



GEORGIAN EDUCATION WEEK 2011

The 1st exhibition for secondary, high and professional studies, overseas studies and students' services

5-13 MARCH, 2011

Exhibition Centre ExpoGeorgia Co., pavilion #11

Organized by:



Exhibitions & Events Centre



The Ministry of Education
and Science of Georgia



The 1st Exhibition for Education “Georgian Education Week”

Georgian Education Week - GEW 2011 will be held at ExpoGeorgia Co. fairgrounds in March 5 - 13 2011. The event will present a great number of educational establishments; will offer the information on study opportunities in Georgia and other countries, study programmes and the ways to pursue so as to fulfill all future aspirations.

GEW 2011 will cover such subjects as state and private higher education institutions, general secondary education institutions, colleges, vocational schools, adult and further education programmes, training centres, language schools and courses, GEW 2011 will provide information on new study programmes, and information about the services for students and educational institutions. Participants will also present a wide variety of information materials about the newest opportunities of education, different foreign language and training courses.

Organized by:



Exhibitions & Events Centre



The Ministry of Education
and Science of Georgia

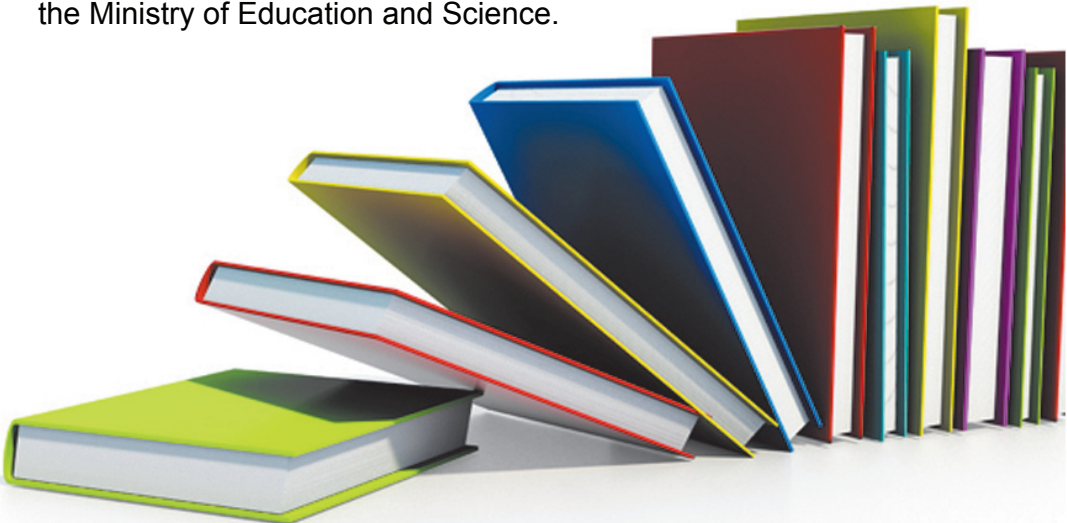
GEW 2011– B2C

During the GEW 2011 will be held several presentations of different universities – “Open Door Day”. GEW will become the “Open Door Week” for all interested people: pupils, students and their parents.

Studying abroad is becoming more and more popular among Georgian students, they can receive the financial support or educational loans and take opportunity to obtain valuable international experience. GEW 2011 will be a meeting place for young people to understand and to choose the field of further studies and to be informed about all necessary services provided by several financial organizations or international bodies (education and student loans, financing projects, etc.)

GEW 2011– B2B

GEW 2011 will become the great platform for professionals and decision-makers in the education sector to exchange their experience and know-how. The parallel events: presentations, seminars and workshops will enreach the goals and aims of GEW 2011. GEW 2011 will be organized by ExpoGeorgia Co. in collaboration with the Ministry of Education and Science.



GEW 2011 is an event that serves the entire education industry by providing a quality exhibition environment and on-site features that are valuable and informative for both participants and visitors.

Participants' profile:

- Public and Private Higher Studies – Universities and Colleges
- Private Secondary Studies
- Professional Studies
- Language Schools
- Overseas Studies
- Probation in Georgia and Abroad
- Vocational Studies
- Students' Services
- Media representative

Visitors' profile:

- Secondary School Pupils
- Leavers / Entrants
- High School Students
- Training Courses Students
- Parents
- School Teachers / Lecturers
- University Teachers / Lecturers

Organized by:



Exhibitions & Events Centre



The Ministry of Education
and Science of Georgia

Visitor Marketing Campaign

The exhibition will be promoted through an aggressive and informative marketing campaign encompassing a variety of effective marketing tools to reach all visitors segments. Our cross media marketing strategy consists of the following: target group-specific direct marketing, online campaign, advertising in numerous trade publications and in the general business press, extensive press activities and networking with industry associations and media.

- Advertising: TV, radio, press, internet
- Outdoor advertising: street banners, posters, etc.
- Telemarketing and direct marketing campaign: invitations
- Parallel events: the exhibition will feature a series of specialized parallel events aimed at enhancing visitor interest.



A

B

C



Exhibition Participation

Exhibition Booth – “Standard Package”

(min. 6 sq.m.)

