



INTERNATIONAL
University
EXPO **22-23**
OCT
2023

Marriot Hotel, Riyadh Kingdom of Saudi Arabia

EVENT PARTNERS





WELCOME TO THE

INTERNATIONAL UNIVERSITY EXPO!

**DISCOVER LIMITLESS OPPORTUNITIES
FOR YOUR FUTURE**

Are you ready to embark on an extraordinary educational journey? Look no further! The International University Expo is your gateway to a world of limitless opportunities. Join us for an immersive experience where you can explore the finest educational institutions in the international.



Why Study Abroad?

Studying abroad offers a transformative experience that combines academic growth, cultural immersion, personal development, and expanded horizons. It equips students with valuable skills, experiences, and perspectives that can shape their future.

Academic Excellence

International Universities are known for its world-class education system which rank among the top in global university rankings, providing high-quality education and research opportunities across various fields.

Wide Range of Programs

Students can explore a vast array of academic programs and majors offering the flexibility to pursue their interests and tailor their education to their career goals.

Research Opportunities

International Universities are at the forefront of innovation and scientific research, with cutting-edge facilities and resources. Many universities encourage undergraduate and graduate students to engage in research, providing valuable hands-on experience and the opportunity to work alongside renowned professors and experts.

Cultural Diversity

Exposes yourself to a rich multicultural environment. Interacting with people from different backgrounds and cultures broadens your perspective and enhances your global awareness and understanding.

Career Prospects

A degree from a reputable international university can significantly enhance your career prospects.

Networking Opportunities

Studying abroad allows you to build a strong network of contacts and connections. You'll have the chance to interact with professors, professionals, and fellow students who can be a valuable resource for your future career.

Scholarships and Financial Aid

Many universities offer scholarships, grants, and financial aid opportunities for international students. These financial resources can help reduce the financial burden and make education more accessible.

Global Recognition

A degree from an international university is highly respected and recognized worldwide. It enhances your career prospects and provides a competitive edge in the job market. Employers often value the international experience and the skills developed during your study abroad.

English Language Proficiency

Studying in an English-speaking country enhances your language skills. Immersion in an English-speaking environment helps you improve your communication abilities, which is valuable for future career prospects and personal growth.

Alumni Network

Universities have extensive alumni networks that can provide ongoing support and opportunities even after graduation. These networks can assist you in networking, mentorship, and career advancement.

ARE YOU READY TO EXHIBIT AT THE INTERNATIONAL UNIVERSITY EXPO?

The Kingdom of Saudi Arabia has diverse and longstanding cultural and educational ties with several countries. These connections contribute to the exchange of knowledge, cultural understanding, and academic collaborations, fostering global partnerships and enhancing the educational landscape in Saudi Arabia. Saudi students and their families have a favorable view of international education and value the opportunity to study at foreign universities. Saudi Arabia is investing heavily in research and development, with a focus on building a knowledge-based economy. International institutions can build upon this positive perception and attract Saudi students seeking high-quality education and academic exposure.



Why Exhibit at the International University Expo?

Attract Saudi students

Saudi Arabia is one of the largest sources of international students in the GCC region. Participating in the expo provides an opportunity for to showcase academic programs, campus life, and other offerings to Saudi students who are interested in studying abroad.

Increased visibility and reputation

The International University Expo provides a platform for approved universities to enhance their visibility and reputation in Saudi Arabia. By showcasing their academic excellence, innovative programs, and successful alumni, universities can attract talented Saudi students who are seeking high-quality education and international exposure.

Building Relationships

Establish connections and build relationships with Saudi Arabian counterparts, enabling future collaborations and exchanges. A great networking platform, bringing together representatives from various universities, educational agencies, and student recruitment organizations.

Collaboration and research opportunities

Saudi Arabia has been investing heavily in research and development, and the government has implemented various initiatives to enhance scientific research and innovation in the country. Explore potential collaborations and research partnerships with Saudi institutions, leading to joint projects, academic exchanges, and knowledge sharing.

Alumni engagement and networking

The expo can serve as a gathering point for alumni residing in Saudi Arabia. Participating universities can connect with their alumni, foster a sense of community, and leverage their success stories to inspire prospective students.

Why Saudi Arabia is a Potential Market for International Student Recruitment?

