

SHOWCASE  
YOUR  
BRAND

bett

latin america



# ABOUT BETT LATIN AMERICA

DEAR SIR/MADAM,

IT IS WITH GREAT EXCITEMENT THAT I CAN ANNOUNCE BETT LATIN AMERICA WILL BE HOSTING ITS 6TH ANNUAL LEADERSHIP SUMMIT AND EXPO IN MEXICO CITY ON 11 – 12 OCTOBER AT CENTRO BANAMEX.

Recognised as the region's most senior gathering of education leaders, this edition includes a full curated Summit agenda that reflects the ongoing evolution and challenges that education is facing across the region.

Bett Latin America offers a unique opportunity to meet with worldwide exhibitors and solution providers, as well as connect with senior decision makers. In 2017, over 76% of the total attendees had purchasing responsibility.

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

We look forward to welcoming you at Bett Latin America 2018.



Sincerely,

Tim Edwards

T. +44 (0) 203 033 2155

E. Tim.Edwards@bettshow.com



**1,900+**  
Attendees



**30+**  
Countries represented



**730+**  
VIP guests

# WHY BRING YOUR BRAND TO BETT LATIN AMERICA?

AS A SPONSOR, PARTNER OR EXHIBITOR AT BETT LATIN AMERICA 2018, YOU WILL BE PROVIDED WITH MULTIPLE OPPORTUNITIES TO SHOWCASE YOUR VISION, BRAND OR PRODUCT TO A TARGETED 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 Latin America 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 Latin America 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



76%

Of Summit attendees with purchasing responsibility



200+

Hours of content research



100+

Government organisations



85%

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 Latin America 2017 demonstrated that attendees have an appetite to meet new solution providers. Showcase your product to senior buyers looking for your expertise and solutions.

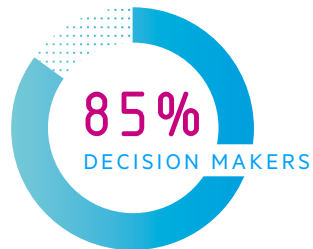
# OUR AUDIENCE

## PREVIOUS INSTITUTIONS IN ATTENDANCE

- Ministry of Education - Jalisco
- Ministry of Education - Panama
- Ministry of Foreign Affairs - Norway
- UNESCO Mexico
- Plan Ceibal - Uruguay
- Federal Administration of Educational Services
- National Confederation of Private Schools
- Oxford School of English
- UNID
- British Embassy Mexico
- UNITEC University of Technology and Commerce
- Bilingual School of Panama
- Colegio Peterson, SC
- ILCE
- SEP

## PREVIOUS COUNTRIES IN ATTENDANCE

- |  |  |  |
|--|--|--|
|  Mexico          |  Costa Rica            |  Ecuador   |
|  United States  |  Spain                |  Moldova  |
|  Chile          |  Finland              |  Uruguay  |
|  Colombia       |  El Salvador          |  Norway   |
|  United Kingdom |  China                |  Panama   |
|  Argentina      |  Portugal             |  Brazil   |
|  Peru           |  United Arab Emirates |  Paraguay |
|  Guatemala      |  Guyana               |  Ireland  |



## PREVIOUS JOB TITLES IN ATTENDANCE

- Academic Director
- CEO
- Deputy Director General
- Director of Education
- Director of Technology and Innovation for Learning
- Educational Advisor
- Head of Educational Projects
- Head of the State Centre for Educational Technology
- National Director of Curriculum and Educational Technology
- Principal
- Specialist in Educational Technology
- State Coordinator of the Mexican Dual Training Model
- Technical Director
- Vice-rector

