

GESS Dubai Show Brochure

Shaping the future
of education

15-17 November 2022

Dubai World Trade Centre, Sheikh Saeed Halls

www.gessdubai.com

The trusted platform to grow your business in the MENA region

The GESS Dubai exhibition and conference has been the focal point for education in the Middle East and beyond for 15 years and it felt so good to be back in 2021 to reunite the education community.

Organised in partnership with the Ministry of Education, GESS Dubai delivers a unique and targeted audience of educational professionals. 68% of our visitor audience is likely to conduct business with an exhibitor as a result of their visit to the show, which demonstrates the importance of live interaction and face-to-face meetings. Be part of the next live GESS event to generate new leads for your business and benefit from an unrivalled ROI.

The exhibition provides educators access to the products and solutions that meet the needs of the modern classroom and transform the way students learn. Alongside the exhibition runs an extensive conference programme and awards ceremony, making GESS Dubai the complete event for the education industry.

6000+

educational professionals from 67 countries

93%

of visitors influenced or had purchasing authority

93%

of visitors say that GESS is important to the development of their school or organisation

195k+

event website visits

480k+

event website page views

88%

of exhibitors were successful in meeting their overall objectives at GESS Dubai

250+

educational brands from 30 countries

82%

of exhibitors rated the quality of visitors as good to excellent

"GESS has been and continues to be the cornerstone of our engagement with customers across the Middle East. Not only does it provide a fantastic blend of conference content and innovative speakers alongside the product showcases but it continues to attract the right profile of attendees from education that are either able to influence or are the decision makers in their schools. I would highly recommend the event to any Educational Technology vendor looking to meet the right people in the region".

NetSupport

Who will you meet?

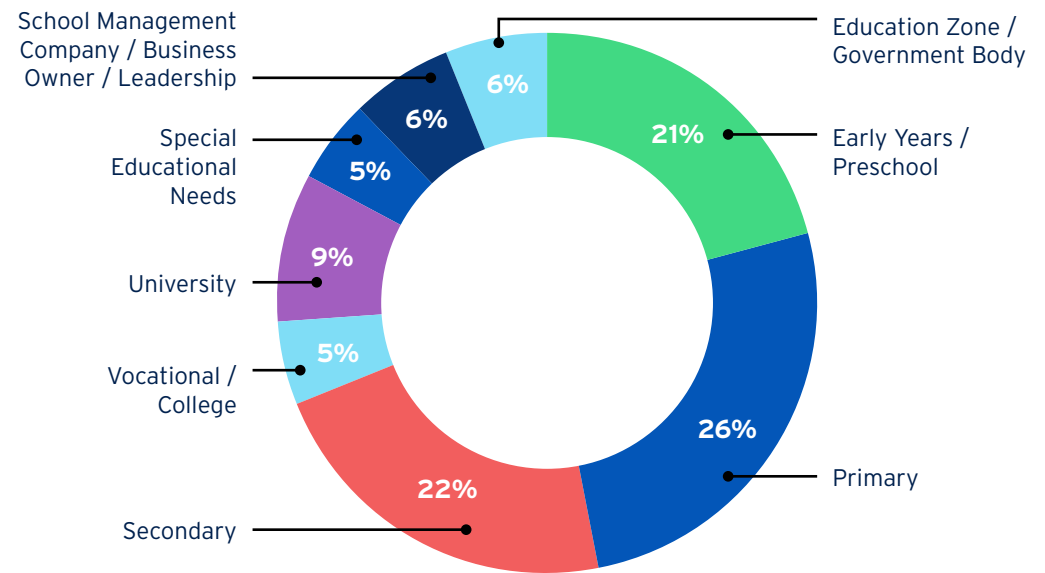
CESS Dubai is the meeting place for the entire education industry, with educators from early years, K-12 and higher ed institutions looking to network, discover the latest educational solutions and do business. The event also welcomes decision makers from regional government ministries as well as distributors, so whatever your objective you can achieve it under one roof at CESS Dubai.

"We've been able to contact all our customers and partners. Being back face-to-face brings another dimension for us to understand the learning points and feedback we need to improve our services and products moving forwards."

