

After Show Report

Secondary & Higher Education Fair 2019

StudyExpo[®]

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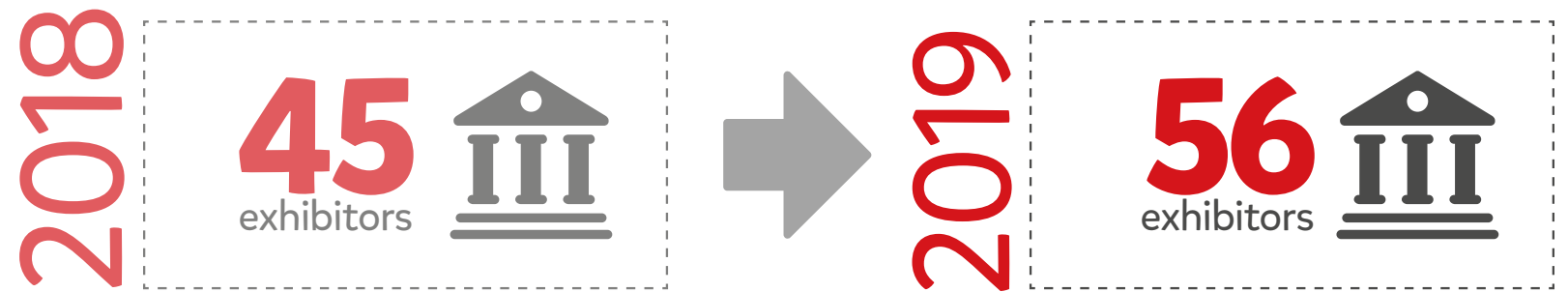


