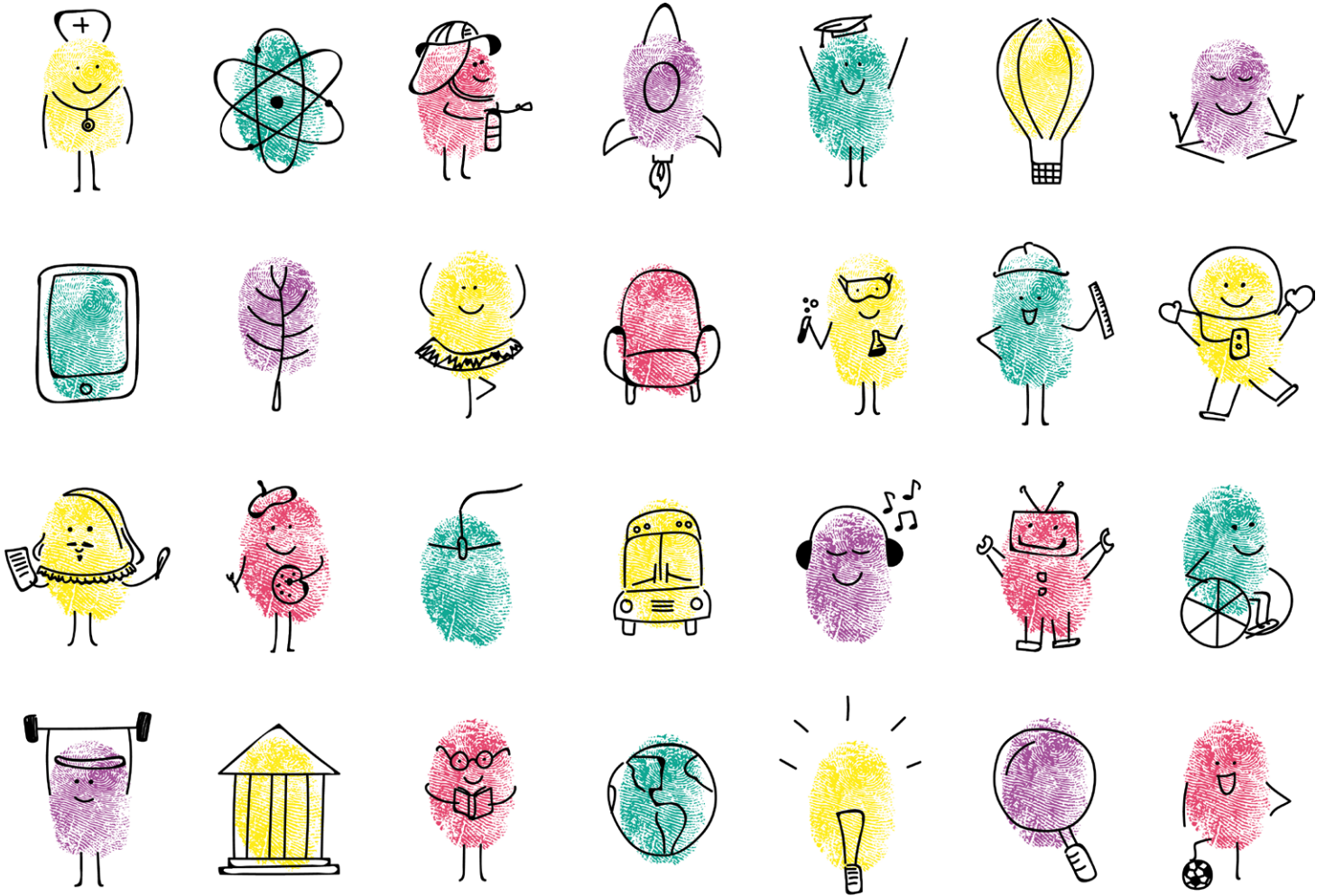


MAKE YOUR MARK



SPONSORSHIP OPPORTUNITIES

Dubai World Trade Centre, Sheikh Saeed Halls
 25 – 27 February 2020

WWW.GESSDUBAI.COM

Regional Partners:



Education Partner:



Knowledge Partner:



Platinum Sponsor:



Gold Sponsor:



Supported by:



SPONSORSHIP PACKAGES AND OPPORTUNITIES

Your brand deserves the very best and by partnering with GESS, your company will have direct access to over 12,000 educational professionals from 92 countries. Long established as the global education event, GESS Dubai offers a unique platform for your business to stand out in the crowd.

