



**international  
education fairs**

## **FALL 2024 TURKEY FAIRS'**

### **OVERVIEW**

October 19-25, 2024

**Thank you for your attendance in a<sup>2</sup> Fall 2024 Turkey Fairs!  
We were so glad to have you with us.**

We hope you had a productive fair and enjoyable stay. You may find the summary of the fair below which you can keep in your records for your next term's planning.

As part of the a<sup>2</sup> International Education Fall 2024 Turkey Fairs, we visited Isik High School Ayazaga Campus, Bahcesehir University Future Campus, with participation from all campuses on the European side of Bahcesehir High School, and Bahcesehir High School Nakkastepe Campus (with all Asian campuses). Prior to our fair, representatives from the schools that participated in the school visits met with students from these two prominent high schools.



**[CLICK HERE TO WATCH THE a<sup>2</sup> FAIRS COVERAGE VIDEO](#)**



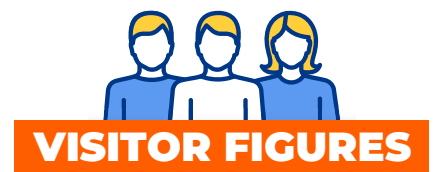
**SUBSCRIBE**



## FIGURES FROM FALL 2024 TURKEY FAIRS

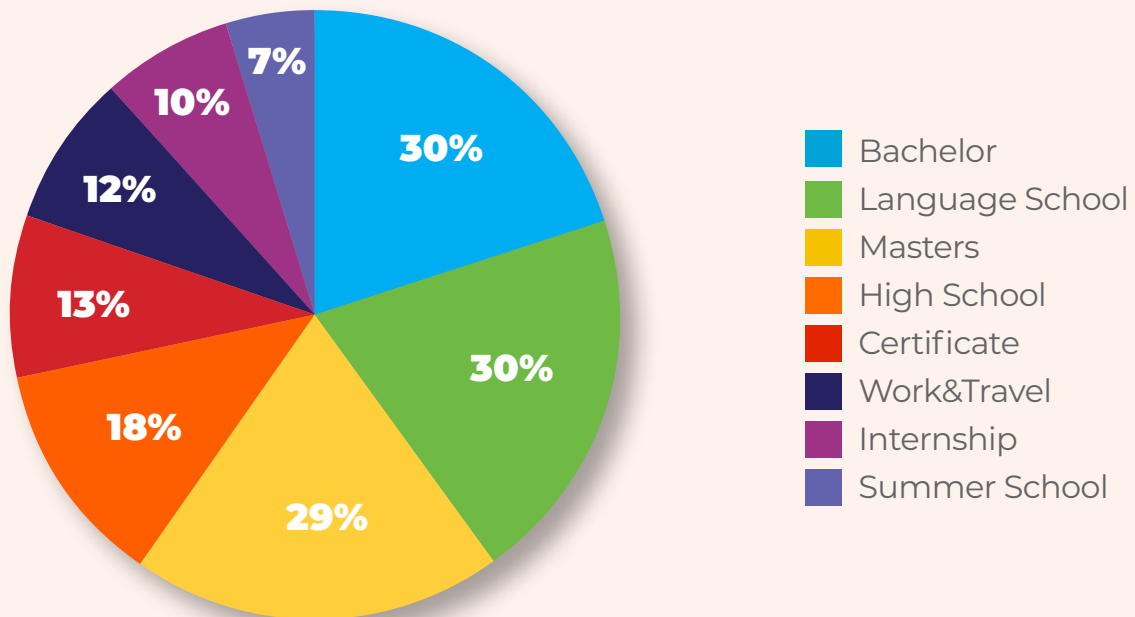
We welcomed **10.020 unique visitors**, almost **120 institutions** from **30 countries** with over **150 participants** to a<sup>2</sup> Turkey Fairs!

