

# The future of education starts here.

**4 - 6 May 2026**

The Arena, Riyadh

[www.gess-saudiarabia.com](http://www.gess-saudiarabia.com)





Welcome

# The future of education starts here.

Following the successful 2025 launch, GESS Saudi Arabia is returning to Riyadh, at The Arena on 4 – 6 May 2026.

With a focused vision on regional educational transformation, we will be bringing together educators, policymakers, school owners and innovators from across Saudi Arabia and the wider region. This gathering will spark powerful collaborations and unlock opportunities across the region.



**89+**  
international  
brands



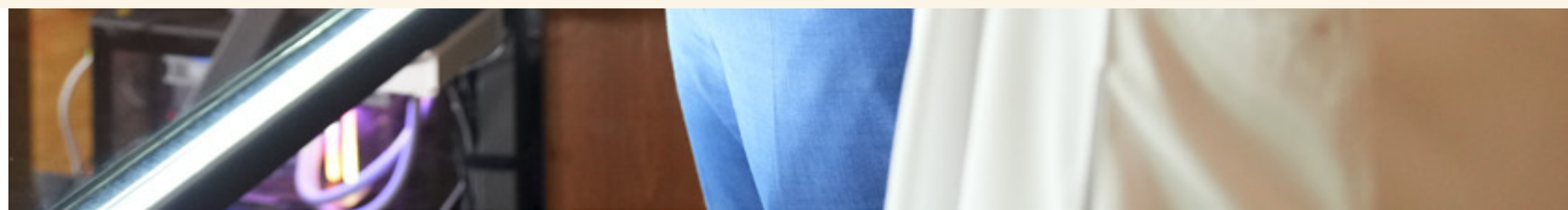
**2,300+**  
education  
professionals



**72%**  
with or influenced  
purchasing authority



**47**  
countries



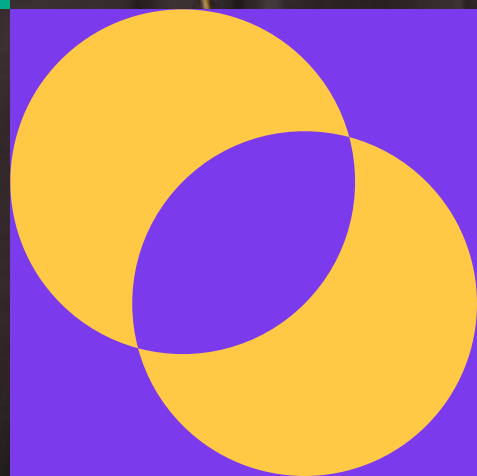




“

**This year’s participation in GESS Saudi Arabia was more than an event – it was a powerful reflection on the transformation of education across our region and beyond.”**

**Siham Kebbi,  
Educational Consultant**





# Saudi Arabia Education Market: Dynamic Growth, Strategic Investment, Abundant Opportunities

Saudi Arabia continues to transform its education landscape through Vision 2030 initiatives, substantial government funding, and private sector innovation. The Kingdom represents the largest education market in the GCC, offering exhibitors at GESS Saudi Arabia 2026 direct access to decision-makers in this rapidly evolving sector.

**500+**  
international  
schools across  
KSA

Government  
allocated  
**\$54b**  
to education  
in 2025

**1m+**  
**students**  
currently  
in private  
education

**2m+**  
**students**  
in higher  
education  
currently

Private K-12  
education market  
growing at  
**14%**  
per year





## Some of the exhibitors/sponsors who made GESS Saudi Arabia 2025 a success





## Exhibitor benefits

# Why exhibit at GESS Saudi Arabia?

- Tap into Saudi's Vision 2030 education revolution
- Reach the Kingdom's expanding education market
- Showcase innovations to eager early adopters
- Forge strategic relationships in the GCC's largest education market
- Benefit from Saudi Arabia's increase in education investment



