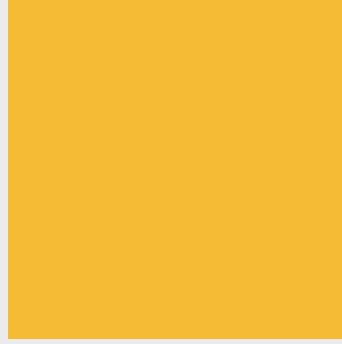
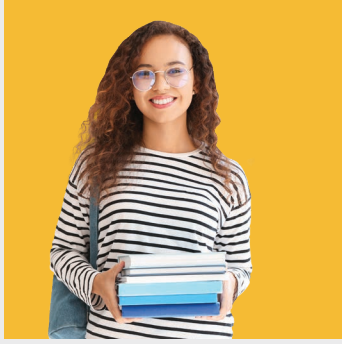




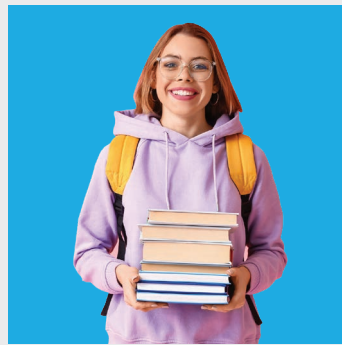
معرض الإمارات
للمدارس والحضانة
UAE SCHOOLS &
NURSERY SHOW



Towards next generation learning

Join the UAE Schools
and Nursery Show

10 – 12 January 2025



Expo Centre Sharjah, UAE

Organized by: 
مركز المسجود المشاركة
EXPO CENTRE SHARJAH

Supported by: 
غرفة تجارة وصناعة الشارقة
Sharjah Chamber of Commerce & Industry

Strategic Partner: 
هيئة الشارقة للتعليم الخاص
SHARJAH PRIVATE EDUCATION AUTHORITY

Connecting the UAE education community

The UAE Schools & Nursery Show brings together the major players of UAE education sector under one roof, setting up a platform to showcase and discover the latest educational products and solutions. Held under the umbrella of the International Education Show, the event opens up immense growth and networking opportunities for educational institutions across the country, welcoming highest quality target audience.



JOIN US!

Let's together prepare the next generation for the future

Organised by Expo Centre Sharjah, under the strategic partnership of Sharjah Private Education Authority and support of the Sharjah Chamber of Commerce and Industry, the UAE Schools & Nursery Show envisions a futuristic education system in the UAE with state-of-the-art curriculum and collaborative approach from all industry players.



Live interactions

UAE Schools & Nursery Show is an ideal place for private schools, international schools, preschools, nurseries, after-schools and other educational service providers to have live interactions with parents and guardians. Meet them face-to-face, know what kind of curriculum and educational services they prefer for their children, and identify the prospects. Exhibit your products and services and guide them through the complete educational journey their children would have at your institution.

Discover education trends

Meet industry peers, know what novel trends are shaping the future of education industry and the ways to incorporate them into your offerings. Discuss with industry leaders how different facets of education can be brought together to offer holistic learning experiences for the students, fostering critical thinking and creativity. Curate ideas and know how educators are creating modern classrooms that transform the way students learn, building a culture of joyful learning.

Present your USPs

The UAE Schools & Nursery Show caters to the education sector including the students and parents. What is better than a B2B2C platform to unveil and demonstrate your USPs? Display your unique curriculum plans and integrated educational approach that help you stand apart, building confidence and trust among parents to choose you for their children. Also find like-minded industry peers who share your values to join forces with.



Collaborate with financial institutions

A one-stop platform for the education industry, the event also hosts leading financial institutions offering diverse financial plans and schemes for education, opening up opportunities for collaborative efforts towards building a knowledge-driven economy.



Interactive discussions

Be part of our interactive discussions, share your knowledge and gain insights on the modern educational standards, innovative systems and processes, incorporation of e-learning tools in advancing curriculum systems, and the need for unified efforts towards nurturing talent.

More than academics

The UAE Schools & Nursery Show envisions an education system that is beyond academics. We are dedicating a space where you can showcase after-school programmes, facilities for children with special needs, child development initiatives, and extra-curricular activities, focusing on cognitive and behavioural learning.



Industry insights

- ▶ The global education industry is anticipated to have a total expenditure of about \$10 trillion by 2030.
- ▶ The global early childhood education market is expected to reach \$676.7 billion by 2030.
- ▶ The education market share in the UAE is expected to increase to \$718 million by 2026.
- ▶ The UAE is the world leader in pupil numbers in international schools.

A quick snapshot of our aggressive marketing campaign



800,000 SMS
to students, parents & the UAE education sector



Email campaigns
Broadcasted to
100,000+ emails



2500 VIP E-invitations
sent out to VIPs,
government departments
and education authorities



Instagram Advertising
on UAE Barq, Ameen,
and Ajman News



Social Media / Digital
Marketing
20+ million Impressions
12+ million Reach



Press Release Coverage
(NewsPaper, TV, Radio, Website)
150 Arabic & 55 English
publications with a campaign
value of over **USD 6 million**



Radio Campaigns
220+ spots
12 leading radio channels



Outdoor Adverts
on hoardings, lampposts,
A-boards & mupies at
multiple prominent locations



Facebook Advertising
On Moons of UAE, UAE
Teacher Community



Instagram Contest
iPhone 15 Pro Max



Influencers
eng_razan_obudaqqa
batoulakkad
Sharjah Live
najlaelarra
batoulakkad
dede.style.boutique



Promo Videos
Sharjah TV

Event highlights (2024)



Edition:
2nd edition



Strategic Partner:
Sharjah Private Education
Authority (SPEA)



No. of Visitors:
3,000+ visitors



Gross Occupied
Space: 4,000 sqm



No. of Exhibitors:
50+ exhibitors

Exhibitor Profile:

- Schools
- Preschools and Nurseries
- After-School Programmes
- Summer Activity Centres / Summer Schools
- International Boarding Schools
- Children Development Centres
- Special Needs Schools
- Learning Institutes
- Language Learning Centres
- Educational Service Providers
- Daycare Centres
- Financial Institutions that Provide Education Schemes

Visitor Profile:

• Parents

• Guardians

• General Public

BOOK YOUR STAND NOW!

Choose from a wide range of packages that suit your budget, space and requirements. A larger space with extra amenities or a small, customised stand – we have it all!

Early bird registrations are welcome.

+971 6 5770000 @ schoolshow@expo-centre.ae

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