Here are the numbers we want to share with you



**10.020**  
ATTENDANCE

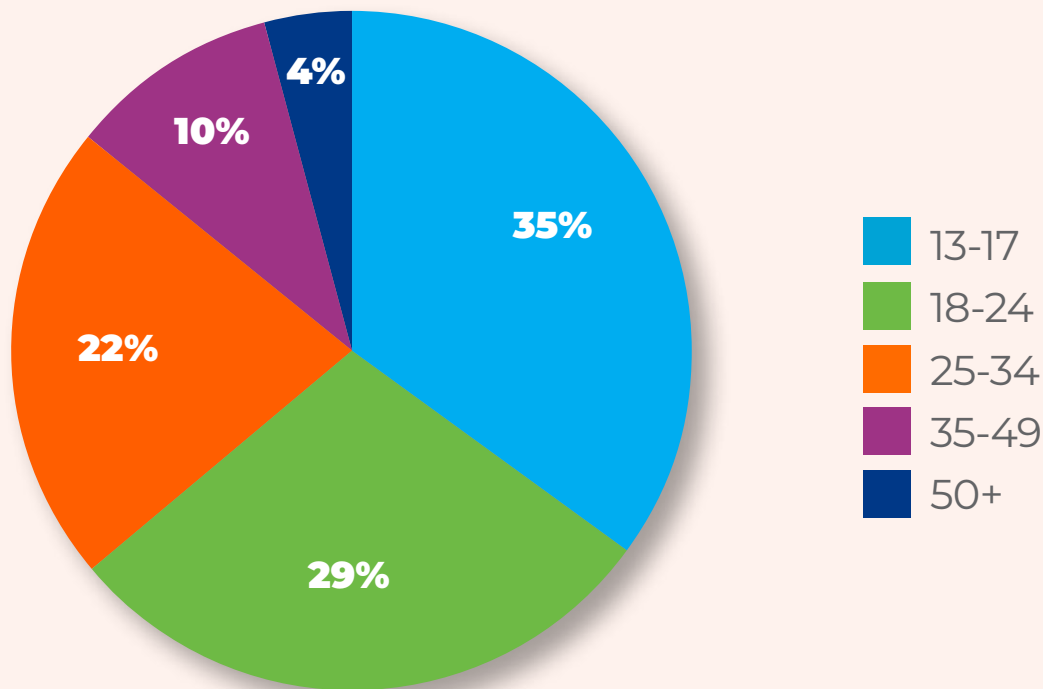
## WHAT WERE STUDENTS LOOKING FOR?





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## AGE RANGE OF THE VISITORS



### EXHIBITOR FIGURES

Almost **120 institutions** from **30 countries**

### ORIGIN OF EXHIBITORS

Australia, Belgium, Canada, Czech Republic, Denmark, Finland, France, Germany, Holland, Hong Kong, Hungary, International, Ireland, Italy, TRNC, Latvia, Lithuania, Netherlands, Poland, Romania, Singapore, Slovakia, Sweden, Turkey, UK, United Arab Emirates, USA

### SUPPORTERS & SPONSORS

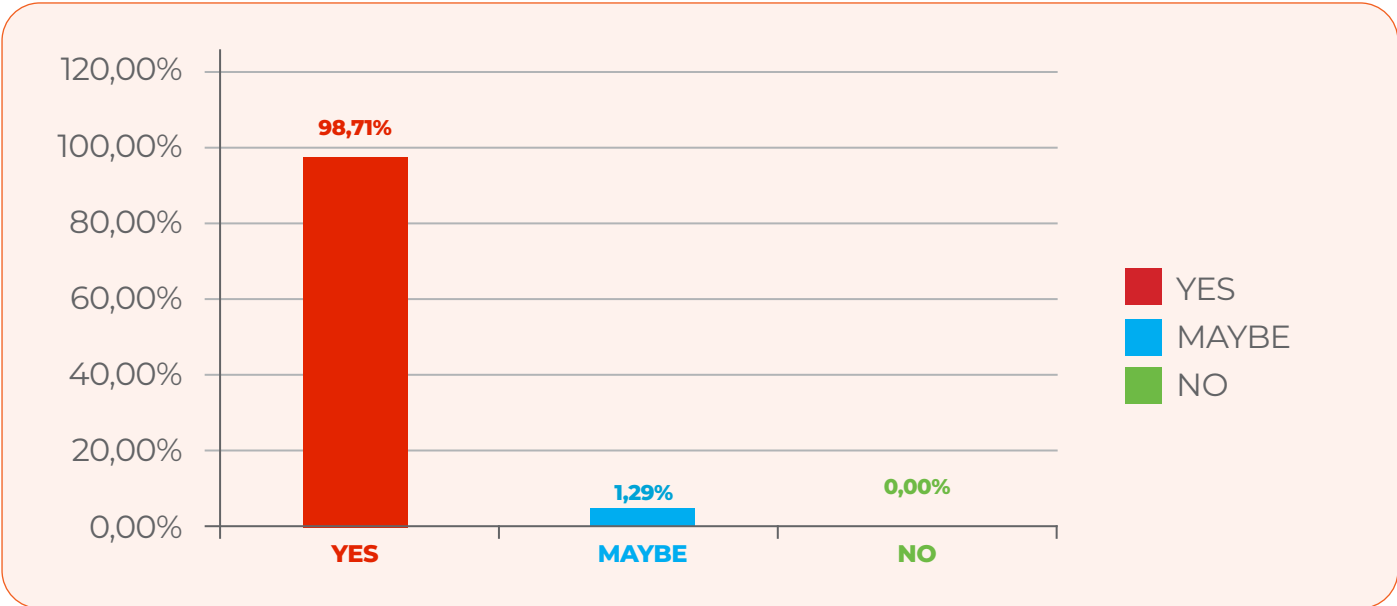
In addition to the international institutions, counseling agencies and the local & international sponsors, British Council IELTS & Study UK, CampusFrance / French Embassy, DAAD, Education USA, Fulbright, Go Britanya, Study in Sweden / Consulate General of Sweden, Stuhomes, Turkish Education Foundation, US Consulate General Istanbul, US Embassy, Embassy of Ireland, Embassy of Canada exhibited at a<sup>2</sup> Turkey Fairs.