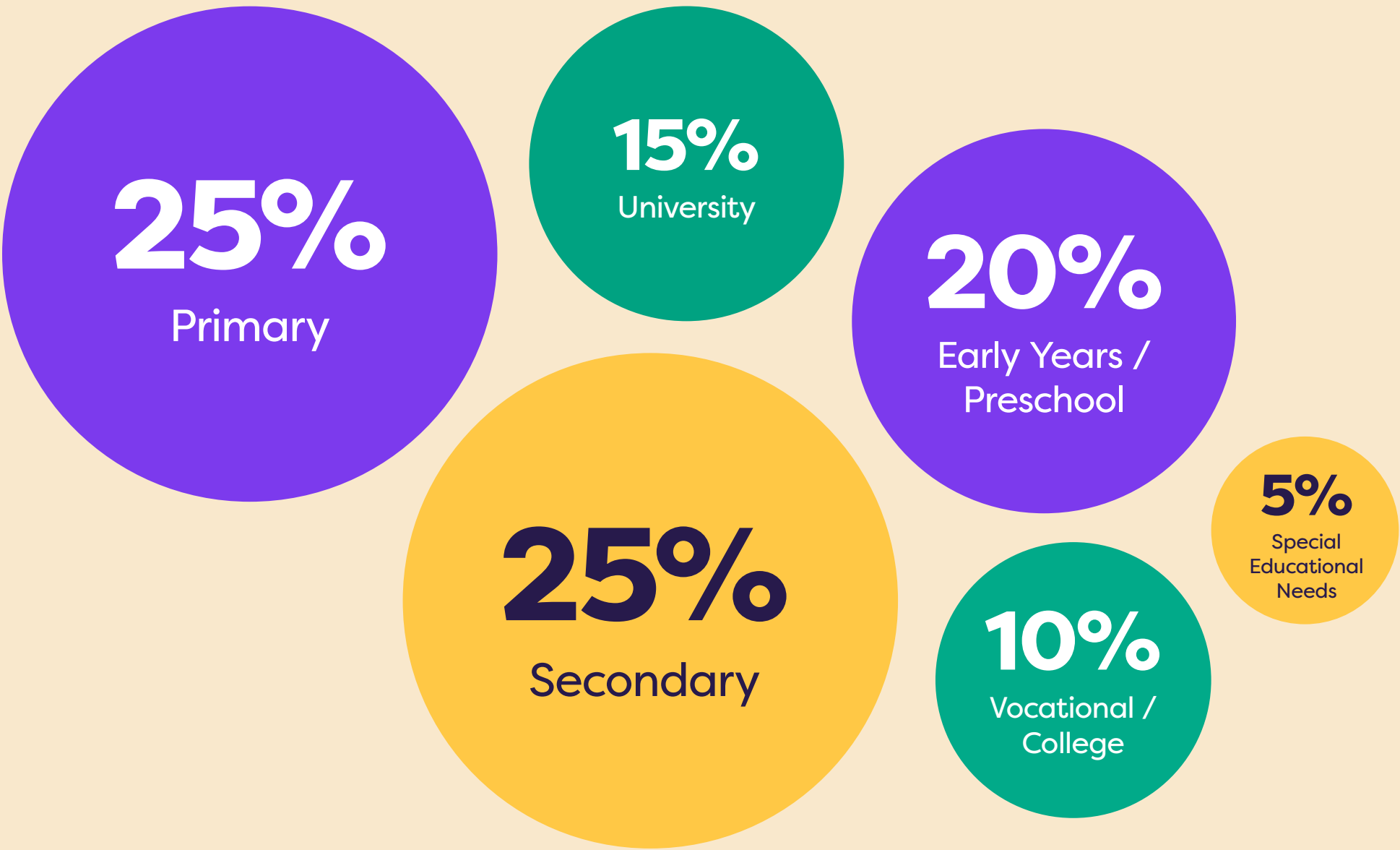
**GESS Saudi Arabia 2025 was well-organised, the atmosphere was engaging, and the diverse range of exhibitors and sessions provided valuable insights into the future of education in the region.”**

