

Summary of a2 Turkey Fairs / October 12-19, 2017

FIGURES FROM FALL 2017 TURKEY FAIRS:

We welcomed 7767 unique students to a2 Turkey Fairs



This number doesn't include the parents, or friends who accompanied these students.

Here are the numbers we want to share with you:

Visitor figures: / 7767 students in 3 cities

Visitors per city:

1012 students in Istanbul Asian Side

3169 students in Istanbul European Side

1547 students in Ankara

2039 students in Izmir



Exhibitor figures: 92 institutions from 18 countries

Origin of Exhibitors: Australia, Bosnia Herzegovina, Canada, France, Germany, Hungary, Ireland, Italy, Lithuania, Poland, Russia, Spain, South Africa, Sweden, The Netherlands, Turkey, UK, and USA

In addition to the international institutions, counseling agencies and the local & International sponsors, French Embassy / CampusFrance, Enterprise Ireland, US Consulate General Istanbul, US Embassy, Consulate General of Sweden in Istanbul, Nuffic -Neso, Study in Holland, Education USA, Fulbright, DAAD German Academic Exchange Center exhibited at a2 Turkey Fairs.

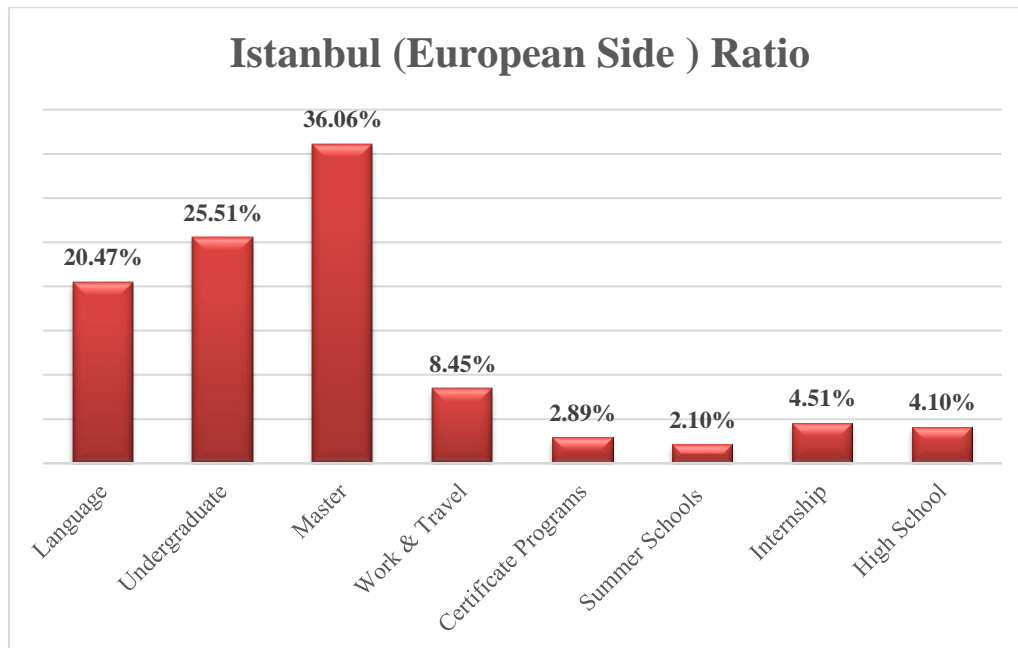
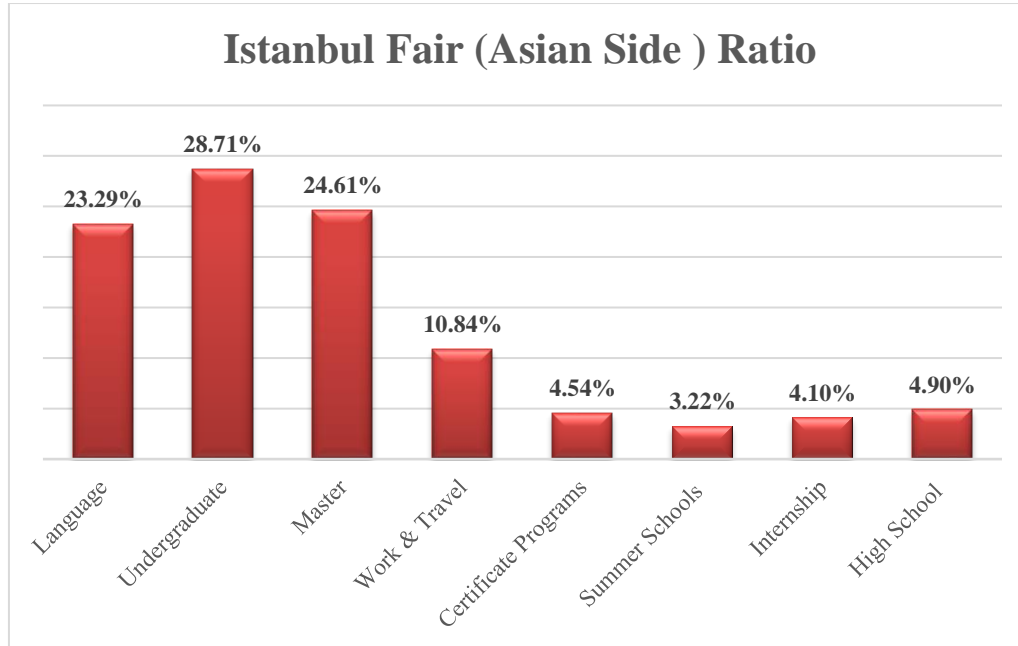