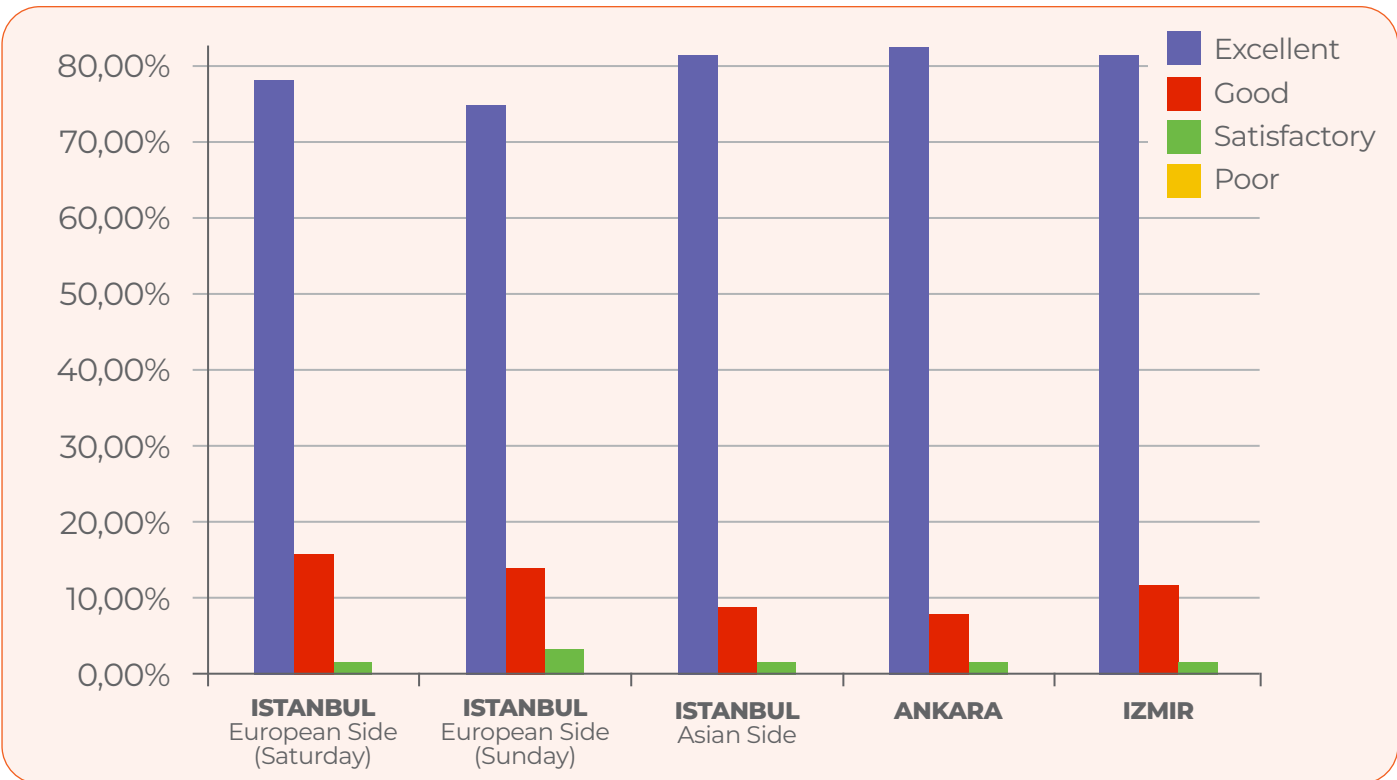
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## PARTICIPANTS' FEEDBACKS AND REMARKS