**Nur Nazirah,**  
GOTT SDN BHD

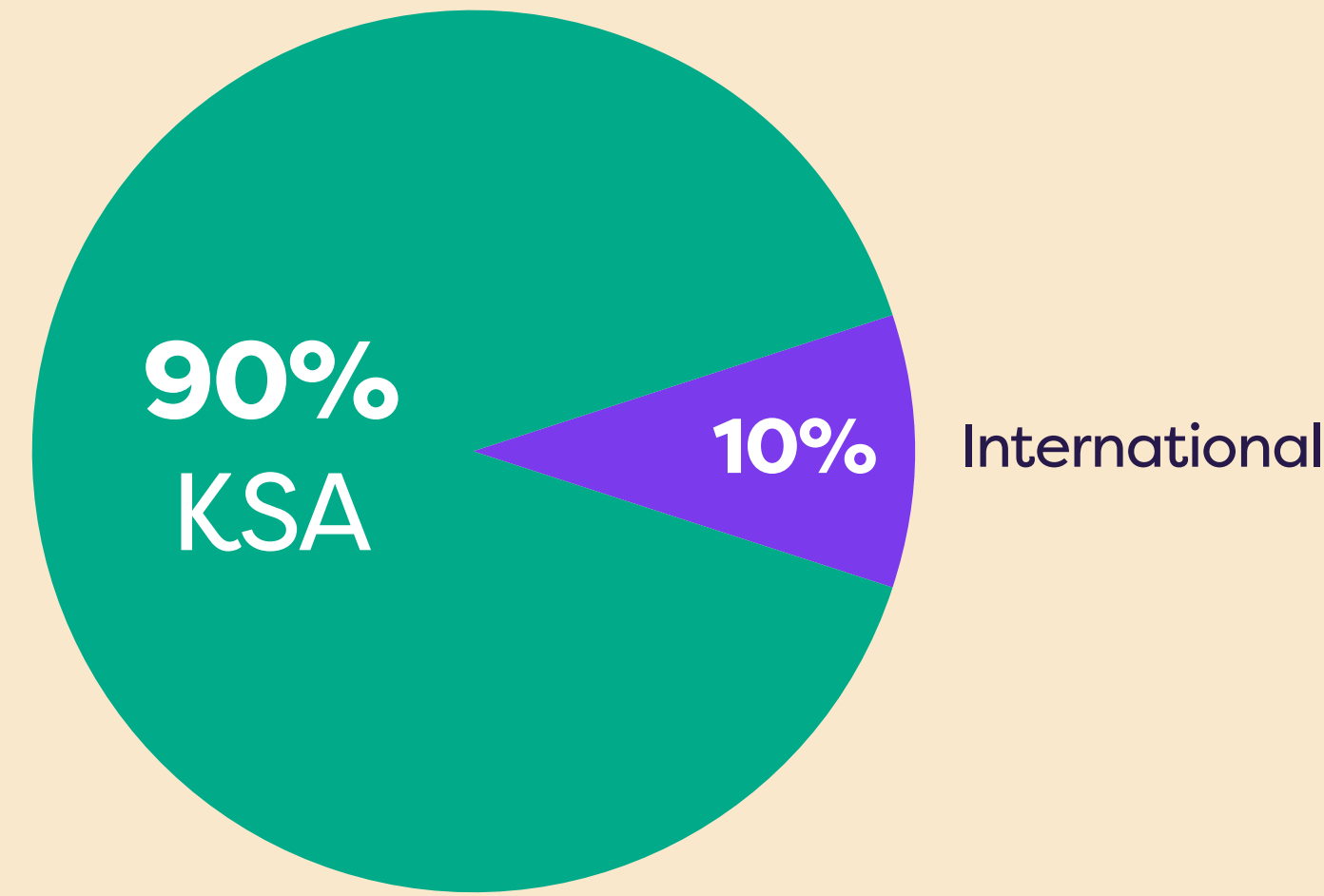


Who will you meet?

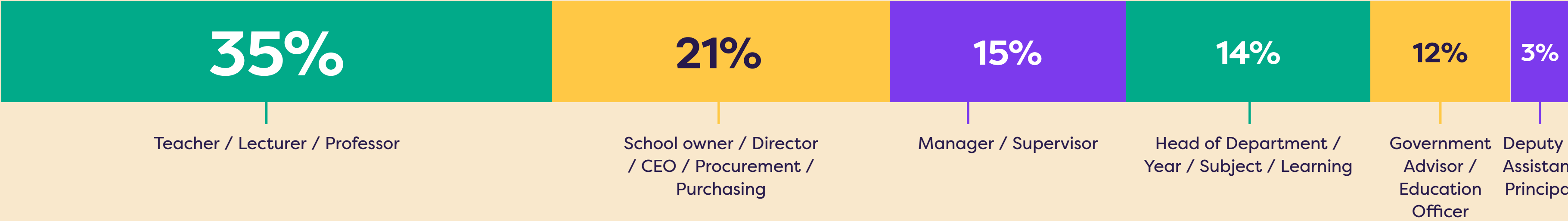
By institution type



By location



By job role



# Who joined us in 2025

Our inaugural GESS Saudi event welcomed education leaders and decision-makers from across the Kingdom and beyond. Here’s a glimpse of the influential organisations that helped make our launch year a success.



