

After Show Report

StudyExpo
Face to Face
Study Abroad Fair

7 - 8 October 2023
Istanbul, Turkey

StudyExpo[®]

studyexpo.com



Factsheet

In the last event of 2023, we have increased the number of our exhibitors and broken our visitor number record.

StudyExpo Face to Face Study Abroad Fair attended by English Language course providers, English Summer Schools providers, Higher Education Providers, Secondary Education Providers etc.

2023

39
exhibitors



Number of
Visitors for
Each Fair Day

Total
3197
visitors



ISTANBUL EUROPE

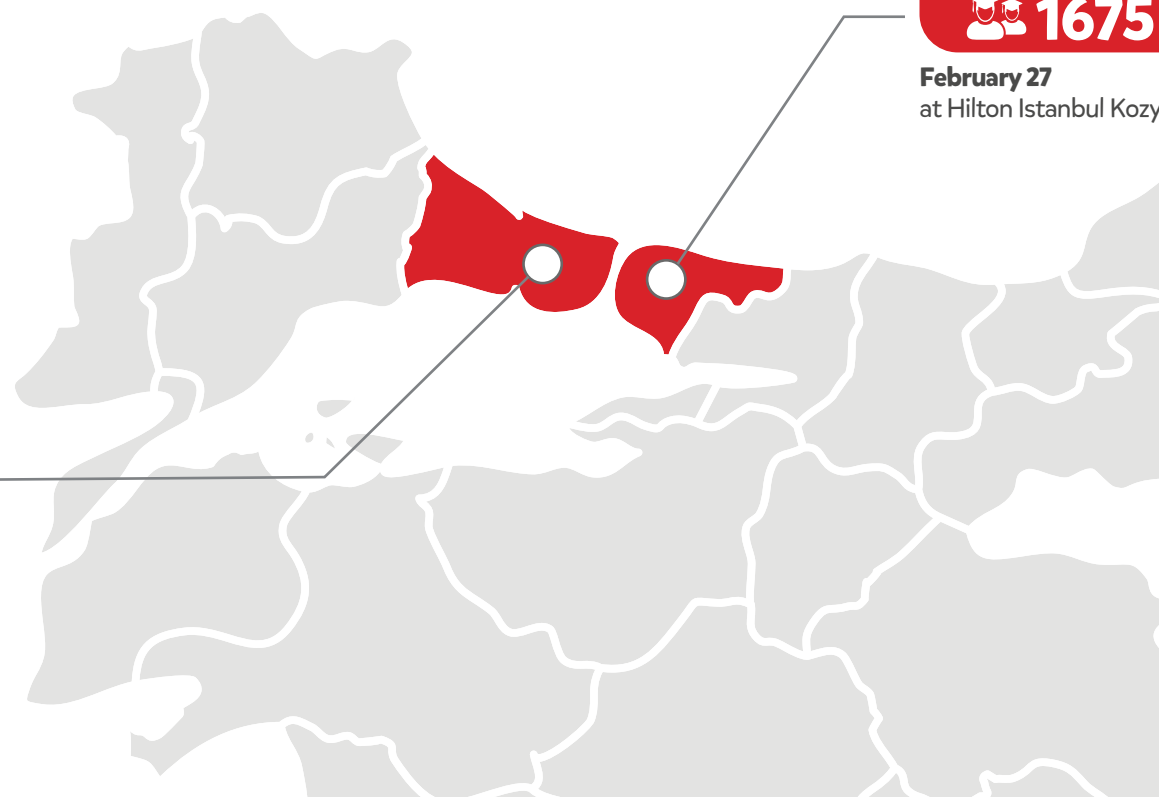
 **1522**

February 26
at Hilton Istanbul Bosphorus

ISTANBUL ASIA

 **1675**

February 27
at Hilton Istanbul Kozyatagi



Marketing Activities



- Ads on social media including instagram, facebook and youtube
- Websites in Turkish and in **English** detailing fair schedule, locations and other important information regarding the fair
- Our sponsor Londonist DMC have announced and advertised our fairs on their social media accounts.
- Text and visual based ads with **Google Adwords**
- Performance marketing on online ad networks



Numerous forms of mass **communication**



SMS messages to **students**



Emailing to student and school databases



Social media posts of the 4 organising agencies and other institutions that support the fair



Fair Set-Up

📍 A unique banner design has been used at our events. Artworks provided by exhibitors has been adjusted and printed during the event.



📍 We have used these artworks at the Hilton Istanbul Bosphorus and Hilton Istanbul Kozyatagi



Boat Trip, Dinner and Club Night

Bosphorus boat trip and dinner with beautiful Bosphorus view were organized. Our participants continued to have fun in one of the best nightclubs in Istanbul after the dinner.



Exhibitors



Exhibitors who attended StudyExpo Study Abroad Fair, Fall 2023

- | | | | |
|----|-----------------------------------------------------------------------|----|--------------------------------------|
| 1 | Académie Ste-Cécile International School | 27 | Kaplan International Pathways |
| 2 | Academies Australasia | 28 | Kings Education |
| 3 | American Curriculum Partnerships | 29 | Lambton College |
| 4 | Atlas Language School | 30 | Lexis College |
| 5 | Australian Institute of Language | 31 | Londonist |
| 6 | Avicenna International College | 32 | MPW Schools & Colleges |
| 7 | Bayswater | 33 | Oxford International Education Group |
| 8 | Berlitz Dublin & Manchester | 34 | San Marino Tour Services |
| 9 | British Council IELTS | 35 | Sheridan College |
| 10 | Campus France Türkiye | 36 | St Giles International |
| 11 | CBS International Business School | 37 | University of Pécs |
| 12 | CLLC | 38 | Upper Canada International |
| 13 | EC English | 39 | United States Consulate General |
| 14 | EF International Language Campuses | | |
| 15 | Embassy of Ireland | | |
| 16 | ES English | | |
| 17 | ETS TOEFL | | |
| 18 | Foothill + De Anza Colleges | | |
| 19 | Georgian College | | |
| 20 | GUS Canada Colleges | | |
| 21 | ILAC | | |
| 22 | ILAC Higher Education | | |
| 23 | International Gateway Language Academy and College
Kelowna/Calgary | | |
| 24 | International House London | | |
| 25 | International House Sydney | | |
| 26 | Kaplan International Languages | | |



Our Sponsors

londonist
DMC

Photos

We would like to express our sincere thanks to our exhibitors and our sponsor Londonist. Hope to see you at the next fairs !



We would like to thank
all of our **exhibitors** and
sponsors.

Hope to see you again.

StudyExpo[®]

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