Microsoft



Meet educators from all levels of establishment



Visitor job role profile

- 11% - School Owner / Director / CEO / Founder
- ▲ 13% - Head Teacher / Principal / Dean
- ◇ 14% - Distributor
- 6% - Procurement / Purchasing / Bursar / Finance
- 4% - Deputy / Assistant Principal
- ▲ 10% - Manager / Supervisor
- ◇ 8% - Head of Department / Year / Subject / Learning
- 4% - Marketing / PR / HR
- 1% - Chief Academic Officer / COO
- ▲ 22% - Teacher / Lecturer / Professor
- ◇ 1% - Consultant / Private Tutor
- 5% - Government Advisor / Education Officer
- 1% - Psychologist / Counselor / Welfare

An audience of buyers looking to source the full sphere of educational supplies and solutions

88% of our visitor audience say that GESS Dubai is good to excellent for finding new products or suppliers. In addition to this 93% of our visitor audience influence or have purchasing authority providing a unique opportunity to showcase your products to a prime audience of buyers.

"GESS is a very international event. It's not only for the Middle East but we have met people from Europe and Asia-Pacific. One of the best things we have found this year at GESS is how many decision makers we have spoken to."

Cypher Learning

Visitor Product Interest - Percentage of Total Visitors



22% - Arts, Craft, Design, Stationery



20% - Associations / Government Bodies



27% - Books / Magazines / Publishers / E-Publishers



32% - EdTech - Coding, Digital, VR, AI



29% - Educational Toys, Games and Playground Equipment



21% - Furniture / Design Solutions



24% - Hardware - 3D Printers, AV, Multimedia Technology



26% - Language Learning



18% - Music



32% - Online / e-Learning Resources / Curriculum



28% - School Management Tools / Training / Finance / Recruitment / Transport



20% - Sports, Fitness and Wellbeing



35% - STEAM



16% - Uniforms



20% - Vocational Equipment & Resources

A quality audience to ensure a return on your investment

CESS Dubai has been consistently praised for delivering the highest quality visitor audience of any event in the region. We are the only event in the UAE to have full support of regional ministries and regulatory boards including ABEGS, KHDA, Saudi Arabia MoE, and the only one held in partnership with the U.A.E MoE.

Sample list of our top 2021 attendees:

Director Procurement & Contract	ADEK	Principal	DIA Emirates Hills	Head of Program	Najd National Schools
Director of School	Ajman Academy	Senior Vice Principal Head of Secondary	Doha College	Procurement Director	National Co for Learning & Education
Manager	AI Ain University	Vice Principal	Dubai Arabian American Pvt School	VP	New Indian Model School
Director	AI Bayan Bilingual School	Procurement Officer	Dubai College	Chief Education Officer	New Nordic School
Vice Principal	AI Dhafra Pvt Schools Abu Dhabi	Deputy Head Teacher	Dubai English Speaking School	Principal	Newlands School
Procurement Head	AI Futtain	Head of Primary	Dubai Scholars Pvt School	Managing Director	Nims Group
Purchasing	AI Hikmah School	Deputy Academic Director	Emirates Education Foundation	Head of Procurement	Nord Anglia International School Dubai
President & Owner	AI Hussan Education & Training Group	Director	Emirates National Schools	Executive Principal	Nordic International School Lahore
CEO	AI Ittihad Pvt Schools	Principal	Emirates School Est	Principal	Northview International School
Principal	AI Kamal American International School Halwan	Principal	ENS RAK	Chairman	Omani Society for Educational Technology
Director	AI Maaref Pvt School	Director of Artificial Intelligence & Robotics	Gems Dubai	Principal	Pace
Deputy CEO	AI Moktashef International School		American Academy	Head of Business & Economics	Raffles World Academy
Principal	AI Rowad British Pvt School	Head of Design & Arts	Gems International School	Principal	Renaissance School
Member Board of Directors	Alamjad Schools	Chief Innovation Leader Digital Officer	Gems Jumeirah	Governor	Repton Al Barsha
Director General	Alandalus Pvt School		Primary School	School Principal	Riyadh Aleman School
Principal	Albidiyah School	Director of Innovation & Digital Technology	Gems Wellington International School	Principal	Royal Grammar School Guildford Dubai
Group Head	Aldar Education			IT Director	Sharjah Education Academy
Vice President	Alhussan Education & Training Group	Principal / CEO	Gems World Academy	Director of Education Department	Sharjah Education Council
Co Owner	Aljeel Schools	Head of PE / Sit	Hartland International School	Owner	Shining Star International School
Vice Principal	Ambassador International Academy	President & CEO	Higher Colleges of Technology	Director	Singhania Group of Schools
CEO	American Digital Schools	Assistant Headteacher	Horizon English School	Head of Educational Operations Department	SPEA
Head of Science	American School of Creative Science	Executive Principal	Inspired Education Group	Principal	Star International School Mirdif
Principal	Andalus International School	Curriculum Development Specialist	Institute of Applied Technology	Head of School Improvement	Taaleem Education
Principal	Arab Unity School Dubai	Managing Director	International Community Schools	School Principal	Tarbyh Namouthajiyah Schools
Head of Inclusion	Arcadia School	Purchasing Officer	Jebel Ali School	Principal	The Arbor School
Head of Digital Learning	Arcadia School	School Bursar	Kent College	Headmaster	The British School Al Khubairat
Head of Procurement & Sustainability	Artemis Education	Procurement	Kent College Dubai	Procurement Manager	The British School of Kuwait
Procurement Officer	Athena Education	Director Technology Development	Khalifa University	Purchasing Officer	The English Modern School
Principal	Beaconhouse Pvt School	Principal	Khalifah Al Hamzah American School	Principal / CEO	The Millennium School Dubai
Principal	Belvedere British School	Girls School Principal	King Faisal International School	Owner Chair of Board	The Royal School
Procurement Supervisor	Bloom Education	Head of Inclusion	Kings Education	Principal	Think Global School
Nursery Director	Blossom Nursery	CEO	Leams Education	Director	University of Dubai
Head of Preparatory School	Brighton College Dubai	Principal	Madar International School	Dean of Academic Support Services	University of Sharjah
Principal	British Orchard Nursery	Facility & Procurement Manager	Metropolitan School	Dean of eLearning	University of Tabuk
Principal	British School Muscat	Head of IT	Ministry of Education	Headteacher	Victoria English School
Director of Technology	British Schools Oman	Senior Procurement Specialist	Misk Schools	Deputy Principal / Head of Secondary School	Victoria International School of Sharjah Viss
IT Manager	City University College of Ajman	Director General	Misk Schools		
Principal	Cranleigh Abu Dhabi	CIO	MOE Egypt	Head of Technology & Innovation	Victory Heights Primary School
Director	Deira International School	ICT Manager	MOE Iraq	Director	Vik Montessori Nursery
Principal & Director	Delhi Pvt School Sharjah	Director	Myanmar International School	Principal	Windsor School

Digital Advertising to complement your stand presence and deliver results

In the last year we've seen the GESS brand online go from strength to strength, with audiences and engagement growing significantly. We're now seeing record numbers of our targeted, educational audiences visiting our websites, opening our emails and clicking on advertising. We offer a range of digital marketing packages, leveraging the best in digital marketing technology to help you meet your objectives and ensure your brand is seen by education professionals all year round complementing your presence at our events.

From website and newsletter banners to capture an engaged and quality audience, to webinar sponsorship that positions your brand as an industry thought leader and remarketing campaigns to reach a global audience. There are unlimited possibilities as to where GESS can take your brand.

Why digital advertising with GESS?

- Tap into our core online education audience
- ▼ Reach a global audience of key decision makers
- ☆ Share your expertise and position your brand as a key industry influencer
- ▣ Boost your brand awareness and let educators know you're at the show



LEADERS IN EDUCATION

Leaders In Education

Leaders in Education has gone from strength to strength in recent years. Initially designed to provide Dubai's influential educators with an exclusive onsite experience, the past few years has seen dedicated Leaders In Education Summits held in Oman, Nigeria and Kenya as well as digital events including the Global Leadership Summit and GESS Edtech Summit.

Who?

Membership is by invite only and includes leading educators who directly influence purchasing, owners of schools or those influencers who direct school strategy and training. The movers, shakers and visionaries of the education industry. GESS Dubai 2021 welcomed 450+ of the Middle East's leading education decision makers to the event.