- Adhwaa AlHedaya International School** – Academic Director

**Ajyal Al Mawaheb Private Schools** – Academic supervisor

**Al Motaqdimah International Schools** – Head of Science & STEAM Activities

**Al Sahafa International School** – KG Coordinator

**Alafaq School** – Principal

**AlFayha Private College** – Acting Dean

**AlForsan International Schools** – Academic Vice Principal

**Alghad Schools** – Academic Supervisor

**Alhussan Interntional Schools** – Principal

**Alkifah Educational Company** – Academic Director

**Almotaqadimah school** – Academic supervisor

**Almutaqadimah Schools Company** – Academic Manager

**AlRowad International Schools** – Deputy Head Primary

**Alsanawbar private school** – Principal

**Atarbia Anamouthajia International Schools** – Academic Leader

**Beech Hall School Riyadh** – Head Teacher

**British International School Riyadh** – Deputy Head - Senior

**British International School Riyadh** – Principal

**Buckwood School Riyadh** – AI teacher

**Buckwood School Riyadh** – Founding Principal

**Challenge International School** – Academic Supervisor

**Cognita Schools** – Principal

**Cordoba Private Schools** – Academic Supervisor

**Dar Al Fikr Schools** – Principal of elementary School

**Education Castle International School** – Academic Director

**Ellesmere College** – Academic Director

**Encyclopedia of Science Schools** – HOD

**Encyclopedia of Science Schools** – Principle

**EtonHouse Schools** – Academic Director

**Global Line Academy (DOME)** – Academic Director

**Google for Education** – Digital Transformation Head

**Gulf International School** – Assistant principal
- Ibn Khaldun National School** – Academic Manager

**Ibn Roshd Interntional School** – Academic Leader

**International Kids Concepts** – Academic Manager

**Jeddah Prep and Grammar School** – Headmaster

**Knowledge Towers School** – Academic Leadership

**Knowledge Towers School** – Department Head

**Leadership Academy** – Academic Director

**Leadership international school** – Principal

**Ministry of Education** – Academic Supervisor

**Najd national schools** – Head of robotics

**National Company for Learning & Education** – Principal

**National Company for Learning and Education** – Academic Supervisor

**National Construction Academy** – Academic Manager

**New Generation International School** – Academic Manager

**Qimam Elhayat International Schools** – HOD

**Quality Education Company** – Academic Supervisor

**Reigate Grammar School** – Principal

**Reigate Grammar School Riyadh** – Headteacher

**Reigate Grammar School Riyadh** – Assistant Head Teacher

**Resalat al Huda International School** – Academic Director

**Riyadh Najed Schools** – Academic Supervisor

**Riyadh schools** – HOD

**Riyadh Schools** – Principal

**Riyadh schools group** – Boys Schools Principal

**Shuaa Alkhaleeg school** – Academic director

**Tatweer Buildings Company (TBC)** – Corporate Communication Director

**Tatweer Buildings Company (TBC)** – Executive Director

**TVTC** – Director General of International Cooperation

**USTEM Foundation** – Head

**Wellington International School** – Head of Secondary



## Visitor benefits

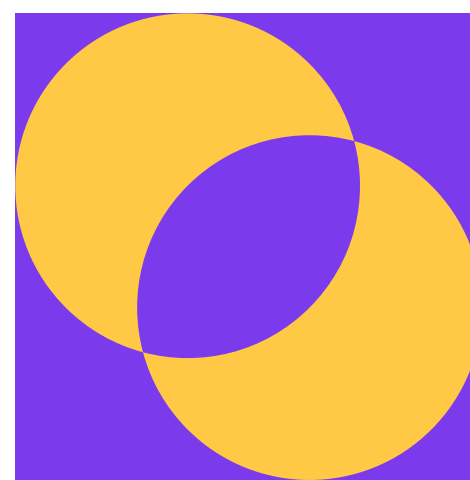
# Why educators choose GESS Saudi Arabia

