



Asia's Largest & India's Only
Exhibition & Conference For
Education & Skilling Resources

18 - 20 September, 2024
Yashobhoomi (IICC), New Delhi

www.didacindia.com



Co-Organised &
Partnered By:

CELEBRATING THE

14th

EDITION

► The Event

Didac India stands out as the largest exhibition and conference in Asia, and the exclusive one in India, that unites the entire education and training community. It brings together manufacturers, suppliers, distributors, and solution providers of educational and training resources onto a unified platform, fostering synergies for the continuous advancement of this vital and expanding sector. This event serves as a grand global showcase of futuristic solutions, addressing the increasing demand for diverse resources essential for the ongoing enhancement of education and training.



Didac India, extending over three days, acts as a vital convergence point for key participants in the education and skills sector. Regarded as a must-attend for the entire community, it provides an exclusive platform to present cutting-edge resources and solutions to the appropriate audience. This event encourages direct interactions, promoting ongoing enhancements in teaching and learning. Didac India stands out as the sole marketing platform that enables both Indian and international companies to establish and expand their businesses in the Asian education and skills market.



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► Why DIDAC INDIA?

- Only event dedicated to the education & skill sector
- Asia's largest showcase of the future of education
- Thousands of quality visitors
- Meet decision makers and influencers
- Network and create business opportunities
- Visitors and buyers from more than 40 countries
- Opportunity to create partners and distributors
- Over 85% retention of exhibitors
- Power-packed conferences
- Live parallel workshops and much more...



Highlights 2023

► Visitor Profile

DIDAC India draws a diverse audience, encompassing key figures like Chairpersons, Owners, Chancellors, Directors, Principals, Academicians, decision-makers etc. from Educational Institutes (Universities, and Schools). It extends to include Ministry Representatives, Government Bodies, Retailers, Corporates, Banks, and Media. This event, with a proven track record of success, stands as a vital meeting ground for Asia's educational and skilling communities, fostering networking and collaboration.



An Opportunity to Meet



END BUYERS

Decision Makers & Senior Management



END USERS

Teachers & Trainers



DISTRIBUTORS & CHANNEL PARTNERS



GOVERNMENT & MEDIA



Education Levels

- Early Years / Foundation
- School Education (age 4-18 yrs)
- Higher Education
- Further Education
- Vocational Education, Training & Skills

Product Areas

- Hardware and Software
- Display solutions
- Resources / Equipment
- Technology
- Content / Curriculum / Publishing
- Building material and furniture
- Music, play and sports resources
- Special Needs
- Teacher Training
- Allied & Supportive Products / Solutions
- Scientific & Lab Equipment
- And Much More...

▶ Exhibitor Profile

Didac India plays host to a diverse array of exhibitors providing educational solutions that cater to the full spectrum of needs for establishing or enhancing an educational institution. The exhibition serves as a global display of cutting-edge resources for education and skill development.

Visitors have the opportunity to explore various solutions for their institutions and gain insights into potential collaborations and partnerships. Didac India serves as a dynamic marketplace, allowing exhibitors to showcase innovations to an attentive audience within the education sector.

▶ Participation Fee

International Exhibitors:

▶ **Raw Space:** EUR 480/sqm. (space as per floor plan)

20% premium on 2 or more sides open.

Includes - Exhibit Space and General Security.

▶ **Shell Scheme:** EUR 540/sqm. (space as per floor plan).

20% premium on 2 or more sides open

Minimum 9sqm Includes - Display panel wall on 2/3 sides, 1 Table & 2 Chairs,

3 Spotlights, One 13 amp socket, Fascia Board with Company Name,

Floor Carpeting, Waste Paper Basket, General Security & Cleaning.

▶ **Registration Fees per Exhibitor:** EUR 200

*All contractors other than the official contractors will be required to pay a management fee of EUR 10 per sqm for on-site co-ordination, design approval and construction debris disposal (further details to be obtained from the Exhibitor Manual).

*Health & Safety cess (as per Govt. Guidelines), Mandatory Public Liability Insurance cover shall be charged extra.

*Taxes (GST @ 18%) as applicable at the time of exhibition shall be charged extra. Any charge in the tax structure shall be incorporated in the final invoice.

