

Sponsorship Opportunities



WWW.GESSDUBAI.COM

Now in its 17th year, the world class GESS brand is going from strength to strength with events across the MENA region and Asia 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.

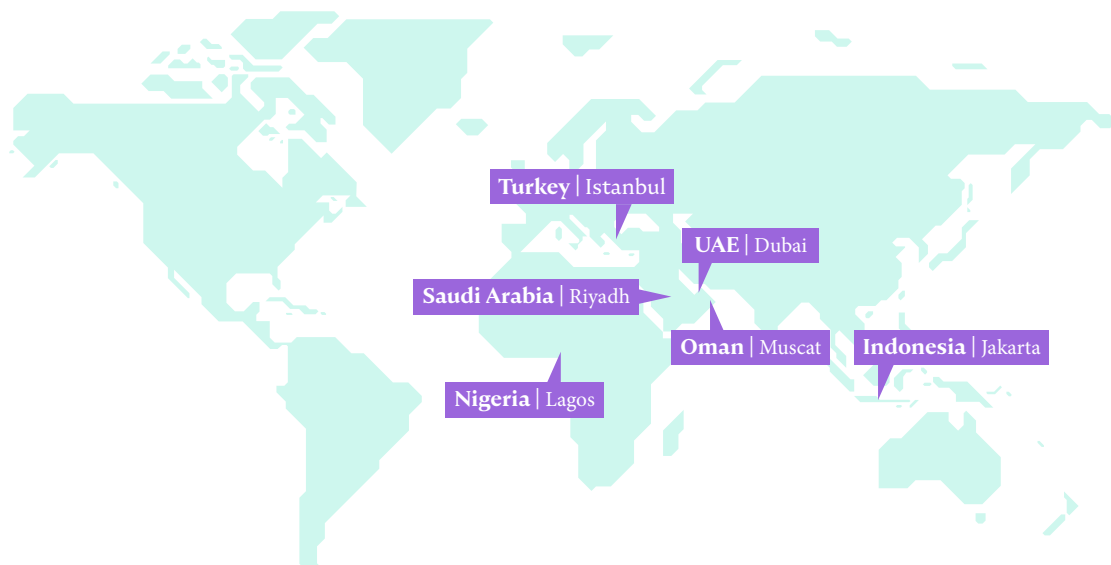


Why GESS?

- + 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

A Gateway to the Middle East and Beyond – A Global Brand for the Education Sector

- + Events in **6** countries
- + GESS Dubai 2023 visitors from **74** countries
- + Prestigious Awards Programme attracting entries from over **60** countries
- + **65%** of visitors to GESS events had purchasing authority



GESS Dubai – Onsite Sponsorship and Print Options

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.

Registration Sponsor - \$13,850

- + Logo branding on registration page, confirmation and email
 - + Short company description in confirmation emails sent to registrants
 - + Logo featured on all regular visitor digital badges
 - + Logo on onsite help desks
 - + Logo on show website
 - + Logo on all registration signage
 - + 1 x Facebook and Twitter post from GESS announcing sponsorship
 - + Featured logo on the online floorplan
-

Show Bags - \$18,000

Exclusive

Ceiling Banners

\$75 per m² exposure fee for hanging banners, with a minimum fee of \$500 + rigging charges.





Platinum Package - \$80,000 - 1 Available

Our platinum sponsorship package is 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
- + Featured logo on the online floorplan
- + Directional signage
- + Conference rooms
- + Café Area branding

Advertisement:

- + 1 x enhanced listing on online exhibitor list (including logo and video)
- + Stand highlighted in colour on the online floorplan
- + Option to include advertorial text and photo on GESS Education website
- + GESS Talks pre-show Q&A video interview
- + Box Banner on GESS Dubai Show Email (3 editions)
- + 1 x Feature article in Digital Pre-Show Preview
- + 2 x Full page adverts in Digital Pre-Show Preview (front & back cover)

Digital:

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

Social:

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

Show Presence:

