

# BEGIN GROUP HYBRID EDU FAIRS



Physical events with in-person and remote participation options



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

 [www.facebook.com/begingroup](https://www.facebook.com/begingroup)

# ABOUT US



Established in 1999 and based in Germany, Begin Group runs international student recruitment fairs and tailor-made promotional campaigns worldwide.

With 100+ events organised annually, we connect educational institutions from all over the world with prospective students from 40+ countries.

## **Our services include:**

- International student recruitment fairs
- High school tours
- Custom-made events
- Individual promotional campaigns
- Partner B2B events

## AUTUMN 2024

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### Central Asia

- 2 Oct. Tashkent, Uzbekistan
- 5 Oct. Astana, Kazakhstan
- 6 Oct. Almaty, Kazakhstan
- 8 Oct. Bishkek, Kyrgyzstan

### Eurasia + Türkiye

- 10 Oct. Tbilisi, Georgia
- 12 Oct. Baku, Azerbaijan
- 13 Oct. Istanbul, Türkiye
- 15 Oct. Kyiv, Ukraine

### India

- 19 Oct. New Delhi
- 20 Oct. Mumbai
- 22 Oct. Bangalore

### MENA

- 26 Oct. Cairo, Egypt

### Southeast Asia

- 4 Nov. Jakarta, Indonesia
- 7 Nov. Surabaya, Indonesia
- 9 Nov. Hanoi, Vietnam
- 10 Nov. Ho Chi Minh City, Vietnam

## SPRING 2025

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### Central Asia

- 26 Feb. Tashkent, Uzbekistan
- 1 Mar. Astana, Kazakhstan
- 2 Mar. Almaty, Kazakhstan
- 4 Mar. Bishkek, Kyrgyzstan

### India

- 8 Mar. New Delhi
- 9 Mar. Mumbai
- 11 Mar. Bangalore

### Southeast Asia

- 29 Mar. Hanoi, Vietnam
- 30 Mar. Ho Chi Minh City, Vietnam
- 5 Apr. Jakarta, Indonesia
- 6 Apr. Surabaya, Indonesia

### MENA

- 9 Apr. Cairo, Egypt

### Eurasia + Türkiye

- 12 Apr. Istanbul, Türkiye
- 13 Apr. Baku, Azerbaijan
- 15 Apr. Tbilisi, Georgia

# PARTICIPATION OPTIONS

## REMOTE PARTICIPATION WITH BEGIN GROUP ASSISTANT

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

## PARTICIPATION WITH LOCAL REPRESENTATIVE

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

## ON-SITE PARTICIPATION

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



# ON-SITE PARTICIPATION

Meeting your potential students face-to-face is a great opportunity to make a strong presentation of your institution.

In case you are not facing any travel or meeting restrictions, we will be happy to see you at the fair in person.



# REMOTE PARTICIPATION

Stay at your home or office and be represented via **Zoom conference running on a laptop placed at your stand** in the fair's hall. Every visitor of the event will have an opportunity to join you for a one-on-one conversation using a personal headset.

At your stand you will have:

- A laptop connected to a Zoom meeting
- Headsets for visitors (personal headsets can also be used)
- Flyers and a roll-up banner (to be ordered separately)



