



SPRING 2025 TURKIYE FAIRS'

OVERVIEW

February 22-28, 2025

**Thank you for your attendance in a² Spring 2025 Turkiye 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.**



[CLICK HERE TO WATCH THE a² FAIRS COVERAGE VIDEO](#)



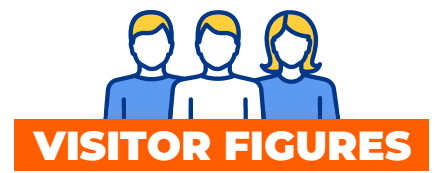
SUBSCRIBE



FIGURES FROM SPRING 2025 TURKIYE FAIRS

We welcomed **6.320 unique visitors**, almost **100 institutions** around **23 countries** with over **150 participants** to a² Turkiye Fairs!

Here are the numbers we want to share with you



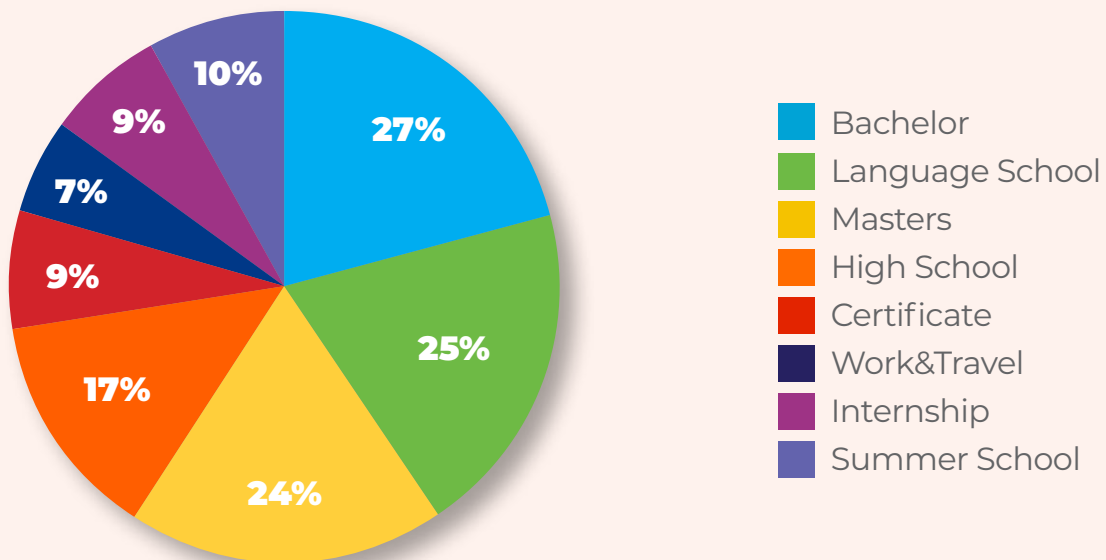
6.320

ATTENDANCE



During the dates of the Istanbul fair, the biggest snowstorm in recent years occurred, significantly disrupting daily life. Education at all levels was suspended, numerous warning notifications were issued, and restrictions on going outside and traffic were imposed. The numbers should be evaluated considering all these adverse conditions.

