



“WE NEED ACTIONS THAT TRANSFORM THEORIES
ON SUCCESSFUL EXPERIENCES IN LIFE AND
THIS IS THE BETT EDUCAR INVITE”

Eduardo Shinyashiki

The only education and technology
education event in Brazil. Changing
the world through education.





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Welcome to Bett Educar

Bett has a history of over 30 years. With each show comes a new experience, hence it is trusted by the education community to provide exactly what's needed at the time. By continually adapting to the market, we ensure educators find the solutions they are looking for and exhibitors meet the people who will really benefit from their products.



In its third edition, Bett Educar already clearly shows their DNA: even in a year of strong recession, the 2016 event marked exhibitors, visitors and congress delegates for its dynamism, commitment, collaboration and business generation.

Most of all, the ability to interact, discuss, learn from its different audiences with a pleasant manner, seeking to overcome and innovate each year, are the hallmark of Bett Educar.

A handwritten signature in black ink, reading "Andrea Freiesleben Pereira".

Andrea Freiesleben Pereira
Sales Director





our VISITORS



Our visitors

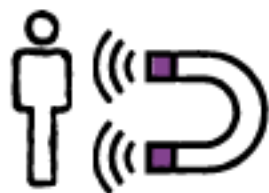
Educators travel from far and wide to source the latest, most innovative technology, learn from leaders in the field and share experience with their peers.

HAPPY CUSTOMERS IN 2016



95%

agree that Bett Educar is the best place to learn about education and technology



85%

hadn't visited any other events in the previous 12 months



95%

were satisfied with the event



52%

have placed, or are looking to place, orders as a result of their visit



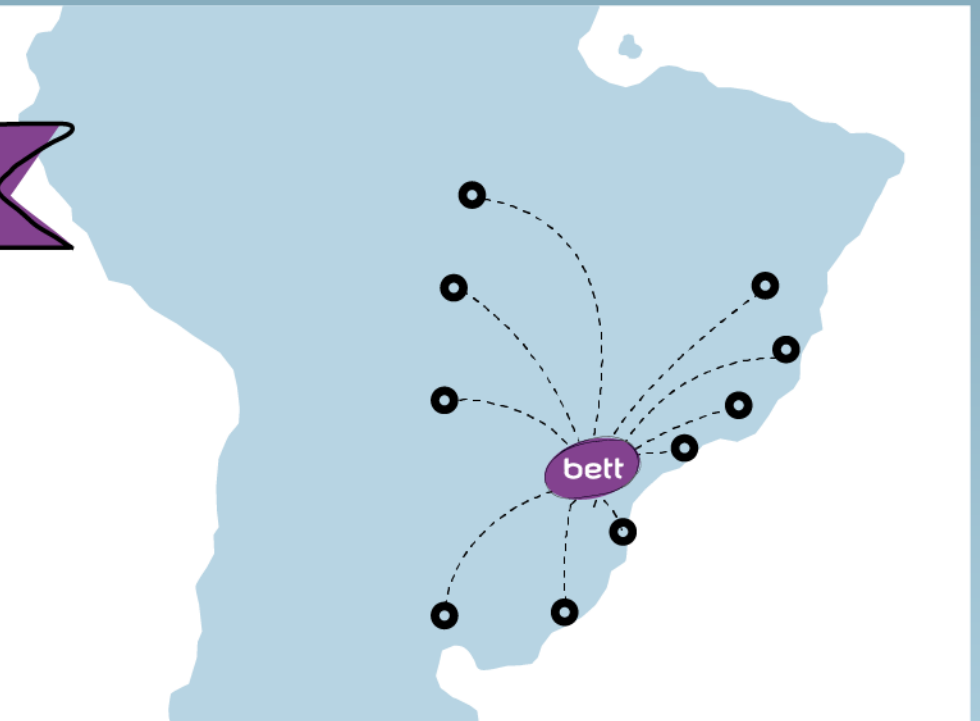
2016 visitor summary


16.207

268 DIFFERENT CITIES REPRESENTED

Regions that attended

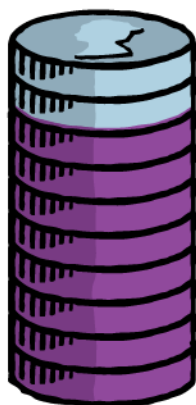
1% North	83% Southeast
4% Northeast	4% South
2% Middle-west	



