

Private, International & Boarding Schools
Exhibition
Education Technology & Services Exhibition

POST SHOW REPORT

8th – 10th April, 2009
Oman International Exhibition Centre, Muscat

ORGANISED BY:

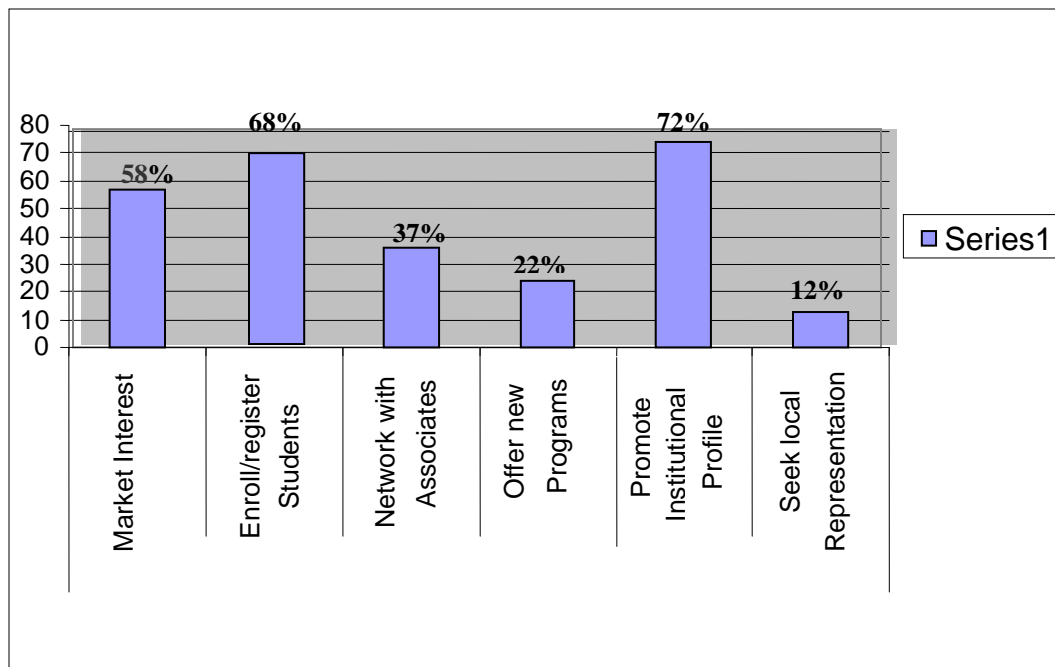


AT A GLANCE

The Private, International and Boarding School Exhibition (SCHOOLEX) & Education Technology & services (EDUTECH), were organised successfully for the second year with exhibitors personally interacting with the parents and students making them aware of the curriculum, standards and facilities available in addition to the new technology and services that facilitate the process of both teaching and learning. The visitors had the opportunity to meet exhibitors from UAE, Canada, India, UK and Oman who participated to learn about the market, register students, network or seek local representation, and to show the latest technology that serve the educational sector.

EVENT OBJECTIVE

Main objective of exhibiting - Percentage wise



HISTORY

Schoolex and Edutech were held for the first time in 2007 along side the leading Higher Education Exhibition – GHEDEX.

DATE, TIMINGS & VENUE

Date	:	8th – 10th April, 2009
Timings	:	10am –1pm & 5pm – 9pm (Wednesday & Thursday) 5pm - 9pm (Friday)
Venue	:	Oman International Exhibition Centre

