

THE INTERNATIONAL EXHIBITION TO
ATTRACT THE MOST PROMINENT
LEADING SCHOOLS IN THE WORLD
2024

المعرض الدولي
لاستقطاب أبرز
المدارس الرائدة عالمياً ٢٠٢٤



وزارة التعليم
Ministry of Education

The Marketing Brochure

تحت رعاية

Under the Patronage of

وزارة التعليم

Ministry of Education

يقام It Is Being Done

المعرض الدولي لاستقطاب أبرز المدارس الرائدة عالمياً
The International Exhibition To Attract The Most
Prominent leading Schools In The World

في الفترة من 18 إلى 20 من إبريل 2025 - فندق مداريم الرياض
From 18th to 20th Feb 2025 - Madareem Hotel Riyadh

lschoolsevent



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



صاحبة السمو الملكي الأميرة نجد بنت هذلول بن عبد العزيز آل سعود رئيس اللجنة المنظمة للمعرض

يقام المَعْرِضُ الدُّوَلِيُّ لاستقطاب أبرز المدارس الرائدة عالمياً يوم في الفترة من 18 إلى 20 من إبريل 2025، تحت شعار (نحو آفاق الاستثمار في العلم)، حيث إن هدفنا هو نموذج ينتمي إلى قدرات وإنجازات انسان المملكة العربية السعودية.

Word of the President
Her Royal Highness Princess

Nujoud bint Huthlool bin Abdulaziz Al Saud
Chairman of the Committee The Organizing Committee for the Exhibition

The Exhibition The international exhibition to attract the most prominent leading schools in the world will be held from 18th to 20th Feb 2025 under the slogan (Towards Horizons of Investment in Science), as our goal is a model that belongs to the capabilities and achievements of the people of the Kingdom of Saudi Arabia.



المقدمة

INTRODUCTION

لقد كان الاستثمار في التعليم لتطوير رأس المال البشري رفيع المستوى ولقيادة الدول من أجل التنمية ونماء العلاقات الدولية وتمكين المدارس من التعامل مع التقنيات لخلق جيل يمكنه إثراء الجامعات، والمساهمة في حلقة من الفوائد مع استمرار تأثير هذه الفوائد في الدول والمدارس في جميع أنحاء العالم، كيف يبدو المستقبل بالنسبة للاستثمار في التعليم المدرسي وقبل المدرسي والفني والمتخصص في مجالات الحياة ومداس اصحاب الهمم.

ما الذي يمكن أن يفعله مقدمو الانظمة الدراسية المتقدمة لضمان أقصى قيمة من استثماراتهم؟ وكيف يمكن للمدارس العالمية أن تعمل على تحسين تجربة الباحثين في المجال والفائدة التي تعود على مقدمي الانظمة الدراسية ومجتمعاتهم

Investment in education to develop high-level human capital, lead countries towards development, enhance international relations, and enable schools to deal with technologies to create a generation capable of enriching universities and contributing to a cycle of benefits with the continued impact of these benefits on countries and schools around the world. What does the future look like for investment in school, pre-school, technical, and specialized education in various fields of life, and schools for people with disabilities? What can advanced education system providers do to ensure maximum value from their investments? And how can international schools work to improve the experience of researchers in the field and the benefit that accrues to education system providers and their communities





Exhibition

Overview

EXHIBITION GOALS

- 1. Facilitating Investment in Education:** Provide a significant opportunity for international schools, specialized educational bodies, and global educational companies to invest in the Kingdom of Saudi Arabia in the easiest and fastest way. Offices of the Ministry of Education and the Ministry of Investment will be present continuously to sign investment contracts for international academic and specialized schools within the exhibition.
- 2. Attracting Saudi and Gulf Students:** Open opportunities for international schools, academies, educational bodies, and partnerships to attract Saudi, Gulf, and resident students within the Kingdom to enroll in academic and specialized schools abroad to complete their studies.
- 3. Showcasing Educational Systems:** Offer an opportunity for the public and parents to learn about the latest systems and schools that their children can join.
- 4. Real Estate Partnerships:** Provide a platform for real estate companies to offer suitable properties within the Kingdom of Saudi Arabia and establish real estate investment partnerships with international schools and educational bodies, benefiting both parties.
- 5. Promoting Educational Services:** Allow service companies in the field of education and services to benefit from this educational investment exhibition.