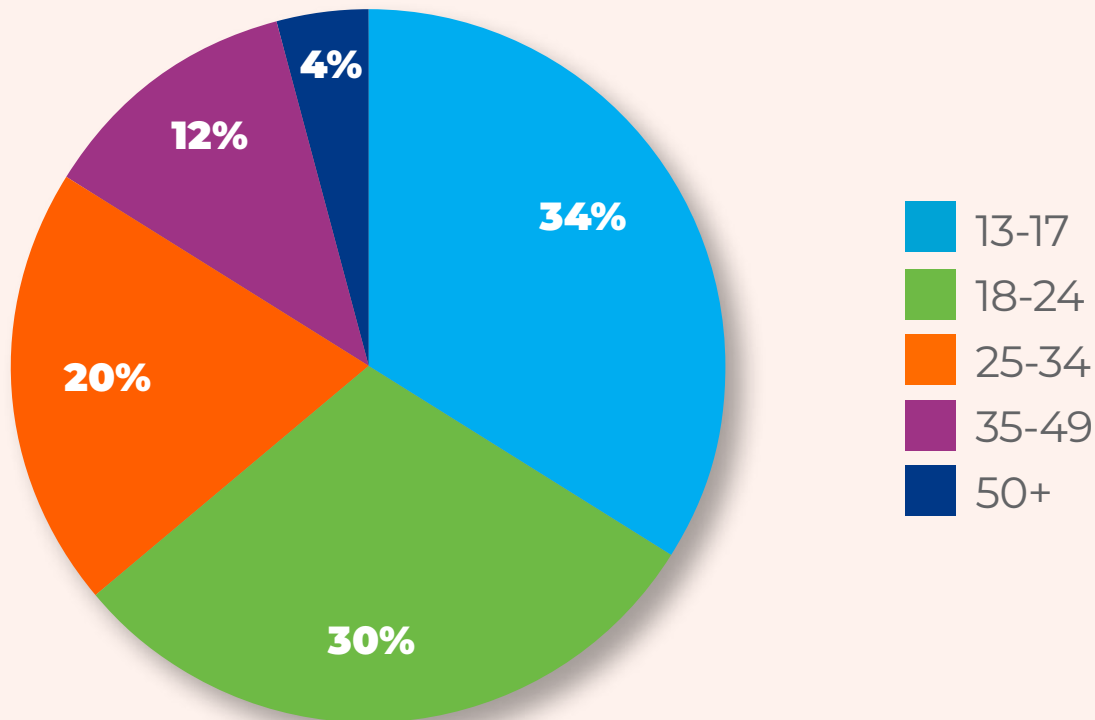
WHAT WERE STUDENTS LOOKING FOR?





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AGE RANGE OF THE VISITORS



EXHIBITOR FIGURES

Almost **100 institutions** around **23 countries**

ORIGIN OF EXHIBITORS

Australia, Azerbaijan, Bulgaria, Canada, France, Germany, Holland, Hong Kong, International, Iran, Ireland, Italy, Latvia, Lithuania, Poland, Russia, Slovakia, Sweden, Switzerland, Turkiye, UAE, UK, USA

SUPPORTERS & SPONSORS

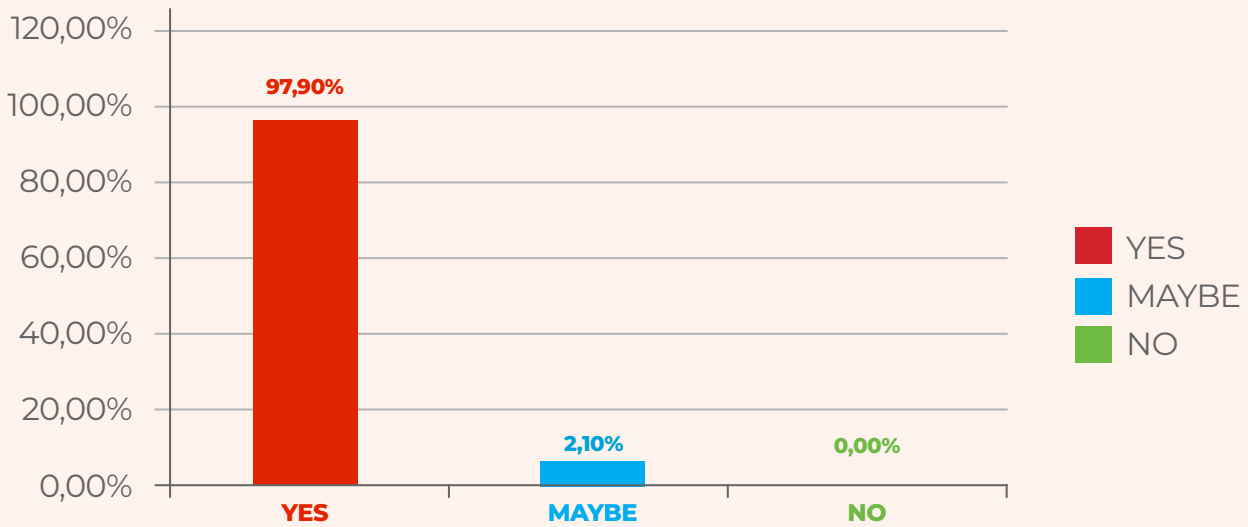
In addition to the international institutions, counseling agencies and the local & international sponsors, British Council IELTS & Study UK, CampusFrance / French Embassy, DAAD, Education USA, Fulbright, Go Britanya, Study in Sweden / Consulate General of Sweden, Stuhomes, Turkish Education Foundation, US Consulate General Istanbul, US Embassy exhibited at a² Turkiye Fairs.



