www.aetex.ae





# 5<sup>TH</sup> - 7<sup>TH</sup> FEBRUARY 2019 SPONSORSHIP & EXHIBITION OPPORTUNITIES



غــرفــــة <u>مــجــمــان</u> AJMAN CHAMBER Organized by



### INTRODUCTION



Under the patronage and the attendance of H.H. Sheikh Humaid Bin Rashid Al Nuaimi, Member of the Supreme Council and Ruler of Ajman, Ajman Chamber of Commerce and Industry is organizing the Sixth edition of Ajman Education and Training Exhibition (AETEX) from the 5-7 February 2019. The event will witness a distinctive and extended participation of the most prominent and major educational institutions from UAE as well as from Arab and foreign countries.

AETEX was launched in 2013 with the focus to highlight the best education options for the citizens of Ajman in compliance with the forward-looking and futuristic vision of H.H. Sheikh Humaid Bin Rashid Al Nuaimi, Member of the Supreme Coucil, The Ruler of Ajman who mentioned in the opening speech of the event in 2014 that: Education is a Humanitarian Value, making AETEX the platform for showcasing the best institutions and a place where these institutions compete to offer the state-of-the-art academic programs for the students of Ajman.

AETEX is a result of the sincere and credible efforts made by Ajman Chamber of Commerce and Industry to achieve Ajman government plans which aims at consolidating the Emirate's position as the new educational hub where both students and parents can meet with the best educational institutions including schools, universities, language centers and educational solution providers.

In the 2017 and 2018 editions, the Exhibitions achieved a remarkable success by attracting more than 65 international educational institutions. More than 3,500 students visited the Exhibition from Ajman, Ras Al Khaima, Umm Al Quwain and Fujairah making the event one of the most successful educational exhibitions in the region especially with a variety of nationalities who live in Ajman, from Arab and foreign countries. The participants managed to meet and interact with both local students (UAE citizens) and other expats from about 10 countries (Egypt, Palestine, Jordan, Syria, Lebanon, Libya, Morocco, Algeria, Oman, Bahrain, India, Pakistan and others).

AETEX provides the best higher education opportunities and is regarded as the most appropriate platform for leading universities and educational institutions to compete in offering the latest educational programs for students from Ajman and the UAE.

The exhibition was launched 7 years ago and has been recorded as a major success making it one of the top educational and academic events and among the leading international higher education exhibitions in the region, thanks to the variety of visitors and the associated special media campaign.

# WHY AJMAN ?



In view of the increasing number of educational exhibitions worldwide, universities & educational institutions have started focusing on participating in the most suitable locations that can attract the target student audience who benefit from their physical presence. It is also well-known now that the success of any event is not measured by the number of visitors, but rather the quality of these visitors and achieveing the goals and targets set by the educational institutions.

Ajman is characterized by its strategic geographical location among other Emirates and is set to become the main Emirate that creates an environment which is conducive for expats to live together with locals. This is attributed to the facilities it offers and the reasonable costs of living compared to other places, in addition to the earnest and continuous efforts made by the government of Ajman to improve and develop the Emirate's infrastructure.

The different nationalities living in Ajman give it the special identity which has been reflected in the exhibitions and events organized here in terms of the various nationalities of visitors and their different cultural backgrounds.







### **WHY AETEX 2019?**



AETEX is not only an exhibition where exhibitors demonstrate their products and services but it is also a learning opportunity, a knowledge factory and a tool to enable students to make the right decision fortheir academic and professional future.

The Exhibition was inaugurated by H.H. Sheikh Humaid Bin Rashid Al Nuami, Member of the Supreme Council and the Ruler of Ajman and Sheikh Ammar Al Nuaimi. The visitors of the Exhibition included the members of private universities league in GCC countries and other officials, and this showed the extent of support and interest in AETEX, as an essential step towards developing the educational system in Ajman and other Emirates.

H.H. Sheikh Humaid Bin Rashid Al Nuami, Member of the Supreme Council and the Ruler of Ajman has emphasized the importance of AETEX in bringing the latest development in the field of higher education and he highlighted its positive impact on the universities, Emirate of Ajman and the UAE. This event is meant to be the main platform for developing the educational system where the citizens and expats in Ajman and other Emirates can find the best educational institutions to meet their higher education and training needs.

