

# Sponsorship Opportunities



[WWW.GESSASIA.COM](http://WWW.GESSASIA.COM)

Now in its 16th year, the world class GESS brand is going from strength to strength with events in Dubai, Turkey, Asia and Africa as well as a host of digital offerings. Whether you're exhibiting at one of our events or simply looking to raise awareness of your brand, we've got options to suit all budgets.

You deserve the very best and by partnering with GESS, your company will have access to tens of thousands of educational professionals from across the globe. Whether your objective is meeting people, thought leadership, widespread brand awareness or a mix of all three, we have the package that will exceed your expectations.

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## Why GESS?

- + Tap into our core online education audience
- + Reach a global audience of key decision makers
- + Share your expertise and position your brand as a key industry influencer
- + Boost your brand awareness

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## Why GESS Asia?

The GESS Asia conference and exhibition is the focal point for the education industry in the region, delivering unique and targeted audience. The exhibition provides education professionals access to the products and solutions that meet the needs of the modern classroom and transform the way students learn. 92% of our audience is likely to conduct business with an exhibitor as a result of their visit to the show, which demonstrates the importance of live interaction and face to face meetings.

Alongside the exhibition runs the renowned conference programme making GESS Asia the complete event for the education industry.

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## Who you will meet

A gathering for all professionals from the entire education industry, GESS Asia is the meeting point for:

- + Educators of all levels – from early years, K12 to higher ed
- + Principals
- + Foundation committees
- + Chancellors and deans
- + Government officials



# Maximise your presence

GESS Asia offers attractive sponsorship packages to maximise your participation exposure. Whether your objective is meeting people, boosting your exposure, widespread brand awareness or a mix of all three, we have the package that will exceed your expectations. In addition to the packages, unique items are available as well as tailor made package to meet your requirements.

Talk to our team and find out how you can benefit from the sponsorship opportunities.

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## Platinum Package – \$15,000 – 3 Available

Our platinum sponsorship packages are designed for leading organisations to have access to our most important, sought after clientele as well as having access to our highest visibility branding sites at the show. This is a truly unique proposition for the truly outstanding amongst us.

### Logo Acknowledgement:

- + Website
- + Digital Pre-Show Preview
- + 3 x Hanging banners with Platinum Sponsor logo (single logo)
- + Logo Display in the Leaders in Education Conference Area (together with all other relevant sponsors' logo)
- + Logo Display in the Speakers Lounge (together with all other relevant sponsors' logo)
- + Logo Display in the Sponsors Board on site – together with all Sponsors

### Advertisement:

- + 1 x enhanced listing on online exhibitor list (including logo and video)
- + Option to include advertorial text and photo on GESS Education website
- + Box Banner on GESS Dubai Show Email x 3 editions
- + 1 x Feature article in Digital Pre-Show Preview
- + 1 x Full page advert in Digital Pre-Show Preview

### Digital:

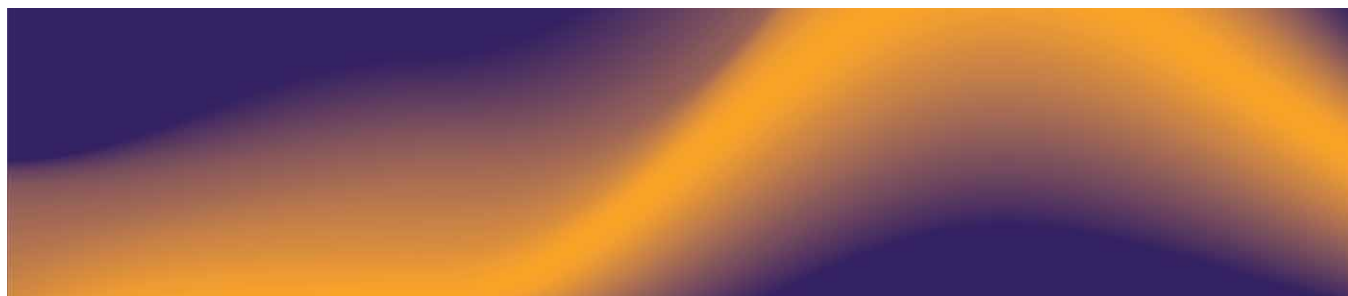
- + 45,000 banner impressions
- + Banner in higher position on GESS Talks newsletter (8 editions)
- + 7,000 retargeting clicks

