

In partnership with:



Department for
International Trade



13 – 16 November 2017
Beijing - China

besa | 
BRITISH EDUCATIONAL
SUPPLIERS ASSOCIATION

Show Facts

- ✓ Over 3700 visitors, 58% are senior level.
- ✓ Delegates from 14 countries from the region, including USA, Australia and Japan.
- ✓ Great chance to network with China's EdTech Community.
- ✓ Chance to attend strategy workshop on how to expand your business in China.



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 **£1500 and £2500**, the latter for companies taking designer package stands. If you would like to exhibit and apply for a grant, please complete both the booking form and the grant application 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.

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. There is a BESA admin fee of £250 for non-members. No admin charge for BESA members

What You Should Do Now?

You will need to complete booking form, grant application and DIT T&Cs confirmation forms and send to william@besa.org.uk

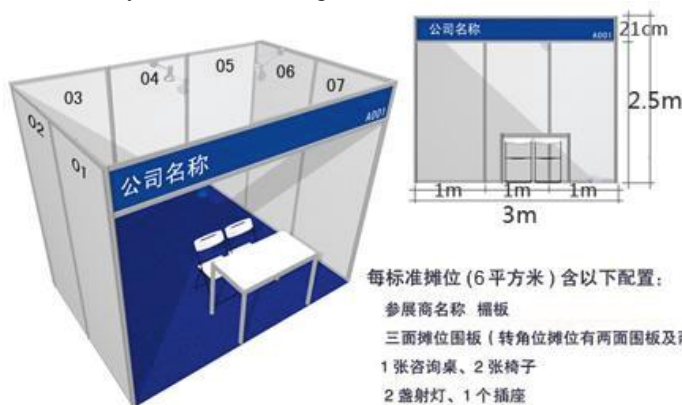
The BESA international team are here to answer any questions about the show, so please contact William on the email above for further information.

Standard Stand

£1500

The Shell scheme stand package includes the following:

- ✓ 6sq mtrs stand
- ✓ Space, panel walls and carpet
- ✓ Front desk & 2 chairs
- ✓ Fascia
- ✓ Power socket and Lights
- ✓ Wastepaper bin
- ✓ Show guide & UK brochure entries
- ✓ UK Pavilion Hanging banner
- ✓ One day mission to visit government officials



Designer Package from £8500

There are designer packages available for stand 16+ sq mtrs.
The package includes:

- ✓ Space (from 16sq mtr)
- ✓ Carpet
- ✓ Special design stand
- ✓ Chairs
- ✓ Desk
- ✓ Fascia
- ✓ Electric point
- ✓ One day mission to visit government officials

For stand design choices see stand design document or email william@besa.org.uk