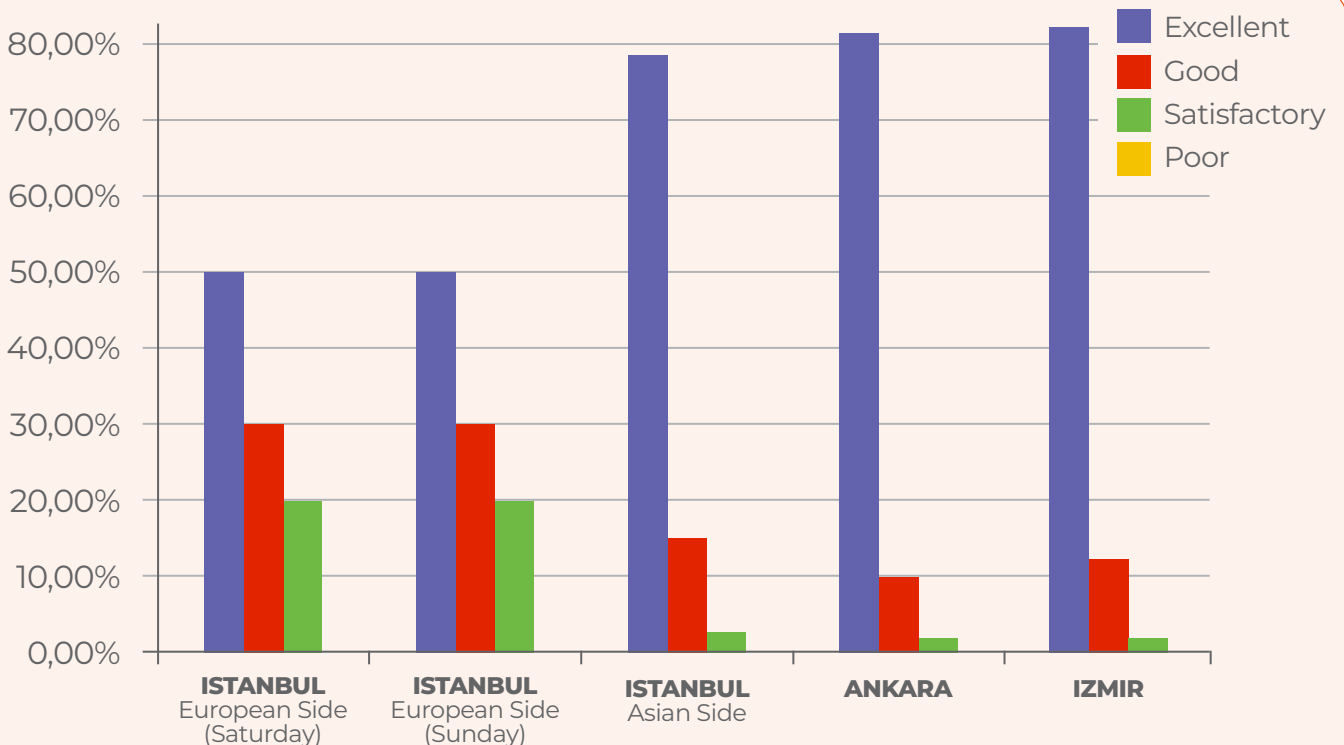
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PARTICIPANTS' FEEDBACKS AND REMARKS

WOULD YOU CONSIDER ATTENDING FUTURE a² FAIRS IN TURKIYE?



