

# BEGIN GROUP PRIVATE AND BOARDING SCHOOL EDU FAIRS

**Begin**  
roup  
BE IN GROUP



[www.begingroup.com/en](http://www.begingroup.com/en)

[in https://www.linkedin.com/company/begin-group](https://www.linkedin.com/company/begin-group)

# ABOUT US



Established in 1999, Germany-based Begin Group connects educational institutions worldwide with prospective students from 40+ countries through 100+ student recruitment events annually.

## WHAT WE DO

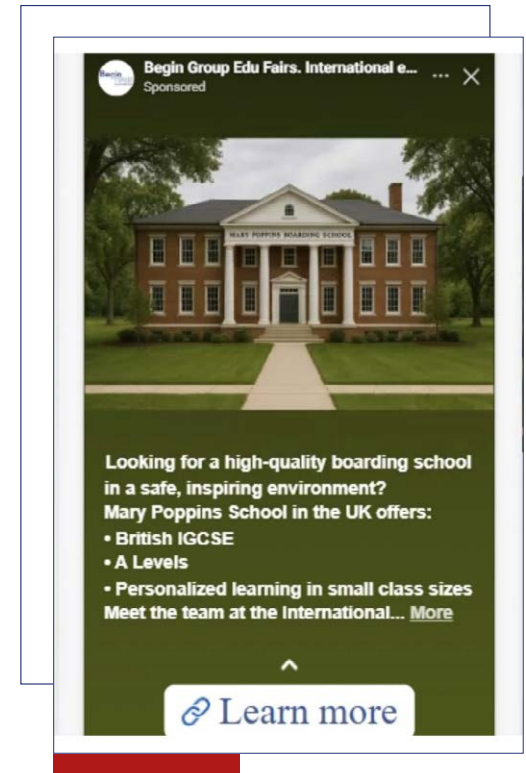
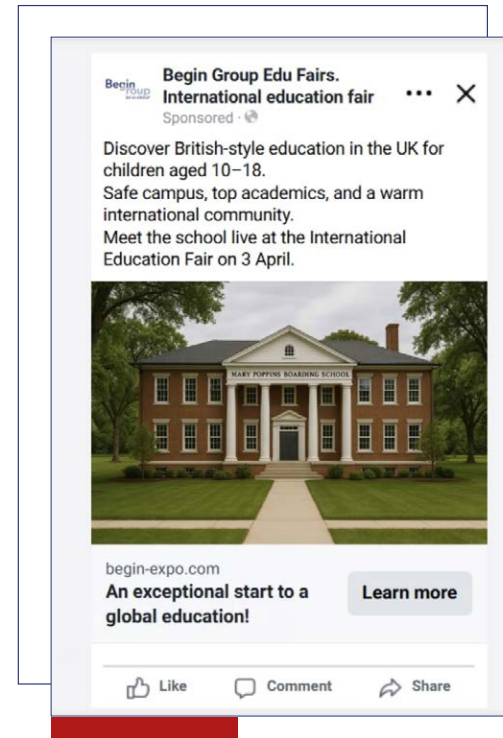
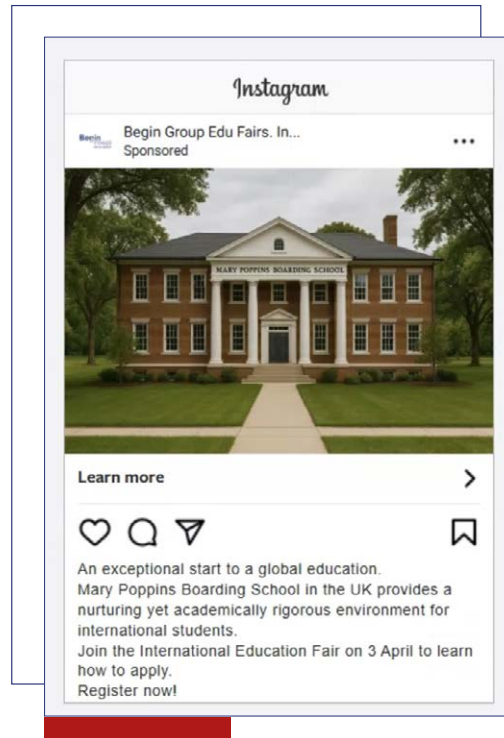
- In-person education fairs (with remote participation option)
- Online education fairs
- High school visits
- B2B meetings with school counsellors
- University visits
- Custom-made student recruitment events
- Webinars & online promotional campaigns

## WHY BEGIN GROUP

- Over 25 years of industry experience
- 500+ clients annually
- Diverse pool of educational institutions
- In-house marketing team
- 20+ marketing channels for promotion

# PRE-FAIR PROMOTIONAL CAMPAIGN

- Individual pre-fair promotional campaign for every exhibitor
- 20+ marketing channels and platforms
- Advertising activity based on three main parameters:
  - Name and brand of the school
  - Academic program's specifics
  - School's location



# PARTICIPATION OPTIONS

## ON-SITE PARTICIPATION

Become part of our physical event and meet your future students in-person.



## PARTICIPATION WITH LOCAL REPRESENTATIVE

Invite your agent to represent you on-site and have your representative connected to the fair via Zoom.



## REMOTE PARTICIPATION WITH BEGIN GROUP ASSISTANT

Communicate with prospective students via Zoom and be supported by a personal assistant provided by Begin Group.



# OUR EXHIBITORS

It was a pleasure to meet you and be a part of the event, so thank you very much and the team for putting everything on for us. We met plenty of families and had some strong interest in QE so I am very hopeful we will have a positive outcome.

**Queen Ethelburga's College (UK)**

The Dubai event was a positive experience and I feel definitely a growth market for Eerde. The exposure, venue, and staff support were top-level. It was a pleasure to work with Anton and his team.

**Eerde Private School (Netherlands)**

We had a substantial amount of interest in both the Hanoi and Ho Chi Minh City fairs. We feel confident that we will sign some students up for Clayesmore and, at the very least, we are pleased to have sowed some initial seeds in Vietnam. I am sure we will be back.

**Clayesmore School (UK)**



# OFFLINE EDU FAIRS FEES

## Participation Package

EUR 2950

### Pre-fair promotion and event assistance

Exhibitor's space at the fair  
(table set-up\*) at a 5-star venue

Individual lead generation  
campaign (**30+** leads guaranteed)

Contact list of pre-registered  
visitors to your stand

\*only one person can  
be presented via Zoom

### Logistics support

Special hotel rates  
and accommodation advice

Visa support and advice

Freight advice

### Personal assistant at your stand

+ EUR 60/120  
(depending on chosen country)

**25 minute  
presentation**  
+ EUR 700

**100 double-side  
full colour flyers and roll up  
banner for your stand**  
+ EUR 200

### Additional lead generation campaign

Custom-made  
registration landing and  
**30+ extra leads**

+ EUR 2500

**THE FOLLOWING MULTIPLE BOOKINGS DISCOUNTS ARE AVAILABLE:**

**10%**

discount for 2 fairs

**20%**

discount for 3 and more fairs

THANK YOU FOR WORKING  
WITH BEGIN GROUP!

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