JOB FUNCTIONS



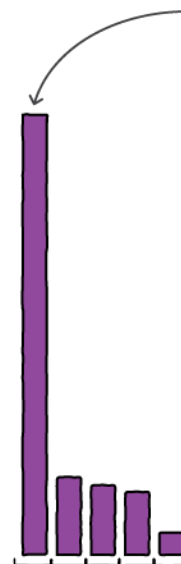
- 61% Leader
- 18% Teacher
- 4% Teachie
- 4% Reseller
- 17% Other



73%

authorise or influence purchasing decisions

WHO VISITS



- 75% Secondary/Primary school/early years
- 8% Higher education
- 8% Charity/NGO
- 8% Reseller/distributor
- 2% Education consultancy and services

SECTOR



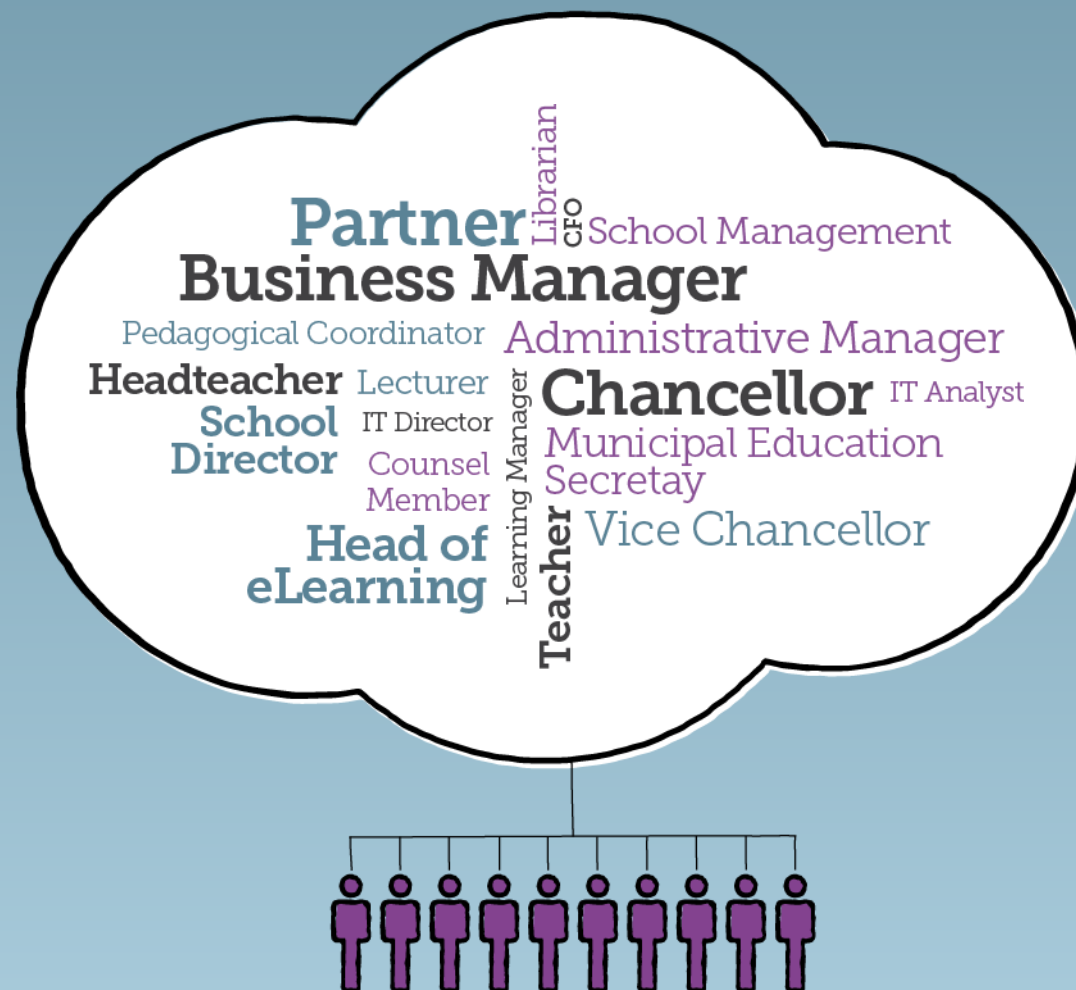
77%
Private

23%
Public

MAIN AREAS OF INTEREST

- ☒ School Management - 50%
- ☒ Games and Educational Toys - 46%
- ☒ Publishers and Education Systems - 41%
- ☒ Classroom Materials - 40%
- ☒ Classroom Equipment and Hardware - 30%
- ☒ Classroom Services - 30%
- ☒ Curriculum Improvement- 30%
- ☒ Special Education - 31%
- ☒ IT Services - 27%
- ☒ Multi-media Technology /Projection Devices - 15%
- ☒ Furniture - 16%

JOB TITLES





our exhibitors



Our exhibitors

The Bett Educar show floor is home (for four days of the year) to hundreds of the most innovative education technology service providers and distributors.

2016 EXHIBITOR SUMMARY



180+

leading education and
