

BEGIN PRIVATE AND BOARDING SCHOOL FAIRS



Connecting your school with families seeking top-tier international education

Begin Group invites your institution to participate in Begin Private and Boarding School Fairs, exclusive 4-hour in-person events designed to connect international private and boarding schools with well-off families seeking the best academic and extracurricular opportunities for their children.

Held at prestigious venues in key student recruitment regions, these fairs offer direct access to high-potential students and their parents, providing an excellent opportunity to showcase your school's unique programs and admission pathways.



Target audience

High-net-worth families looking for prestigious international education, strong academic foundations, and enriching cultural experiences for their children.

Exhibitor's profile

- ✓ Private and boarding schools offering internationally recognised curricula
- ✓ International boarding programmes at top institutions
- ✓ Schools with specialised academic pathways, including:
 - British programs: GCSE, IGCSE, A-Level
 - American programs: American High School Diploma, Advanced Placement (AP)
 - International Baccalaureate: PYP, MYP, DP
 - Exam preparation: SAT, IELTS, TOEFL
 - University preparation: Foundation Programs, Pre-university GAP Programs

Begin Private School Fairs in numbers

- 30+ in-person fairs annually
- 10 countries across 5 key regions
- 7-15 exhibitors per fair
- 300+ pre-registered visitors per fair
- 100-150 families per fair

Key locations

Central Asia: Uzbekistan, Kazakhstan, Kyrgyzstan

Eurasia: Georgia, Azerbaijan, Türkiye

MENA: Cairo, Egypt

India: New Delhi, Mumbai, Bangalore

Southeast Asia: Vietnam, Indonesia

Why participate at Begin Private School Fairs?

- **Highly targeted audience:** Meet families actively seeking international private and boarding schools
- **Personalised lead generation:** Custom marketing campaigns ensure quality prospects and measurable outcomes
- **Flexible participation:** Choose in-person or remote attendance options
- **Full logistical support:** On-site coordination, discounted hotels, and transfer recommendations
- **Qualified leads:** Receive detailed contact lists of registered attendees for targeted follow-ups

Begin Group Private and Boarding School Fairs

Spring 2026

India

25 Feb. **Pune**
28 Feb. **Mumbai**
1 Mar. **New Delhi**

Central Asia

10 Mar. **Tashkent, Uzbekistan**
14 Mar. **Astana, Kazakhstan**
15 Mar. **Almaty, Kazakhstan**
18 Mar. **Bishkek, Kyrgyzstan**

Southeast Asia

21 Mar. **Hanoi, Vietnam**
22 Mar. **Ho Chi Minh City, Vietnam**
28 Mar. **Jakarta, Indonesia**
29 Mar. **Medan, Indonesia**

Eurasia

8 Apr. **Tbilisi, Georgia**
11 Apr. **Istanbul, Türkiye**
12 Apr. **Baku, Azerbaijan**

MENA

23 Apr. **Cairo, Egypt**

Autumn 2026

Central Asia

6 Oct. **Tashkent, Uzbekistan**
10 Oct. **Astana, Kazakhstan**
11 Oct. **Almaty, Kazakhstan**
14 Oct. **Bishkek, Kyrgyzstan**

Eurasia

18 Oct. **Baku, Azerbaijan**
21 Oct. **Tbilisi, Georgia**
21 Nov. **Istanbul, Türkiye**

Southeast Asia

24 Oct. **Medan, Indonesia**
25 Oct. **Jakarta, Indonesia**
31 Oct. **Hanoi, Vietnam**
1 Nov. **Ho Chi Minh City, Vietnam**

India

7 Nov. **New Delhi, India**
8 Nov. **Mumbai, India**
10 Nov. **Bangalore, India**

MENA

14 Nov. **Cairo, Egypt**

Exhibitor's package

- Dedicated table setup at a 5-star venue
- Individual lead-generation campaigns
- 30+ pre-registered leads guaranteed
- 20+ leads collected during the event

Private School Fairs Fees

One city – **2,950 EUR**

Two cities – **10% off**

Three or more cities – **20% off**

Additional Services

Presentation at the fair (25 min.) – **700 EUR**

Personal assistant/interpreter – **120 EUR**

Technical equipment for remote exhibitors – **50 EUR**

Printing service (100 flyers, 1 rollup banner) – **200 EUR**

Additional pre-fair lead-generation campaign – **2500 EUR**

What our participants say

"I had an outstanding experience at two events in Kazakhstan. The caliber of students I met was unprecedented! The students were highly motivated, mature, and well-spoken. **I already have an application from the Almaty event and strong interest from Astana.** Based on this, I'm very optimistic about the Kazakhstan market and excited to explore future events."

Erica Knecht, International School of Schaffhausen