Factsheet

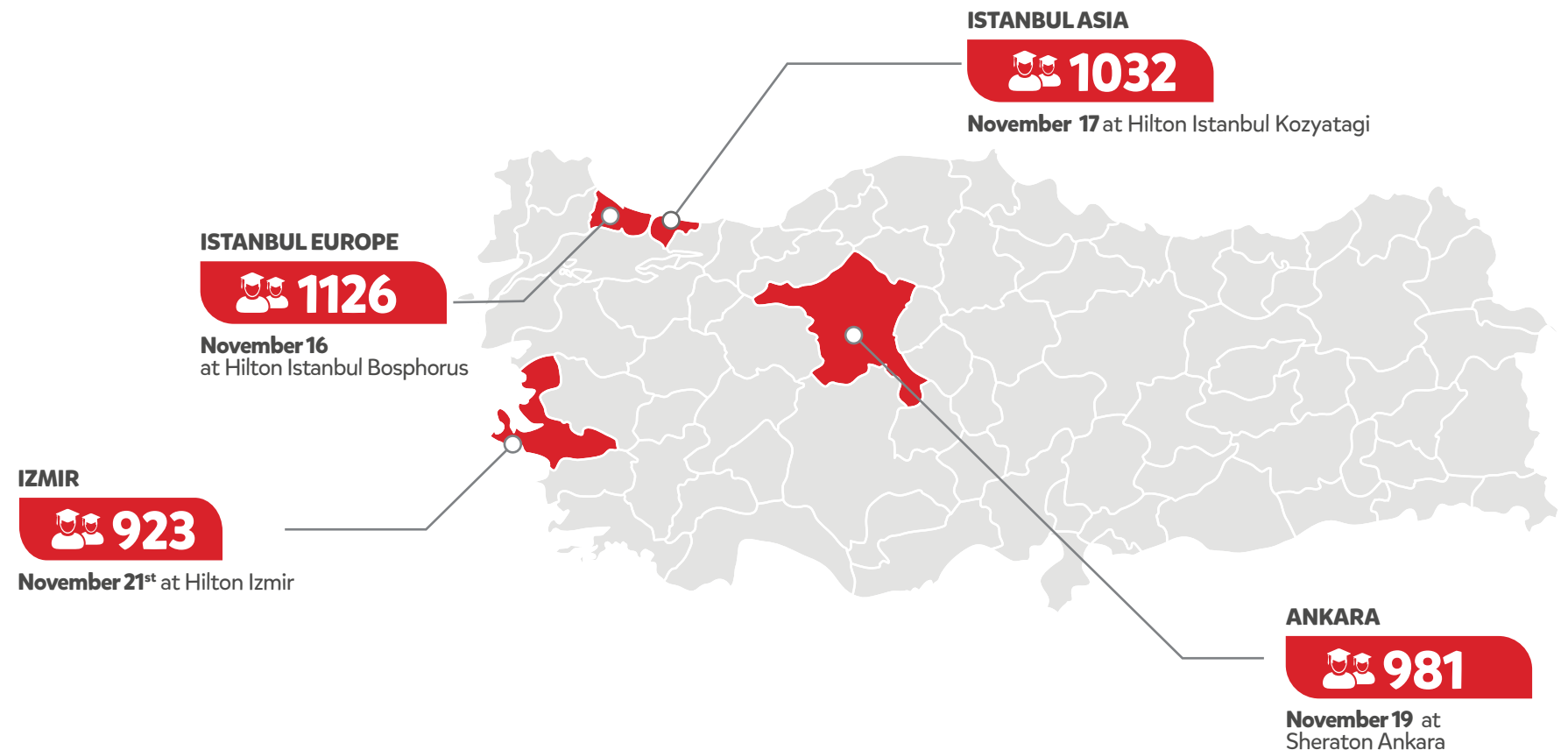


StudyExpo hosted 6 events within the Fall 2019 Secondary & Higher Education Fair

Unlike other fairs taking place in the study abroad industry, StudyExpo focused only on secondary and high schools for its series of events in the fall of 2019. A total of 56 exhibitors from around the world have participated in StudyExpo.



Number of Visitors for Each Fair Day



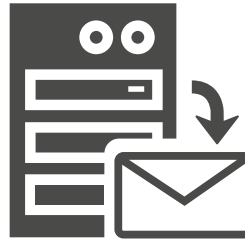
Marketing Activities



Numerous forms of mass **communication**




SMS messages to **students**



Emailing to student and school databases

- Collaboration with student associations from **Istanbul, Ankara and Izmir** universities
- Websites in Turkish and in English detailing fair schedule, locations and other important information regarding the fair
- Our sponsors have announced and advertised our fairs on their social media accounts. Our sponsors also sent SMS text messages to their databases, announcing our fairs.
- Ads on many leading internet portals, including **hurriyet.com, milliyet.com** etc.
- Text and visual based ads with **Google Adwords**
- Performance marketing on online ad networks
- **Banners on the websites of 4 organising agencies, emails and text messages to the addresses and numbers in their databases**
- Press releases

Poster placement in
450
 private middle schools, high schools and Anatolian high schools




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



    Ads on Social Media

Fair Set-Up

📍 We have received artworks for the banner designs from exhibitors. They were printed and applied on an area of **200x200cm**. These banners were used on each fair at Istanbul, Ankara and Izmir.



Exhibitors



Exhibitors who attended StudyExpo Secondary & Higher Education Fair 2019

1. Academy of Art University /Centre for Entertainment Arts
2. ACS Cobham International School
3. Asia Pacific University of Technology & Innovation (APU)
4. Berlin School of Business and Innovation
5. Blyth Academy High School (Grades 9-12)
6. British Council IELTS
7. Campus France
8. Canadian College
9. CATS Academy Boston
10. CATS College UK - Cambridge School of Visual & Performing Arts
11. Cornerstone International Community College of Canada
12. DAAD
13. David Game College Group - Kensington Academy of English
14. Dublin Business School
15. Education in Ireland
16. EC Canadian University Pathways
17. ELS Educational Services
18. EU Business School
19. Foothill + De Anza Colleges
20. Geneva Business School
21. Georgian College of Applied Arts & Technology
22. Glion - Les Roches - Ducasse
23. Global School for Entrepreneurship
24. GLOBEDUCATE
25. Green River College
26. Greystone College
27. Husson University
28. ICES USA
29. ILAC International College
30. INTO University Partnerships
31. JAMK University of Applied Sciences
32. Lambton College
33. Londonist DMC
34. Moreton Hall School and Summer Camp
35. Niagara College Canada
36. Odessa National Academy of Food Technologies
37. Orono High School
38. Plekhanov Russian University of Economics
39. Pearson PTE Academic
40. Queen Ethelburga's Collegiate
41. Sheridan College
42. Shorelight
43. St. Lawrence College
44. Study in Holland
45. Swiss Education Group
46. The University of Liverpool
47. Toronto School of Management
48. Turkish Airlines
49. UMC High School
50. United Learning
51. University Canada West
52. University of Wollongong in Dubai
53. U.S. Embassy in Ankara and Consulate General in Istanbul
54. Vancouver Film School
55. VanWest College
56. Wittenborg School of Business and Management

Our Sponsors



Photos



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

Hope to see you again.

StudyExpo[®]

Sogutluceme Cad. No: 88/13
Kadikoy, Istanbul / TURKEY

T: +90 216 212 07 07
F: +90 216 346 83 65



studyexpo.com
info@studyexpo.com