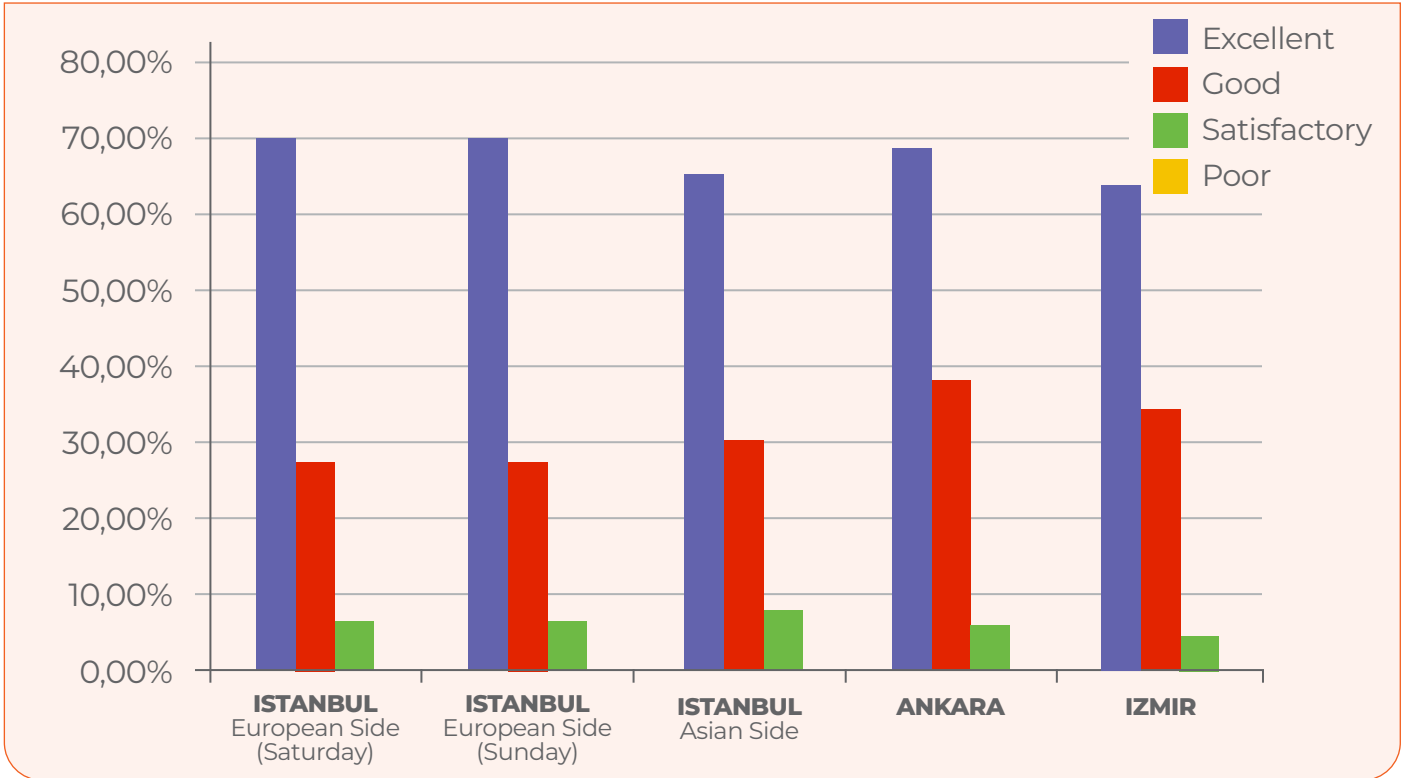
HOW DO YOU RATE THE NUMBER OF STUDENTS ATTENDING THE FAIR?





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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)**

3.82/4 ★
average rating



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

3.97/4 ★
average rating





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THE LIST OF THE PARTICIPATING INSTITUTIONS

COUNTRY	SCHOOL
AUSTRALIA	Greenwich College
AZERBAIJAN	Study in Azerbaijan
BAE	Mohamed bin Zayed University of Artificial Intelligence (MBZUAI)
BULGARIA	VUZF - University of Insurance and Finance
CANADA	Canadore College
	Douglas College
	Fanshawe College of Applied Arts and Technology
	ILAC Education Group
	London International Academy
	Seneca Polytechnic
FRANCE	University of Alberta
	Campus France Türkiye / France Embassy
GERMANY	Berlin School of Business and Innovation
	CBS International Business School
	Constructor University
	DAAD Türkiye
	ehighschool
	Expatrio
	Freie Universität Berlin
	GISMA Business School
	Study in Germany
	University of Europe for Applied Sciences
HOLLAND	Study in Holland
HONG KONG	City University of Hong Kong
	The Chinese University of Hong Kong
INTERNATIONAL	Academix Study Abroad Services
	Asba Study Abroad
	Atlas Private Educational Services
	Cats Global Schools
	Study in Eastern Europe (Poland, Czechia, Hungary)
	Edcon Education Consultancy
	Egitimal Study Abroad
	English Path
	ETS TOEFL
	GEDU Global Education
	High School Abroad
	Kaplan International Languages
	Navitas UK
	Orbis Study Abroad
	Puza Academy