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► Co-Located Events

Didac India features a vibrant array of co-located events such as TIESS, IDA Education Awards, DIDAC Academy, DIDAC Talks, and IDA Round Tables. This multifaceted approach enriches the overall experience for both exhibitors and visitors. Exhibitors gain unique opportunities for product exposure, networking, and fostering collaboration. Visitors, on the other hand, gain valuable educational insights, participate in interactive sessions, and obtain a comprehensive view of advancements in the education sector. Didac India provides a holistic platform for both exhibitors and visitors to flourish in the dynamic landscape of education and skill development.



TIESS- The three-day conference brings together passionate educators, leaders and experts from global education and skills sector, addressing the growing demand for development and growth in the education and skills sector worldwide.



IDA Awards Education- India's only awards presented by a national association that Recognises, honours & celebrates outstanding contributions of educational institutes in India.



Didac Academy- Live Interactive Workshops are conducted at Didac India, providing in-depth and hands-on exploration of topics to meet individual & institutional faculty development and technology needs.



Didac Talks- A live talk platform at Didac India that comprises of upto 10-minute talk from education & industry experts on industry focused approaches.



IDA Round Tables- Series of sector oriented meets on: Early Learning and Higher Education. It brings together senior education leaders to discuss and deliberate policies and their implementation. And also work on solution & suggestions.

14th EDITION



▶ Event Highlights

21,000+
Visitors from
40 Countries

A large purple rectangular graphic with white text. The text is arranged in three lines: "21,000+", "Visitors from", and "40 Countries".

290+
Exhibitors from
16 Countries

A large yellow rectangular graphic with white text. The text is arranged in three lines: "290+", "Exhibitors from", and "16 Countries".

5,000+
Innovative
products and
solutions

A large orange rectangular graphic with white text. The text is arranged in four lines: "5,000+", "Innovative", "products and", and "solutions".

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▶ Event Highlights



30+
Interactive
Workshops



25+
Conference
sessions engaging
1900+ senior
education leaders



▶ Exhibition Partnership Opportunities

Diamond Partner	MAX 1	EUR 13,800
Special Category	MAX 1 (In each category)	EUR 12,400
Platinum Partner	MAX 2	EUR 11,000
Gold Partner	MAX 5	EUR 8,350
Visitor Bags	MAX 1	EUR 5,500
Visitor Lanyards	MAX 1	EUR 7,850
IDA Educator/VIP Lounge		EUR 6,950
Carpet Branding		EUR 1,400 (For 6 Logos)
You are here Sign Boards		EUR 3,250
Advertising on Event Website		ON REQUEST
Visitor Merchandise		EUR 2,150 (Plus Merchandise)

▶ Exhibition Catalogue Advertising

Show Guide Partner	EUR 6,400
Back Cover	EUR 2,800
Cover inside	EUR 1,400
Centre Spread	EUR 1,400
Full Page	EUR 850
Half Page	EUR 500

*For exhibition related partnership queries, contact : sales@didacindia.com

Taxes as applicable at the time of exhibition (GST @ 18%) shall be charged extra on the quoted rates

► TIESS - Conference Partnership Opportunities

Platinum Partner	MAX 1 (In each category)	EUR 11,000
Special Category Partner	MAX 1 (In each category)	EUR 9,700
Gold Partner	MAX 1	EUR 9,050
Other Partnership Opportunities		ON REQUEST

► Round Tables

Higher Education Round Tables	EUR 6,950
School Education Round Tables	EUR 6,950
Early Education Round Tables	EUR 6,950

► IDA Education Awards - Partnership Opportunities

Platinum Partner	MAX 1	EUR 11,000
Special Category Partner	MAX 1 (In each category)	EUR 9,700
Gold Partner	MAX 1	EUR 8,300
Other Partnership Opportunities		ON REQUEST

► Didac Academy - Workshop Partnership Opportunity

Workshop	PER SESSION	EUR 5,550
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► Hosted VIP - Partnership Opportunities

Special Curated Events	ON REQUEST
Breakfast Partner	ON REQUEST
Dinner Partner	ON REQUEST

Taxes as applicable at the time of exhibition (GST @ 18%) shall be charged extra on the quoted rates



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