

BEGIN EDU FAIRS

Connecting your institution with motivated students seeking global education

Begin Group invites your institution to participate in Begin Edu Fairs, 4-hour in-person events designed to connect international educational institutions with motivated students and their families. Held at top venues across key student recruitment regions, these fairs offer exceptional opportunities to boost your institution's visibility and generate high-quality leads.

Begin Edu Fairs in numbers

- 30+ in-person fairs annually
- 10 countries across 5 key regions
- 40+ exhibitors from 30+ countries per fair
- 4,000+ pre-registered visitors 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 attend Begin Edu Fairs?

- **Personalised lead generation campaign:** Comprehensive marketing campaigns tailored to highlight your institution and attract the right audience.
- **Flexible participation:** Options for in-person and remote attendance to suit your needs.
- **Comprehensive support:** Full logistical assistance, including on-site coordination, discounted hotels, and transfer recommendations.
- **QR code visitor tracking:** Effortlessly scan visitor QR codes at the fair to collect on-the-spot leads.
- **Inclusive representation:** Bring up to 3 representatives at no additional cost, or invite partner agencies to assist at your stand.
- **Detailed lead information:** Receive detailed contact lists of registered attendees, with additional data to prioritise follow-ups effectively.

Exhibitor's package

- Dedicated table setup at a 5-star venue
- Individual lead-generation campaigns
- 100+ pre-registered leads with detailed profiles
- 50+ leads collected during the event via QR codes

Additional services

- Presentation at the fair (25 min.) – EUR 700
- Personal assistant/interpreter – EUR 120
- Technical equipment for remote exhibitors – EUR 50
- Printing service (100 flyers, 1 rollup banner) – EUR 200
- Additional pre-fair lead-generation campaign – EUR 2500

Begin Edu Fairs Fees

One city – **EUR 2,790 / 2,450**

Two cities – **10% off**

Three or more cities – **20% off**

Our participants say

"The fair was very well organised and the flow of students was very smooth, also the staff was very supportive."

Abu Dhabi University