



**international
education fairs**

FALL FAIRS 2025
SPONSORSHIP

WHO ARE WE?



a² fairs organizing the biggest international education fairs of Türkiye as from 2000 has organized the most extensive foreign education fairs of **Morocco, Tunisia, Azerbaijan, Kazakhstan, Bulgaria, Cyprus, Egypt** and **UK** as from 2003.

In such organizations, it brings together the representatives of reputable university, high school and language schools coming from many countries of the world notably **USA, UK, Italy, France, Australia** and **Canada** with more than **100.000 students** every year.

a² fairs organizing foreign education fairs with its experience in foreign education consultancy as from 1990 is the first “foreign education” fair company founded in Türkiye with the merger of Foreign Education Consultancy companies that are the leaders of the field. a² fairs organizes the foreign education fairs having the highest quality participant and visitor portfolio organized in Türkiye. Hundreds of thousands of young who participated into a² every year meet with the foreign academicians and representatives of consulates face to face and go to the various countries of the world in order to receive education in the abroad.

a² education fairs organized in the abroad and supported by the Ministry of Economy is the leading one among the education fairs where Turkish universities show broad participation and supply foreign student from abroad to Türkiye. a² fairs which improves itself continuously in the field by taking place in international education conferences and fairs in various places of the world every year introduce the education fairs organized in Türkiye and Abroad to the university and education ministries of the various countries and organize various events for the introduction of Turkish culture and Turkish market.





FALL FAIRS 2025

TÜRKİYE FAIRS + SCHOOL VISITS IN ISTANBUL **Istanbul, Ankara, Izmir / October 10-17, 2025**

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

AZERBAIJAN FAIR + SCHOOL VISITS IN BAKU **October 31-November 01-02, 2025**

School Visits in Baku / October 31
Student Recruitment Fairs - Baku Hilton Hotel / November 01-02

NORTH AFRICA FAIRS + SCHOOL VISITS **Casablanca, Rabat, El Jadida, Casablanca, Tunis** **November 05-10, 2025**

School Visits in Casablanca / 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

TARGET AUDIENCE



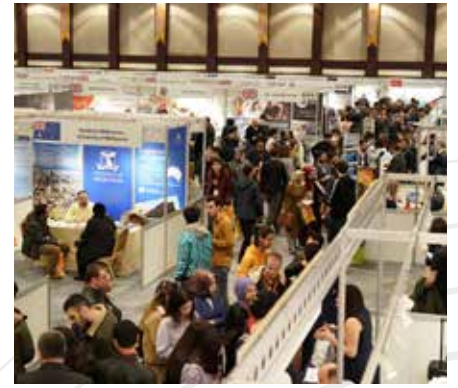
15 - 34 age range, A+, A, B+

- High school and University Students
- University Graduates
- Young Executives
- Parents





VISITORS IN FIGURES



TÜRKİYE

About **3.000.000** users visit our web page every fair period in Türkiye and **35.000** people of visitors fill our forms and enroll into our fair. About **%30** of people enrolled visit our fairground.

MOROCCO

About **500.000** users visit our web page every fair period in Morocco and **15.000** people of visitors fill our forms and enroll into our fair. About **%35** of people enrolled visit our fairground.

TUNISIA

During each fair period in Tunisia, approximately **300,000** people visit our website. Out of these visitors, **4,000** fill out the registration form to attend the fair, and approximately **35%** of the registered visitors actually participate in the fair.

AZERBAIJAN

About **400.000** users visit our web page every fair period in Azerbaijan and **10.000** people of visitors fill our forms and enroll into our fair. About **%30** of people enrolled visit our fairground.

HOW DO WE ADVERTISE?



DIGITAL MARKETING

Our team of experts in Google, Instagram, and Facebook advertisements achieves accurate results by targeting students and their families who want to continue their education abroad. We reach students who want to study abroad and who can fulfill the necessary conditions for this.

BILLBOARD / POSTER, OUTDOOR AND DIGITAL APPLICATIONS

Billboard / Poster, Outdoor and Digital applications are performed in the most crowded points in every city and in the most special locations, universities, colleges, shopping malls. Also, we take place in advertisement fields that are periodical and effective in compliance with innovations in public transport vehicles like underground railway, etc.