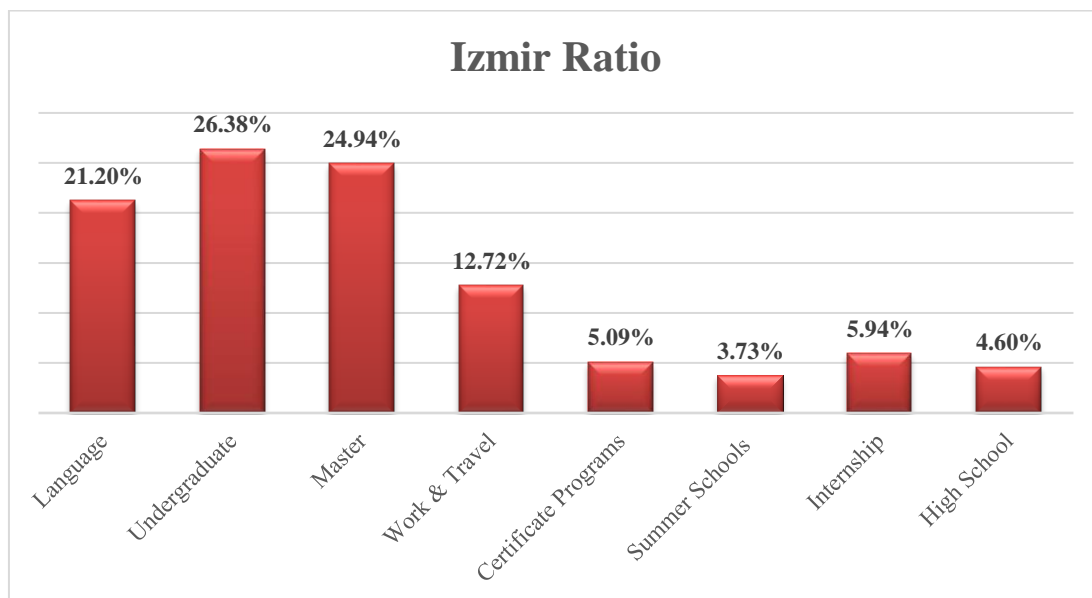
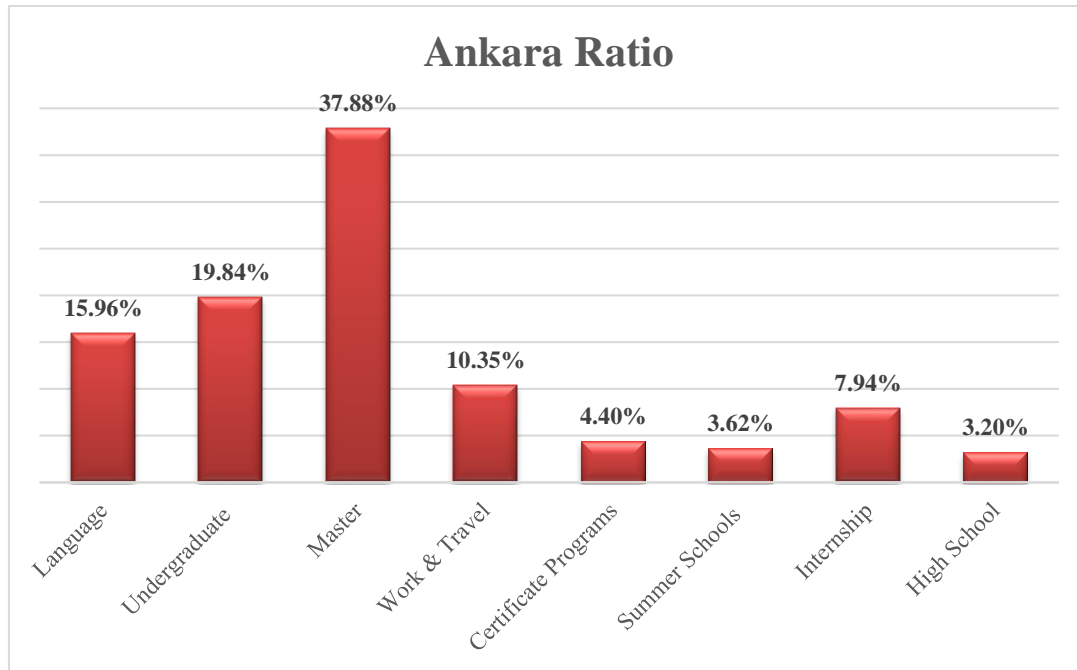
A2 SEMINARS & WORKSHOPS