technology companies



50+

new exhibitors
in 2016



68%

don't attend any
other industry event



Testimonials

ROGER TRIMER
General Director - Sistema de Ensino Poliedro



"THE VISITORS THAT COME TO BETT EDUCAR IS A VERY QUALIFIED PUBLIC INTERESTED IN EDUCATION"

ANDERSON MORAIS
CEO - Agenda Kids Digital



"COME TO BETT MANDATORY TO HAVE OUR YEAR GOALS GUARANTEE"

ALVARO CYSNEIROS
Educational Director - Totvs



"RESULT UNEXPECTED"

ROBSON LISBOA
Smartlab



"BETT NAME IS ALREADY VERY CONSOLIDATED IN EDUCATION MARKET"

CAROLINA AUGUSTA
CEO - Boonit (Start ups)



"IN ADDITION OF CLOSING CONTRACTS, WE BELIEVE THAT WE CAN ALSO CLOSE STRATEGIC PARTNERSHIPS"





OUR SHOW FEATURES



Setting the stage

Each year we put together a seminar programme that addresses the most prominent issues in education, delivered by the people who are leading change and innovation.

2016 CONTENT



530

hours of accredited
content



252

speakers



182

sessions



18

4 hour workshops held in
partnership with Instituto
Singularidades and Unesp
teachers



