

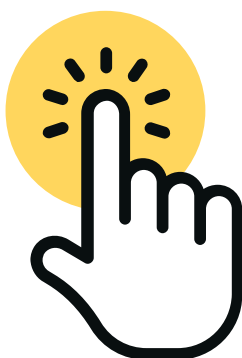
YOUR GATEWAY TO AFRICAN SCHOOLS

Reach South Africa's
Top Schools

14 - 22 Aug 2024

- ▶ Exhibition Space
- ▶ Hosted Week Programme
- ▶ School Visits

APPLY TO EXHIBIT



WHAT WE DO

In 2017 we attended an education conference where we asked a simple question: "What would happen if we flipped a conference and made the exhibitors the star of the show". We dreamed of an event where education suppliers could exhibit and meet with senior school decision-makers who wanted to speak to them. From this simple idea, we birthed the Schoolscape series of events.

In 2022, for the first time, we began supporting companies launching into South Africa. We now collaborate with several leading international edtech companies, assisting them in reaching local schools and building strategic partnerships.

INTERNATIONAL COMPANIES WE HAVE RECENTLY SUPPORTED IN REACHING LOCAL SCHOOLS

kami

 **wonde**

 **FACTS**
A @elnet Company

DCpro

EdShed 

 **DRUID LEARNING**

HOW WE CAN SUPPORT YOU

Consult
On the ground advice

Partners
Help finding local partners

Connect
Direct intros to school decision makers

Market
Ensuring your marketing is understood locally

Supporting edtech's in reaching African schools

SCHOOLScape SCHOOLScape IT

Event and Hosted Week

Our Schoolscape IT event series provides an ideal platform for launching your solution into Africa or testing the market. Join us for this series of events, as well as the hosted week program, which will help you not only understand the market but also enable you to reach your first local clients.

The Schoolscape IT events in Cape Town, Johannesburg, and Durban aim to introduce school decision-makers and Education Departments to the most credible and innovative education companies—companies that can propel schools forward. By exhibiting at the events, you will have face time with these key decision-makers.

We recognize the need for international edtech companies to have a partner that not only provides access to schools but also offers market insights. Our hosted week program, with our Cape Town and Durban events at the core, provides this foundation as you enter the market. The week's program, detailed on the next page, includes school visits, training opportunities, networking events, and more.

We invite you to exhibit at one or all three of our events or join us for our hosted week program, as detailed on the next page.

SENIOR SCHOOL DECISION MAKERS ATTENDING OUR LAST EVENT

370
Cape Town
Attendees

243
Durban
Attendees

380
Joburg
Attendees

6,077
Total App
Messages

10,895
Leads
Generated

1,064
Contact
Details
Exchanged

EXPECTED SCHOOL DECISION MAKERS

400
Cape Town
Attendees

400
Joburg
Attendees

300
Durban
Attendees



See what went down at Schoolscape IT '23 to find out why you should exhibit.

**School IT Managers,
EdTech
Implementers,
Principals, Deputy
Principals, Heads of
Departments and
Finance Teams use
this event to find
new technology that
can keep them
moving forward.**

HOSTED WEEK ITINERARY

We invite you to join us for a hosted week in South Africa in August to take part in our edtech conference, connect with local edtech companies and resellers, meet with local schools and get educated on how best to expand into this market. With our conference having 3 stops over multiple weeks we have selected just 2 of the stops to maximise your time in the country.



WED 14 AUG	THURS 15 AUG	FRI 16 AUG
<p>Get Equipped - Training Session</p> <ul style="list-style-type: none"> • Short sharp 2 hour morning session • Understanding the SA market and key players • Top tips on selling in SA • Routes to market <p>Networking Dinner Evening networking dinner with other local and international companies.</p>	<p>Schoolscape IT - The Cape Event</p> <p>Take part in our event in the Cape where you will meet with over 400 school IT decision makers and education buyers.</p>	<p>Hosted Day Wine Tour & Cheetah Experience</p> <p>Enjoy the beauty of the Cape Winelands as we stop at 2 top wine farms and enjoy a cheetah experience</p>
MON 19 AUG	WED 21 AUG	THURS 22 AUG
<p>School Tour To get the best idea of the spectrum of schools, we will do a school tour to showcase 5 very different schools</p> <ul style="list-style-type: none"> • Leading top-end high school • Afrikaans Primary School • Township Xhosa school • NGO school • Middle Income school 	<p>Travel to Durban Day travel to Durban and preparation for Schoolscape IT Durban event.</p> <p>Networking and Set Up Meet with local edtech companies and resellers while setting up for our Durban event.</p>	<p>Schoolscape IT - Durban Event</p> <p>Exhibit at the Durban leg of our Schoolscape IT event. . On this day, you you will meet with 250 school and education buyers from KZN.</p>

SCHOOLSCAPE OPPORTUNITIES



SCHOOLSCAPE EXHIBIT & HOSTED WEEK

Exhibit and take part in our hosted week programme, the fee includes

- Exhibition space at both the Cape Town and Durban Schoolscape events
- Wednesday 14 Aug Training Session
- Wednesday 14 Aug Networking dinner event
- Fri 16 Aug Aug Hosted tour (food, wine tasting, travel, activities)
- Mon 19 Aug School Tour (food, travel)
- 3 hours of consulting time (pre-, during, or post the week, we will support you to effectively reach the market). As part of this time we will provide networking recommendations and introductions for resellers or local partner companies
- 2 hours consulting to contextualise marketing material to the market

The fee does not include Flights and Accommodation but our team will be able to assist in recommending accommodations and best routes for in-country travel

£4 950 / \$6 300 (R117 000)

ADDITIONAL PERSON £575 / \$700 (R13,100)

SCHOOLSCAPE EXHIBIT ONLY

- Exhibitor stand
- Stand size: 3m x 2m
- Conference app with booth
- Scan attendees' name tags
- Access to connect one to one with attendees via the conference app

CAPE TOWN: £950 / \$1200 (R22 500)
JOBURG: £950 / \$1200 (R22 500)
DURBAN: £815 / \$1040 (R19 400)

All prices include VAT. 25% Deposit Required on Booking. Pound and Dollar values are estimates based on exchange rate, and final price based on Rand value at the time of invoicing.