INFLUENCER MARKETING

We do promotional activities with influencers that match the target audience of our fairs.

UNIVERSITY CLUB ADVERTISEMENT

Intensive studies are being conducted by the university clubs in regard to the introduction of our fair in cities where fair will be held and introduction of fair is performed in these universities.

HOW DO WE ADVERTISE?

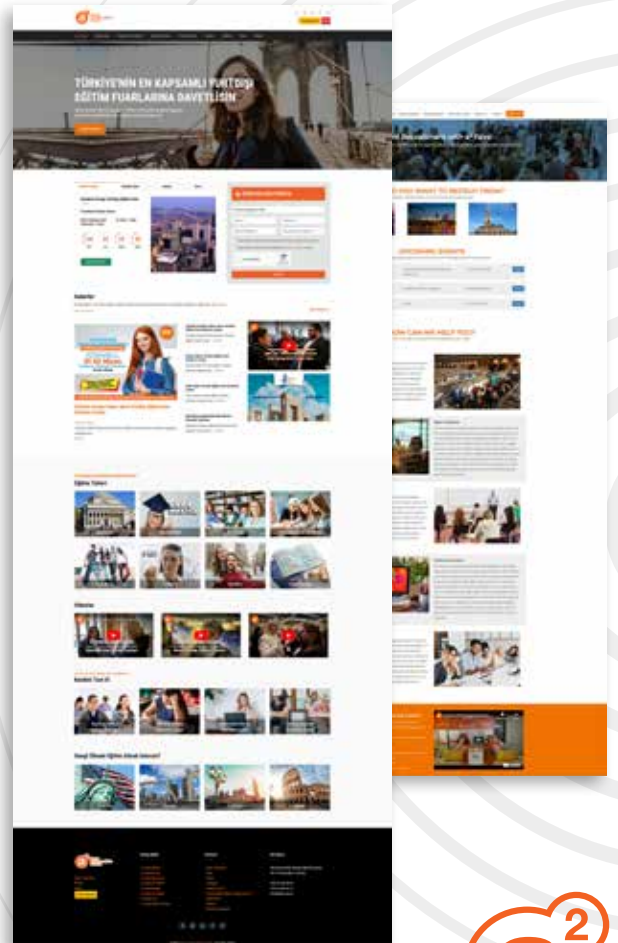


RADIO ADVERTISEMENT

It is cooperated with national and local mostly listened radios in Türkiye in regard to advertisement lasting 1 week prior to every fair. Radio channels are selected by the listening rates periodically.

MAILING & SMS

Fair advertisement is performed to those enrolled into our previous fairs through personalized e-mail and SMS with filters such as participation status and field of interest.



a² IN THE PRESS



a² attract the attention of numerous local and national press organizations during the intensive promotion period.

In addition to the invitations extended, there are also print and visual media channels that visit our fair directly to conduct interviews.

PREVIOUS SPONSORS and SUPPORTERS

SPONSORSHIP OPPORTUNITIES

CONTENT	TÜRKİYE			AZERBAIJAN			MOROCCO		
	Gold € 12.000	Bronze € 6.000	Silver € 4.000	Gold € 8.000	Bronze € 4.000	Silver € 3.000	Gold € 7.000	Bronze € 4.000	Silver € 3.000
Participation to fair with sponsor table	✓	—	—	✓	—	—	✓	—	—
Insert for visitors	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on printed advertisement materials	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on visitor invitation mailings	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on a2 websites	✓	✓	✓	✓	✓	✓	✓	✓	✓
Insert for exhibitors	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsorship post on a2 social media accounts	✓	✓	✓	✓	✓	✓	✓	✓	✓
Seminar opportunity in one of the fair days	✓	✓	—	✓	✓	—	✓	✓	—
Roll-up banner at coffee / tea room for exhibitors	✓	—	—	✓	—	—	✓	—	—
Roll-up banner at fair venue entrance	✓	—	—	✓	—	—	✓	—	—

SPONSORSHIP OPPORTUNITIES



	TÜRKİYE	AZERBAIJAN	MOROCCO
VISITOR NAME BADGE SPONSORSHIP	€ 5.000	€ 3.000	€ 3.000

- If you would like your logo to be seen by students and other institutions during the fair, sponsor the visitors' neck strap participating into fair use.

