

SXSW EDU

In partnership with:



Department for
International Trade

5 – 8 March 2018
Austin – Texas
USA



Visitor Profile

1. Teachers
2. Principals
3. Decision makers (60%)
4. Technology directors
5. Consultants
6. Teachers

2016 Key Statistics

- ✓ 22% delegates from outside the USA.
- ✓ Visitors from 95 Countries.
- ✓ Over 17 thousand delegates at the event.
- ✓ Over 27 countries represented at the trade show.

Playground Area

The Playground is an interactive space to learn new strategies and engage in hands on activities that can be leveraged to support students' learning.

The space features programming and activities for makers, creators, learners, dreamers, visionaries and most importantly, educators. The wall-to-wall creative energy in the Playground is stimulated by displays, talks and hands-on presentations.

For more information or to apply to be consider for the free Playground area, please click [here](#).

Stand Package

Early Bird **£2400** until 8th December
£2700 from 9th December

Package includes:

- 5'x8' (circa 4 sq mtr stand)
- Pipe & drape back and sides
- Counter with custom graphics
- Two chairs and waste basket
- Basic ID sign
- Wi-Fi Connectivity
- Electrical Connection – one socket
- Listing in SXSW EDU program guide
- Listing with logo, description, and contact info hosted on SXSWEDU.com
- SXSW EDU 2018 registration (\$545 value)
- In addition, see BESA's extras on BESA service section.

General Information

The United States (US) is the largest, most competitive and technologically advanced economy in the world. US Gross Domestic Product (GDP) has consistently seen growth of 1.8% or more since 2011. It is the UK's top export destination.

The US is the world's largest market and it has the world's largest private sector with:

- Low regulatory barriers.
- Minimal language barriers.
- Access to global supply chain which can lead to other markets.
- Strong rule of law.

The Education exhibition is the largest expo at SXSW EDU. The Trade Show enhances and complements conference programming with endless unexpected discovery opportunities. Several areas located throughout the Trade Show feature content aimed to promote discovery, education and inspiration; no other place at SXSW EDU will you find this many creative businesses and organizations together in one place. In 2017, there were over 300 exhibitors.

The BESA Service

From the moment you book a stand in the UK Pavilion to the moment you return home after the exhibition, BESA's international team will be with you every step of the way. Moreover, UK companies within the UK Pavilion will also get the following:

- ✓ UK brochure entry
- ✓ Appointment of preferred freight and travel agents
- ✓ Pre-event promotion of BESA Group
- ✓ US Market briefing

What You Should Do Now...

Please complete the **booking, grant and T&Cs forms** and email to william@besa.org.uk

The BESA international team is here to answer any questions about the show, so please contact william@besa.org.uk or nina@besa.org.uk for any enquiries.

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 **£2,000**. If you would like to exhibit and apply for a grant, please complete both the **booking, grant application and T&Cs forms** and send to william@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.