential clients in the region
- > Special assistance for hotel and accommodation rates
- > Freight and forwarding contractors
- > Entry visa arrangements
- > Stand fitting contractors
- > Electrical contractors
- > Sponsorship opportunities
- > Advertising and banner display opportunities
- > In addition, we will send you a comprehensive guide on how to plan your participation

## Media Campaign:

The main factor to success your participation is networking and contacts, where the "EDUTEX" team with co-operation with our supporting organizations and media partners will play a major role in supported you, and here is a brief summary:

- Regional and international hosted buyer & delegate advertising program
- Direct mailing to all Jordanian & Foreign students in the region through our partner Ministry of Higher Education and Scientific Research and our supporting organizations
- Direct mailing to the graduated students of local schools, technical schools and universities
- Nationwide promotions for schools, technical schools, universities, education centers and embassies
- Pre show press conference
- E-mail broadcasts to increase show awareness
- Posters, billboards and electrical boards on the main roads
- Pre and post show coverage in trade journals
- Editorials and advertisements in consumer and trade magazines in Jordan and the region

## Stand Rates:

Stand Options	Facilities	Price
Space Only	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 <i>(Minimum space required 24 sq. m.)</i>	US\$ 275 per square meter
Space with stand	White panels, carpet, name board with stand No., three spotlighting, one table, two normal chairs and one waste bin for every 9 sq. m. <i>(Minimum space required 9 sq. m.)</i>	US\$ 300 per square meter
Branding Stand	4 square meter with white panels, carpet, name board, two spotlighting, one table, two normal chairs and one waste bin.	US\$ 1,600 per stand

## Show Catalogue Advertisement Rates:

Advertisement	Price/ US \$
Full Color Page	1,200
Front or Back inside Cover	1,400
Double Page Spread	2,000
Back Cover	1,800

- All prices are subject to 16% sales tax

## Contact Details:

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We would like to serve your needs and discuss any further inquiries at anytime.

For more information, please contact us at:



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