10

theaters



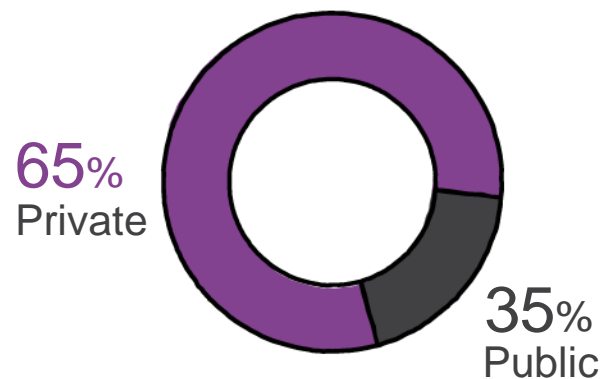
Congress delegates summaryv

REGIONS REPRESENTED



4% North
12% Northeast
4% Middle-west
70% Southeast
9% South

SECTOR

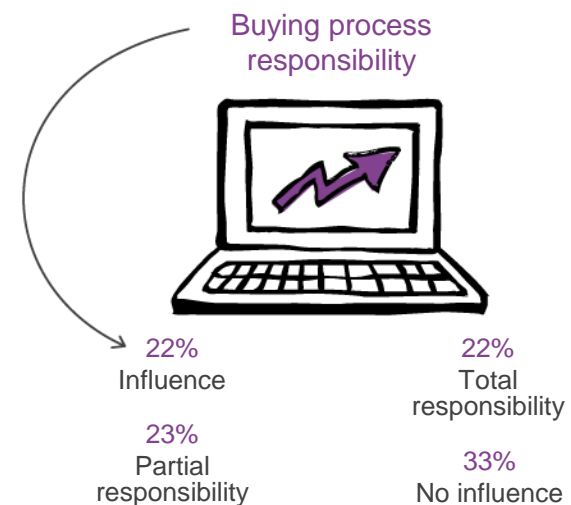


JOB TITLES



35% Analyst, professor/teacher, assistant or similar
40% Pedagogical coordinator, area supervisor or similar
16% CEO, director, partner or owner
9% Management, education state and municipal secretary

BUYING





“WE NEED ACTIONS THAT TRANSFORM THEORIES ON WELL SUCCESSFUL EXPERIENCES IN LIFE”

Eduardo Shinyashiki



“WHAT’S MORE ADVANCED IN THE EDUCATIONAL AND TECHNOLOGICAL FIELD. REFLECTIVE and HUMANIST”

Cesar Aparecido Nunes



“THAT’S SO ENRICHING, THIS POSSIBILITY OF MEETING AND ADDING WITH MANY PEOPLE”

Diana Tatit



“THE COUNTRY’S EDUCATION NEEDS TO RECYCLE”

Augusto Cury



“THE TECHNOLOGY WILL BE THE CONDUCTION OF FUTURE EDUCATION”

Vanderlei Martinianos



“AN EVENT LIKE THIS HELPS LOOK OUT, THINK ABOUT WHAT IS HAPENNING OUTSIDE THE CLASSROOM”

Patricia Auerbach



Creating a buzz

We're always bringing new feature areas to the show floor, to keep things fresh and exciting and to reflect the biggest areas of potential in education. Not to mention making it nice and easy for visitors to find what they're looking for.

NEW FOR 2016



Small companies with big ideas

Designed in collaboration with Educare and with Startipi supports, Bett Startups is the place for the best start-up companies to meet their market, build their customer base, find partners and ultimately grow their business. Is an opportunity place for new technology and educational companies present their business plan, products and services for a high qualified public in a short space time.

Bett Startups 2016

32 of the most exciting edtech startups

+20 sessions presented by the startups

Huge **impact** within the visitors

"WE BELIEVE THAT COMMIT WITH BETT BRASIL AS A PROMOTION SPACE IS VERY IMPORTANT FOR US AS A STARTUP, CONSIDERING THE AMOUNT OF PEOPLE PASSING BY AND THE NETWORK WE CAN ACCESS. THE BALANCE IS VERY POSITIVE, WE WERE VISITED BY MANY PEOPLE AND IT ALSO HELPED US FOR +O2 IN SEVERAL OTHER STATES."

Carlos Lopes, +O2 owner



BACK FOR 2016

Apple Distinguished School Experience

The Apple Distinguished School Experience (ADSE) is a space that seeks to present a totally disruptive concept of innovation in education as from the review of pedagogical strategy, through the redefinition of the roles of teachers and students to the creative use of the ecosystem.

Apple as a means of dynamic change management process in the school environment. In this space were shared very rich experience and processing practices that helped visitors to develop new perspectives for teaching and learning.

Schools attended:

ADS:



ADP:



BACK FOR 2016



ESPAÇO
DO SABER

Free content + parallel events

Informative content that increases the interest in solutions and expands the public quantity and specific segments.



Gustavo Loyola, SIEEESP



UNDIME - SP



MICROSOFT



AEF



CISCO



NEW FOR 2016

4 hour workshops



The Instituto Singularidades and UNESP teachers, in partnership with Bett Educar, ministered practical courses of four hours duration. This novelty presented in 2016 Congress program had a high adherence within congress delegates.