WOULD YOU CONSIDER ATTENDING FUTURE a² FAIRS IN TURKEY?



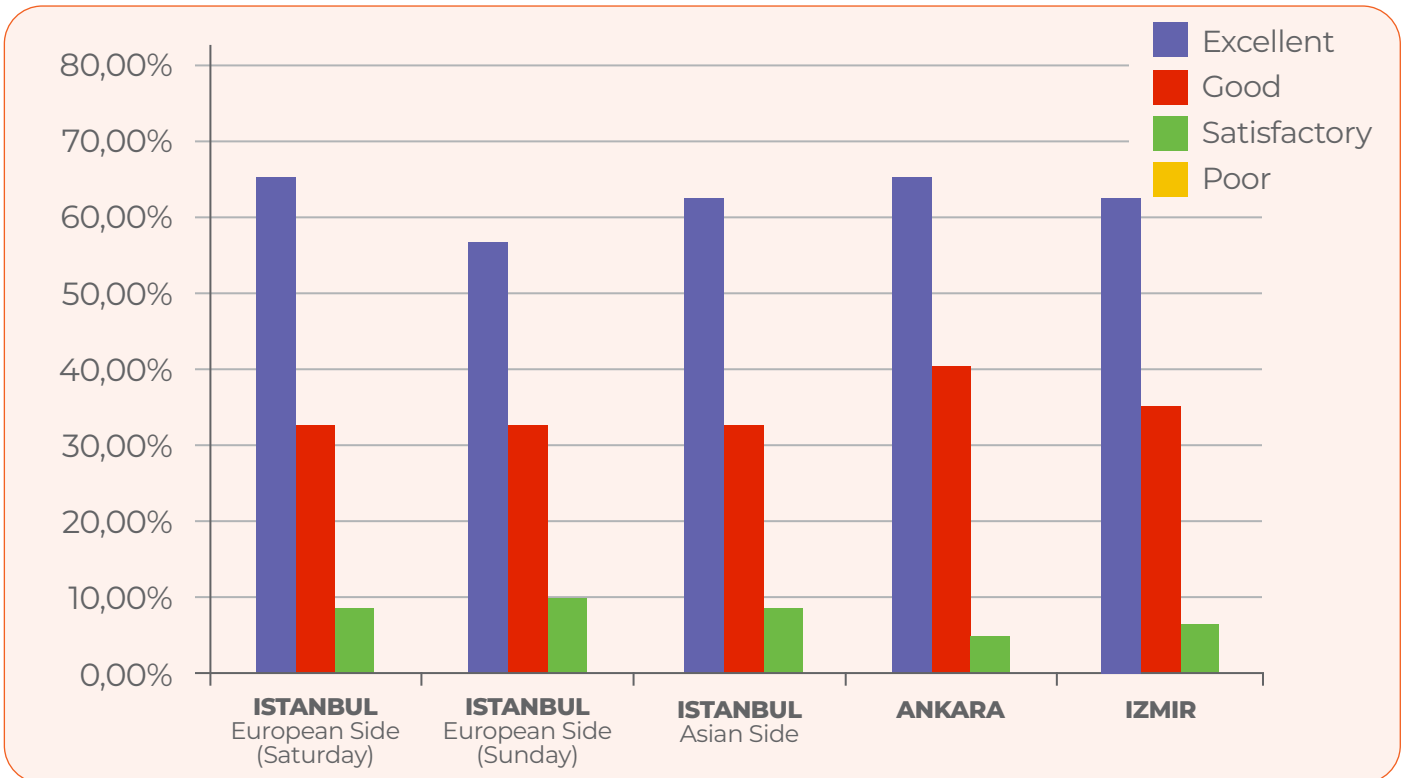
HOW DO YOU RATE THE NUMBER OF STUDENTS ATTENDING THE FAIR?