We offer a number of sponsorship options to suit all budgets and objectives. Our packages give you exclusive thought leadership, powerful branding and speaking opportunities to drive your aims and objectives at the event.

PLATINUM PACKAGE – \$80,000

SOLD

Our platinum sponsorship packages are designed for leading organisations to have access to our most important, sought after clientele as well as having access to our highest visibility branding sites at the show. This is a truly unique proposition for the truly outstanding amongst us.

ACKNOWLEDGEMENT ON ALL MATERIAL:

- > Website
- > Digital Pre-Show Preview
- > Onsite Printed Conference Programme
- > Highlighted profile and logo on onsite printed floorplan
- > Advertising campaign
- > 'You are here' boards
- > Directional signage
- > Conference rooms
- > Café Area branding

ADVERTISEMENT:

- > Inside Front Cover Advert in printed onsite Conference Programme
- > Digital Pre-Show Preview – 1 x Full Page
- > Enhanced Profile on Website Exhibitor List
- > 2 x Advertorial or Interview as part of preshow email to visitor database
- > Social media support
- > Banner Ad on Website (solo)

SHOW PRESENCE:

- > Stand Space – 60m² (Platinum) or Private Meeting Room
- > Speaking Opportunity in the conference program
- > 1 x table of 10 at the GESS Education Awards



GOLD PACKAGE - \$40,000 - 1 AVAILABLE

Our gold sponsorship packages are designed for those that want to play a major role in the future of the education industry. These opportunities will ensure your brand is truly unforgettable.

1 SOLD

ACKNOWLEDGEMENT ON ALL MATERIAL:

- > Website
- > Digital Pre-Show Preview
- > Onsite Printed Conference Programme
- > Highlighted profile and logo on onsite printed floorplan
- > Advertising campaign
- > 'You are here' boards
- > Directional signage
- > Conference rooms
- > Café Area branding

ADVERTISEMENT:

- > 1 x Advert on printed onsite Floorplan
- > Digital Pre-Show Preview – 1 x Full Page
- > Enhanced Profile on Website Exhibitor List
- > 1 x Advertorial or Interview as part of preshow email to visitor database
- > Social media support
- > Banner Ad on Website (Multi)

SHOW PRESENCE:

- > Stand Space – 30m²
- > Speaking Opportunity in the conference program

SILVER PACKAGE – \$25,000 – 4 AVAILABLE

Our silver sponsorship package has been tailor made for companies who want to get their brand out there to a mass audience. Providing prominent branding, there are numerous opportunities for potential clients to get to know your brand.

ACKNOWLEDGEMENT ON ALL MATERIAL:

- > Website
- > Digital Pre-Show Preview
- > Onsite Printed Conference Programme
- > Highlighted profile and logo on onsite printed floorplan
- > Advertising campaign
- > 'You are here' boards
- > Directional signage
- > Conference rooms
- > Café Area branding

ADVERTISEMENT:

- > Digital Pre-Show Preview – 1 x Half Page
- > Enhanced Profile on Website Exhibitor List
- > Social media support

SHOW PRESENCE:

- > Stand Space – 18m²



CREATE A LASTING IMPRESSION WITH BRANDING

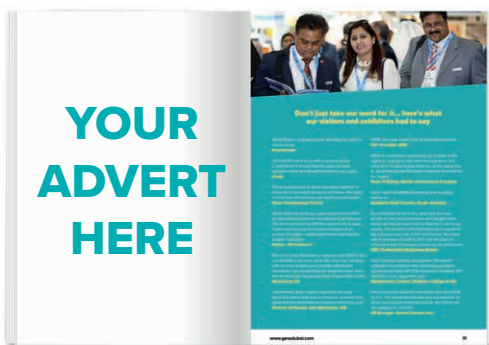


ONSITE PRINTED FLOOR PLAN ADVERTISING

The floorplan is distributed to everyone attending GESS Dubai so one of our advertising opportunities is a convenient way to get information about your company and your message to all visitors and buyers at the show.

ADVERTISING RATES:

- Full Page: Only 3 Available: **\$3500** – 1 Sold, 2 Available
- Solo top strip front cover: **\$500**
- Solo banner advert Inside pages: **\$600**
- Highlighted profile and logo on onsite printed floorplan: **\$350** – 20 Available



ONSITE PRINTED CONFERENCE PROGRAMME

The printed conference programme is available to all attendees, to align your company with GESS Dubai's educational content and be seen as a strategic supporter of the show.

