

BEGIN ONLINE FAIRS

Connecting your institution with motivated students in a seamless virtual environment

Begin Group invites your institution to join Begin Online Fairs, 4-hour online events created to connect international educational institutions with talented students from the comfort of your office. Featuring a user-friendly platform with customisable virtual stands, live Zoom presentations, interactive Q&A sessions, and moderated chat, these fairs offer an exceptional opportunity to enhance your institution's visibility and attract high-quality leads.

Begin Online Fairs in numbers

- 12+ online fairs annually
- 15-30 institutions per fair
- 5,000+ pre-registered visitors
- 1,500-2,000 attendees at a fair

Key locations

- **Sub-Saharan Africa:** Ethiopia, Ghana, Kenya, Nigeria, Rwanda, South Africa, Tanzania
- **North Africa:** Algeria, Egypt, Morocco, Tunisia
- **Central Asia:** Kazakhstan, Kyrgyzstan, Uzbekistan
- **Latin America:** Argentina, Colombia, Costa Rica, Ecuador, Guatemala, Mexico, Peru
- **Indian Subcontinent:** Bangladesh, India, Nepal, Sri Lanka
- **Gulf Region:** Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE

Standard exhibitor's package

- Over 100 registrations from the pre-fair lead-generation campaign
- 30-80 live presentation viewers
- 4-hour Q&A chat with attendees
- 15-minute Zoom presentation
- Active engagement in the chat during the fair

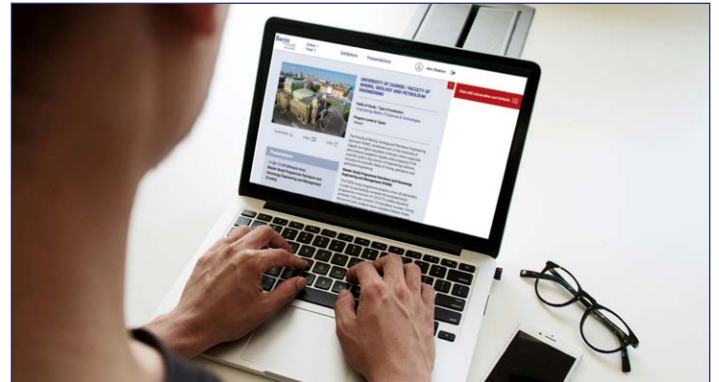
Begin Online Fairs Fees

Standard package – **EUR 1,200**

Extended package – **EUR 1,800**

Two online fairs – **10% off**

Three or more online fairs – **20% off**



Why attend Begin Online Fairs?

- Reach and establish brand awareness in new and distant markets
- Strengthen your presence in well-established markets
- Diversify your marketing portfolio, strategies, and approaches
- Expand your reach above the typical webinar experience and connect with a broader audience
- Reduce travel expenses, making your marketing budget go further
- Use access to data on attendee preferences and intentions to better understand your audience
- Participate in multiple markets simultaneously without the need for physical presence

Extended exhibitor's package

- Custom-made registration landing page
- +180 registrations from the pre-fair lead-generation campaign
- 50-80 live presentation viewers
- 30-minute Zoom presentation
- Enhanced engagement in the chat during the fair (+20 additional active chat participants)

Our participants say

"Thank you for the extremely well-organised online event! We were impressed by the overall look of the fair platform, the user experience was great and the interactions with students were also made very easy to manage."

Tallinn University, Estonia

Join Begin Online Fairs to showcase your institution, engage with ambitious students worldwide, and generate high-quality leads in regions actively seeking international education opportunities.