“I have attended Bett in recent years and I found a special moment AT 2016, where we found a fair all focused on technology, innovation, all lectures having a background in this direction. Startups allocated in a very simple way, but with great ideas that encourage and motivate the teacher to think that today is not only a school that thinks in education, but now we have a whole bunch of people building solutions for education and it makes a lot of sense, encourages, makes us a little more motivated to continue. If I could say what Bett Educar 2016 brought to me was this passion that education is leading to the market, perhaps the economic issue, the crisis, but mainly by the space that education has in Brazil today as an opportunity.”

Daise Costa Anami, Coordendadora Pedagógica da SEB



A woman with brown hair in a bun, wearing glasses and a red lanyard, is writing on a glass wall. She is holding a black marker and has just finished writing the word 'of'. The text on the wall is 'What does the FUTURE of education look like?'. The word 'FUTURE' is in large, bold, outlined letters, while the rest is in cursive. The background is a blurred indoor setting with lights.

What does the
FUTURE
of education look like?

YOU AND BETT EDUCAR



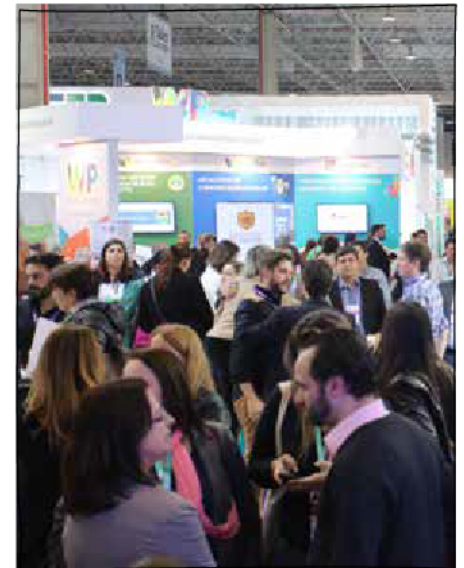
You and Bett Educar

You may have developed the most revolutionary product in the world, but that's just the first hurdle. Demonstrating said product's capabilities to the education market is the next big step. Meeting customers and prospects needn't be a time consuming prospect. We don't want you to have to travel for 100 days in order to talk to people face to face – we want you to do the talking at Bett Educar.

Whatever your objectives for the show and beyond, we can work with you to develop a bespoke solution.

“We bet on Bett Educar space mainly because all the educational public are here in this event during these four days. We are very pleased with the event, until now we didn't stop one minute presenting our system for everyone who passed here at the booth. All the time has someone interested, and the expectation we had was much smaller than what is actually happening now. It's been great for our type of business.”

José Alexandre, Sócio Diretor da Webclasses.



As inspiration, here are potential solutions



A stand

Show off your products and solutions in person and capture visitors' details.



Interactive features

Branch out from typical show floor interactions.



Branding

Show off your products and solutions in person and capture visitors' details.



Digital

Maximise your exposure through our website before, during and after the show.



Speaking

Take to the stage and demonstrate thought leadership.



Networking

Show individual prospects how your solutions will benefit them, through meetings or events.

Our consultants are here to help find the best solution for you.



Reaching out further

Standing out from the crowd in a competitive market is certainly a challenge; you have to really put yourself out there. Aligning your brand with Bett Educar is a sure fire way to get your name in the game. Through multiple channels, we reach the far corners of the education market.

Bett Educar Website

Where your target market find all they need to know about the show.



102.000 users
405.000 page impressions

Email marketing

Bett Educar delivers a highly successful, targeted email campaign to leaders and educators.



Database of over 90.000 education professionals

Mobile app

Exhibitor listings, seminar schedules and floor plans at visitors' fingertips.



Over 1.300 unique users

Social media

Bett Educar is very active on social media and has built a strong social community.



Over 15.000 users across Facebook, LinkedIn and Twitter

#bettnanet

Event journalistic coverage from high school students of Sao Paulo's schools.