The media campaign associated with the Exhibition, contributed the quality of visitors encouraged the universities from outside Ajman to participate in 2019 as well. This has led Ajman Chamber of Commerce and Industry to render more support to the Event with the aim of attracting the most prominent universities in the Middle East and other countries to exhibit their relevant academic programs, best educational offers, meet and interact with students from Ajman and other Emirates before their final high school exams.





## **AETEX 2019 FACTS AND FIGURES**





NUMBER OF PARTICIPATING COUNTRIES TOTAL NUMBER OF EXHIBITOR



NTERNATIONAL UNIVERSITIES & OTHER HIGHER EDUCATION INSTITUTIONS

TOTAL NUMBER OF LOCAL UNIVERSITIES AND OTHER EDUCATION INSTITUTIONS





EXHIBITION AREA IN SQUARE METERS





65%

INTERNATIONAL EXHIBITORS AREA

**EXHIBITOR PROFILE** 

- > Local/ Regional Colleges & Universities
- International Colleges & Universities
- Educational Services Institution
- > E-Learning Institutions and Universities
- Doctorate Course (PHD) Providers
- Scholarship Providers
- Continuing Education Providers
- Online Education Programs Providers
- Vocational and Educational Guidance Services Providers

- > Technological Education Service Provider
- Student Recruitment Agencies
- > Academic & Scientific Research Organizations
- International Federations
- > National Agencies to Promote Higher Education
- > Higher Education Ministries of different coun-
- tries
- Government Bodies
- > Embassies & Consulates





# Space Only

Length x Width	Total m <sup>2</sup>	Price (AED)
9m x 6m	54 sqm	45,000
6m x 6m	36 sqm	35,000
3m x 6m	18 sqm	20,000
3m x 3m	9 sqm	10,000

# **Equipped Platform**

Length x Width	Total m <sup>2</sup>	Price (AED)
3m x 6m	18 sqm	22,500
3m x 3m	9 sqm	13,500

### **SPONSORSHIP** OPPORTUNITIES





DIAMOND SPONSOR

Stand 3x6 or 6x6 or Platform Space up to 9x9 (as per Sponsor's Preference) Logo Display on the Exhibition Website, Exhibition Leaflets and Flyers Representative Seat During the Press Conference Display in Outdoor and Press Advertising 3 Customized Shootout on Social Media Sponsor Mention on TV & Radio Advertisements Diamond Sponsor Recognition Award Logo Display at the Back of the Registration Badge 4 Editorial Pages in the Exhibition Guide

# 100,000 AED

#### **SPONSORSHIP** OPPORTUNITIES





**GOLDENG SPONSOR** 

Stand 3x6 or 6x6 or Platform Space up to 9x6 (as per Sponsor's Preference) Logo Display on the Exhibition Website, Exhibition Leaflets and Flyers Representative Seat During the Press Conference Display in Outdoor and Press Advertising 2 Customized Shootout on Social Media Gold Sponsor Recognition Award Logo Display at the Back of the Registration Badge 3 Editorial Pages in the Exhibition Guide

# 75,000 AED

## **SPONSORSHIP OPPORTUNITIES**





SILVER SPONSOR

Stand 3x3 or 3x6 or Platform Space up to 6x6 (as per Sponsor's Preference) Logo Display on the Exhibition Website, Exhibition Leaflets and Flyers Representative Seat During the Press Conference Display in Outdoor Advertising 1 Customized Shootout on Social Media Silver Sponsor Recognition Award Logo Display at the Back of the Registration Badge 2 Editorial Pages in the Exhibition Guide