What?

The aims of the GESS Leaders In Education are to:

1. Facilitate relationship building between Members by providing valuable networking opportunities.
2. Offer exclusive training opportunities targeted towards educational leaders both at GESS exhibitions and at satellite events during the year.
3. Help our Members navigate our exhibitions efficiently and connect with the right exhibitors who are offering project-relevant products and services.

"GESS Dubai is a great platform to meet our existing, and potential clients from the region, and partners. It's a great event to showcase our range of products and services."

Alef Education



More than just an exhibition

The return of GESS Dubai's world-class conference brought expert speakers and education professionals together to share knowledge and best practice on a wide range of key topics. These included the latest insights on curriculum development, teacher training and recruitment, edtech, wellbeing and leadership strategies and many, many more.

6

streams (2 dedicated to leaders in education)

140+

speakers from 25+ countries

150+

CPD accredited sessions

"GESS Dubai has been one of the main meeting spaces for school leaders, educational professionals, EdTech experts and technology providers in the Middle East. It delivers unique learning and networking experiences for the members of the educational community."

Faisal Al Balushi, Chairman, The Omani Society for Educational Technology





GESS Awards

The 8th annual GESS Education Awards celebrated the education industry's leading educators, schools, suppliers and products. The ceremony, held on the second day of the show welcomed over 150 finalists to an evening of networking opportunities and celebration.

800+

entries received
from 50 countries

29

Awards

11

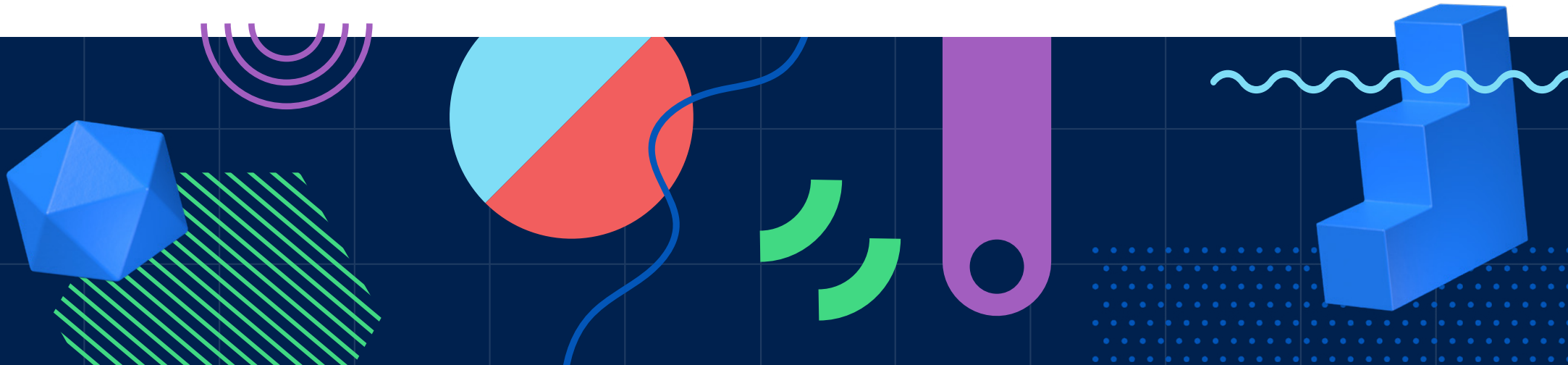
countries winners
came from

150+

attendees

"This is by no doubt one of the proudest moments of my life. I've dreamt of this for a long time"

Sven Maikranz, CEO, Upstrive Education from MindMotions LLE



Book Your Stand at GESS Dubai 2022

**15 - 17 November 2022, Sheikh Saeed Halls,
Dubai World Trade Centre**

Stand Rates 2022

Space only: \$720 per m²
Shell scheme: \$750 per m²

Show Promotional Packages available to boost your presence at GESS Dubai

- Showcase individual products and services
- ▲ Share rich digital media assets, including videos with the GESS education audience
- ◆ Generate inbound sales leads and receive direct requests from prospects and potential partners
- ▣ Create news releases and product updates

Book your stand or make an enquiry:

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