



GESS

LEADERS IN EDUCATION
SAUDI ARABIA SUMMIT

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x x x

6 – 7 MAY 2024

VOCO RIYADH

 **informa connect**



Unleash your potential: connect with school leaders in Saudi Arabia

Following the successes of our previous GESS Leaders in Education Summits, we're thrilled to announce that we are launching the GESS brand into the lucrative Saudi market. Leaders in Education is a two-day high level, invite only summit designed exclusively for senior school leaders and decision makers in the education community.

Saudi Arabia is expected to lead the GCC as the largest education market between 2022 and 2027, with an estimated \$50 billion

allocated for the sector in 2023 according to a recent report by Alpen Capital. With strong support from government and a push for private sector investment the region is set to increase enrolment from its current 15% to 25% in 2030. With over 334,000 students in international schools and strong support from the government, the education sector in Saudi is thriving to bring Vision 2030 to fruition. Be part of the first ever GESS Leaders in Education Summit, Saudi Arabia to generate new leads, meet with decision makers and benefit from an unrivalled ROI.

Meet with leading decision makers from the education sector

Sponsoring the GESS Leaders in Education Summit Saudi Arabia is the perfect way to increase your exposure and put your name in front of a targeted audience of leading decision makers from across the private and government sectors.

ATTENDEE JOB TITLES INCLUDE:

- Principal / Head Teacher
- Deputy Head
- Purchasing / Procurement Manager
- Bursar
- Curriculum Managers / Coordinator
- PR/Marketing Officer
- Supervisor
- Director
- Head of School Group
- Undersecretaries
- Secretary General
- Director General

WHY GESS LEADERS IN EDUCATION SUMMIT SAUDI ARABIA?

- Showcase products and services
- Develop relationships with potential schools / buyers
- Understand and review the marketplace
- Boost your brand awareness
- Generate inbound sales leads and receive direct requests from prospects and potential partners
- Tap into our core online education audience



Sponsorship Packages

We offer a number of sponsorship options to suit all budgets and objectives. Our packages give you exclusive thought leadership, powerful branding and speaking opportunities.

		EXHIBITOR	SILVER	GOLD	PLATINUM	HEADLINE
ONSITE	Table Top Exhibition Stand	✓	✓	3RD BEST	2ND BEST	BEST LOCATION
	Lead Insights unlimited app scanning	✓	✓	✓	✓	✓
	Exhibitor badges	x1	x2	x4	x6	x8
	4 x sponsor branded roll ups banners to be placed in conference room and networking area					✓
	Private Meeting Room					✓
	Access to conference sessions	✓	✓	✓	✓	✓
	Saudi Market morning briefing (free ticket)	✓	✓	✓	✓	✓
CONFERENCE	Prime speaking session after opening ceremony/ official opening 30 minutes				DAY 1 (2ND)	DAY 1 (FIRST)
	Speaking opportunity in the conference programme (20 minutes)			DAY 2		
	Panel discussion (representative on panel)		✓		✓	✓
	1 session presented by an educator sponsored by you (logo recognition +video played on screen)					✓
	Opportunity to place flyers / brochures on seats in conference room				DAY 2	DAY 1
	Lecturn Sponsor				✓	✓

		EXHIBITOR	SILVER	GOLD	PLATINUM	HEADLINE
LOGO ACKNOWLEDGEMENT:	Website	✓	✓	✓	✓	✓
	Digital Pre-Show Preview / show guide		✓	✓	✓	✓
	Event Roll up banners		✓	✓	✓	✓
	Holding Slides		✓	✓	✓	✓
DIGITAL:	Banner impressions		7,500	15,000	45,000	45,000
	Banner retargeting clicks		1,000	2,500	7,000	7,000
	Box Banner location on GESS Talks e-newsletter		1	2	8	8
ADVERTISEMENT:	Listing on website exhibitor list	✓	✓	✓	✓	✓
	Advertorial text and photo on GESS Education website				✓	✓
	Box Banner on GESS Saudi Show Email (editions)		x 1	x 2	x 3	x6 (prime position)
	Basic Digital Show Preview Entry	✓	✓			
	Feature article in Digital Pre-Show Preview		✓	✓	✓	✓
	Advert in Digital Pre-Show Preview			Half	Full	Full (inside cover and back page)
SOCIAL:	Facebook post from GESS			x 1	x 1	x2
	Instagram post			x 1	x 1	x2
	Twitter posts from GESS	x 1	x 1	x 1	x 2	x4
EXCLUSIVE REGISTRATION SPONSORSHIP	Leaflets placed on reg desk					✓
	Logo acknowledgement					✓
	LANYARD SPONSOR (provided by Sponsor)					✓
	BADGE SPONSOR (Logo on badges)					✓
	DELEGATE BAG SPONSOR (bags provided by Sponsor)					✓
	Total Investment (Pricing excludes 15% VAT)	\$6,000	\$13,000	\$16,500	\$25,000	\$35,000