THE LIST OF THE PARTICIPATING INSTITUTIONS

COUNTRY	SCHOOL
INTERNATIONAL	Real Study Abroad
	Sprachcaffe Languages Plus
IRAN	Tehran University of Medical Sciences
IRELAND	Study in Ireland
	University College Dublin
ITALY	POLIMI Graduate School of Management
	Prontoitalia Educazione
	Study in Italy
LATVIA	EKA University of Applied Sciences
	Latvia University of Life Sciences and Technologies
	TSI, University of Applied Sciences
LITHUANIAN	Vytautas Magnus University
POLAND	WSB Merito University in Poznań
RUSSIA	Peter the Great Saint Petersburg Polytechnic University
SLOVAKIA	Slovak University of Technology in Bratislava
SWEDEN	Jönköping University
	Study in Sweden
SWITZERLAND	EHL Hospitality Business School
	Geneva Business School
	SBS Swiss Business School
TURKIYE	CEO Education
	Microfon
	Wall Street English
	YDS Academy Language Schools
	Youthall
UK	Abbey DLD Group of Colleges
	British Council IELTS
	International House London
	Kaplan International Pathways
	Kings Education
	MPW (Mander Portman Woodward) Group
	Oxford International Education Group
	Rochester Independent School
	Royal Holloway, University of London
	SOAS University of London
	Study Group
	The University of Manchester
	Twin Group
Ulster University	
University of Brighton	



THE LIST OF THE PARTICIPATING INSTITUTIONS

COUNTRY	SCHOOL
UK	University of Chester
	University of East Anglia
	University of Essex
	University of Northampton
	University of the West of England, Bristol
	University of Worcester
USA	U.S. Consulate General in Istanbul
	Education and Internship in the USA
	Arizona State University
	EducationUSA
	Millennia Atlantic University
	Sam Houston State University
	Shorelight Education
	Southern Utah University
	Turkish Fulbright Commission
U.S. Embassy	



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HOW DID WE PROMOTE OUR FAIRS?

ONLINE ADVERTISING

a² events were promoted on various websites, online magazines, and main news. a² Fairs promoted its fairs using all social media channels such as Instagram, Facebook, Google etc. In addition, sponsors and supporters posted a² 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 Türkiye, Now TV Main News and Star TV, both of which are the most watched channel in Türkiye.

SMS

a² Fairs sent text alerts to its contact database as well as its sponsors' databases.

DIRECT MAILING

In addition to the a² Fairs database, our sponsors and supporters sent a² 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.



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FALL 2025 FAIRS

- ✓ **Fall Turkiye 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 Hotel / 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

- ✓ **Fall Azerbaijan Fairs - Baku / November 01-02** € 3,250
 - Student Recruitment Fairs - Baku Hilton Hotel

- ✓ **Fall North Africa Fairs**
 - Rabat, El Jadida, Casablanca, Tunis / November 05-10** € 6,500 (4 Fair days, 4 locations)
 - Casablanca / School Visit / November 05
 - Rabat / Student Recruitment Fair / November 06
 - El Jadida / Student Recruitment Fair / November 07
 - Casablanca / Student Recruitment Fair / November 08
 - Tunis / Student Recruitment Fair / November 10

 - **Single Prices**
 - Rabat / El Jadida / Casablanca / Tunis € 2,250 (each location)

 - **Package Prices**
 - 2 Locations € 3,500 (instead € 4,500)
 - 3 Locations € 4,750 (instead € 6,750)
 - 4 Locations (Full Tour) € 5,750 (instead € 9,000)



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REGISTER NOW

PROMOTION / DISCOUNT & DEADLINES



10% Early Bird Discount for 2025 Fall Fairs

Until June 1st, 2025 (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 a² Turkiye, Azerbaijan, Tunisia & Morocco Fairs and be with us again in 2025! Our sales team will be happy to assist you.