ADVERTISING RATES:

- Outside (back cover): **\$3,500**
- Inside (front & back): **\$2,000** – front sold



VIDEO INTERVIEW – \$3,000

Make an appointment to be interviewed for 5-10 minutes by our professional video team on your stand or at the GESS Social Media Hub.

Don't 'pitch'! Position yourself as a thought-leader (although you may 'prime' your interviewer to ask the RIGHT questions). Receive back a professionally edited and produced video ready to host on your website, YouTube, social media post show.

GESS would be happy to help publicise your video on all available GESS media including: website, Twitter and Facebook.



SHOW BAGS – \$18,000 – EXCLUSIVE

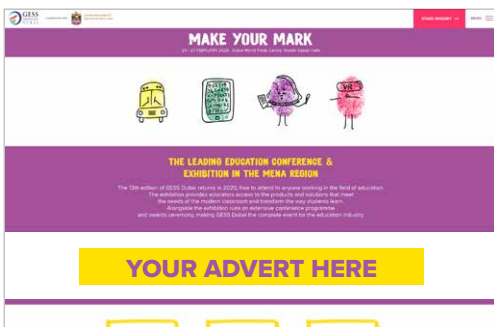
Put your company name into the hands of everyone that attends the show. This exclusive branding opportunity means your brand alongside the GESS Dubai logo on the front of all show bags.



CEILING BANNER

\$75 per m² exposure fee for hanging banners, with a minimum fee of **\$500 + rigging charges**.

Reach new heights with your advertising. Make your exhibition stand, stand out from the crowd. Increase brand awareness and visibility during the show, which will help drive traffic to your stand.



WEBSITE ADVERTISING – \$3,000

The GESS Dubai website is the hub for all educators looking to attend the event from around the world. It experiences high traffic throughout the year and is the perfect place to increase your brand awareness and traffic to your website in the build up to GESS Dubai.



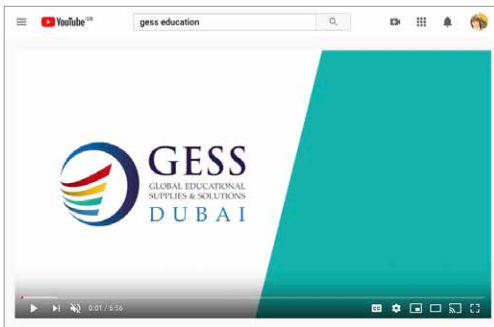
VISITOR LANYARDS – \$15,000 – SOLD

Maximum exposure at the show with your logo prominently displayed on each lanyard distributed to the visitors, exhibitors and media attending the exhibition and conference.



CESS CUSTOM OPPORTUNITIES

CESS digital marketing products offers our clients the ability to reach professionals from specific target groups through a combination of expertise, experience and technology. These products are a great way to shine a light on your brand ensuring you'll be one to remember at CESS Dubai 2020. Through videos, content and adverts we are able to launch your brand to a much wider audience.



PRE-ROLL VIDEO

Have high-quality video and need to reach the right traffic? CESS offers pricing based on COST PER COMPLETED VIEW. So you only pay when the entire video is watched.

ADVERTISING RATES:

- \$0.10 CPCV (200,000 Completed Views) - **\$20,000**
- \$0.10 CPCV (100,00 Completed Views) - **\$10,000**

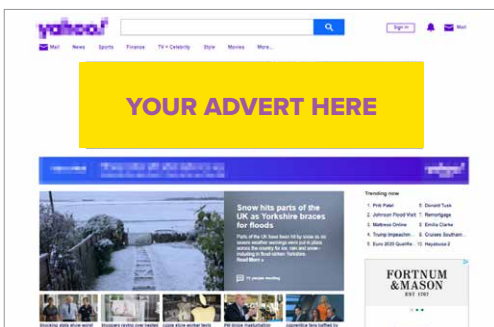


CONTENT ACTIVATION

Need qualified traffic to read your content? Our team of media experts drive paid traffic directly to content on your site, resulting in high visitor traffic, engagement and time on site.