# **UPGRADED WOODEN STAND PACKAGE**



#### **Stand Description**

**Wooden front frame:** Exhibition grade 'podium' carpet, with poly cover, 1x Lockable storage room

#### **Graphics:**

Vinyl cut exhibitor name - vinyl cut out platform number on fascia

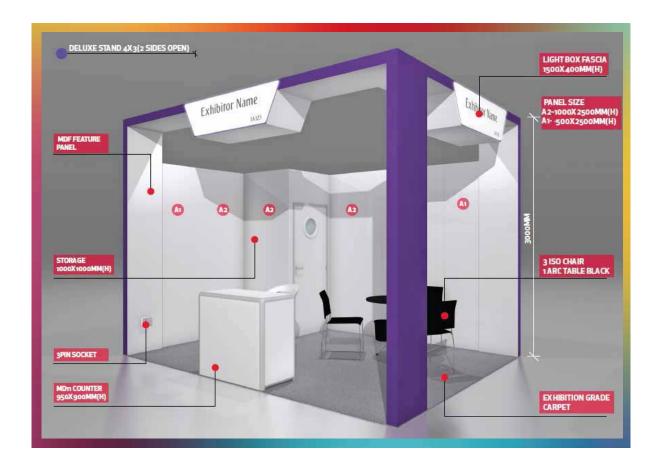
#### Electrical Package (per 9sqm):

3 x 35W Halogen Spotlights & 1 x 3 - pin Electrical Socket

#### Furniture Package (per 9sqm):

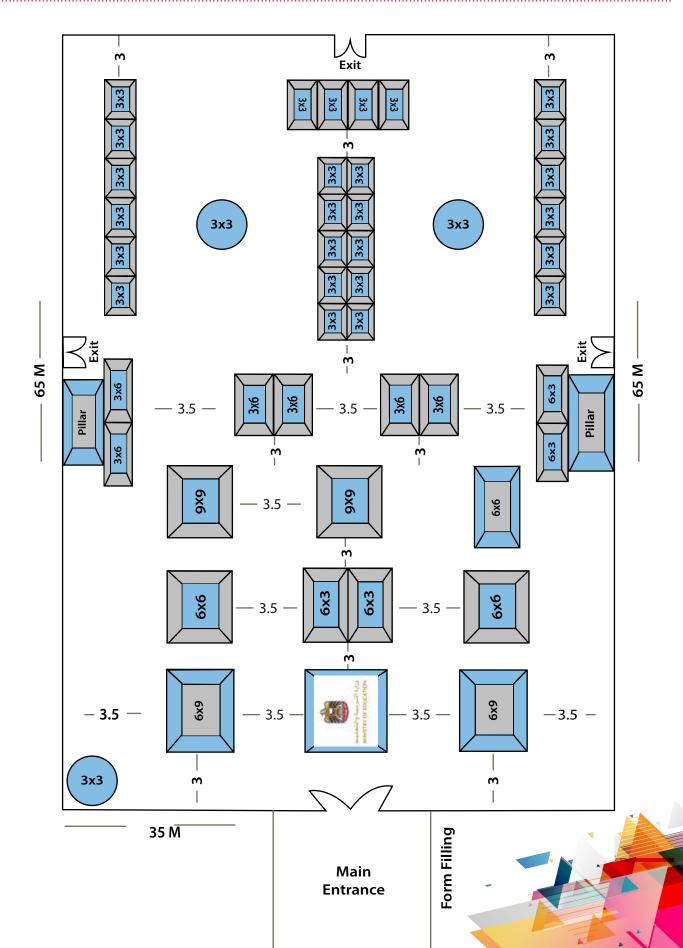
: 2 x ISO Chair (Black), 1 x Arc Table (Black), 1 x Lockable Cupboard, 1 x Literature Rack

Notes: Vinyl color for fascia name and platform number to be selected 30 days prior to the event









#### **AETEX 2019 LOCATION**





Emirates Hospitality Centre Ajman, Al Khail Street, Jurf 2, Ajman City

FOR INTERNATIONAL INQUIRIES ULRIKA VARELA Mobile: +968 9141 7141 Mobile: +968 9396 1624 Email: info@muscat-expo.com Intelligent Marketing Solutions Events Exhibitions Experiential

FOR LOCAL INQUIRIES ROLA ABU AJRAM Mobile: +971 503025889 Email: rola@imsuae.com