Therefore, it was imperative for us to hold this exhibition to develop human capital and raise the level of investment in the field of education by opening doors for investment in various types of educational systems from all over the world.



مهمتنا

OUR MISSION

الممارسات، والانظمة لإمكانية الوصول إلى الأفكار والتحليلات حول أحدث اتجاهات الصناعة التعليمية

We are committed to the growth of the international education industry by promoting international partnerships in education, encouraging the exchange of best practices and systems, and enabling access to ideas and analysis on the latest trends in the education industry.

الشركاء الرئيسيين للمعرض

MAIN PARTNERS OF THE EXHIBITION

1. Ministry of Education in the Kingdom of Saudi Arabia
2. Ministry of Investment in the Kingdom of Saudi Arabia
3. Relevant government ministries and agencies

١. وزارة التعليم في المملكة العربية السعودية
٢. وزارة الاستثمار في المملكة العربية السعودية
٣. وزارات وهيئات حكومية من ذات العلاقة



باقة التجهيزات الرئيسية للمشاركين بأجنحة المعرض (A)

Main Equipment Package for Exhibitors with Booths (A)

Exhibition booth with wooden decorations, area (3x3), including: جناح عرض مع ديكورات خشبية بمساحة (3×3) ويشمل على:

- Counter
- Counter chair
- LED display screen
- Display shelves
- Electrical outlets
- Table with 2 chairs
- Participant's name and logo written
- 5-star hotel room for two people, including breakfast, lunch, and dinner at the hotel restaurant for 5 days, with airport pickup and drop-off
- Car with private driver upon request for external visits and transportation
- كاونتر
- كرسي كاونتر
- شاشة عرض (LED)
- ارفف للعرض
- مقابس كهربائية
- طاولة مع عدد (2) كرسي
- كتابة اسم وشعار المشارك
- غرفه فندقية (0) نجوم لشخصين شاملة وجبة الافطار والغداء والعشاء بمطعم الفندق ولمدة (0) ايام مع الاستقبال والتوصيل من والى المطار
- تأمين سيارة مع سائق خاص عند الطلب للزيارات الخارجية والتنقلات

\$9,000

قيمة المشاركة

Participation Fee



باقعة التجهيزات الرئيسية للمشاركين بأجنحة المعرض (B) Main Equipment Package for Exhibitors with Booths (B)

جناح عرض مع ديكورات خشبية بمساحة (3×3) ويشمل على: Exhibition booth with wooden decorations, area (3x3), including:

- Counter
- Counter chair
- LED display screen
- Display shelves
- Electrical outlets
- Table with 2 chairs
- Participant's name and logo written
- Airport pickup and drop-off

- كاونتر
- كرسي كاونتر
- شاشة عرض (LED)
- ارفف للعرض
- مقابس كهربائية
- طاولة مع عدد (2) كرسي
- كتابة اسم وشعار المشارك
- الاستقبال والتوصيل من وإلى المطار

\$6,300

قيمة المشاركة
Participation Fee





الرعايات
Sponsorships

فئات الرعاية

SPONSORSHIP CATEGORIES

يمثل هذا المعرض مساحة استثمارية نادرة وفرصة ثمينة للاستثمار برعاية القطاعين الحكومي والخاص تحت رعاية وزارة التعليم ووزارة الاستثمار وهما الجهات الحكومية المناط بها الاستثمار في مجال التعليم.

This exhibition represents a rare investment space and a valuable opportunity for investment by sponsoring the government and private sectors under the patronage of the Ministry of Education and the Ministry of Investment, which are the government agencies responsible for investment in the field of education.

- | | |
|---------------------|----------------------|
| ■ Strategic Partner | ■ الشريك الاستراتيجي |
| ■ Diamond Partner | ■ الشريك الماسي |
| ■ Gold Partner | ■ الشريك الذهبي |
| ■ Silver Partner | ■ الشريك الفضي |
| ■ Bronze Partner | ■ الشريك البرونزي |