# 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

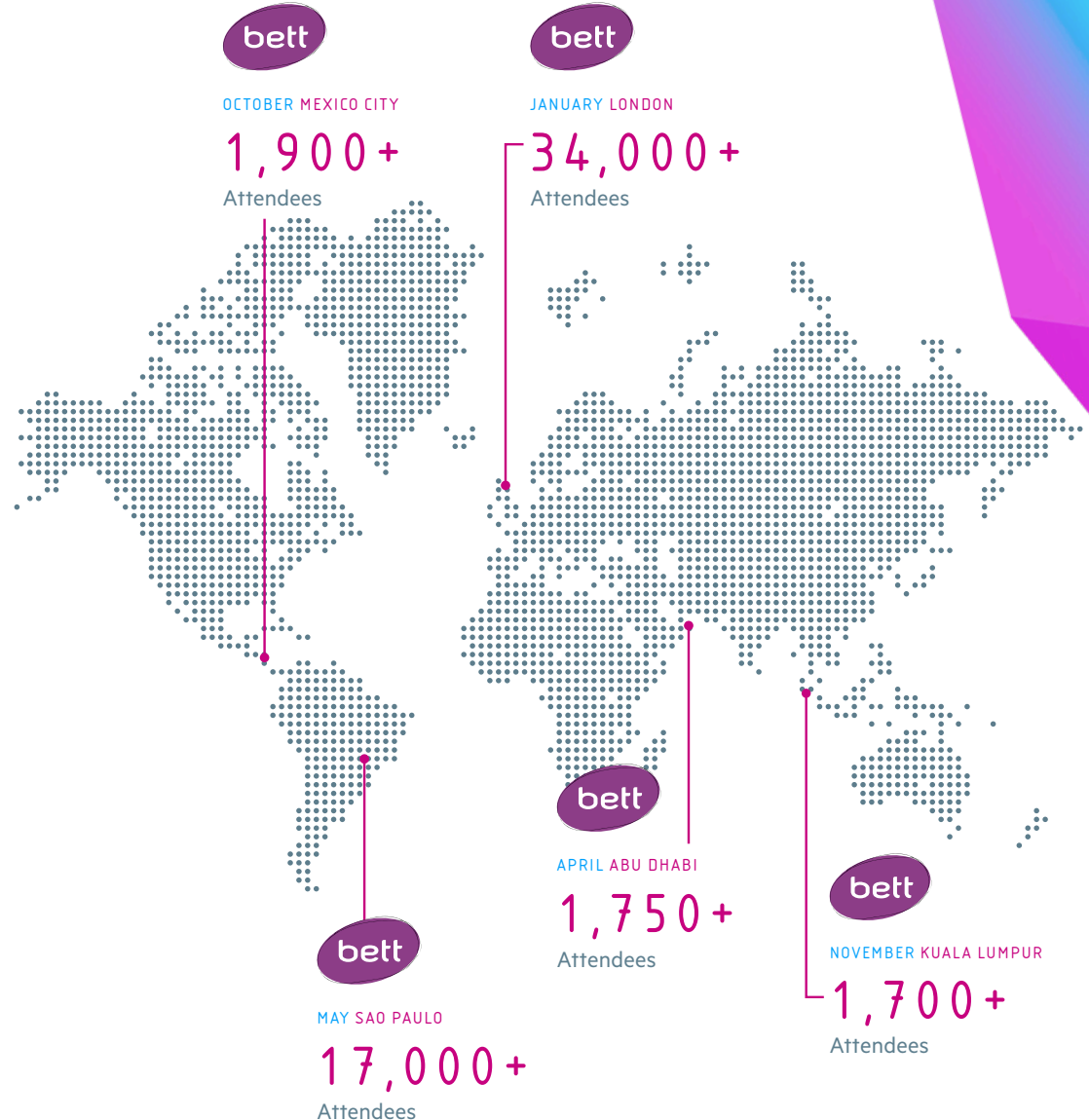


Database of  
**220,000+**  
Education professionals

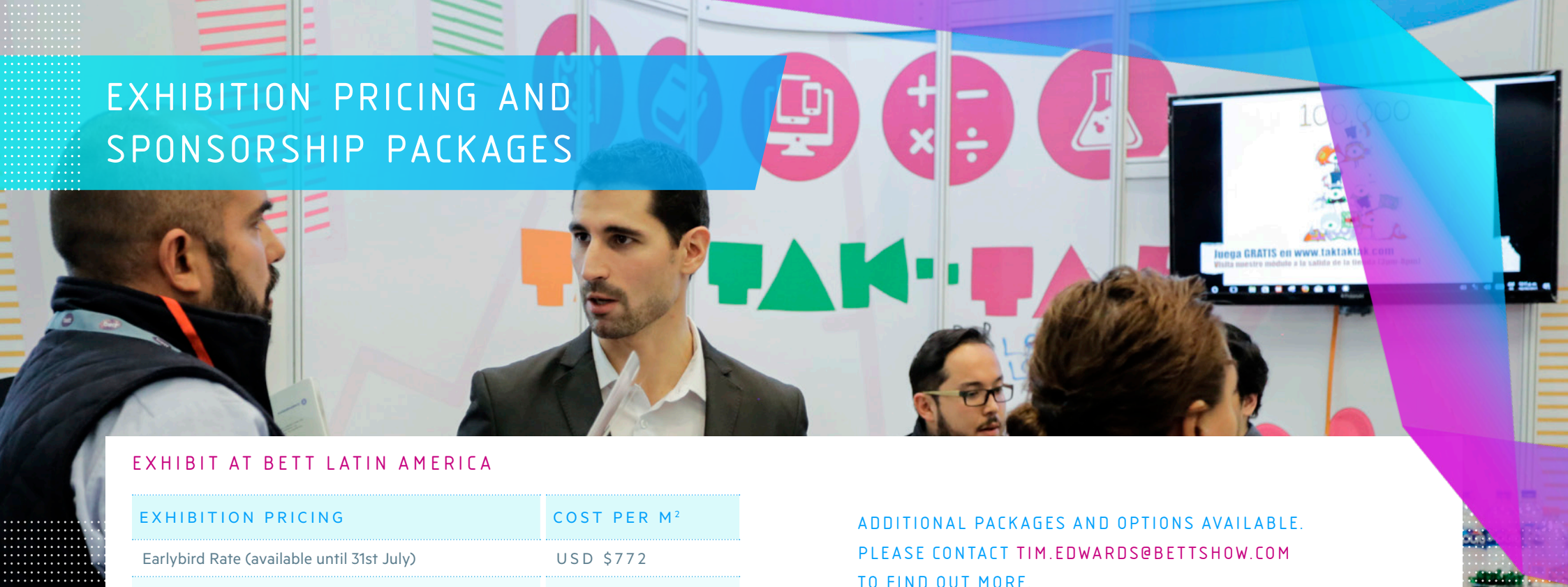


**100,000**  
Media mentions and  
appearances

BETT GIVES BRANDS THE GREATEST REACH  
IN THE GLOBAL EDUCATION MARKET



# EXHIBITION PRICING AND SPONSORSHIP PACKAGES



## EXHIBIT AT BETT LATIN AMERICA

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

ADDITIONAL PACKAGES AND OPTIONS AVAILABLE.  
PLEASE CONTACT [TIM.EDWARDS@BETTSHOW.COM](mailto:TIM.EDWARDS@BETTSHOW.COM)  
TO FIND OUT MORE.

## BECOME A SPONSOR

LEAD SPONSOR	ASSOCIATE SPONSOR	CO-SPONSOR
Keynote Presentation at the Leadership Summit		
Thought Leadership session or Roundtable	Thought Leadership session	Thought Leadership session
2 x sessions in Expo theatres (K12 & 21st Century Skills)	2 x sessions in Expo theatres (K12 & 21st Century Skills)	1 x sessions in Expo theatres (K12 & 21st Century Skills)
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



IN PARTNERSHIP WITH



LEAD SPONSOR



LEARNING ANALYTICS PARTNER



ASSOCIATE SPONSORS



CO-SPONSORS



PARTNERS



RED DE COLEGIOS  
• SEMPER ALTIUS •



sumaxeducación  
La Sociedad abre espacios a la calidad educativa