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### HOW DO YOU RATE THE QUALITY OF STUDENTS ATTENDING THE FAIR?



**HOW WELL DID THIS EVENT  
MEET YOUR EXPECTATIONS?  
(STUDENT WISE)**

3.94/4 ★  
average rating



**PLEASE RATE YOUR OVERALL  
EXPERIENCE WITH THE a² FAIRS?  
(ORGANISATION WISE)**

3.96/4 ★  
average rating





## THE LIST OF THE PARTICIPATING INSTITUTIONS

COUNTRY	PARTICIPANTS
<b>AUSTRALIA</b>	Macquarie University
	Monash University
	The University of Sydney
	Greenwich College
<b>BELGIUM</b>	Ghent University
<b>CANADA</b>	Douglas College
	Conestoga College
	St. Clair College of Applied Arts & Technology
	Algonquin College
	Kwantlen Polytechnic University
	Mount Saint Vincent University
	CBBC Career College
	George Brown College
	Fanshawe College of Applied Arts and Technology
	University Canada West & University of Niagara Falls Canada
	Georgian College
	UMC High School
	ILAC - International Language Academy of Canada
	EME Professional Corp
Canadore College	
<b>CZECH REPUBLIC</b>	Tomas Bata University in Zlín
<b>DENMARK</b>	University of Southern Denmark
<b>FINLAND</b>	Aalto University
	University of Helsinki
	Tampere University
	University of Eastern Finland
<b>FRANCE</b>	Campus France Turkiye / French Embassy
<b>GERMANY</b>	Fintiba
	did deutsch-institut
	Gisma University of Applied Sciences
	University of Europe for Applied Sciences
	Germany University Application Center - European Migration Consultancy
	Study in Germany
	DAAD Turkiye
<b>HOLLAND</b>	Study in Holland
<b>HONG KONG</b>	The Hong Kong Polytechnic University
	Hong Kong Economic and Trade Office in Brussels



## THE LIST OF THE PARTICIPATING INSTITUTIONS

COUNTRY	PARTICIPANTS
<b>HUNGARY</b>	University of Debrecen
<b>INTERNATIONAL</b>	Kaplan International Languages
	INTO University Partnerships
	Bayswater
	ETS TOEFL
	Schiller International University
	Educatus
	InUni
	English Path
	Orbis Study Abroad
	Navitas
	Sprachcaffe Languages Plus
	Atlas Private Educational Services Work & Travel
	Atlas Private Educational Services
	Academix Study Abroad Services
	Asba Study Abroad Services
	Eğitimal Study Abroad
	Edcon Education Consultancy
High School Abroad	
AIESEC	
<b>IRELAND</b>	Technological University Dublin
	Study in Ireland
	Embassy of Ireland - Visa Section
<b>ITALY</b>	Universita Cattolica del Sacro Cuore
	POLIMI Graduate School of Management
	Prontoitalia Educazione
	Study in Italy
<b>LATVIA</b>	TSI, University of Applied Science
<b>LITHUANIA</b>	SMK College of Applied Sciences & KSU University
<b>NETHERLANDS</b>	Wittenborg University of Applied Sciences
<b>POLAND</b>	WSB Merito University in Poznań
	Study in Poland
<b>ROMANIA</b>	Romanian-American University
<b>SINGAPORE</b>	Singapore Management University
<b>SLOVAKIA</b>	University of Economics in Bratislava
	University of Ss. Cyril and Methodius in Trnava



## THE LIST OF THE PARTICIPATING INSTITUTIONS

COUNTRY	PARTICIPANTS
SWEDEN	Jönköping University
	Södertörn University Stockholm
	Embassy of Sweden Ankara
TRNC	Mesarya Education House
TURKIYE	Wall Street English
	Cambridge Academy Istanbul
	Alpha Coaching and Consulting
	CEO Education
	Etkin Campus
	E+ Turkiye
UK	Kaplan International Pathways
	LSI Education
	St Giles International
	St Andrew College - Earlscliffe International School
	University of St Andrews
	University of East Anglia
	CATS Global Schools
	Study Group
	Speak Up London
	University of Leeds
	University of Essex
	Twin Group
	MPW (Mander Portman Woodward) Group
	Ulster University
	GEDU
	Celtic English Academy
Regent's University London	
University of Sunderland	
British Council IELTS ve Study UK	
UNITED ARAB EMIRATES	Ajman University
USA	Southeast Missouri State University
	Shorelight
	St Mary's Online Academy
	Monroe University
	Savannah College of Art and Design - SCAD
	Study in USA
	U.S. Embassy & U.S. İstanbul Consulate
	EducationUSA
Turkish Fulbright Commission	





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## HOW DID WE PROMOTE OUR FAIRS?

