

**Eastern Mediterranean Educational Services
“EMES”**



Presents

**Palestine 4th Educational Exhibition
“PEDEX 2008”**
The only Educational Fair in Palestine

**1st – 4th April 2008
Friends Boys School, Ramallah**



www.pedex.ps

Exhibition Guideline

Palestine Educational Exhibition “PEDEX”

The only Educational Fair in Palestine

For the first time in the history of the country, Palestine Educational Exhibition, PEDEX 2005 saw the light in spite of political and economic hardship. Over the past three years, Eastern Mediterranean Educational Services “EMES” managed and succeeded to organize such an event with the participation of local regional and international educational institutions. The four-day event has been always successful to attract respected educational providers, and thousands of visitors from the Palestinian Community. The challenge was to organize an educational fair with quality exhibitors, diverse programs, and students’ attraction from all over the country. In Addition, PEDEX was successful to attract Well-known Sponsors from Palestine & Jordan. Palestine Telecommunication Group “PALTEL Group”, the Arab Islamic Bank “AIB”, NOKIA and Amman Private University, were few of many Sponsors of the exhibition.



PEDEX 2008

With over one million students from schools and universities, Palestine is considered the highest educated country in the Middle East. Palestinian community pays great attention to educate its youths and fresh graduates at the best quality level institutions, both at respected local universities and anywhere in the world. For fresh high schools, colleges and universities' graduates, the search for suitable and quality education is unlimited. PEDEX 2008 will not only provide the opportunity to thousands of high school graduates to meet with various universities and colleges, language and educational centers, but will also pave the way for cultural and development exchange and collaborations among participating exhibitors as they see fit.

Students looking for quality of education, with reasonable tuition fees and friendly educational environment, would find their quest at PEDEX 2008, among the various, most respected institutions whose participation is highly considered as an investment in the Palestinian Market. Free registration and entrance to the exhibition would allow students and their parents to get information, answers for inquiries, and communicate face-to-face with official representatives. With around 10,000 expected visitors, PEDEX 2008 will be considered an educational festival, and would attract even more students from Palestinian universities and colleges; those who are eager to continue post graduate programs to meet their ambitions and needs. Eastern Mediterranean Educational Services, EMES, is very proud and honored to invite all high school and university students to visit Palestine’ only Educational Exhibition, PEDEX 2008, from 1st - 3rd July 2006, to be held at the Gymnasium of Friend Boys School, Ramallah.

Exhibitors

“EMES” is very proud to be the organizer of Palestine only Educational Exhibition “PEDEX” for the fourth year in a row. In planning for higher educational opportunity, most students look for quality of education, reasonable prices, preferably but not necessarily, English-Teaching Institution, and peaceful friendly educational environment. To meet these requirements, we would like you to be part of achieving students' goals and reach out those who admire sharing your experience and knowledge, and who invest heavily in higher education. “PEDEX 2008” would introduces you to Palestine’ students recruiting Market. Students' behavior may vary in fields of study and interests of locations. However, most students and their parents admire and evaluate the quality of education at great respect. To this end, we would like all exhibitors to understand the quality students' are looking for, and the sum of investments parents are willing to spend on their children’s education.



Venue

Palestine 4th Educational Exhibition “PEDEX 2008” will be held in the West Bank city of Ramallah at the Sport Gymnasium of Friends Boys School from 1st – 4th April 2008. A total space area of 650 square meters' Hall, will be hosting more than 35 expected exhibitors from around the world, with only 5 minutes walking distance from city center. Parking spaces are available as well.

Stand Spaces & Costs

There will be about 35 Stands with Shell Scheme available in different spaces (9, 12, 15, 18 square meters). Each and every space will be provided with Fascia, Dividers, Carpet, Tables, Chairs, Lights, Power Socket, Wireless Internet, Plant and a Waste Bin at different quantity as spaces required. Further needed items and technical assistance could be provided at prior request with additional charges. The following Table explains charges of Stands:

Stand Option	Cost	Details
9 m² Shell Scheme	US\$ 2,000	9 m2 Space, Carpet, Fascia, Wall Dividers, 2 Tables, 2 Chairs, Two Lights, Power Socket, Waste Bin, Plant and Wireless Internet.
12 m² Shell Scheme	US\$ 2,500	12 m2 Space, Carpet, Fascia, Wall Dividers, 2 Tables, 3 Chairs, 3 Lights, Power Socket, Waste Bin, Plant and Wireless Internet
15 m² Shell Scheme	US\$ 3,000	15 m2 Space, Carpet, Fascia, Wall Dividers, 3 Tables, 4 Chairs, 4 Lights, Power Socket, Waste Bin, 2 Plants and Wireless Internet
18 m² Shell Scheme	US\$ 3,500	18 m2 Space, Carpet, Fascia, Wall Dividers, 4 Tables, 5 Chairs, 5 Lights, Power Socket, 2 Waste Bins, 3 Plants and Wireless Internet
Special Offer	+ US\$ 500	Additional Cost for each person’s Accommodation in 5-Star Hotel in Ramallah including Breakfast & Dinner for 4 Nights.

Note: Please book your space before 28/2/2008. Above rates are subject to VAT (14.5%)

Space Booking

All spaces must be reserved before 28 February 2008. Exhibitors who wish to make installments should pay at least %50 of total charges at request date and the rest should be paid by 15th March 2008. Reservation would be based on First comes - First served, as limited number of spaces are available. Kindly, check our website for available spaces at Floor plan, (www.pedex.ps).