SUPPORTER

Under the auspices of: Ministry of Education

EXHIBIT PROFILE

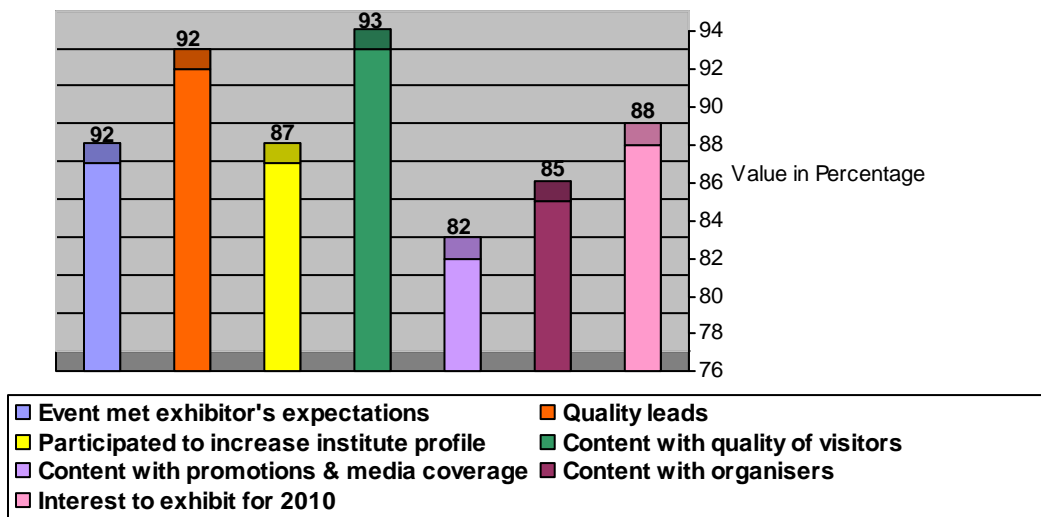
- Schools of repute from the Sultanate of Oman, International schools
- Boarding schools
- Kindergartens and prolific play schools
- Primary and secondary education providers
- Summer schools and vacation programmes
- Specialist education providers
- Schools providing specialised education with the potential to excel in particular subjects
- School supplies providers
- International education councils
- Schools for children with special needs
- Technology providers in Education



- Local and International distributors of laboratory, schools, universities and educational equipments.

COLLECTIVE EXHIBITOR RESPONSES

- Exhibitor Survey Results:

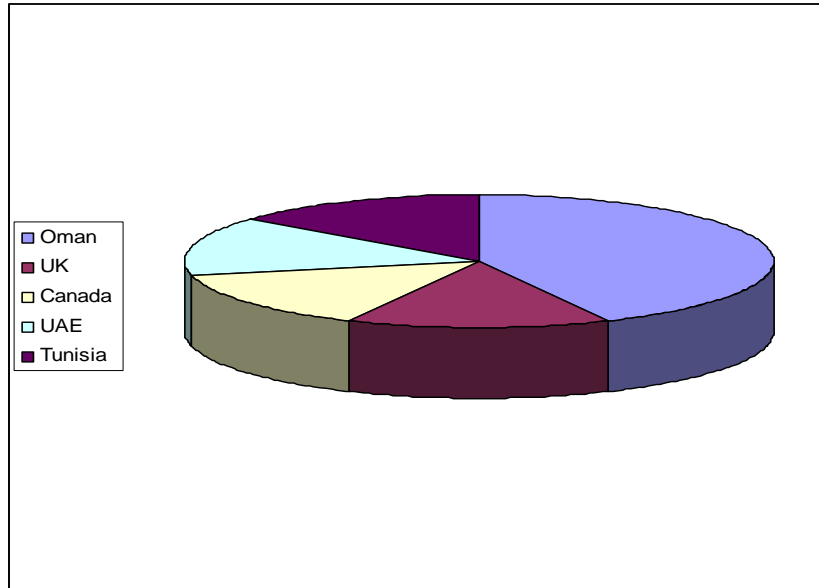


SUPPORTERS & SPONSORS

Under the auspices of : Ministry of Higher Education
Supported by : UK Trade & Investment
Platinum Sponsors : Technology Resources Network
Silver Sponsor : Mosaic



EXHIBITOR STATISTICS



VISITORS

11,950

VISITORS PROFILE

- Educational authorities
- School boards
- Professionals
- Government officials
- Parents of potential students
- Students geared up to enroll
- Teachers & Heads of Schools
- Counselors
- Primary and Secondary Education Policy-makers

MAJOR ACTIVITIES AT SCHOOLEX

SCHOOLEX & EDUTECH were inaugurated by H. E. Mohammed Bin Ali Bin Nassir Al Alawi, Minister of Legal Affairs.

MARKETING & MEDIA COVERAGE

- Extensive direct mail, targeted faxes and email campaigns
- Advertised in targeted publications, portals and websites
- Personal invitations
- Posters, banners, SMS, billboards and electronic sign displays
- Press conferences and a public relations campaign ensured a widespread coverage

SCHOOLEX & Edutech 2010

20 – 22 April 2010
Oman International Exhibition Centre