- To discover innovative solutions
- For world-class CPD that's completely free
- To network with the best in business
- To experience hands-on demonstrations of cutting-edge classroom tools
- To gain insights from experts shaping Saudi's educational future
- To build strategic partnerships within the growing education sector



**GESS Saudi Arabia was an inspiring and well-organized event that brought together passionate educators and innovators. It was a great platform to share ideas, learn from others, and celebrate the future of education in the region.”**

**Sara Usman,**  
Head of Digital Learning / Computing  
Teacher, Beech Hall School Riyadh





Visitor product interest

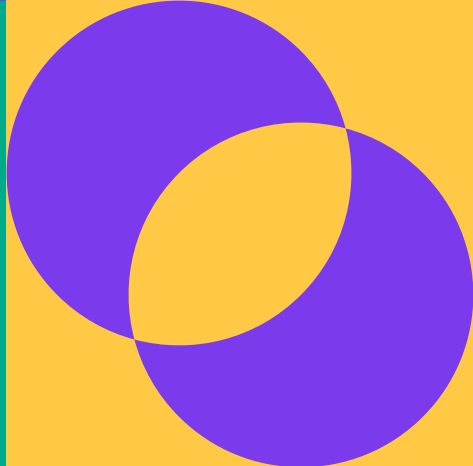
# What are buyers looking for?



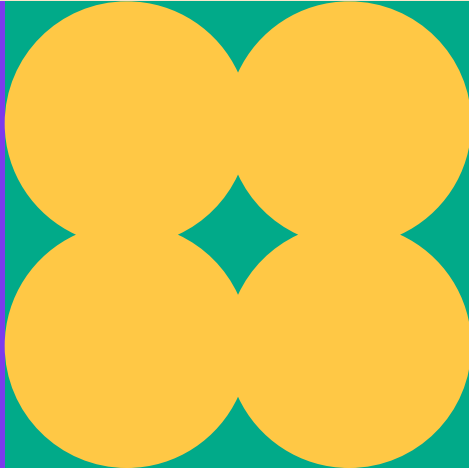
Gamification /  
Game-Based  
Learning



Educational Toys,  
Games and  
Playground  
Equipment



Associations /  
Government Bodies



Vocational  
Equipment  
& Resources



Uniforms



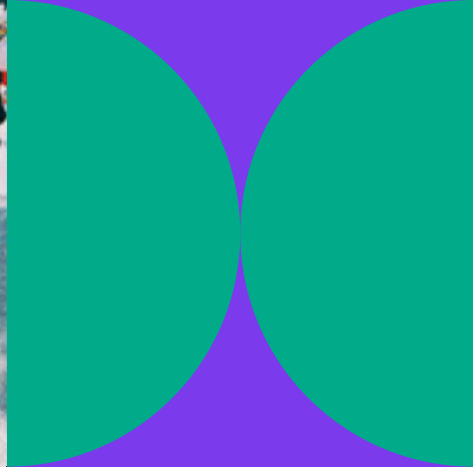
STEAM



Hardware  
3D Printers, AV,  
Multimedia Technology



Trips and  
Tours



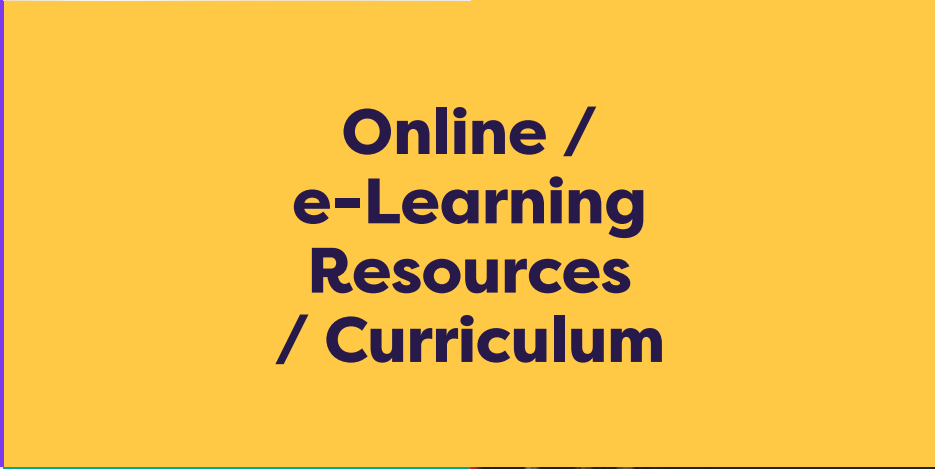
Sports,  
Fitness and  
Wellbeing



Language  
Learning



Online /  
e-Learning  
Resources  
/ Curriculum



Music



Furniture  
/ Design  
Solutions



EdTech  
Coding,  
Digital VR,  
AI



School Management  
Tools, Safeguarding  
Finance, Recruitment,  
Transport





What's new for 2026?

