

BRIGHT IDEAS

25.10.18/27.10.18

WOW ISTANBUL CONVENTION CENTER
TURKEY

2018 SHOW BROCHURE

WWW.GESS-TURKEY.COM

Supported by:



REPUBLIC OF TURKEY
MINISTRY OF NATIONAL EDUCATION
GENERAL DIRECTORATE OF INNOVATIONS AND EDUCATION TECHNOLOGIES



GESS TURKEY — THE BEST RETURN ON INVESTMENT FOR YOUR BUSINESS

The first ever edition of GESS Turkey took place in October 2017, surpassing all projections and cementing its place as the must attend event for Turkey's education industry. Over 50 exhibiting companies and brands showcased a range of the latest products and innovative services to cater for the flourishing education sector. With a unique mix of local and international suppliers, last year's show set the precedent as the comprehensive platform for key players in the international education market seeking to enter the Turkish market.

Featuring a range of educational products from leading international and local suppliers, GESS Turkey showcased the very best in educational supplies to help teachers teach better and students learn more effectively. Join us in 2018 and use GESS Turkey as the platform to launch your products to a targeted audience of educational buyers ready to do business with you.

OVERVIEW OF GESS TURKEY 2017 NUMBERS

1,500

Educational professionals from
23 countries

50+

Exhibiting companies and
brands from **10+ countries**

80+

Conference
sessions

75%

of visitors are likely to
visit again in 2018

50+

international and local
speakers

"It is a very beneficial fair that develops vision in terms of innovations and it cares about the integration of educators, producers, founders and managers. It broadened my perspective and raised my interest in different educational fields"

Manager
Uğur Schools

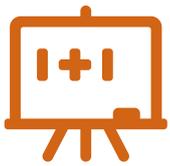
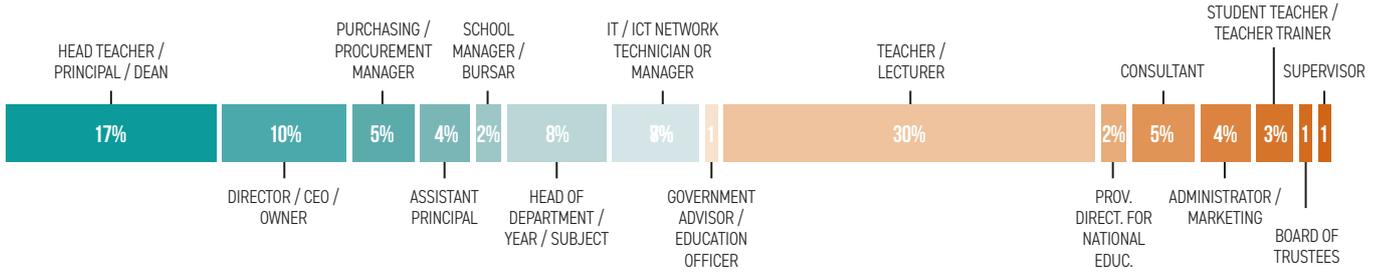
"It was really interesting and useful sharing new ideas and products to use in my educational field"

Nursery Owner
Mini Toes Nursery School



THE PERFECT PLATFORM FOR YOUR BUSINESS

CESS Turkey 2017 brought together educators from all corners of the industry to showcase the very latest educational supplies and solutions to Turkey's cohort of young, passionate educators. The unique mix of innovative products and dynamic conference content ensured CESS Turkey attracted the right audience.



59%

K-G12 School



13%

Distributor



13%

University / Academy / College of Higher Education / Vocational



6%

School Management Company / Owner



6%

Education Zone / Government body



3%

Special Needs School

SECTORS

PRIVATE

45%

PUBLIC

55%

"CESS Turkey has become an important platform for us to expand into new markets. We were delighted to have the opportunity to meet and do business with Middle East and Gulf countries. We expect to be able to do more at CESS Turkey 2018."

**Samet Tuna, Vice Chairman of the Management Board
BENMAKER**

"Even though it was the first edition, the content was of a high quality. It provided a platform for exhibitors to successfully meet their core target groups which included educators and institution executives. It was also suitable for us to introduce our brand to new customers."

**Çiğdem Kocaman, Marketing Manager
EDDİNG**

WHY TURKEY?