### ONLINE ADVERTISING

a<sup>2</sup> events were promoted on various websites, online magazines, and main news. a<sup>2</sup> Fairs promoted its fairs using all social media channels such as Instagram, Facebook, Google etc. In addition, sponsors and supporters posted a<sup>2</sup> Fairs' invitations on their social media accounts.

### MEDIA BROADCAST

Fair information & invitation were aired on major webpages & social media networks.



### TV

Our fair was featured on two prominent TV channels in Turkey, Now TV Main News and Star TV, both of which are the most watched channel in Turkey.

### SMS

a<sup>2</sup> Fairs sent text alerts to its contact database as well as its sponsors' databases.

### DIRECT MAILING

In addition to the a<sup>2</sup> Fairs database, our sponsors and supporters sent a<sup>2</sup> Fairs' invitations to their contacts.



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### OUTDOOR

Flyers were distributed to doors in luxury neighborhoods. In addition, flyers were distributed on streets in central areas where students are concentrated. Posters were hung in both private & public high schools and universities.

### SPRING 2025 FAIRS

► **Spring Turkey Fairs - Istanbul, Ankara, Izmir / February 22-28** € 6,200 (5 Fair days, 4 locations)

- Istanbul Fairs (European Side) - Hilton Convention Center / February 22-23
- Istanbul Fairs (Asian Side) - Dedeman Bostanci Hotel / February 24
- Ankara Fair - Sheraton Hotel / February 26
- Izmir Fair - Ege Palas Business Otel / February 28

• **Single Prices**

- Istanbul (European Side) € 3,500
- Istanbul (Asian Side) / Ankara / Izmir € 1,400 (each location)

• **Package Prices**

- Istanbul (European & Asian Sides) + Ankara + Izmir € 6,200 (instead € 7,700) Full Tour (4 locations)
- Istanbul (European & Asian Sides) + Ankara € 5,500 (instead € 6,300) 3 locations
- Istanbul (European Side) + Istanbul (Asian Side) or Ankara € 4,500 (instead € 4,900) 2 locations



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### FALL 2025 FAIRS

► **Fall Turkey Fairs - Istanbul, Ankara, Izmir / October 11-17** € 6,700 (5 Fair days, 4 locations)

- School Visit in Istanbul (European & Asian Sides) / October 10 & October 13
- Istanbul Fairs (European Side) - Istanbul Congress Center / October 11-12
- Istanbul Fairs (Asian Side) - Dedeman Bostanci Hotel / October 13
- Ankara Fair - Sheraton Hotel / October 15
- Izmir Fair - Ege Palas Business Otel / October 17

• **Single Prices**

- Istanbul (European Side) € 3,500
- Istanbul (Asian Side) / Ankara / Izmir € 1,400 (each location)
- School Visit in Istanbul (European & Asian Sides) € 500

• **Package Prices**

- Istanbul (European & Asian Sides) + Ankara + Izmir € 6,200 (instead € 7,700) Full Tour (4 locations)
- Istanbul (European & Asian Sides) + Ankara € 5,500 (instead € 6,300) 3 locations
- Istanbul (European Side) + Istanbul (Asian Side) or Ankara € 4,500 (instead € 4,900) 2 locations

REGISTER NOW

### PROMOTION / DISCOUNT & DEADLINES



**10% Early Bird Discount for 2025 Spring Fairs**

**Until December 31st, 2024** (Registrations & Payments made by the deadline)



**MULTIPLE REGISTRATIONS - UP TO 25% OFF**

(visit the promotions & discount page or contact our sales team for more discounted fair / country combinations)

**Contact us** to learn about our recruitment fairs in a<sup>2</sup> Turkey, Azerbaijan, Tunisia & Morocco Fairs and be with us again in 2025! Our sales team will be happy to assist you.