- + Stand Space – 60m²
- + Prime speaking session after opening ceremony / official opening (30 minutes)
- + 1 x lead retrieval with unlimited app licenses
- + Onsite video interview

Awards Gold Sponsor:

- + Logo on all media about the awards
- + Your logo on all media at the event
- + Table for 10 at the awards for you and your team / guests
- + 4 x pop up banners at the awards
- + Present 4 of the awards at the event
- + 2 awards sponsored by you

Post show:

- + 'Thank you to Sponsors' announcement

Gold Package - \$45,000 - 2 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
- + Directional signage
- + Conference rooms
- + Café Area branding

Advertisement:

- + 1 x enhanced listing on online exhibitor list (including logo and video)
- + Stand highlighted in colour on the online floorplan
- + Box Banner on GESS Dubai Show Email (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 editions)
- + 2,500 retargeting clicks

Social:

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

Show Presence:

- + Stand Space – 30m2
- + Speaking opportunity in the conference program
- + 1 x lead retrieval with unlimited app licenses
- + Onsite video interview

Post show:

- + 'Thank you to Sponsors' post show email

Silver Package - \$20,000 - 4 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. **Please note that you need to book a stand at GESS Dubai to take advantage of this package*

Logo Acknowledgement:

- + Website
- + Digital Pre-Show Preview
- + Directional signage
- + Conference rooms
- + Café Area branding

Advertisement:

- + Digital Pre-Show Preview – 1 x Half Page
- + 1 x enhanced listing on online exhibitor list (including logo and video)
- + Stand highlighted in colour on the online floorplan
- + 1 x Feature article in Digital Pre-Show Preview

Social:

- + 1 x 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:

- + Speaking opportunity in the conference programme
- + 1 x lead retrieval with unlimited app licenses



Conference Room Sponsor – \$20,000

New for 2024 – sponsor one of the conference rooms on the show floor

- + Logo on conference room web page
- + Logo on holding slides.
- + Logo on hanging banner of conference room as official sponsor
- + GESS Talks written Q/A
- + Feature on visitor email regarding conference room - link to Q/A written interview to GESS Education site
- + Speaking opportunity in the sponsored conference room

Gaming@GESS Overall Sponsor – \$15,000

New for 2024 – align your brand with the latest technology and trends in education. This area will showcase the hottest gaming brands in education.



- + 20 min speaking slot

Logo Acknowledgement:

- + Website
- + Digital Pre-Show Preview
- + Featured logo on the online floorplan
- + Directional signage
- + Logo on feature area and speaking programme on website
- + Logo on holding slides
- + Logo on hanging banner of feature area
- + Logo on backdrop of speaking area

Advertisement:

- + 1 x enhanced listing on online exhibitor list (including logo and video)
- + GESS Talks written Q/A
- + Feature on visitor emails regarding Gaming@GESS
- + Option to include advertorial text and photo on GESS Education website
- + Box Banner on GESS Dubai Show Email (2 editions)
- + 1 x Feature article in Digital Pre-Show Preview
- + 1 x Full page advert in Digital Pre-Show Preview

Digital:

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

Social:

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

Show Presence:

- + 1 x Pod display area

Start-up Pavilion Sponsor - \$10,000

Align your brand with the brightest sparks in the education market, support up and coming companies and be part of this innovative and exciting area.



Logo Acknowledgement:

- + Website
- + Digital Pre-Show Preview
- + Featured logo on the online floorplan
- + Directional signage
- + Logo on Banner above area

Social:

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

Show Presence:

- + 1 x Start up pod

Advertisement:

- + 1x enhanced listing on online exhibitor list (including logo and video)
- + GESS Talks written Q/A
- + Feature on visitor emails regarding the start-up zone
- + Option to include advertorial text and photo on GESS Education website
- + Box Banner on GESS Dubai Show Email (1 edition)

Product Showcase Talk - \$2,000

New for 2024 – showcase your brand and products live to our audience of educational buyers on this dedicated speaking area.



