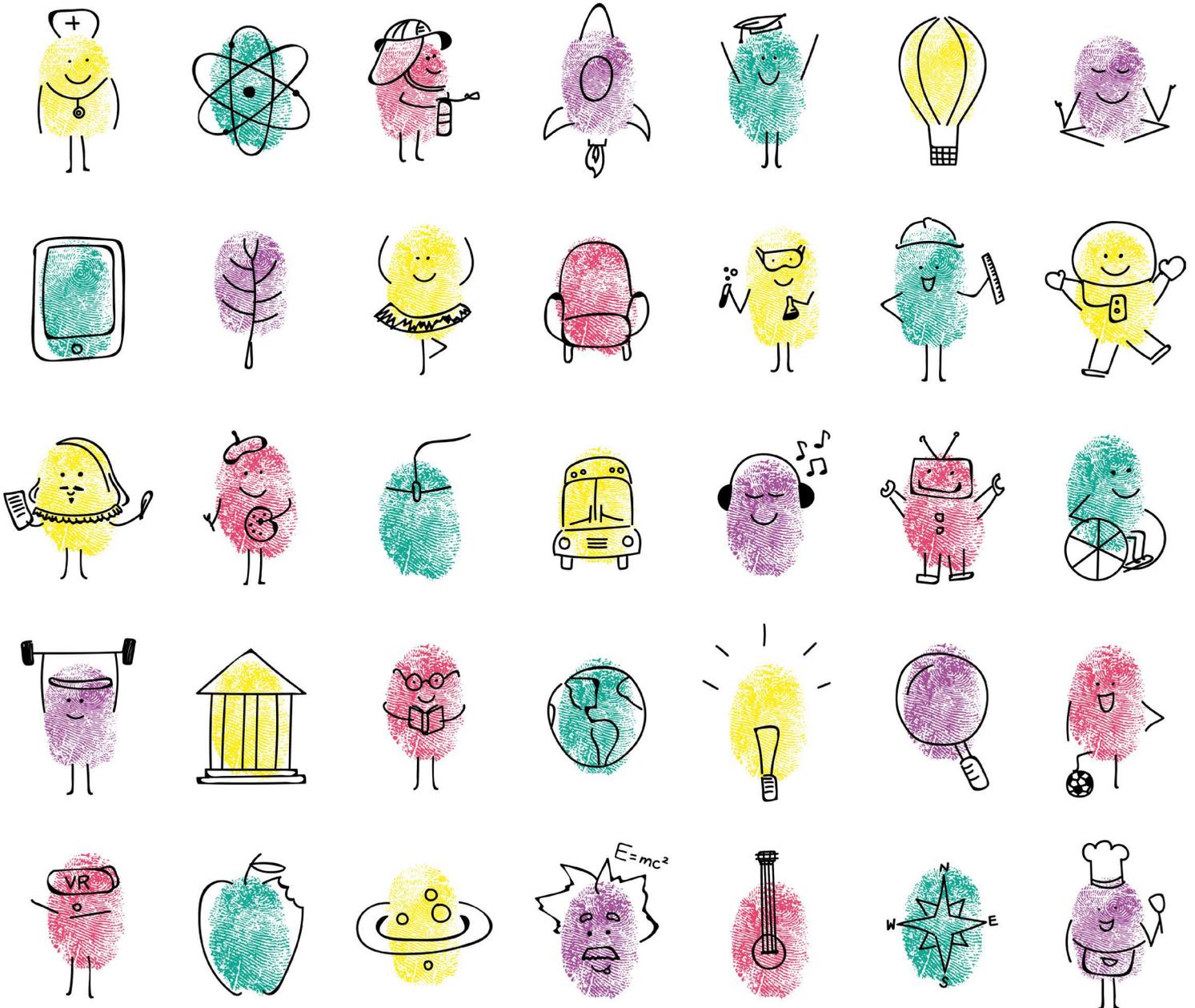


# MAKE YOUR MARK



## EXHIBITOR MARKETING PACK

Dubai World Trade Centre, Sheikh Saeed Halls  
25 – 27 February 2020

[WWW.GESSDUBAI.COM](http://WWW.GESSDUBAI.COM)

# WELCOME TO GESS DUBAI 2020!

The stage is set for GESS Dubai 2020! We hope you're busy preparing exhibiting materials, deciding what products to showcase and rehearsing your sales pitch ready for February. In case there are a few things you may have missed, we've created this complimentary exhibitor marketing pack.

We want to make sure you get the best out of GESS Dubai 2020 by helping you reach the target audience you deserve, so this guide is to aid you in your preparation for the show.

To ensure we have the correct details, please take 2 minutes to complete the form and submit below.

**Company Name\*:**

**Stand Number:**

**Marketing Contact:**

**Email Address:**

**Twitter:**

**Instagram:**

**Linkedin:**

**Facebook:**

**Please give us a description of your brand and what you're most excited for at GESS Dubai 2020 (340 characters):**

*\*(As you would like to appear on marketing materials)*



# SHOW PREVIEW

The show preview is a digital document we send to our pre-registered and prospect databases to give them a detailed early look at what they can find on-site at [#GESSDubai](#). It holds exclusive content from our exhibitors including what exciting features they will be bringing to the show and what they're most looking forward to. This is the best way to get ahead of the game by exhibiting your content to our visitors.

We have created an easy to use form for collecting your content to use in our Show News email campaigns, blogs, articles, as well as your show preview entry.

