

In partnership with:



Department for
International Trade



18 – 19 October 2017
Mexico City



Show Facts

1. 70% average annual attendee growth since 2013
2. 82% regional visitors and 18% International Visitors
3. Type of visitors include educators, corporate and government officials

Why Exhibit?

4. The only educational exhibition in the region with over 2000 visitors of which 10% were government officials.
5. Chance to meet potential partners from 30+ countries
6. BET Latin America is the place to meet the region's technology in education community.

DIT Support

For this event there are **grants available from DIT**. These will be allocated on a first come first, served basis, providing you are eligible. The value of the grant is **£2500**. If you would like to exhibit and apply for a grant, please complete both the booking form and the grant application and send to andrina@besa.org.uk.

For companies that apply and are eligible for a grant, the grant will be paid 4 to 6 weeks after the event.



General Information

Bett is the global meeting place for the technology community for education. Through a series of world-class events, Bett's mission is to promote the discovery of technology and its knowledge to enhance lifelong learning. Bett embraces innovative solutions that inspire, in order to improve the way to learn Early Years to Higher Education.

Exhibition Packages

Pod Option

The cost of a pod is us\$4275 and includes the following:

- ✓ Pod Area
- ✓ Lockable Cabinet
- ✓ Spotlight
- ✓ Power socket
- ✓ Fascia
- ✓ Stool
- ✓ Show Guide Entry

Stand Option:

- Bronze \$6650
9sq mtr stand
 - Silver \$13300
18sq mtr stand
 - Gold \$19950
27 sq mtr stand
- Each package includes:
- ✓ Walls
 - ✓ Fascia & Logo
 - ✓ 1 table and 2 chairs
 - ✓ Socket and Lights
 - ✓ Show guide entry

The BESA Service

From the moment you book a stand in the British Pavilion to the moment you return home after the exhibition, BESA's international team will be with you every step of the way.

What You Should Do Now?

You will need to complete booking form, grant application and DIT T&Cs confirmation forms and send to andrina@besa.org.uk. The BESA international team are here to answer any questions about the show, so please contact Andrina on the email above for further information.