STRATEGIC PARTNER BENEFITS

- Invitation and honoring of the partner's representative at the opening ceremony and receiving the shield.
- Allocation of (10) VIP invitation cards for the partner's representatives at the opening ceremony.
- Allocation of a space of (45) square meters in a prominent location within the exhibition.
- The partner's name and logo on the invitation cards to attend the opening ceremony (large size).
- The partner's name and logo on advertising and guidance screens inside the facilities throughout the exhibition period.
- The partner has the right to display films and special advertisements through the (single) display screens distributed within the exhibition facilities throughout the exhibition period.
- The partner's name and logo (individually) in the business center for holding meetings and signing agreements.
- The partner's name and logo in the media center and the media meeting area throughout the exhibition period (large size).
- The partner's name and logo on the identification cards of the organizers and participants in the exhibition.
- The partner's name and logo on the organizers' jackets throughout the exhibition period (large size).
- The client's name and logo on the electronic map for the exhibition visitors.
- The partner's name and logo in the final report, provided with pictures, with monitoring of news and reports about the exhibition (large size).
- Providing the partner with (10) luxury leather copies of the final report.
- The partner's name and logo on flags mounted on lighting poles outside the exhibition halls and parking lots.



- The partner's name and logo on road and bridge signs and mobile screens in Riyadh (if possible).
- The partner's name and logo in all advertising campaigns on social media (large size).
- A telephone intervention by the partner's representative on one of the satellite channels.
- A telephone intervention by the partner's representative on one of the radio stations.
- A press release about the partner's participation in local and media electronic newspapers.
- The partner's name and logo on the official website of the exhibition for a year.
- Allowing the partner to design an advertising post and display it on the official website of the exhibition for a year in a prominent location.
- Tweeting on the official account of the exhibition on social media platforms (Twitter, Instagram, Facebook, Snapchat, and LinkedIn) about the partner's participation in the exhibition.
- Sending (100,000) advertising text messages about the partner's participation in the exhibition.
- A round-trip flight ticket (business class) for the partner from outside Riyadh.
- Securing a 5-star royal suite at the exhibition headquarters for the partner from outside Riyadh.
- A luxury car with a driver for (3) days for the partner from outside Riyadh.

PARTNERSHIP VALUE**(265,000)**

US DOLLARS



DIAMOND PARTNER

- Invitation and honoring of the partner's representative at the opening ceremony and receiving the shield.
- Allocation of (5) VIP invitation cards for the partner's representatives at the opening ceremony.
- Allocation of a space of (36) square meters in a prominent location within the exhibition.
- The partner's name and logo on the invitation cards to attend the opening ceremony (medium size).
- The partner's name and logo on advertising and guidance screens inside the facilities throughout the exhibition period.
- The partner has the right to display a special film through the (double) display screens distributed within the exhibition corridors for a duration of (60) seconds throughout the exhibition period.
- The partner's name and logo in the media center and the media meeting area throughout the exhibition period (medium size).
- The partner's name and logo on the identification cards of the organizers and participants in the exhibition (medium size).
- The partner's name and logo on the organizers' jackets throughout the exhibition period (medium size).
- The client's name and logo on the electronic map for the exhibition visitors.
- The partner's name and logo in the final report, provided with pictures, with monitoring of news and reports about the exhibition (medium size).
- Providing the partner with (5) luxury leather copies of the final report.
- The partner's name and logo on road and bridge signs and mobile screens in Riyadh (if possible).



- The partner's name and logo in all advertising campaigns on social media (medium size).
- A telephone intervention by the partner's representative on one of the satellite channels.
- A telephone intervention by the partner's representative on one of the radio stations.
- A press release about the partner's participation in local and international electronic newspapers.
- The partner's name and logo on the official website of the exhibition for a year (medium size).
- Allowing the partner to design an advertising post and display it on the official website of the exhibition for a year in a prominent location.
- Tweeting on the official account of the exhibition on social media platforms (Twitter, Instagram, Facebook, Snapchat, and LinkedIn) about the partner's participation in the exhibition.
- Sending (50,000) advertising text messages about the partner's participation in the exhibition.
- A round-trip flight ticket (business class) for the partner from outside Riyadh.
- Securing a 5-star hotel suite for (1) day for the partner from outside Riyadh
- A luxury car with a driver for (1) day for the partner from outside Riyadh.