THE NUMBERS SPEAK FOR THEMSELVES

Population of Turkey:

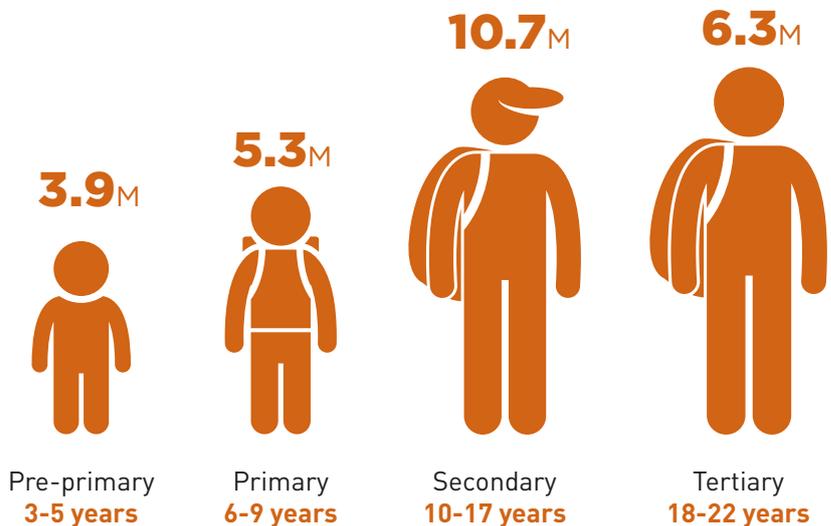
82M

of which **39%** are under 24

Compulsory
education age:

6-17
years old

Official school-age population by level of education



In 2017

10.4M

students were enrolled at
43,412 primary schools

5.5M

students were enrolled at
10,600 secondary schools

4.1M

students were enrolled in
undergraduate programs at **118** public
& **65** private foundation universities

Government to increase
education expenditure to

\$37B+

18% of total public investment
+5% since 2014

Education spending:



SOURCES

- www.turkstat.gov.tr
- www.hurriyetdailynews.com
- www.uis.unesco.org
- www.export.gov
- www.data.oecd.org

CONTENT THAT MATTERS

All of our conference content is free to attend and offers educators exposure to the latest teaching methods and best practice through collaborative and innovative sessions, allowing visitors to take home practical teaching methods to use in the classroom immediately. Part of what makes GESS unique is that we regularly meet and speak to members of the teaching community to ensure we are providing the content that they want to see.



**FUTURE
LEARNING**



**INNOVATION
STAGE**



**NEUROSCIENCE
IN EDUCATION**

WHO SHOULD EXHIBIT?

The exhibition offers educationalists exposure to the latest innovations in educational products and services, as well as live demonstrations from global market leaders. GESS exhibitions and conferences also have global industry support from key associations, government bodies and ministries. GESS provides educational suppliers from all corners of the educational sphere the opportunity to get face to face with a targeted audience of school leaders and decision makers. GESS Turkey brings together a unique mix of local and international suppliers that you just won't see at any other event in the region and include products as diverse as:

- 3D Printing
- Arts, Craft, Music and Design
- Books / Magazines / Publishers / E-Publishers
- Coding
- Consultancy
- Digital & Interactive Technology
- Educational Toys & Games
- Foreign Languages
- Government and Associations
- ICT Hardware
- Learning Environment / Furniture
- Multimedia Technology / AV
- Online / e-Learning Resources
- Playground & Sports Equipment
- Robotic Technology
- School Management
- Special Educational Needs
- STEM (Science, Technology, Engineering & Mathematics)
- Teacher & Professional Training
- Uniforms
- Virtual / Augmented Reality
- Vocational Equipment & Resources
- Schools services

SOME OF OUR 2017 EXHIBITING BRANDS:

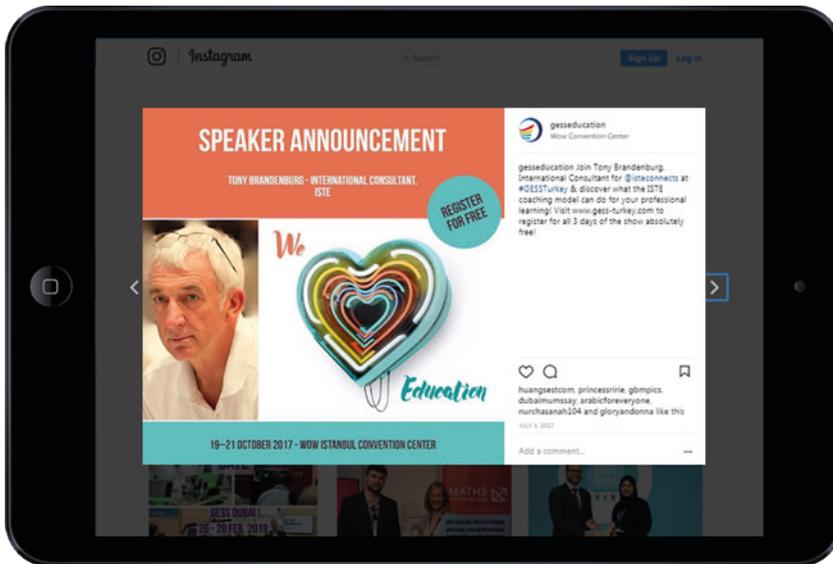


A TARGETED AUDIENCE OF EDUCATION PROFESSIONALS

| | | | | | |
|---|--|---|---------------------------------------|--|-----------------------------------|
| Adhwaa Al-hedaya | Operation Manager | English State Dil Okullari | Manager | Mini Toes Nursery | CEO |
| Almostaqbql Private School | Principal | Enka Schools | K-12 Academic Co-ordinator | Okyanus Kolejleri | General Manager |
| Alradwan School | Manager | Enka Schools | Director of Schools | Okyanus Kolejleri | Board Member |
| An Academy Expert Media | Director | Esenyurt Anadolu Lisesi | School Principal | Okyanus Kolejleri | Assistant General Manager |
| Asaf Altinküre Okullari | Chairman of the Board of Directors | Final Kolejleri | Assistant Director | Onadim Eğitim Bilimleri Okullari | General Manager |
| Asist Doga Ogretim | Head of Department & Group | Final Temel Lisesi | Manager | Özel Ankara Zehra Okullari | Manager |
| Atölye Vizyon | Founder | Florya Koleji | Co-ordinator | Özel Bakirköy Sinav Temel Lisesi | Manager |
| Avrupa Dil Kurslari (English Home) | Assistant Director | Focoost | Founder | Özel Beşiktaş Sinav Temel Lisesi | Manager |
| Bahçeşehir Koleji | Head of School | Gazi Mesleki Ve Teknik Anadolu Lisesi | Assistant Director | Özel Biz Okullari | Educational Technology Manager |
| Bahçeşehir Koleji | High School Principal | Geo Koleji | Manager / CEO / Company Owner | Özel Göktürk Anadolu Lisesi | Founder |
| Bahçeşehir Koleji | Assistant Director | Geo Okullari | IT / IT Network Technician or Manager | Özel İdem Eğitim | Manager |
| Bahçeşehir Uğur Eğitim Kurumlari | Head of Department & Group | Hasan Kağnici İlkokulu | Assistant Director | Özel İncirli Sinav Temel Lisesi | Manager |
| Bir Bilene Sor | Chief Marketing Officer | İbrahim Özyaydin Mesleki Ve teknik Anadolu Lisesi | School Principal | Özel Kavaklı Anadolu Lisesi | Founder |
| British Embassy School Ankara | Deputy Head | İdem Eğitim Kul. Aş. | Manager | Özel Ortadoğu Koleji | Administrator |
| British Embassy School Ankara | Administrative Affairs Manager | İhlas Eğitim Kurumlari | General Manager | Özel Ün Okullari (Cesan Eğitim Hizmetleri) | Project Finance Manager |
| British International Achool Istanbul | Principal | İhlas Eğitim Kurumlari | Head of Department & Group | Özyeğin Üniversitesi | Manager |
| Butgem | Manager | İhlas Koleji | HR Director | Rüya Anaokulu | Founder |
| Carina Casa Nursery | Owner | İhlas Koleji | Assistant General Manager | Sakarya Üniversitesi | Dean |
| Çocuk Yurdu Akil Ve Zeka Oyunlari | General Manager | İrfan Eğitim Kurumlari | School Principal / Director / Dean | Sariyer Akademi | Manager |
| Dabbous Nursery | Owner and Director | İsmail Özseçkin İlkokulu | School Principal / Director / Dean | Sevinç Okullari | Education Technology Co-ordinator |
| Darüşşafaka Cemiyeti | Information Technology Manager | İstanbul Kokpit havacilik lisesi | Manager | Silivri Kokpit Havacilik Lisesi | School Director |
| Deva Eğitim Kurumlari | Finance Manager | İstanbul költür eğitim Kurumlari | Head of Information Technologies | Suliman Atakel Educational Company | Managing Director |
| Deva Eğitim Kurumlari | Founder | İstanbul Sabahattin Zaim Üniversitesi | IT Manager | Şehit Hakan Gülşen Mtal | Director |
| Deva Eğitim Kurumlari | General Manager | İyi Derler Eğitim Kurumlari | Chairman of the Board of Directors | The Vision School & College | Director |
| Doğa Koleji | Head Teacher | İzmir Özel Türk Koleji | Academic Director | Tonguç Akademi | Founder |
| Doğa Koleji | High School Manager | Kemal Hasoğlu İmam Hatip Ortaokulu | Manager | Tonguç Akademi | Director |
| Doğa Koleji | Communication and Education Technology Director | Kids Campus | Principal | Topkapi Okullari | School Director |
| Doğa Koleji | Kindergarten Manager | Kokpit Havacilik Lisesi | Assistant Director | Topkapi Okullari | General Manager |
| Doğa Koleji | Head of Computer and Educational Technologies Department | Kozmos Yazilim Anadolu Lisesi | Education and Technology Coordinator | Tuncay Emir Anaokulu | Founder |
| Edirne High School Education Foundation | President | Kültür Koleji | School Director | Uğur Eğitim Kurumlari | School Director |
| Edirne lisesi | School Principal / Director / Dean | Larissa Nursery | Owner and Director | Uğur Okullari | Campus Director |
| Eksen Eğitim | Development Manager | Lüleburgaz Doğa Koleji | School Director | Wazzan Education | School Manager / Bursar |
| Elit gençler Koleji | School Development Co-ordinator | Madalyon Montessori Kreş ve g.B.E | School Director | Yenidoğu Eğitim Kurumlari | Academic Co-ordinator |
| Elit Gençler Koleji | Assistant Director | Meb.Abdı İbrahim Ortaokulu | School Director | Yeşilköy Özel Eğitim | Assistant Director |
| English Home Yabancı Dil Okullari | Founder / Manager | Mev Koleji Özel Basinköy Okullari | Co-ordinator / Manager | Yükselen Koleji | Manager |
| | | | | Zehra Koleji | Manager |