Saudi Arabia has been one of the largest sources of international students worldwide. Many Saudi students pursue higher education opportunities abroad to gain global exposure, obtain a high-quality education, and contribute to the development of their country.

Growing Demand for Higher Education

Saudi Arabia has witnessed a significant increase in the demand for higher education in recent years. This is primarily driven by the country's Vision 2030 initiative, which aims to diversify the economy and reduce its dependence on oil. As part of this vision, the Saudi government has allocated substantial funding to support the development of its education sector and increase the number of Saudi students pursuing higher education.

Government Initiatives and Scholarships

The Saudi government has implemented various initiatives to encourage Saudi students to study abroad. One of the notable programs is the Custodian of the Two Holy Mosques Scholarship Program, which provides generous financial support for Saudi students to pursue their education in Astronomy and Space Sciences, Aerospace Engineering, Astrophysics, General Relativity Physics and Cosmology, Vehicle Design & Engineering, Aeronautics and Astronautics Engineering, Space Engineering.

Focus on Quality Education

Saudi Arabia places a strong emphasis on quality education and seeks to provide its students with access to world-class institutions and academic programs. Saudi students are motivated to pursue degrees abroad to gain a competitive edge in the job market and contribute to the development of their country.

Diverse Academic Interests

Saudi students have diverse academic interests, ranging from engineering, business, and IT to social sciences, medicine, and humanities. By offering specialized programs and courses that align with Saudi students' interests, universities can tap into this potential market.

Economic Resources

Saudi Arabia is a wealthy nation with abundant oil resources. This translates into a significant portion of the population having the financial means to pursue education overseas. Saudi students often come from affluent backgrounds and are willing to invest in quality education abroad.

English language proficiency

Saudi Arabia has recognized the importance of English language skills and has been investing in English language education. As a result, a growing number of Saudi students have a good command of English, making it easier for them to pursue education in English-speaking countries.

Visitor Profile

- Education Consultants
- Government and Ministry officials
- Master & PhD Students
- Professors & Lecturers
- School Counselors
- School Principals
- Study Abroad Advisors
- Undergraduate and graduate students
- Students and parents



Exhibitor Profile

- Approved Universities and Colleges
- Training Institutes
- English Language centers

The International University Expo offers a platform to gather comprehensive information, connect with representatives, explore opportunities, and make informed decisions about pursuing education abroad. It is a valuable stepping stone in your educational journey and helps you pave the way for a successful and fulfilling academic experience.

Why Visit the International University Expo?

Explore a Wide Range of Options

A unique opportunity to explore a diverse array of educational options. Whether you're interested in undergraduate or graduate programs, vocational training, or specialized courses, the expo showcases a multitude of institutions and programs to suit your interests and career goals.

Meet Representatives from Top Institutions

The expo brings together representatives from renowned universities, colleges, and educational institutions. This direct interaction allows you to gather firsthand information about their programs, admission requirements, scholarships, campus facilities, and more. You can ask questions, engage in meaningful conversations, and make personal connections with the representatives.



Obtain Comprehensive Information

Attending the expo enables you to gather comprehensive information about studying abroad. You can learn about the application process, standardized tests, financial aid options, visa requirements, and other essential aspects of pursuing education abroad. This knowledge can help you make informed decisions and plan your educational journey effectively.

Discover Scholarships and Funding Opportunities

Many institutions offer scholarships, grants, and financial aid to international students. Explore various funding opportunities available specifically for international students. You can learn about the eligibility criteria, application procedures, and deadlines for these scholarships, which can significantly reduce the financial burden of studying abroad.

Gain Insights into Education System

The expo provides insights into the education system, including its teaching methods, academic structure, research opportunities, and cultural aspects. Understanding the unique aspects of the education system can help you prepare and adapt to the learning environment, enhancing your chances of academic success.

Network with Peers and Professionals

The Expo attracts a diverse group of aspiring students, professionals, and experts in the field of education. By attending the event, you can expand your network, connect with like-minded individuals, and build valuable relationships. Networking opportunities can be beneficial for future collaborations, career prospects, and gaining different perspectives on educational and career paths.

Attend Workshops and Seminars

The expo features workshops and seminars on various topics related to education in various countries. These sessions provide valuable insights into specific areas such as admission strategies, study processes, standardized tests, career planning, and more. Attending these sessions can equip you with valuable knowledge and resources.



Who must visit?