Benefits

In addition, All Exhibitors would benefit from the following:

- A full briefing info and Logo of the exhibitor at PEDEX 2008' Newspaper. 10,000 copies will be distributed on visiting registered students.
- All exhibitors will be provided a link to their respected web pages at "PEDEX 2008" Official Website for full year.
- All Exhibitors will be invited to Inauguration Press Conference and Gala Dinner with presence of selected Media and Officials.
- All exhibitors will have the opportunity to meet officials of the Ministry of Higher Education and discuss various concerned issues.
- All exhibitors would have the opportunity to issue acceptance letters to interested students. Special request should be communicated with the organizer exhibition commences.
- Interested exhibitors will be invited to sign students' recruitment agreements with Eastern Mediterranean Educational Services, to recruit students from Palestine.

Exhibition Services

All needed services will be provided before, during and after the exhibition. Eastern Mediterranean Educational Services "EMES" had paid great attention to ease exhibitors' tasks and assist them to reach their goals. A fully equipped Business center will be serving you during exhibition's opening hours to fulfill your business needs, including: International Calls, Faxes, Photocopies, and Translation of Press Releases, at your disposal with reasonable charges.

➤Advertising

Exhibition Colored Newspaper:

Size	Details	Cost
Full Page	Cover Page	US\$1500
Full Page	Inner Cover Page	US\$1000
More than one page	Inner Page	US\$700 per page

Note: All advertising materials should be provided by interested institutions before 28/2/2008.

Advertising at PEDEX Website

Details	Cost
Main Page	\$400
Each Additional Page	\$100
All Pages	\$800

Note: All advertising materials should be provided by interested institutions before 28/2/2008.

We Offer 50% Discount on Ads for Exhibitors

Promotion

To make PEDEX 2008 a success for exhibitors and visitors, EMES had carefully planned a promotional and PR campaign, covering most targets within West Bank seven cities. Full details of the campaign could be illustrated as follow:

1. **Publish Press Releases & Press Mentions at Local & Regional Newspapers & Magazines**
2. Focused **Advertising Campaign** covering **three main newspapers** and **three main Radio Stations** covering all West Bank area, on a daily 5 spots range for 10 days before and during exhibition.
3. **Billboard** placed at selected locations (24 square meters each) covering Ramallah city.
4. **Print 2,000 Posters** covering most High Schools and Universities in the West Bank.
5. **9,000 flyers** distributed in all West Bank Mail Postal Boxes.
6. **1,000 invitations** will be delivered to all West Bank High Schools, Ministry of Education Officials and Heads of Commerce Chambers, Embassies, NGOs, etc.,.
7. **10,000 copies of Exhibition Newspaper** will be printed and distributed on registered visiting students during Exhibition.
8. **10,000 Colored Plastic Bags** with PEDEX 2008 Logo will be distributed on registered visiting students to hold selected promotional materials.
9. **Official Website** of Exhibition (www.pedex.ps) with links to all Exhibitors' WebPages, mentioned in all printed advertising.
10. **Provide a number of Buses** to transport students from far-reached areas, to and from the exhibition for four days.
11. **Promote** the exhibition in coordination with **Youth NGOs & Students' Unions**.
12. **A Press Conference & Gala Dinner** (Inauguration & Conclusion) with Media Representatives and Officials presence.
13. **Badges** for Exhibitors, VIP guests & Media representatives.

Organizer

Eastern Mediterranean Educational Services was established in July 2000 located at the center of Ramallah, to serve Palestinian students interested to study in overseas educational institutions in countries such as: North Cyprus, Turkey, Jordan, Egypt, North Africa, Russia, Ukraine, Canada & USA.

The idea of organizing an educational exhibition comes first, from our belief that each and every Palestinian student should have access to all educational systems; and therefore, have the opportunity to choose among best choices. On the other hand, different educational institutions will be introduced to Palestinian students, educational systems and institutions, students' behavior and attitudes, and recruitment market. Therefore, "PEDEX 2008" will be serving the goals of students, exhibitors and organizer at the same time.

"PEDEX 2008", Where Universities Meet Students

Institutional Services

As an Educational Exhibitions' Organizer & Students' Recruiting Consultant Agency, Eastern Mediterranean Educational Services "EMES" is ready to assist you to achieve your goals through providing you the following services:

1. Act upon written and signed agreement, as your represented agent in Palestine to the end of recruiting Palestinian students to your respected educational institution.
2. Plan, organize and implement marketing fairs & workshops, seminars, school visits, PR campaigns, meeting officials and heads of schools, and sponsorship programs.
3. Prepare, design, translate, and print all promotional materials such as: Pamphlets, Brochures, Flyers, Press Releases, Posters and Catalogues, and Interactive materials such as: Compact Disc in both English and Arabic or any selected language in very competitive prices.
4. Public Relations and Marketing strategies for interested institutions to be discussed as required.

Contact Us

We would like to serve your needs and discuss any further inquiries at anytime. For more information, space reservation and Advertising at "PEDEX 2008" Website or Newspaper, please contact us at:

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Palestine 4th Educational Exhibition

"PEDEX 2008"

Serving Students' Needs