A MARKETING CAMPAIGN TO GIVE YOUR BRAND THE EXPOSURE IT DESERVES

As an exhibitor at GESS Turkey, your marketing support starts the moment you secure your stand. Our cohesive and engaging campaign ensures you get face to face with the visitors you want to see. GESS Turkey marketing support is free of charge and with options to suit all needs and budgets, is sure to maximise your success at the show.



EMAIL CAMPAIGN

Our email marketing campaign is a hugely effective channel of communication with our audience. We make sure all the emails sent to our database of 10,000 educators are personalised with trackable links to key information about speakers, exhibitors and other show features including registration. Emails are also sent out in both English and Turkish, reflecting international scope of our content and audience base.

Average **20%** unique open rate

Average **9%** unique click to open rate – more than **3x** industry benchmarks

BRIGHT IDEAS

An engaging and cohesive look and feel across all of our marketing collateral makes GESS stand out from the crowd. This year's "Bright Ideas" theme is both visually engaging to our audience but also reflects the inspirational content on show at GESS Turkey and the approach and attitude of our audience. GESS Turkey is bringing your bright ideas to life!

DIRECT MAIL

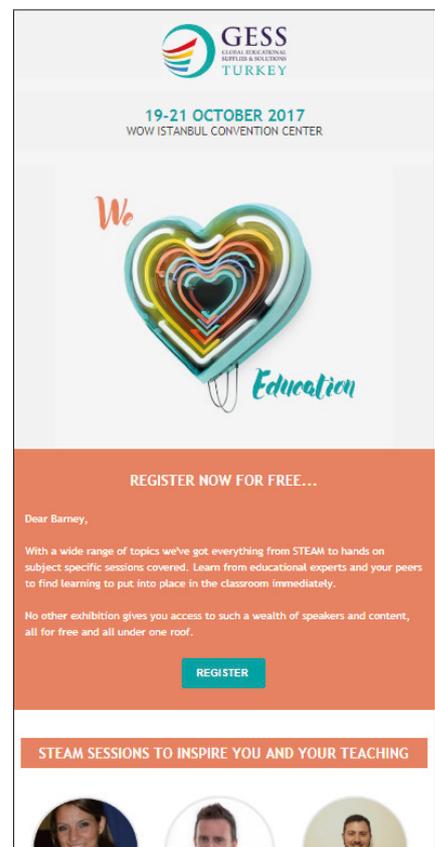
Targeted towards key job functions including head teachers, bursars, procurement managers, directors and owners our direct mail ensures GESS reaches the audience that matters. Incorporating the "Bright Ideas" creative, our direct mail offers recipients concise show content, the chance to interact with that content digitally using QR codes, as well as provide user-generated content using the **#BRIGHTIDEAS** flashcard.