Presence of Bett Educar at the most innovative platforms like Snapchat and Instagram

PR & media

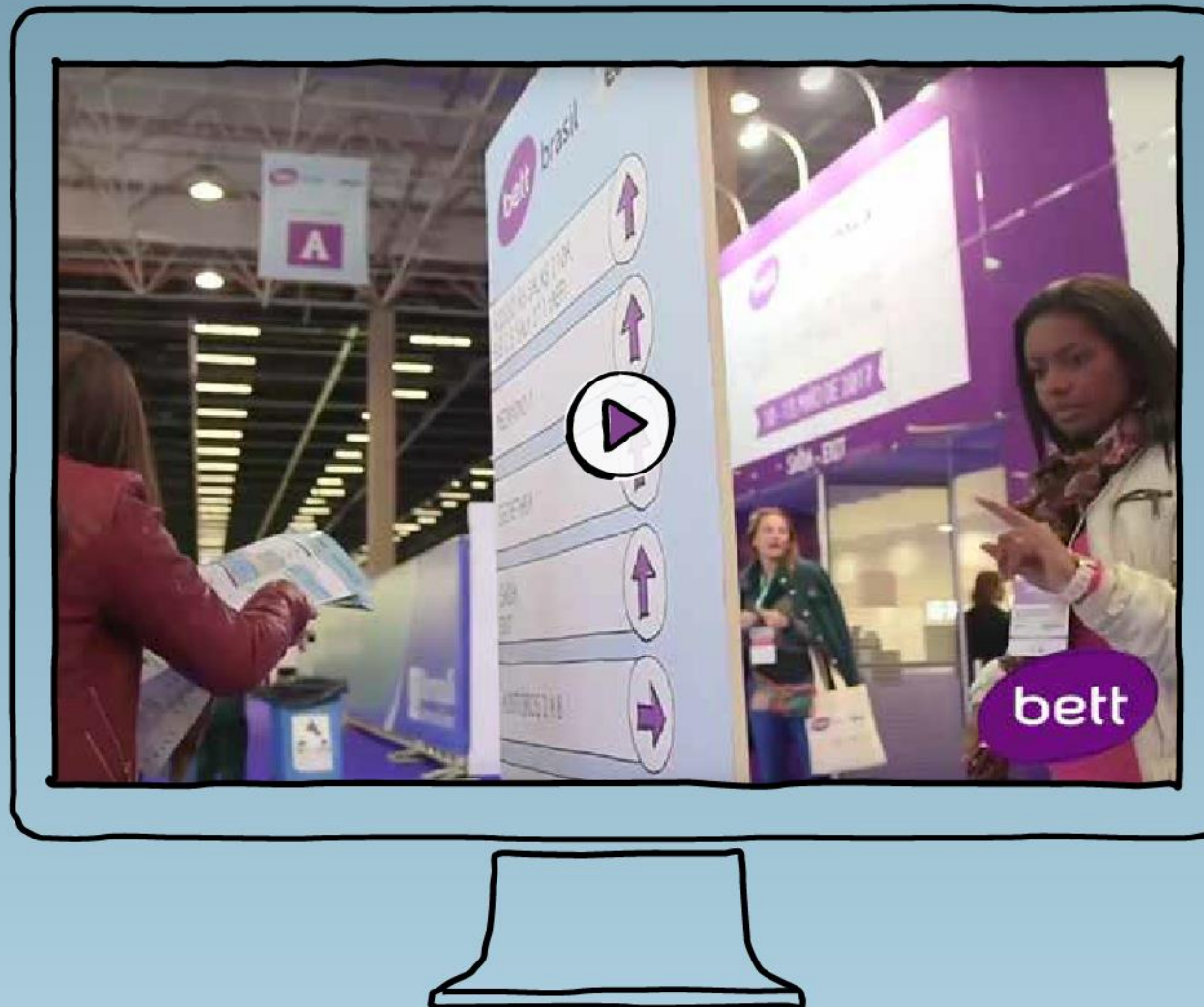
Our experienced PR agency deliver targeted messaging through leading publications.



