

BEGIN GROUP PRIVATE AND BOARDING SCHOOL EDU FAIRS

Begin
roup
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ABOUT US



Begin Group is a Germany-based leading provider of edu marketing services and international student recruitment fairs with 23 years' experience. We run online and offline edu fairs across Eurasia, Africa, and Americas.

Since 1999 over 2000 educational institutions of all profiles have participated in our events. Every year we run 30+ offline events in the different regions of the world.

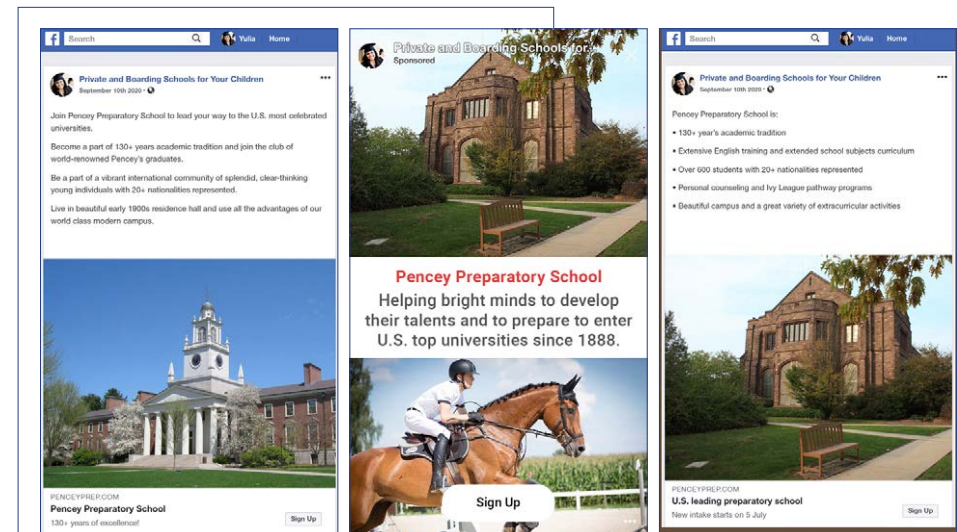
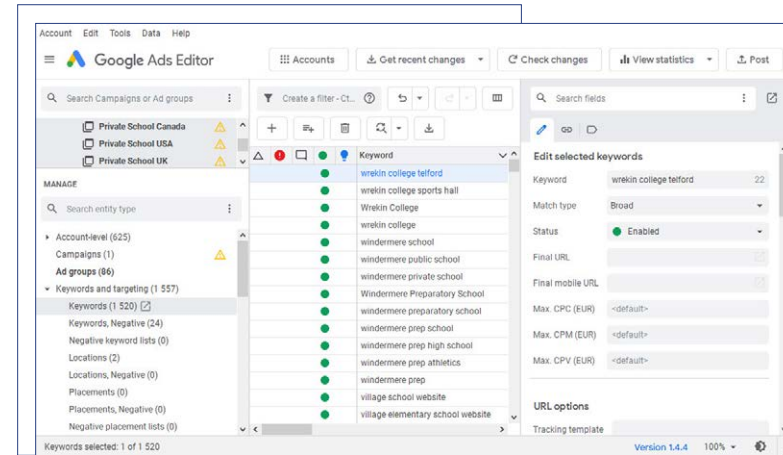
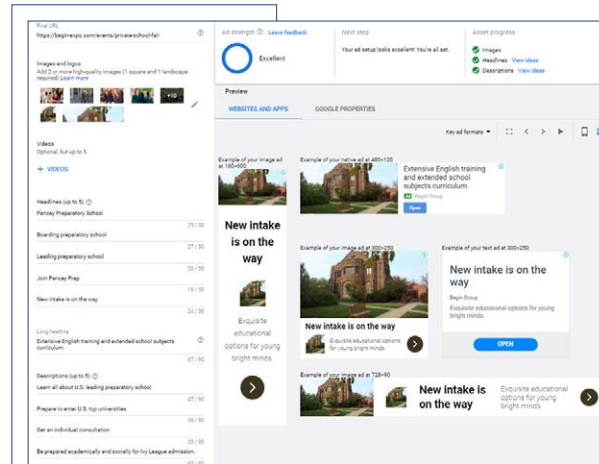
Starting from June 2020, we have organized 67 online exhibitions in Eurasia, Africa, and Americas, attracting 118+ thousand visitors for 580+ unique exhibitors from 56 countries.

Our services include:

- Student recruitment online and offline edu fairs
- Custom-made webinars
- Individual promotional campaigns

PRE-FAIR PROMOTIONAL CAMPAIGN

- Individual pre-fair promotional campaign for every exhibitor
- 50+ marketing channels and platforms
- Advertising activity based on three main parameters:
 - Name and brand of the school
 - Academic program's specifics
 - School's location



PARTICIPATION OPTIONS

ON-SITE PARTICIPATION

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



Mumbai, November 2022

PARTICIPATION WITH LOCAL REPRESENTATIVE

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



Tashkent, September 2022

REMOTE PARTICIPATION WITH BEGIN GROUP ASSISTANT

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



New Delhi, November 2022

OUR EXHIBITORS

It was a pleasure to meet you and be a part of the event, so thank you very much and the team for putting everything on for us. We met plenty of families and had some strong interest in QE so I am very hopeful we will have a positive outcome.

Queen Ethelburga's College (UK)

The Dubai event was a positive experience and I feel definitely a growth market for Eerde. The exposure, venue, and staff support were top-level. It was a pleasure to work with Anton and his team.

Eerde Private School (Netherlands)

We had a substantial amount of interest in both the Hanoi and Ho Chi Minh City fairs. We feel confident that we will sign some students up for Clayesmore and, at the very least, we are pleased to have sowed some initial seeds in Vietnam. I am sure we will be back.

Clayesmore School (UK)



Hanoi, November 2022



Dubai, November 2022



Bangalore, November 2022



OFFLINE EDU FAIRS FEES

Participation Package

EUR 2950

Pre-fair promotion and event assistance

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

Individual lead generation
campaign (**30+** leads guaranteed)

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 roll up
banner for your stand**
+ EUR 200

Additional lead generation campaign

Custom-made
registration landing and
30+ extra leads

+ EUR 2500

THE FOLLOWING MULTIPLE BOOKINGS DISCOUNTS ARE AVAILABLE:

10%

discount for 2 fairs

20%

discount for 3 and more fairs

THANK YOU FOR WORKING
WITH BEGIN GROUP!

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