UNDERGRADUATES

GRADUATES / POSTGRADUATES

MASTER & PhD STUDENTS

STUDY ABROAD ADVISORS

FACULTY

POLICY MAKERS

STAKEHOLDERS

STUDENTS

PARENTS

Marketing Plan

The marketing plan outlines a comprehensive strategy to promote and attract attendees to the expo. The primary objectives are to increase awareness, drive visitor registration, and ensure a successful turnout.

IDENTIFY TARGET AUDIENCE

International students seeking higher education opportunities

Parents and guardians of prospective students

Education consultants and counselors

High school and college/university faculty members

ONLINE PRESENCE AND DIGITAL MARKETING

Establish a strong online presence to reach the target audience effectively

Build a visually appealing and user-friendly website dedicated to the expo, including information about participating institutions, event schedule, and registration details

Utilize social media platforms (e.g., Facebook, Twitter, Instagram, LinkedIn) to share updates, and encourage user engagement

Run targeted online advertisements across various platforms to reach potential attendees

PARTNERSHIPS AND COLLABORATIONS

Establish partnerships with relevant organizations and institutions to expand the reach and credibility of the expo

Collaborate with educational institutions, both high schools and universities, to promote the expo among their student and faculty networks.

Partner with education consultants and counselors who specialize in advising international students.

Engage with local and international student organizations to spread awareness and encourage participation.

EMAIL MARKETING AND DIRECT OUTREACH

Implement a targeted email marketing campaign to reach prospective attendees

Build an email list by capturing leads through the website, social media, and partnerships
Regular newsletters and updates about the expo, including highlights, participating institutions, and visitor registration deadlines

Personalize emails based on the recipient's interests and educational background to enhance engagement

Follow up with previous attendees to encourage them to attend again and refer the expo to others

PUBLIC RELATIONS AND MEDIA COVERAGE

Secure media coverage to increase awareness and credibility of the Expo

Develop press releases highlighting key features and partnerships

Engage with journalists and industry influencers to secure interviews and guest articles

Leverage social media influencers and bloggers specializing in education and studying abroad to promote the expo

DATA TRACKING AND ANALYSIS

Implement analytics tools to track the effectiveness of marketing efforts

Monitor website traffic, conversion rates, and engagement metrics to optimize the website's performance

Track email open rates, click-through rates, and registration conversions to evaluate the success of email campaigns
Measure social media engagement, including likes, shares, comments, and post reach, to assess the impact of social media marketing

Conduct post-event surveys to gather feedback and identify areas for improvement

BUDGETING

Allocate a sufficient budget for marketing initiatives, including website development, online advertising, print materials, event sponsorships, and public relations efforts. Continuously assess and adjust the budget based on the effectiveness of each channel and tactic.

TIMELINE

Create a timeline with specific milestones and deadlines to ensure all marketing activities are executed on schedule

By implementing this comprehensive marketing plan, the Expo aims to attract a large number of Saudi and international students and stakeholders, providing them with valuable information and opportunities to pursue their educational goals ABROAD.

Participation Cost

- Emirati Dirham (AED): **14,500**
- Bahraini Dinar (BHD): **1,450**
- Saudi Arabian Rials (SAR): **14,500**
- U.S. Dollar (USD): **3,900**

Subject to extra VAT

COST INCLUSIVE OF:

Expo registration fees, table space at the Expo
One long table, chairs, table cover with skirting
Wi-Fi access

About the Partners



MIDPOINT EVENTS

Midpoint Events is an events and Exhibition organizer which specializes in advertising, media activities & hosting seminars by International speakers & authors of great repute. Midpoint strives to exceed the expectations of its clients by bringing together concepts and hosting prestigious events that educate & entertain its clients.

We are leading in educational events and exhibition for the last 17 years.



GLOBAL CONNEXIONS

An innovative and dynamic events management company based in the heart of Bahrain, we believe that events have the power to bring people together, foster creativity, and promote collaboration across diverse communities, which ultimately contributes to a vibrant and prosperous society. We strive to contribute to the growth and development of various sectors of the economy, such as tourism, hospitality, and manufacturing.



COMPETENCE SOLUTION

We organizes official industry events across the world with our partners, in the GCC region. These events provide the platforms needed in emerging markets to gather local and global industry leaders, investors, and government stakeholders to discuss the opportunities and challenges in each market while allowing companies to network and expand their business markets globally.