EXHIBITOR MARKETING PACK

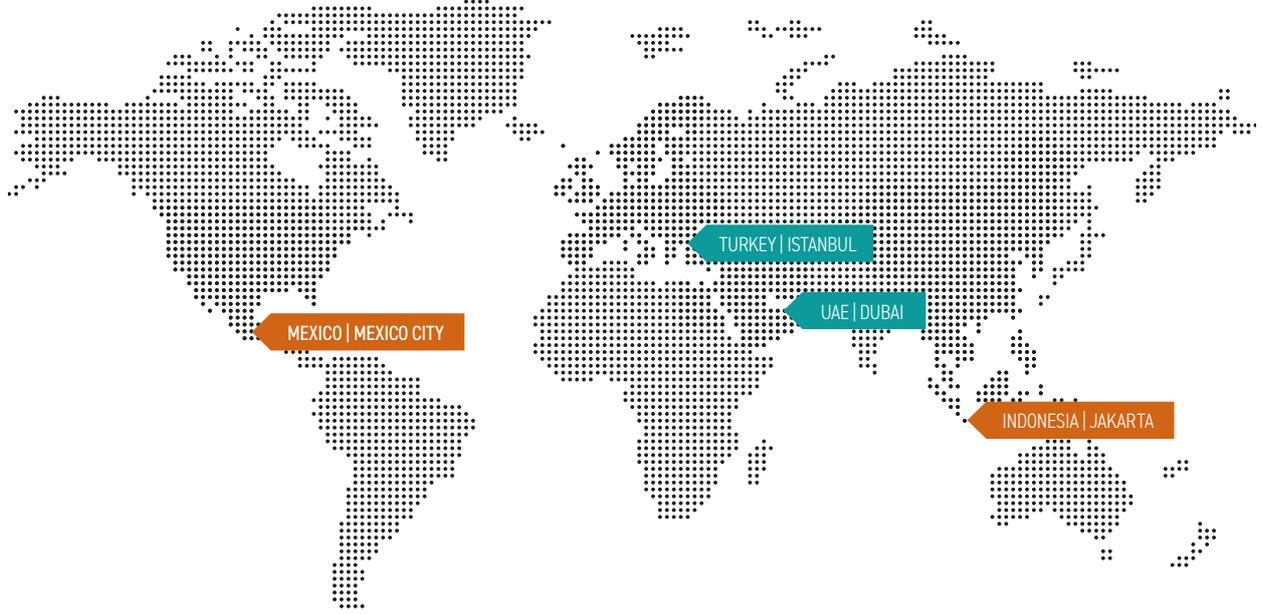
Once we receive your booking form, we'll send you an exhibitor marketing pack, outlining the free marketing services on offer. This interactive document allows you to submit content for our-pre show marketing pieces, including the Show Preview and update contact details to put us in touch with your marketing department.

SOCIAL MEDIA

With 69% of our audience seeing social media the most effective way of finding out about show content, regular posts on Facebook, Twitter, Instagram and LinkedIn play a vital role in engaging our visitors. Our social campaign follows the theme of our weekly show news emails, and using **#GESSTurkey** allows visitors to stay up to date with the latest GESS Turkey news. Our breadth of content and engaging video and image led posts makes sure our content stands out from the crowd.



GESS EVENTS



BE PART OF SOMETHING EXTRAORDINARY

Taking a stand at GESS Turkey is crucial to your growth in the Balkans regions, enabling you to position your company as an authority on the future of the education industry. Contact us now to reserve your place at this exciting event and take advantage of what will be your most powerful sales platform of 2018.

For more details contact:

LONDON

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TURKEY

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Other GESS events:



Organised by:



@GESSturkey



Facebook.com/GESSturkey



@gesseducation