## SHOW PREVIEW FORM

### DEADLINE – FRIDAY 13TH DECEMBER 2019

If we don't receive your answers in time we won't be able to tell our visitors how great you are! Don't miss out on the chance to jump ahead with this free promotional material, so don't forget to hit the button when you're ready to submit your content!

# SOCIAL MEDIA

We love to use social media as a way to engage with our exhibitors, speakers & visitors before each show. Make sure you follow us on GESS Dubai social channels and tag us in all relevant posts as it's a great way to engage with visitors before the show. Use the hashtag [#GESSDubai](#) so we can share all your great content with the world, as well as promoting any deals & treats you may have!

# HAVE YOU TRIED?

Creating original and personal content on social media? This is a fantastic way to build a solid brand identity before the show, to fuel visitor interests. Things such as Twitter polls, Instagram questions & Facebook videos are just a few ideas you can do. Challenge yourself to come up with an original idea for your brand!

# COMPETITIONS

Have you tried holding a competition? Our surveys show us that competitions really spike interest at shows. By running a competition on your stand you are able to increase traffic as well as increasing engagement on social media, so give it a go!



# EXHIBITOR MARKETING MATERIALS

We have produced a range of exhibitor marketing materials to assist with some pre-show promotions such as social media tiles, email banners, and the GESS Dubai logo.

This year, we have also adopted a brand new initiative for our exhibitors including a marketing tool that will provide you with all the equipment you need to amplify success at the show by sharing your content with our visitors!

Each exhibitor will gain access to:

- > Fully customized landing pages – which will include a fully personalized URL and information about your stand/brand i.e. booth number, titles & logos.
- > VIP codes to promote your stand – entice visitors by using a VIP or discount code on your stand to gain attention!
- > Personalised social media messages for you to stand out!
- > Promote any on stand talks or demonstrations you will be giving.
- > Share special announcements with visitors before the show.
- > Keep an eye out for any emails from snoball for more information!
- > An exclusive competition for our exhibitors for the chance to win special prizes for the exhibitor who attracts the most registrations. Watch this space!

**FIND OUT MORE**





# LEADERS IN EDUCATION CLUB



GESS Leaders in education is the exclusive invite-only club with a new focus on not only on-site perks, but a dedicated leadership conference aimed at educators and influencers. These influencers may control purchasing, be owners of a school or those who direct school strategy and training.

We have tailored two conference rooms this year to attract key decision-makers within the industry which can aid your goals of creating a wider audience for your products/service.



## FUTURE LEADERS

Following the success of the sessions in 2019, this series of workshops are designed for those wanting to know more about stepping into leadership, and acquiring useful skills and insights into the techniques and skills essential to aspiring leaders.



## LEADERSHIP STREAM

Exclusively for our Leaders in Education members, these sessions are aimed at Leaders within education from pre-school, K12 to those from HE/FE colleges and universities. Looking at the challenges that leader of schools and educational institutions face, the qualities required to make a good leader and the skills required to advance in senior positions.

Members will receive a tailored show experience as well as their membership, including a range of premium services and opportunities to network, discuss and collaborate with other members and exhibitors at the show.

If you have a database of key clients in the region that you would like to invite to GESS Dubai as guests, please nominate them below and we will send them a personalised invite on your behalf.

Members will receive a tailored show experience as well as membership, including a range of premium services and opportunities to network, discuss and collaborate with other members and exhibitors at the show.

**NOMINATE A GUEST**



## SHOW NEWS EMAILS

In the run-up to the show, we send out frequent email updates to our visitor database showing them what they can expect from the show. These are based around content themes at the event and are sent to a circulation of over 20,000 educationalists from across the region. Make sure you keep up to date with the latest show news by subscribing to our emails below!

[SUBSCRIBE HERE](#)

## SPONSORED GIFTS

We are offering exhibitors the opportunity to raise their profile at GESS Dubai by contributing branded gifts such as pens, mugs, lanyards, etc to the GESS Leaders in Education and Press Lounge.

In recent years we have found these are a good way to get your brand noticed at the show and can help you connect with VIP Education professionals and buyers.

If you have any branded gifts you would like to contribute, hit the button below to chat with the team.

[SPEAK TO THE TEAM](#)



## TARSUS SUPPORT

The Tarsus support website is here to make sure you get the very best out of exhibiting at GESS 2020. Whether you need some tips & tricks or you're looking for some guidance on your stand Tarsus Support will ensure your exhibition journey will be as smooth as possible.

Make sure you check out the support page for other information about the event such as opening hours and travel.

[FIND OUT MORE](#)

### FOLLOW US ON SOCIAL MEDIA



@GESSeducation



GESSDubai



@gesseducation



GESS Education

[www.gessdubai.com](http://www.gessdubai.com)



**GESS**  
EDUCATION  
AWARDS  
26 FEBRUARY 2020

# GESS AWARDS

The GESS Awards 2020 entries are now open so make sure you nominate your industry star for an award! Do you deserve recognition for revolutionising the education industry?

A limited amount of seats are available in the new year if you are interested in taking part in the event so don't miss out on gaining the recognition you deserve!

This a great opportunity to network with some of the biggest players in the education industry within the region, with over 350 education professionals attending from across the globe.

To find out more about the GESS 2020 Awards, email: [awards@gesseducation.com](mailto:awards@gesseducation.com)



[WWW.GESSAWARDS.COM](http://WWW.GESSAWARDS.COM)

# GESS EVENTS



## BE PART OF SOMETHING EXTRAORDINARY

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 2020.

## FOR MORE DETAILS CONTACT:

Marketing Team

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Email: [task@gessmarketing.com](mailto:task@gessmarketing.com)

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