	TÜRKİYE	AZERBAIJAN	MOROCCO
SIGNBOARD SPONSORSHIP	€ 1.000	€ 1.000	€ 1.000

- The sponsor logo will be placed on the signboards starting from the entrance of the event hall, which directs the corridors, coffe room, seminar room, fair venue etc.

	TÜRKİYE	AZERBAIJAN	MOROCCO
FAIR BAG SPONSORSHIP	€ 6.000	€ 3.000	N/A

- a² will distribute fair bags to each visitor upon registration. The logo of the sponsor will be placed on one side of the fair bags, on the other side there will be a² logo.

	TÜRKİYE	AZERBAIJAN	MOROCCO
FAIR BAG INSERT	€ 2.000	€ 1.000	N/A

- Fair bags are being distributed to each registered student at the entrance of the fairs to assist them in collecting brochures from participating institutions. These institutions have the option of inserting their school brochure (up to 6 pages) in the student bags to reach all fair visitors at one time! Inserts must be reviewed by a² Fairs prior to acceptance for inclusion and are accepted for full circulation only.

SPONSORSHIP OPPORTUNITIES



	TÜRKİYE	AZERBAIJAN	MOROCCO
REGISTRATION DESK SPONSORSHIP	€ 2.500	€ 1.500	€ 1.500

- Sponsor logo will be placed in suitable point of the visitors' welcome desks of the fair where name badges, fair bags, etc. are delivered.

	TÜRKİYE	AZERBAIJAN	MOROCCO
STAFF UNIFORM SPONSORSHIP	€ 2.250	€ 1.000	€ 1.000

- The sponsor logo will be placed on the chest area of the staff shirts.

	TÜRKİYE	AZERBAIJAN	MOROCCO
SEMINAR ROOM SPONSORSHIP	€ 1.500	€ 1.000	N/A

- a² Fairs gives an opportunity to the school to decorate the seminar room with the sponsors' logo & banners. The seminar board & the seminar program given out will include sponsor's name & logos.

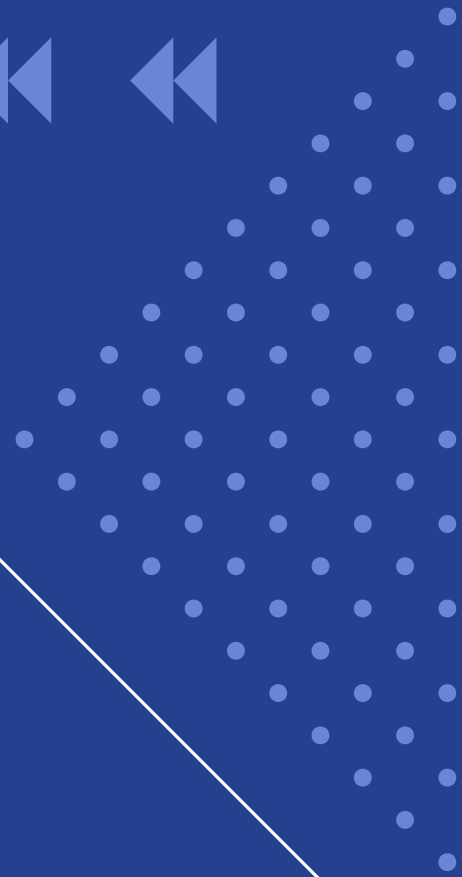
SPONSORSHIP OPPORTUNITIES



	TÜRKİYE	AZERBAIJAN	MOROCCO
DINNER / LUNCH SPONSORSHIP	€ 3.000	€ 2.000	€ 2.000



- a² Fairs provides 1 gala dinner and lunch / dinner in each fair day to all exhibitors. The logo of the sponsor will be placed into the menu cards and flags will be hanged into the restaurants / dining halls.



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