

In partnership with:



Department for
International Trade

10th Edition!



4 – 6 October 2018
New Delhi, India



Show Facts

Visitors to the event will include:

- ✓ School owners and directors.
- ✓ Principals, academicians, teachers, senior management and administrative heads.
- ✓ Decision makers from education institutes, universities and state/private schools.
- ✓ Government bodies and associations.
- ✓ Potential agents and distributors.

In 2017, Didac India had over 200 exhibitors and 10,000 visitors from over 35 countries.

Why Exhibit?

1. Didac India is the only educational exhibition in the Indian Subcontinent
2. India is the fourth largest economy in terms of purchasing power parity
3. India has 1.5 million schools and 33k higher education institutes making it the world's largest market for education and training resources.
4. It is the largest home for consumers of

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 lois@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.

What You Should Do Now?

You will need to complete the show booking form along with the grant application and T&Cs form and send to lois@besa.org.uk

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

General Information

We are delighted to inform you that **Didac India** tenth edition will be held at the Pragati Maidan exhibition centre in **New Delhi** on **4-6 October 2018**.

Didac India is an international exhibition and conference for educational and training resources for all levels and sectors of education, including Special Needs.

Didac India is the only exhibition and conference event in the Indian subcontinent, bringing together the entire education and training industry along with all manufacturers, suppliers, distributors and solution providers of education and training resources in a single common platform. The event is a global showcase with the latest educational material and services for the education and training sector and addresses the growing demand for varied products and solutions for the enhancement of education and skills.

Stand Package

The cost of exhibiting at the show \$555 USD per sqm and includes:

- ✓ Space, panel walls and carpet
- ✓ 1 table & 2 chairs
- ✓ 1 power socket (13 amps)
- ✓ Lighting (3 spotlights)
- ✓ Security, cleaning & 1 wastepaper bin
- ✓ Fascia with company logo & British flag
- ✓ Show guide and UK Brochure
- ✓ 20 – 30 min workshop to targeted audience

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. Moreover, at no extra cost and on top of the stand package, UK companies within the UK pavilion will also get the following:

- ✓ UK brochure entry
- ✓ Workshop to targeted audience.
- ✓ Appointment of preferred freight and travel agents
- ✓ Pre event promotion of BESA Group
- ✓ Advice pre and during show from BESA