Effective marketing initiatives to reach the right target audience

Sponsors at GESS Leaders in Education Summit, Saudi Arabia will benefit from a cross platform, comprehensive marketing campaign. Taking advantage of the GESS Leaders in education targeted audience, the GESS global digital audiences, the resources of the Informa business and our key event partners and supporters. And will include (depending on package purchased):



WEBSITE DISPLAY
BANNERS AUDIENCE OF

84,000



GESS TALKS EMAIL
CIRCULATION OF

100,000



EMAIL CAMPAIGN SENT
TO TARGETED LEADERS
IN EDUCATION OVER

8 WEEKS



ORGANIC SOCIAL MEDIA
POSTS TO AN ENGAGED AND

**TARGETED
AUDIENCE**



ONLINE ADVERTISING
ACROSS KEY

**DIGITAL
CHANNELS**



WORKING WITH KEY PARTNERS
AND ASSOCIATIONS TO

**LEVERAGE
THEIR
NETWORKS**

Lead Insights

Available next year for all exhibitors at GESS Dubai 2024

Actionable Leads. Richer Insights.

Your custom Lead Insights platform offers a single, near real-time view of all your event and digital campaign leads and reporting in one place.

Understand who your leads are and how they have engaged with your content, enabling you to prioritise and target them with tailored follow up messaging faster and more effectively.

Lead Insights unlocks the full potential of your event and digital campaigns through near real-time, actionable insights that help you turn your leads into customers and maximise your return on investment.

Target the right leads, with the right message, at the right time.

BENEFITS



Lead Access: Access all your event and digital leads in one place, updated throughout your campaign in near real-time. Leads are cleaned, validated and unified across products, improving their accuracy and completeness. Customizable export of the data enables simple integration with your existing process and systems.



Lead Scoring: Leads are ranked by the most frequent and meaningful engagement with your content, allowing you to save time, effort and budget by prioritising the leads most likely to convert to customers.



Lead Profiles: Engagement data is combined with company intelligence data, building enhanced profiles of your target leads, giving you a deeper understanding of who your leads are and what their needs are. This enables you to tailor your follow up messaging more effectively and turn leads into customers.



Lead Targeting: Sophisticated customisable individual and company filtering and segmentation allows you to pinpoint your hottest prospects and most qualified potential customers in seconds.



Campaign Insights and Reporting: Quickly visualise how your campaign is performing and whether you are attracting the right audience to analyse the success of different products and measure ROI.

Find out more: informaconnect.com/LeadInsights.com



SUSTAINABILITY AND INCLUSION AT THE GESS LEADERS IN EDUCATION SUMMIT, SAUDI ARABIA

We are committed to GESS Leaders in Education Summit, Saudi Arabia having a positive impact on people and planet. We are working to minimise the impact our operations have on the environment and on the communities we serve. By connecting people with relevant networks and knowledge at our event, we're helping them to solve some of the biggest challenges facing the sector to ensure long term, sustainable growth.

We know sustainability is important to the education community and we want to continue to use our conferences to explore, discuss and share knowledge to empower attendees.



WELLBEING AND INCLUSION

We focus on:

- Doing business safely and ethically
- Considering wellbeing and accessibility
- Creating a positive impact on our host cities
- Measuring our impacts



INSPIRING SUSTAINABLE DEVELOPMENT

We focus on:

- Using our content and partnerships to help support the sustainability of the market our event serves
- Inspiring our suppliers, exhibitors, and other stakeholders to deliver a sustainable event
- Running an Environmentally Responsible Event



RUNNING A ENVIRONMENTALLY RESPONSIBLE EVENT

We focus on:

- Reducing our event's carbon emissions
- Creating less waste
- Considering the sustainability credentials of the items sourced for the event

Visit the event website to learn how you can help with exhibiting and attending the event in a sustainable way.

www.gessleaders.com

Reserve your space now

Sales Team

Email: sales@gesseducation.com

www.gessleaders.com