# More ways to connect, stand out, and drive ROI

GESS Saudi Arabia returns with enhanced features designed specifically for the Kingdom's education community. We've listened to feedback and expanded our offering to create more opportunities for meaningful connections and business growth.

## Expanded Exhibition Space

To accommodate more exhibitors and larger stands following high demand from our launch event.

## Live Translation Services

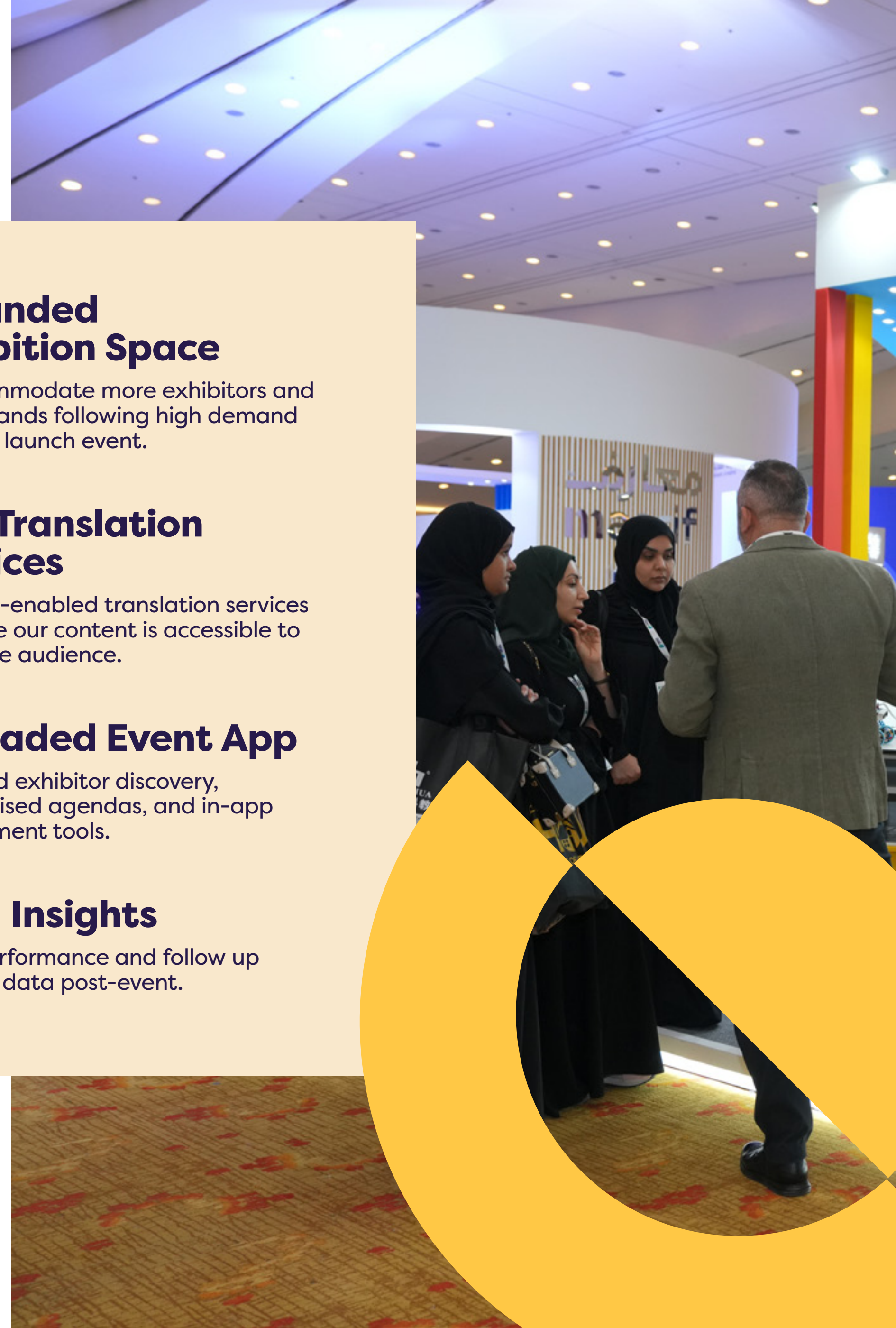
QR code-enabled translation services to ensure our content is accessible to our whole audience.

