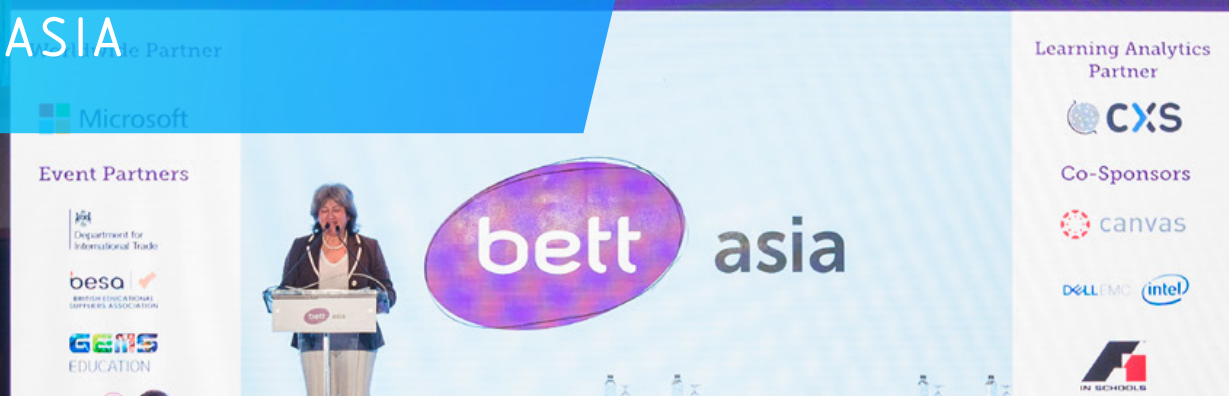


SHOWCASE
YOUR
BRAND

bett asia



ABOUT BETT ASIA



DEAR SIR/MADAM,

IT IS WITH GREAT EXCITEMENT THAT I CAN ANNOUNCE BETT ASIA WILL BE HOSTING ITS 5TH ANNUAL LEADERSHIP SUMMIT AND EXPO ON 14-15 NOVEMBER IN KUALA LUMPUR, MALAYASIA.

Growing in influence each year, Bett Asia is recognised as the region's most senior gathering bringing together education leaders from Asia and beyond to advance education and improve learning outcomes for students.

We cater to the largest education system in the world through a progressive and curated Summit agenda. As always, this edition of the Summit reflects the ongoing evolution of education while addressing challenges specific to the region. Meanwhile, the Expo will showcase the very best of how products and solutions are enabling excellence across the region while connecting you with senior decision makers and those with purchasing power.

For more information, please do not hesitate to get in contact with our team.

We look forward to welcoming you at Bett Asia 2018.



Sincerely,

Tim Edwards

T. +44 (0) 203 033 2155

E. Tim.Edwards@bettshow.com



1,950+

Attendees



40+

Countries represented



690+

VIP guests

WHY BRING YOUR BRAND TO BETT ASIA?

AS A SPONSOR, PARTNER OR EXHIBITOR AT BETT ASIA 2018, YOU WILL BE PROVIDED WITH MULTIPLE OPPORTUNITIES TO SHOWCASE YOUR VISION, BRAND OR PRODUCT TO AN AUDIENCE OF KEY DECISION-MAKERS IN EDUCATION, AND GOVERNMENT WITHIN THE REGION.

BRAND EXPOSURE

Position your company in front of senior decision makers and amongst high quality attendees. Bett Asia is the perfect platform to launch your product and benefit from local and global media coverage. We offer bespoke packages to meet your needs.

THOUGHT LEADERSHIP

Bett Asia is a platform to shape educational discourse amongst thought leaders and experts sharing innovative technologies, trends and tips. Use this platform to facilitate a workshop, share a case study or chair a panel discussion to highlight your ideas and solutions.

2017 SAW



60%

Higher management
or above



200+

Hours of
content research



700+

International business
meetings



75%

Decision makers

BUILDING CONNECTIONS

Network with influential leaders and speak directly to your target market. Hear about the needs of your customer as educators and policy makers openly share their challenges and the solutions they are seeking.