Over 347 media mentions and appearances in big promotion channels from January to May

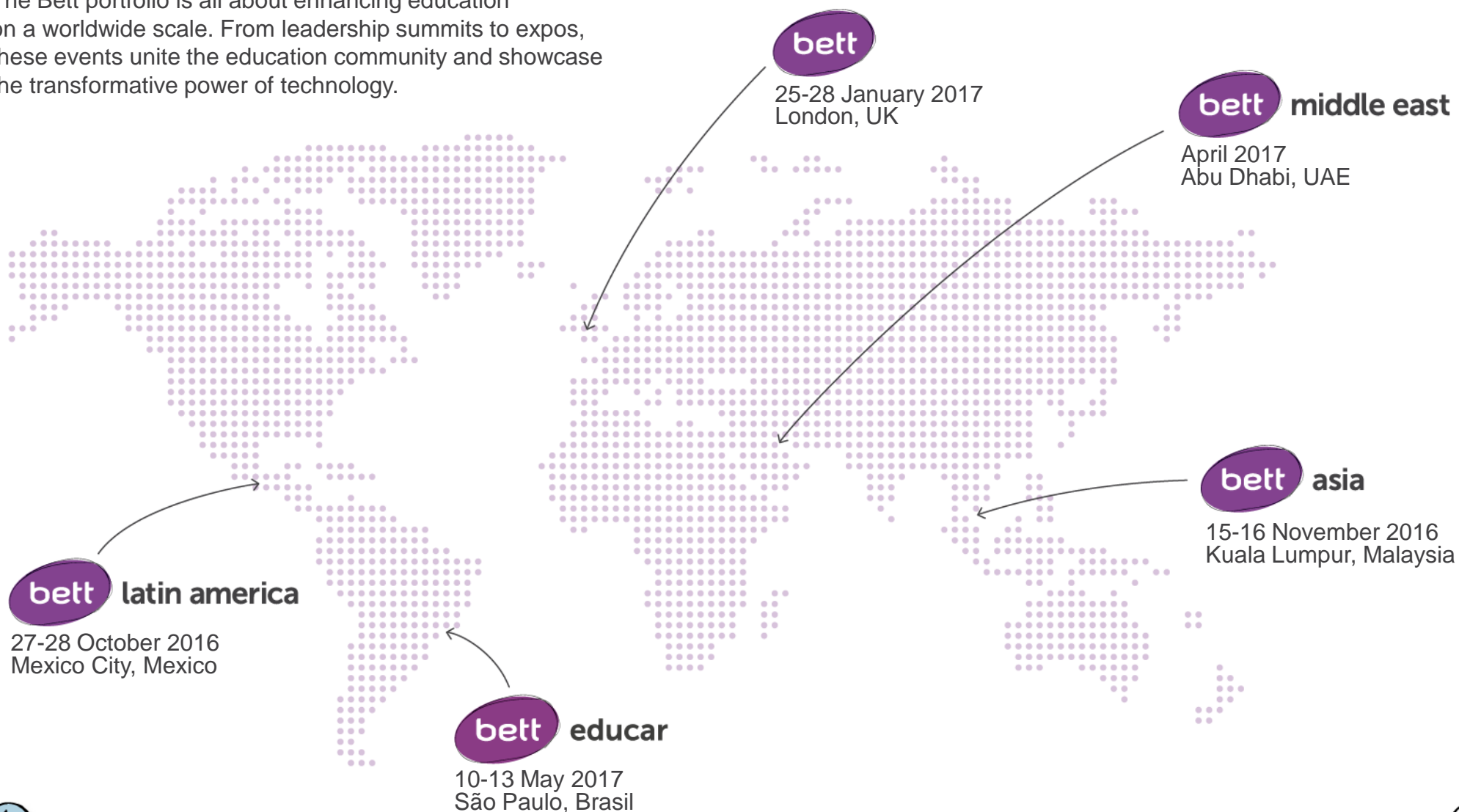


Now sit back, plug the headphones in,
and experience the buzz



Our global series

The Bett portfolio is all about enhancing education on a worldwide scale. From leadership summits to expos, these events unite the education community and showcase the transformative power of technology.





10 - 13 May 2017

We hope you'll join us!

Meet the consultant team



Andrea Pereira



Eduardo Xavier

CONTACT US



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BROUGHT TO YOU BY

ASCENTIAL
EVENTS