ADVERTISING RATES:

- Campaigns: **\$10,000** for 1,000 clicks



BANNER RETARGETING

Need your brand to be top of mind to education professionals? Our media team will put your branding and banners in front of meetings professionals as they navigate the web.

ADVERTISING RATES:

- **\$5,000** for 400,000 impressions
- **\$7,500** for 681,818 impressions
- **\$10,000** for 930,233 impressions
- **\$12,500** for 1,290,476 impressions
- **\$15,000** for 1,500,000 impressions

**GESS
2020**

LEADERS IN EDUCATION

CLUB

**FOR LEADING LIGHTS
IN EDUCATION**



GESS LEADERS IN EDUCATION – \$30,000

WHAT IS LEADERS IN EDUCATION?

GESS Leaders in Education is an exclusive, invite-only club for leading educators who directly influence purchasing, owners of schools or those influencers who direct school strategy and training. The movers, shakers and visionaries of the education industry.

GESS LEADERS IN EDUCATION FOCUSES ON THREE MAIN OBJECTIVES:

1.

Helping our Members navigate our exhibitions efficiently and connect with the right exhibitors who are offering project-relevant products and services.

2.

Offering exclusive training opportunities targeted towards educational leaders both at GESS exhibitions and also at satellite events during the year.

3.

Facilitating relationship building between Members by providing valuable networking opportunities.

WHO QUALIFIES FOR MEMBERSHIP? WHY BECOME A SPONSOR?

- Principals and/or decision makers of Private/ Public Schools
 - School Bursar/School Business Managers
 - Procurement Managers from ministries across the Middle East
 - Procurement Managers from School Management Companies
 - Procurement Managers from Universities
- Place your brand in front of the best education professionals in the Middle East.
 - Benefit from gaining maximum and continuous exposure not only before and during GESS but throughout the year
 - Show your commitment to the education sector and its decision maker

THE PACKAGE

Your logo will appear as “GESS VIP CLUB Official Sponsor” alongside our GESS Leaders in Education on all of the following pre-show and onsite promotional marketing materials.

PRE-SHOW:

- Logo and Banner prominently displayed on GESS Leaders website
- Logo prominently displayed on GESS Leaders in Education emails (x5)
- Logo prominently displayed on GESS Leaders in Education marketing collateral
- 2x Advertorial or Interview as part of preshow email to Leaders in Education Emails
- Social Media Push

ONSITE:

- Desk table set up in the GESS Leaders lounge with promotional material + 2x pop up banners
- Highlighted Profile and Logo on Onsite Printed Floorplan
- Logo on Leaders in Education Badge
- 1x video interview onsite
- 20 minute speaking presentation as part of the conference programme

GESS EDUCATION AWARDS



GESS
EDUCATION
AWARDS
26 FEBRUARY 2020

The GESS Awards are the most prestigious nights in education, rewarding the most innovative and creative education professionals in the industry. The awards highlight the quality and diversity of educational products, resources, services and people as well as the best educational establishments and the most dedicated members of the teaching profession. Filled with over 350 of education's key players, it's the perfect place to get your brand noticed.

1. A SUPREME BRANDING OPPORTUNITY:

- Be seen as a key influencer and support of the Middle East Education market.
- Ensure your branding is in front of the key educationalists of the industry.
- Ensure your logo is associated with leading Middle East educational professionals and industry leading companies.

2. NETWORK WITH AND MARKET TO THE INDUSTRY'S MOST INFLUENTIAL PEOPLE:

- Form invaluable relationships with the people your business needs most.
- Meet the venerated judging panel, highest-quality entrants and senior-level attendees.

3. STAND OUT FROM YOUR COMPETITORS:

- High profile branding
- Client entertainment
- A unique marketing opportunity



GOLD SPONSORSHIP – \$20,000

This truly unique sponsorship opportunity in the Middle East education industry will help you stand out from your competitors, help your brand grow and build trust within this fast-moving industry.

THIS SPONSORSHIP IS ONLY AVAILABLE FOR TWO COMPANIES AND WILL INCLUDE:

- > Your logo on all media about the awards
- > Your logo on all media at the event
- > Table for 10 at the awards for you and your team/guests
- > 4 x pop up banners at the awards
- > Present 4 of the awards at the event
- > Speaking opportunity at the event
- > 2 awards sponsored by you

SILVER SPONSORSHIP – \$10,000

The Silver sponsor will be limited to just two companies and gives a fantastic opportunity to show your support to the education industry. You will have great branding and networking opportunities before, during and after the awards.