## Upgraded Event App

Improved exhibitor discovery, personalised agendas, and in-app engagement tools.

## Lead Insights

Track performance and follow up with key data post-event.





## Digital advertising opportunities

GESS Digital is your year-round marketing engine. With a suite of targeted tools designed specifically for the education sector, we help you drive brand awareness, generate warm leads, and keep your brand on the radar of the people that matter most.

Whether you're launching a new product, building credibility, or maximising your return on investment, GESS Digital gives you the visibility and results you're looking for.

### Offerings:

- Website banners
- Newsletter ads
- Remarketing campaigns
- Webinar sponsorship

### Audience engagement stats:

**1,173,000+**

annual website  
page views

**500+**

average webinar  
registrants across

**103,700+**

annual website  
page views

**30+**

countries





# Direct access to the decision-makers who matter most

## Who are these leaders?

GESS Leaders in Education is an exclusive invite-only club for top educators who shape purchasing decisions, school strategy, and training. As industry visionaries, members enjoy access to exclusive virtual and in-person events worldwide.

## What makes it a game-changer for exhibitors?

### **Easily Recognise Key Attendees**

Leaders are easily identified by their dedicated badges, making them easy to spot and connect with them for meaningful discussions.

### **Focused and Intentional Engagement**

Members of the club attend with clear objectives, seeking innovative ideas, services, and solutions to enhance their institutions.

### **Enhancing the Exhibition Experience**

The presence of these senior leaders created an environment of opportunity, ideal for exhibitors with impactful offerings.

In 2025, **hundreds of senior leaders** joined us at GESS Saudi Arabia – and they'll be back in even greater numbers for 2026



**Brand visibility**

# Boost Your Brand with GESS Saudi Arabia

Stand out at GESS Saudi Arabia's education event. Beyond your exhibition space, you can put your brand in the spotlight through our CPD-certified conference programme. It's your chance to build real relationships in the Middle East's most dynamic education market.

**Conference exposure:**

The GESS Saudi Arabia conference draws education leaders from across the Kingdom, eager to shape the future of teaching and learning. While the programme is independently curated, exhibitors frequently contribute their expertise through speaking opportunities, hands-on workshops, and live demonstrations – giving you extra visibility beyond your stand.

**144+**  
international  
speakers

**153+**  
CPD-accredited  
sessions

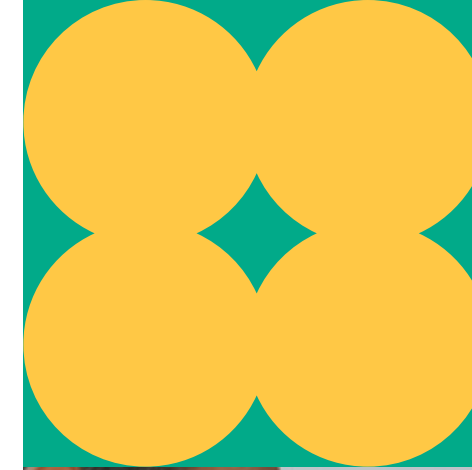
**4**  
dedicated content  
streams including  
Leadership and  
Innovation





## Sustainability and inclusion

We are committed to GESS Saudi Arabia having a positive impact on people and the 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