- + Limited slots per day
- + 20 min speaking slot / product demo
- + Programme on GESS Dubai website
- + Included in programme promoted through GESS Dubai show emails
- + Included in programme promoted through GESS social channels
- + Included in programme displayed in digital show preview

GESS Leaders in Education

\$30,000 - 1 Available



What is Leaders in Education?

GESS Leaders in Education is an exclusive, invite only club for leading educators who directly influence purchasing, owners of schools or those influencers who direct school strategy and training. The movers, shakers and visionaries of the education industry.

**Please note that you need to book a stand at GESS Dubai to take advantage of this package*

The Package:

Your logo will appear as “GESS Leaders in Education Official Sponsor” alongside our GESS Leaders in Education on all of the following pre-show and onsite promotional marketing materials.

Logo Acknowledgement:

- + GESS Leaders Website
- + Digital Pre-Show Preview
- + GESS Leaders in Education emails (x5)
- + Leaders in Education Badge onsite

Advertisement:

- + Digital Pre-Show Preview – 1 x Full Page
- + 1 x lead retrieval with unlimited app licenses
- + 1 x enhanced listing on online exhibitor list (including logo and video)
- + 1 x basic listing in the online floorplan
- + Basic entry in Show Preview

Social:

- + 1 x Twitter post from GESS

Onsite:

- + Desk table set up in the GESS Leaders lounge with promotional material + 2 x pop up banners
- + 1 x video interview onsite
- + Speaking presentation as part of the conference programme
- + Opportunity to provide own branded lanyards for Leaders in Education badges



Gold Sponsorship - \$15,000

This truly unique sponsorship opportunity in the Middle East education industry will help you stand out from your competitors, help your brand grow and build trust within this fast-moving industry.

This Sponsorship is only available for one company and will include:

- + Your logo on all media about the awards
- + Your logo on all media at the event
- + Table for 10 at the awards for you and your team / guests
- + 4 x pop up banners at the awards
- + Present 4 of the awards at the event
- + 2 awards sponsored by you

Silver Sponsorship - \$10,000

The Silver sponsor will be limited to just two companies and gives a fantastic opportunity to show your support to the education industry. You will have great branding and networking opportunities before, during and after the awards.

This Sponsorship is only available for two companies and will include:

- + Your logo on all media at the event
- + Table for 10 at the awards for you and your team / guests
- + 2 x pop up banners at the awards
- + Present 2 of the awards at the event
- + 1 award sponsored by you



Bronze Sponsorship - \$5,000

The bronze sponsors will have great branding and networking opportunity at the awards. With just four sponsors allowed this is still a very exclusive opportunity to build your brand within the education industry.

This Sponsorship is only available for four companies and will include:

- + Table for 10 at the awards for you and your team / guests
- + 2 x pop up banners at the awards
- + Present 1 of the awards at the event
- + 1 award sponsored by you

Category Sponsor - \$2,500

- + Present sponsored award category at the event
- + 1 award sponsored by you



Sustainability Sponsorship at GESS

We are committed to running GESS as socially and environmentally responsible event.

Align your brand to sustainability goals and get benefits such as:

- + Increased brand awareness amongst attendees
- + Improved brand image and reputation
- + Brand alignment with environmental causes
- + Storyline and themed messaging pre / post event

We have a number of sustainability sponsorship options available including:

- + **Carbon Offset**
- + **Renewable Energy**
- + **Sustainable Water**
- + **Health & Well-Being Events**

Contact a member of the team to discuss further



GESS Sustainability Sponsor - \$20,000

Logo Acknowledgement:

- + Website
- + Digital Pre-Show Preview
- + Featured logo on the online floorplan
- + Directional signage

Digital:

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

Social:

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

Show Presence:

- + Relaxation Area Sponsor
 - + Logo with roll up banner with QR code to website
 - + Logo on room hanging banner
- + Speaking opportunity in the conference program on sustainability

Awards:

- + 1 x free seat at awards
- + Sponsor and present x1 award

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 2024.

For More Details Contact:

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