PARTNERSHIP VALUE**(130,000)**

US DOLLARS



GOLD PARTNER

- Invitation and honoring of the partner's representative at the opening ceremony and receiving the shield.
- Allocation of (3) VIP invitation cards for the partner's representatives at the opening ceremony.
- Allocation of a space of (27) square meters in a prominent location within the exhibition.
- The partner's name and logo on the invitation cards to attend the opening ceremony (standard size).
- The partner's name and logo on advertising and guidance screens inside the facilities throughout the exhibition period.
- The partner has the right to display a special film through the (double) display screens distributed within the exhibition corridors for a duration of (30) seconds throughout the exhibition period.
- The partner's name and logo in the media center and the media meeting area throughout the exhibition period (standard size).
- The partner's name and logo on the identification cards of the organizers and participants in the exhibition (standard size).
- The client's name and logo on the electronic map for the exhibition visitors (standard size).
- The partner's name and logo in the final report, provided with pictures, with monitoring of news and reports about the exhibition (standard size).
- Providing the partner with (3) luxury leather copies of the final report.



- The partner's name and logo on road and bridge signs and mobile screens in Riyadh (if possible).
- The partner's name and logo in all advertising campaigns on social media (standard size).
- A telephone intervention by the partner's representative on one of the satellite channels.
- A telephone intervention by the partner's representative on one of the radio stations.
- A press release about the partner's participation in local and media electronic newspapers.
- The partner's name and logo on the official website of the exhibition for a year (standard size).
- Allowing the partner to design an advertising post and display it on the official website of the exhibition for a year in a prominent location.
- Tweeting on the official account of the exhibition on social media platforms (Twitter, Instagram, Facebook, Snapchat, and LinkedIn) about the partner's participation in the exhibition.
- Sending (30,000) advertising text messages about the partner's participation in the exhibition.

PARTNERSHIP VALUE

(80,000)

US DOLLARS



SILVER SPONSOR

- Invitation and honoring of the partner's representative at the opening ceremony and receiving the shield.
- Allocation of (2) VIP invitation cards for the partner's representatives at the opening ceremony.
- Allocation of a space of (18) square meters in a prominent location within the exhibition.
- The partner's name and logo on advertising and guidance screens inside the facilities throughout the exhibition period.
- The partner has the right to display a special film through the (double) display screens distributed within the exhibition corridors for a duration of (20) seconds throughout the exhibition period.
- The partner's name and logo in the media center and the media meeting area throughout the exhibition period.
- The client's name and logo on the electronic map for the exhibition visitors.
- The partner's name and logo in the final report, provided with pictures, with monitoring of news and reports about the exhibition.
- Providing the partner with (2) luxury leather copies of the final report.



- The partner's name and logo in all advertising campaigns on social media.
- A press release about the partner's participation in local and media electronic newspapers.
- The partner's name and logo on the official website of the exhibition for a year.
- Allowing the partner to design an advertising post and display it on the official website of the exhibition for a year.
- Tweeting on the official account of the exhibition on social media platforms (Twitter, Instagram, Facebook, Snapchat, and LinkedIn) about the partner's participation in the exhibition.
- Sending (20,000) advertising text messages about the partner's participation in the exhibition.

PARTNERSHIP VALUE

(50,000)

US DOLLARS



BRONZE SPONSOR

- Invitation and honoring of the partner's representative at the opening ceremony and receiving the shield.
- Allocation of (1) VIP invitation card for the partner's representative at the opening ceremony.
- Allocation of a space of (12) square meters in a prominent location within the exhibition.
- The partner's name and logo on advertising and guidance screens inside the facilities throughout the exhibition period.
- The partner's name and logo in the media center and the media meeting area throughout the exhibition period.
- The client's name and logo on the electronic map for the exhibition visitors.
- The partner's name and logo in the final report, provided with pictures, with monitoring of news and reports about the exhibition.



- Providing the partner with (1) luxury leather copy of the final report.
- The partner's name and logo in all advertising campaigns on social media.
- A press release about the partner's participation in local and media electronic newspapers.
- The partner's name and logo on the official website of the exhibition for a year.
- Tweeting on the official account of the exhibition on social media platforms (Twitter, Instagram, Facebook, Snapchat, and LinkedIn) about the partner's participation in the exhibition.
- Sending (10,000) advertising text messages about the partner's participation in the exhibition.

PARTNERSHIP VALUE

(25,000)

US DOLLARS



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Ministry of Investment

شريك النجاح
Partners of Success



Abda
STUDY ABROAD



مدرسة الأمل للتجارة
Madar Al-Amal trading



شركة هذلول المحدودة
HATHLOUL COMPANY

تنظيم وتنفيذ
Organization and Execution

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شكراً لكم
Thank you