THIS SPONSORSHIP IS ONLY AVAILABLE FOR TWO COMPANIES AND WILL INCLUDE:

- > Your logo on all media at the event
- > Table for 10 at the awards for you and your team/guests
- > 2 x pop up banners at the awards
- > Present 2 of the awards at the event
- > 1 award sponsored by you

BRONZE SPONSORSHIP – \$5,000 – 1 AVAILABLE

The bronze sponsors will have great branding and networking opportunity at the awards. With just four sponsors allowed this is still a very exclusive opportunity to build your brand within the education industry.

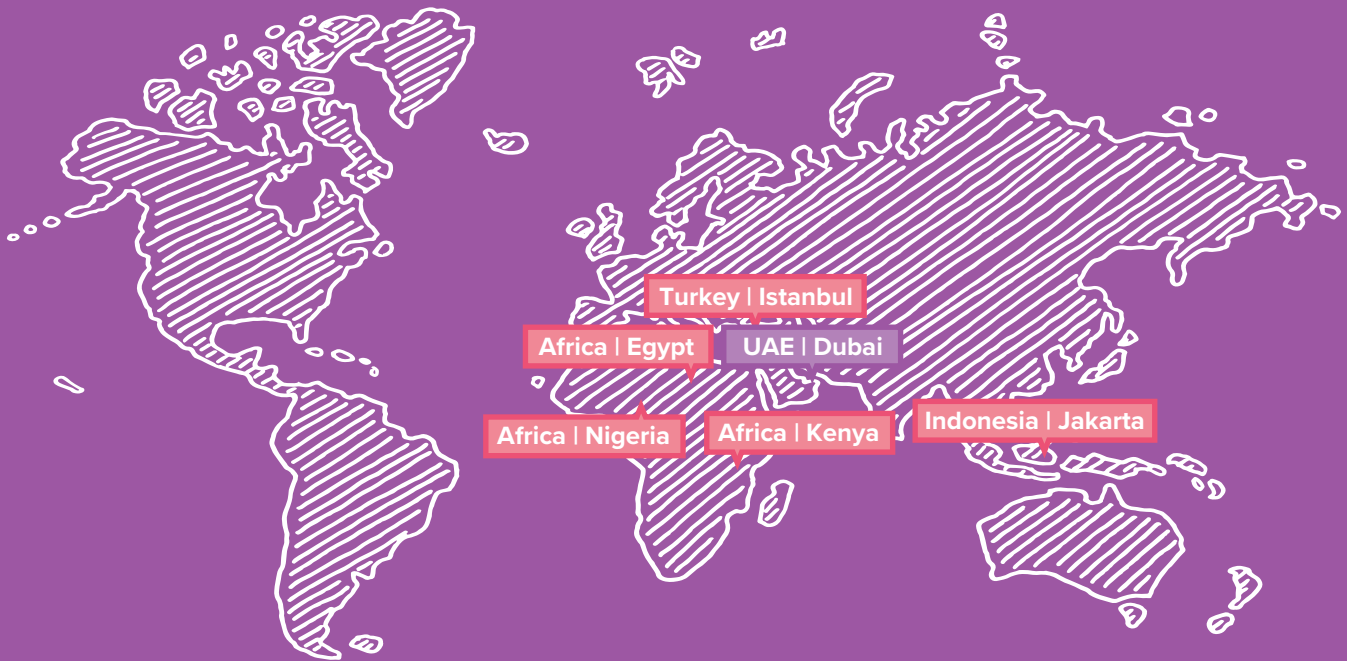
THIS SPONSORSHIP IS ONLY AVAILABLE FOR TWO COMPANIES AND WILL INCLUDE:

- > Table for 10 at the awards for you and your team/guests
- > 2 x pop up banners at the awards
- > Present 1 of the awards at the event
- > 1 award sponsored by you

1 SOLD



GESS EVENTS



BE PART OF SOMETHING EXTRAORDINARY

The choice is yours, join us to showcase your products to our targeted audience of educational professionals and find how GESS can benefit your business globally. Contact us now to reserve your place at this exciting event and take advantage of what will be your most powerful sales platform of 2020.

FOR MORE DETAILS CONTACT:

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www.gessdubai.com | www.gessindonesia.com | www.gess-turkey.com

www.gessleaders.com | www.gessawards.com



Organised by:



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