LEAD GENERATION

Results from Bett Asia 2017 demonstrated that attendees have an appetite to meet new solution providers. Showcase your product to senior buyers looking for your expertise and solutions at Bett Asia.

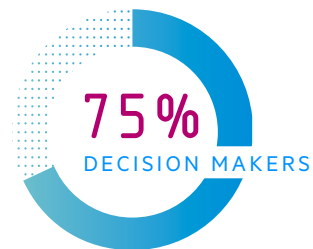
OUR AUDIENCE

PREVIOUS INSTITUTIONS IN ATTENDANCE

- Ministry of Education - Malaysia
- Ministry of Education - Brunei
- Ministry of Education - Thailand
- Ministry of Education - Vietnam
- Ministry of Education - Sri Lanka
- Ministry of Research, Technology & Higher Education (Indonesia)
- UNESCO (Thailand)
- University Pendidikan Sultan Idris (UPSI) (Malaysia)
- Women in STEMM (Australia)
- Nord Anglia (Hong Kong)
- Maldives National University
- University of Hong Kong

PREVIOUS COUNTRIES IN ATTENDANCE

- | | | |
|---|---|--|
|  Malaysia |  Japan |  Sri Lanka |
|  Australia |  Korea |  Taiwan |
|  Brunei |  Laos |  Thailand |
|  China |  New Zealand |  USA |
|  Hong Kong |  Pakistan |  India |
|  India |  Philippines |  Vietnam |
|  Indonesia |  Singapore | |



PREVIOUS JOB TITLES IN ATTENDANCE

- CEO
- Dean of Research
- Dean, School of Computing and IT
- Deputy Vice Chancellor
- Director of Digital Infrastructure
- Director of Education
- Head of Board
- Head of Education
- Head of IT
- Head of School
- ICT Director
- Managing Director
- Minister of Education
- Minister of Higher Education
- Professor
- Vice-Chancellor
- Vice President

THE BETT GLOBAL SERIES

BETT IS NOW A SERIES OF WORLD CLASS EVENTS PROMOTING THE DISCOVERY OF TECHNOLOGY AND KNOWLEDGE TO ENHANCE LIFELONG LEARNING.

Combined our international editions attract almost 60,000 educators, leaders and practitioners alongside more than 1,200 technology providers from around the globe.