More than 40 Seminars & Workshops were held during the a2 Events.

- The workshops were organized in each city by a2 Fairs' sponsor CVYolla.com and certificates were given to each participant.
- a2 Participating schools & institutions gave presentations to the public to better explain their schools' programs & vision.
- Education or visa section of Consulates, Embassies, cultural centers, and student counsellors gave presentations on study, work and career opportunities abroad.

WHAT WERE STUDENTS LOOKING FOR?





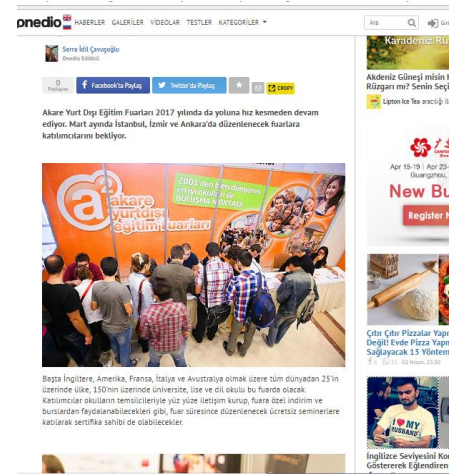
HOW DID WE PROMOTE OUR FAIRS?

DIRECT INVITATIONS: Over 500,000 Flyers and posters were distributed in high schools, colleges, universities, associations, student clubs, shopping centers and key locations in Istanbul, Ankara, Izmir.

HIGH SCHOOL & UNIVERSITY NETWORK: a2 PR & Advertising Team contacted over 300 private/public high schools, colleges, universities, university clubs in 3 major cities, invited them to the fair. Printed & online fair invitations were sent to educational institutions and academic advisors. This information was then forwarded to students and parents.

MEDIA BROADCAST: Fair information & invitation were aired on major newspapers, webpages & radio channels. Our radio sponsor also promoted our events through their programs in the last 3 weeks.

ONLINE ADVERTISING: a2 events were promoted on various websites, online magazines, and news outlets. a2 Fairs promoted its fairs using all social media channels such as Facebook, Twitter, and Instagram accounts.



OUTDOOR: Street banners and posters were hung at strategic points throughout the major cities, particularly within and around high school and university campuses. Mobile advertising was also used.



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.

SPRING 2018 (TURKEY FAIRS SCHEDULE

a² Spring 2018 Turkey Fairs / March 01-07, 2018

Ankara Fair / March 01

Istanbul Fairs (European Side) / March 03-04

Istanbul Fair (Asian Side) / March 5

Izmir Fair / March 7

PROMOTION / DISCOUNT & DEADLINES

- 10% Early bird Discount until December 15
- 10% Renewal Discount (Valid only for Fall 2017 Turkey Fairs Exhibitors - until November 15th)

Please contact our sales & marketing team if you want to participate in a2 Turkey, Kazakhstan, Azerbaijan, Morocco, Ukraine Fairs and be with us again in 2018.



It was really so nice to have you with us in Turkey and we are looking forward to welcoming you again!

Best Regards,

Serena Cizmecigil

General Manager

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