### Social:

- + 1x Facebook post from GESS
- + 1x Instagram story posts from GESS
- + 2x Twitter posts from GESS

### Show Presence:

- + Stand Space – 24m<sup>2</sup>
- + Speaking opportunity in the conference program (Leaders in Education stream)
- + 1 x lead retrieval with unlimited app licenses



## Gold Package - \$11,000 – 5 Available

Our gold sponsorship packages are designed for those that want to play a major role in the future of the education industry. These opportunities will ensure your brand is truly unforgettable..

### Logo Acknowledgement:

- + Website
- + Digital Pre-Show Preview
- + Featured logo on the online floorplan
- + 2 x Hanging banners with Gold Sponsor logo (together with other Gold Sponsors in 1 Banner)
- + Logo display in the conference area where the speaking slot is allocated (together with all other relevant sponsors' logo)
- + Logo display in the Speakers Lounge (together with all other relevant sponsors' logo)
- + Logo display in the Sponsors Board on site – together with all sponsors

### Advertisement:

- + 1 x enhanced listing on online exhibitor list (including logo and video)
- + Box Banner on GESS Dubai Show Email x 1 edition
- + 1 x Feature article in Digital Pre-Show Preview

- + 1 x Full page advert in Digital Pre-Show Preview
- + Option to include advertorial text and photo on GESS Education website

### Digital:

- + 15,000 banner impressions
- + Banner in middle position on GESS Talks newsletter (2 edition)
- + 2,500 retargeting clicks

### Social:

- + 1x Twitter post from GESS
- + 1x Facebook post from GESS

### Show Presence:

- + Stand Space – 18m<sup>2</sup>
- + Speaking opportunity in the conference program Edtech in Action, Future Learning or Global Learning
- + 1 x lead retrieval bundle (6 x app licenses)

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## Silver Package – \$7,500 – 8 Available

Our silver sponsorship package has been tailor made for companies who want to get their brand out there to a mass audience. Providing prominent branding, there are numerous opportunities for potential clients to get to know your brand.

### Logo Acknowledgement:

- + Website
- + Digital Pre-Show Preview
- + Logo Display in the Sponsors Board on site – together with all sponsors

### Advertisement:

- + Digital Pre-Show Preview – 1 x Half Page
- + 1 x enhanced listing on online exhibitor list (including logo and video)
- + Basic entry in Show Preview

### Social:

- + 1x Twitter post from GESS

### Digital:

- + 7,500 banner impressions
- + Banner in lower position on GESS Talks newsletter (1 edition)
- + 1,000 retargeting clicks

### Show Presence:

- + Stand space – 12sqm<sup>2</sup>
- + 1 x lead retrieval bundle (3 x app license)

# Unique sponsorship items



## Lanyard (1 Sponsor) - \$3,500

Sponsor logo to be worn by VIP's, Speakers, Leaders In Education on their badge lanyard. Max x2 logos printed on lanyard. (Sponsor to supply lanyard).



## Information board at entrance - \$2,000

The first thing people see when they arrive. This unique information board will incorporate the sponsor's logo.



## Registration and service desk area - \$2,000

Located by the building entrance, the registration and service desk areas are service and support points for all badge holders.



## VIP room - \$2,000

Exclusive and reserved for high profile guests only, this includes a standing sign with sponsor's logo placed in the VIP Room



## Badge scanning area - \$2,000

Get highlighted as everybody makes their way into the halls. The badge scanning area is passed by everyone to get their unique QR code scanned.



## QR board - \$2,000

Get featured on the QR Board displaying the registration link on site.

*\*All rates are subject to 11% VAT under the Indonesian Taxation Law*

## Be part of something extraordinary

The choice is yours, join us to showcase your products to our targeted audience of educational professionals and find how GESS can benefit your business globally. Contact us now to reserve your place at this exciting event and take advantage of what will be your most powerful sales platform of 2023.

## Have other opportunities in mind?

Tailor made packages are possible!

### Contact our team:

#### Indonesia

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#### International

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