591,700+
Unique users



56,350+
Visitors



Social reach of
86,400



1,255
Leading edtech
companies exhibiting

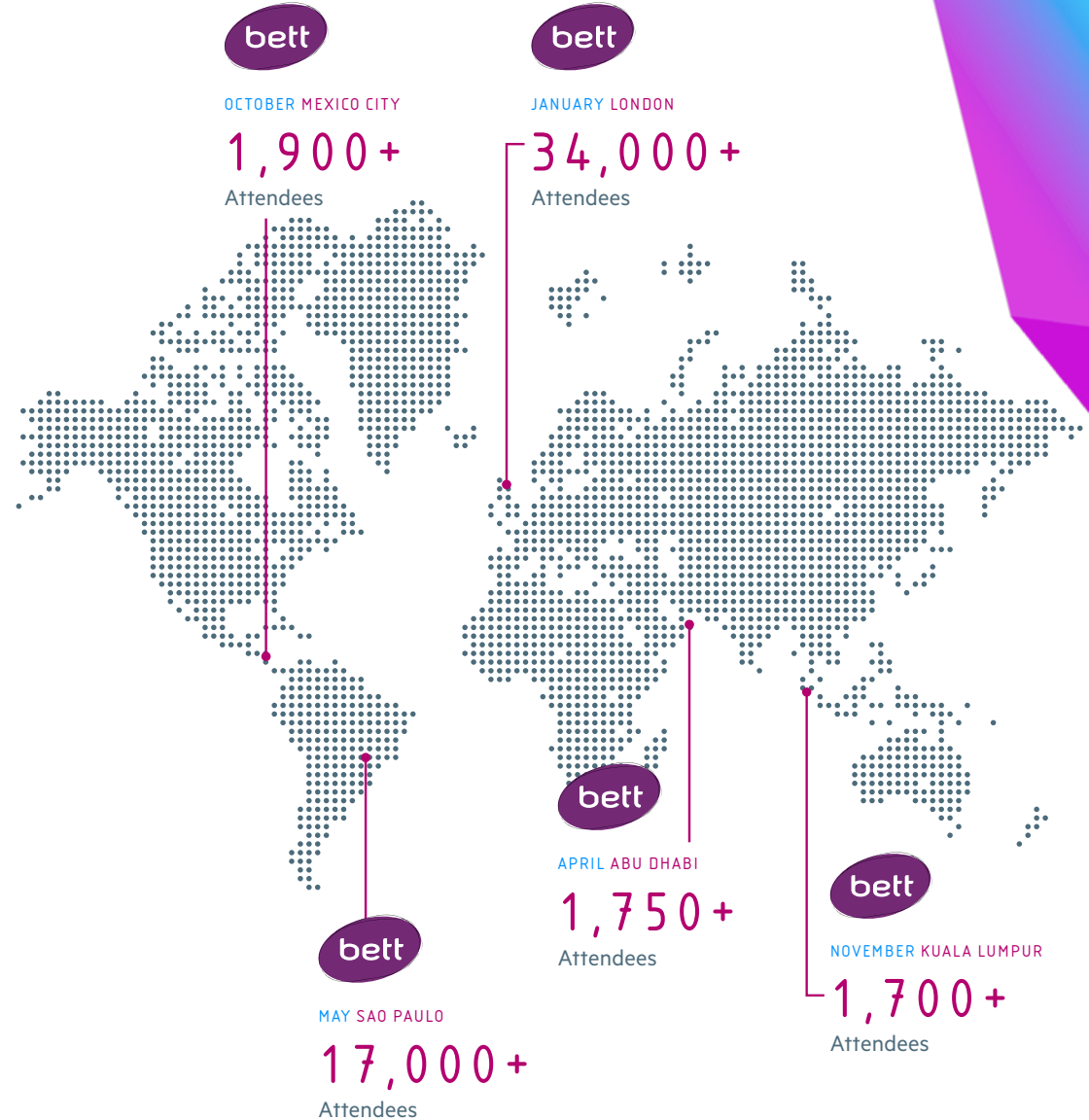


Database of
220,000+
Education professionals



100,000
Media mentions and
appearances

BETT GIVES BRANDS THE GREATEST REACH
IN THE GLOBAL EDUCATION MARKET



EXHIBITION PRICING AND SPONSORSHIP PACKAGES



EXHIBIT AT BETT ASIA

EXHIBITION PRICING	COST PER M ²
Earlybird Rate (available until 31st July)	USD \$772
Standard Rate	USD \$850

ADDITIONAL PACKAGES AND OPTIONS AVAILABLE. CONTACT TIM.EDWARDS@BETTSHOW.COM TO FIND OUT MORE ABOUT HOW YOU CAN BE PART OF THE WORLD'S LEADING EDUCATION TRANSFORMATION EVENT SERIES.

BECOME A SPONSOR

LEAD SPONSOR	ASSOCIATE SPONSOR	CO-SPONSOR
Keynote Presentation or Panel at the Leadership Summit		
Thought Leadership session or Roundtable	Thought Leadership session	Thought Leadership session
2 x sessions in Expo theatres (1 in K12/HE theatre & 1 in 21st Century Skills & Knowledge theatre)	2 x sessions in Expo theatres (1 in K12/HE theatre & 1 in 21st Century Skills & Knowledge theatre)	1 x session in Expo theatres (K12/HE or 21st Century Skills & Knowledge)
Exhibition stand, 36 Sqm	Exhibition stand, 18 Sqm	Exhibition stand, 9 Sqm
High level of brand promotion on the website	Branding on website	Branding on website
High level of onsite branding in Summit & Expo	Onsite branding in Summit and Expo	Onsite branding in Summit and Expo

SPONSORSHIP PRICING AVAILABLE ON REQUEST

2017 PARTNERS & SPONSORS



WORLDWIDE PARTNER



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LEARNING ANALYTICS PARTNER



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