# BE ASSISTED

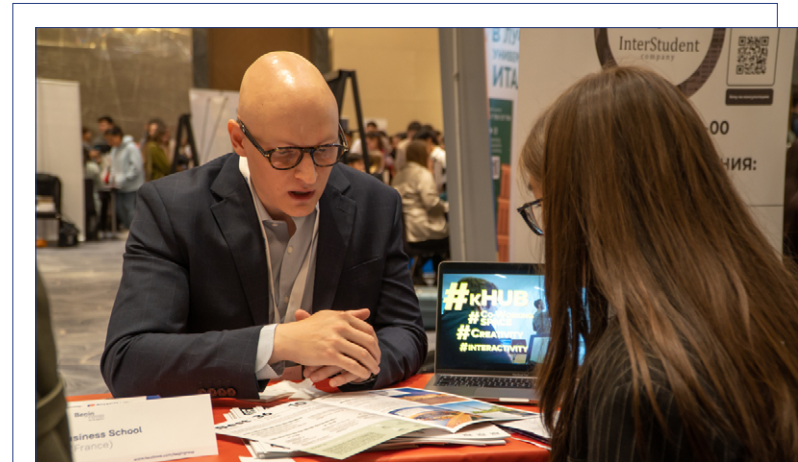
## BE ASSISTED BY YOUR LOCAL REPRESENTATIVE

Let your local agent support you by communicating with prospective students and redirecting most promising candidates to you.

## HAVE YOUR PERSONAL BEGIN GROUP ASSISTANT

If there is no local agent to represent you at the fair, we can provide you with a trusted and highly motivated student of one of local universities to support you at your stand.

The assistant will be informed about all key features of your institution but you're always welcome to run additional pre-fair training sessions.



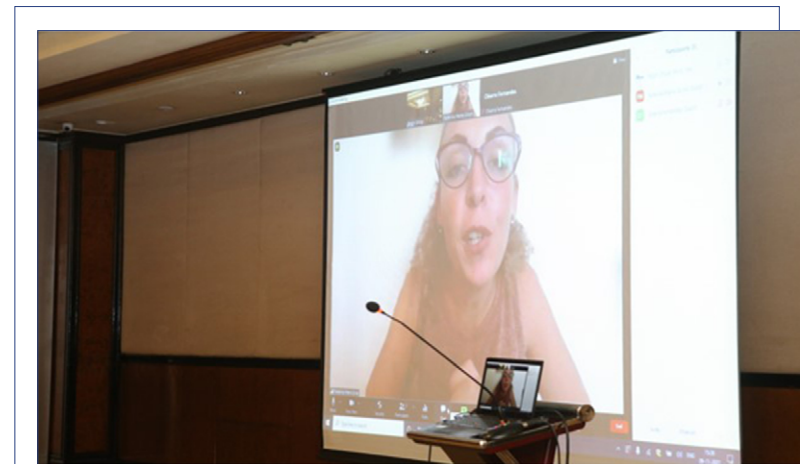


# HAVE A PRESENTATION

You can add more value to your participation by having **a 25 minute presentation** in a separate conference hall.

In case of remote participation you will have your live presentation broadcasted on the big screen in front of the audience.

The assistant will be there to help you with Q&A and any technical issues.





# TESTIMONIALS FROM OUR EXHIBITORS

Thank you and your team for organizing these events, everything went really well. We always are very happy to participate in Begin Edu Fairs. And thank you for sharing statistics from the event as well as lists of registrants to our booth.

***New York University Abu Dhabi (UAE, USA)***

Thank you so much for your help and collaboration! We were very happy with the fair: a lot of students came to our booth, all of them very interested and well prepared. Also, the assistants did a great job in supporting us. I must say that remote participation option is a very good choice!

***University of Milan (Italy)***

As for an exhibitor, it was one of a kind experience. Very well-organized. In these crucial COVID times, safety of every visitor as well as exhibitor was kept in mind. Good number of visitors in all 3 destinations is the proof of excellent marketing. Begin Group team assisted us throughout all fairs with their unmatched support. Would love to be a part of this great event again.

***ICN Business School (France)***



*Baku, October 2022*



*Tashkent, September 2022*

# PARTICIPATION FEES

## Pre-fair promotion and event assistance

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

Online lead generation campaign  
with complimentary profile  
localization

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 one roll up banner

+ EUR 200

## Additional lead generation campaign

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

+ EUR 2500

## PARTICIPATION PACKAGE

EUR 2200/2490/2950

*Fees may vary depending on the chosen fair*

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**THANK YOU FOR WORKING  
WITH BEGIN GROUP!**

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