#### We focus on:

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



# LeadInsights

## 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.

### 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:

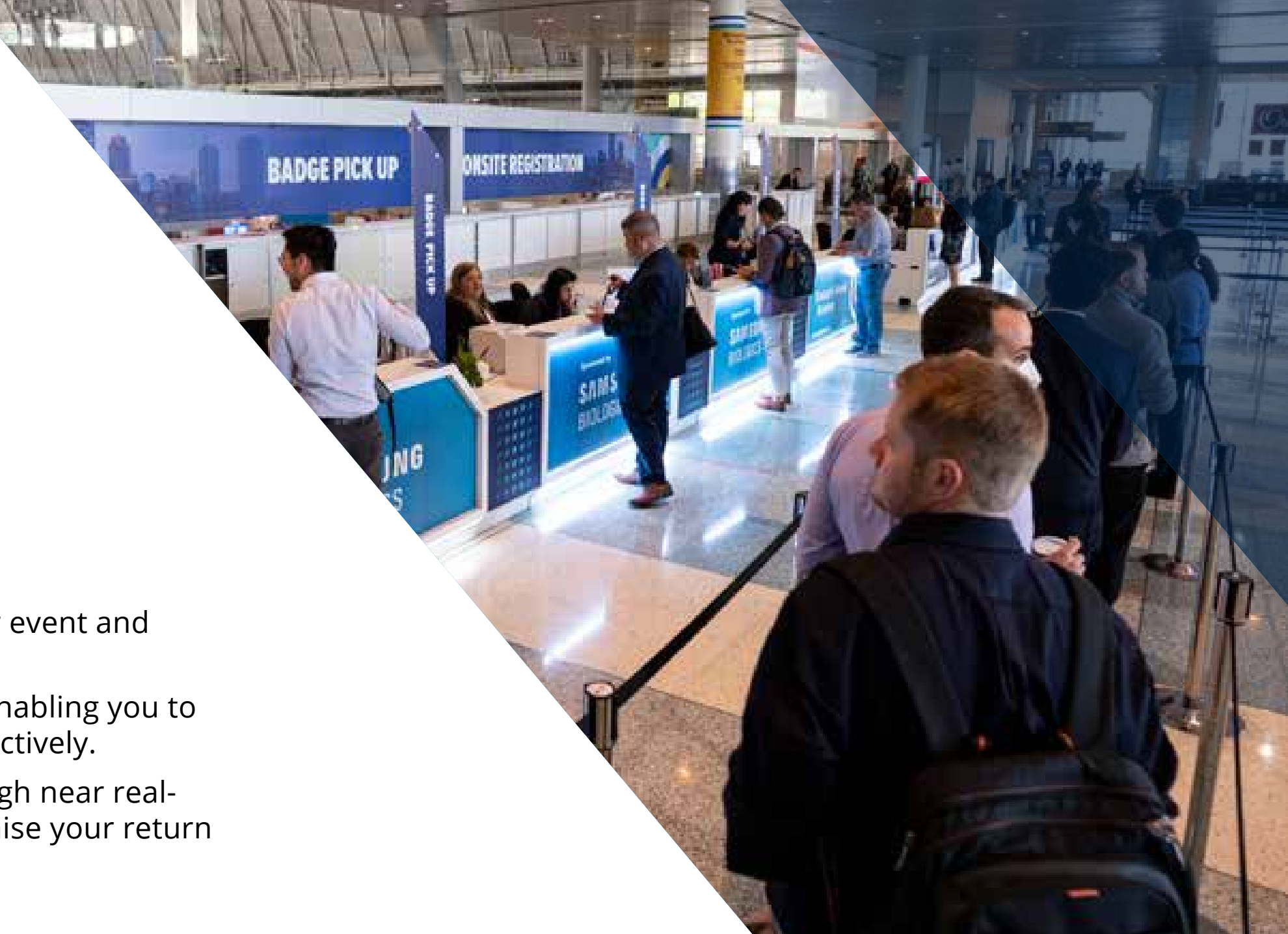
Engagement data is combined with company intelligence data, building enhanced profiles of your target leads, giving you a deeper understanding of who your leads are and what their needs are. This enables you to tailor your follow up messaging more effectively and turn leads into customers.

### 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.





# Join us at **GESS Saudi Arabia**

**Monday 4 – Wednesday 6 May 2026**

The Arena, Riyadh, KSA

We have a variety of stand options available to suit every budget. You can choose to build your stand yourself (space only stand), or have a stand provided by us (shell scheme stand).

For more information on Stand Rates for 2026 please contact the sales team now.

**[sales@gesseducation.com](mailto:sales@gesseducation.com)**

## **Show Promotional Packages available to boost your presence at GESS Saudi Arabia**

- 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

## **Digital Packages to compliment your stand presence and deliver results**

- 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