Includes:

- Construction system walls
- Carpet
- 1 table
- 3 chairs
- 1 brochures' holder
- Lighting (2 spots)
- Power supply with 3-fold plug socket
- 1 waste paper basket
- Participant's name on open side panel of stand
- Security of exhibition pavilion
- Cleaning of exhibition pavilion

Exhibition Booth – “Individual Package”

(min. 12 sq.m. ,max not limited)

Includes(individual size and configuration of the booth):

- Construction system walls
- Carpet
- 1 table
- 3 chairs
- 1 brochures' holder
- 1 info desk
- Lighting (1 spot pe 3 sq.m.)
- Power supply with 3-fold plug socket
- 1 waste paper basket
- Participant's name on open side panel of stand
- Security of exhibition pavilion
- Cleaning of exhibition pavilion

Registration Fee (obligatory for all participants)

Includes:

- Participation in the exhibition catalogue (participant's information on both languages: English, Georgian)
- Identity cards (participant badges)
- Invitations for VIP guests
- Administrative and advertising costs

Presentation Fee (is not obligatory for all participants)

Includes:

- Presentation hall (from 100 to 300 pers.)
- Theater set-up (chairs, tables)
- Presentation equipment (microphone, screen, projector)
- Brochure holders for presentation materials
- Information support: preparation of weekly and daily agendas

Each session will last 1,5 hour

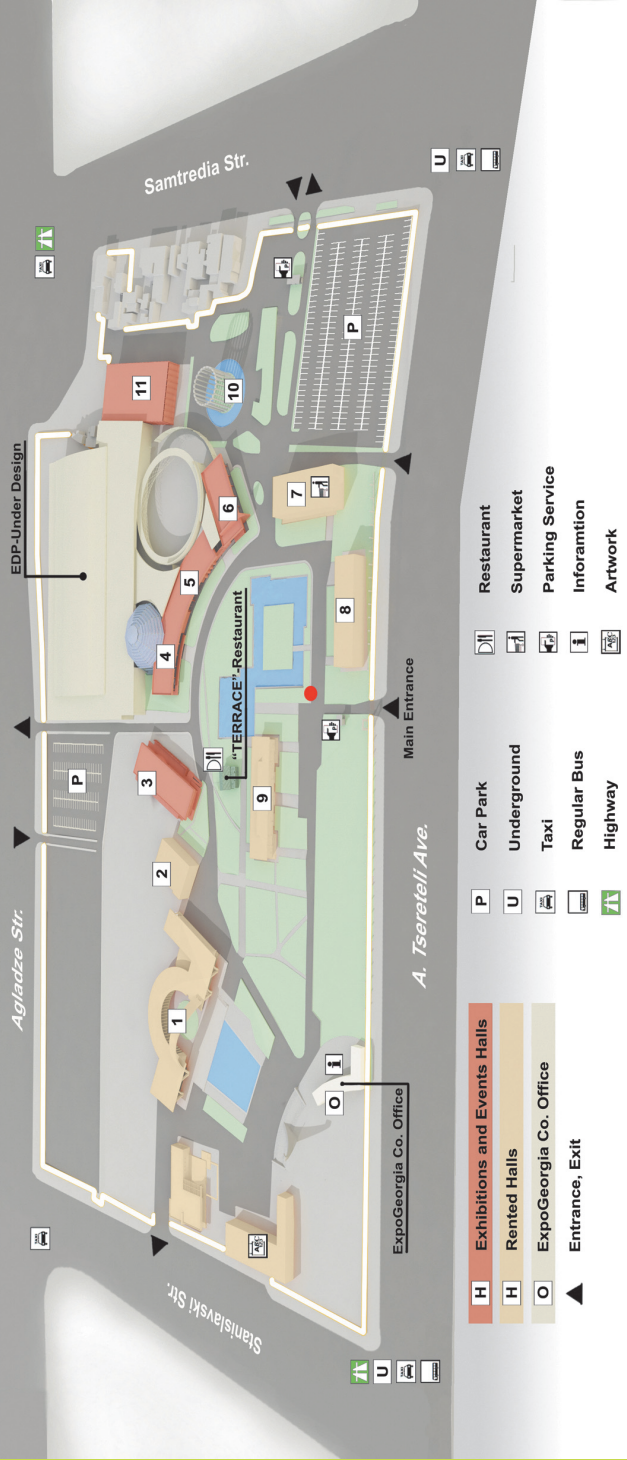


CONTACTS:

118 Tsereteli Ave.
 Tel - Fax: + 995 32 341100, 351100
 email: expo@expogeorgia.ge
expogeorgia.ge

Expo Georgia

www.expogeorgia.ge



- H** Exhibitions and Events Halls
- H** Rented Halls
- O** ExpoGeorgia Co. Office
- ▲** Entrance, Exit
- P** Car Park
- U** Underground
- Taxi** Taxi
- Regular Bus** Regular Bus
- Highway** Highway
- Restaurant** Restaurant
- Supermarket** Supermarket
- Parking Service** Parking Service
- Information** Information
- Artwork** Artwork