

**Eastern Mediterranean Educational Services
EMES**



Presents

**Palestine 4th Educational Exhibition
‘PEDEX 2008’**

The only Educational Fair in Palestine

1st – 4th April 2008

**Sport Gymnasium of Friends Boys School
Al-Bireh**



www.pedex.ps

SPONSORSHIP PROGRAMS

Overview

Palestine 4th Educational Exhibition “PEDEX 2008” is the second to be organized in Palestine of its kind, with the aim of providing Palestinian students with educational alternatives and introducing regional and international colleges and universities to Palestinian educational market. We are looking towards creating a forum on education and training for both students and professionals on the long run.

“**PEDEX 2008**” hopes to involve the stakeholders in the education and training field to encourage international cooperation between National Palestinian and International educational institutions, students' mobility across countries and technology transfer to Palestine.

The Venue



Friends Boys School's Gymnasium is the venue where exhibitors and visitors would gather and communicate face-to-face for three days, from 11:00 am – 7:00 pm. Being one of the best well-known schools in Ramallah and just five minutes walking distance from city center, makes it a perfect place to hold such an event.

Exhibition Schedule

Set-up Day	31 March 2008
Official Opening	1st April, 11:00 am.
Daily Working Hours	11:00 am – 7:00 pm.
Gala Dinner	4th April, 9:00 pm

The Organizer

Eastern Mediterranean Educational Services, EMES is an Educational Consultant Agency providing services to students and educational providers interested in Higher Education & Training programs. **EMES** was established in Ramallah on July 2000 with a mission to *Help Students Get High Quality of Education.*

We are hoping to have a strong presence in a tough, growing and competing market, like Palestine. The idea of organizing “PEDEX 2008” for the fourth year in a row is to realize our efforts toward such a goal, which we share among others to develop Palestinian Market.

Expected Visitors

Student Market

Public & Private High School Students & Parents
University Students
Graduates & Young Professionals
Business Executives

Decision Makers & Professionals

Government Officials & Representatives
Foreign Embassies & Consulates
High School Owners, Administrators & Teachers
University Presidents, Deans, Professors & counselors
Business, IT & Financial Managers and Consultants

Why Visiting PEDEX

- ▶ To look for study programs that fit their ambitions and financial resources
- ▶ To communicate with representative officers and get direct answers of their inquiries
- ▶ To network with local & international educators and exchange views
- ▶ To make bilateral agreements with participating educational institutions

Who Should Sponsor PEDEX

- ▶ Government Agencies & International Organization
- ▶ Organization who wish to access a high quality market with purchasing power for their products and services that concern students and professionals such as:

Financial Services (Banks, Insurance companies)

Telecommunications

Entrepreneurial Services

Consumer Goods

General Business Services

Media Organizations

Why Sponsor PEDEX

Cost Effective Marketing Exposure
Branding to your Target Audience
Reputation

10,000+ Visitors Expected

Maintain a high profile in the market
Increase your brand recognition
Position your product ahead of your competitors'
Generate sales leads
Expose your staff to your key markets

Major Sponsorship Packages

PLATINUM SPONSORSHIP

Investment: US\$30,000

Exclusive Exposure at the Official Opening Ceremony

Saturday, 1st April 2008, at 11:00 am
Press Conference, Friends Boys School



The official opening ceremony accompanied by a Press Conference is a networking event that will be attended by an estimated 150 guests including the President's Representative, Minister of Higher Education, Sponsors' Officials, EMES official endorsers, VIPs representing government and private sector, exhibitors, local and regional media, and guests invited by organizer.

The ceremony will feature speeches of the official endorsers and provides an excellent opportunity for the Sponsor to address the elite of the Palestinian and international education communities.

The event will be co-branded between Eastern Mediterranean Educational Services and the Sponsor. Personally addressed invitations featuring the Sponsor's logo will be mailed by EMES.

Sponsor Benefits

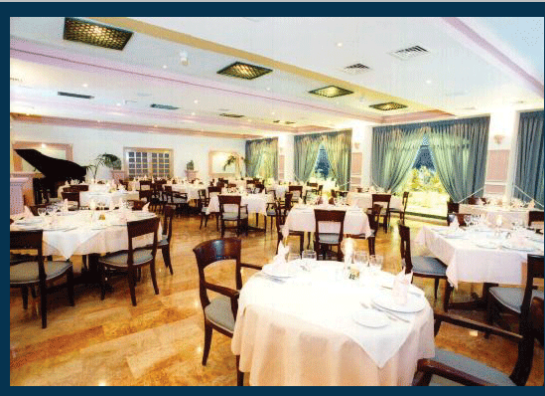
- **Sponsor's logo** placed on all event publications and promotional materials.
- **Premium 21 sq. m exhibiting booth.**
- A **top banner ad** on **Palestine Educational Exhibition Website.**
- **Four colored advertising pages** with **two-page brief** at "**PEDEX 2008**" **Directory.**
- **Sponsor's flags** at the exhibition main entrance.
- **Three banners** at different distinguished areas at the exhibition venue.
- Your **brochures** inserted in both Delegates' and visitors' bags.
- Links to sponsor's webpage included in "**PEDEX 2008**" Website.
- **Four-night** stay at Grand Park Hotel, Two double rooms with breakfast.
- **Ten invitations to Gala Dinner** concluding "**PEDEX 2008**".

GOLD SPONSORSHIP

Investment: US\$10,000

Exclusive Exposure at the Gala Dinner

*Monday, 4th April 2008, at 9:00 pm
Cleopatra Banquet, Grand Park Hotel*



The Gala Dinner is the official closing ceremony of Palestine 4th Educational Exhibition “PEDEX 2008” honoring all sponsors and participants. The dinner will be held in Palestinian atmosphere giving guests an additional opportunity to address the elite of the Palestinian and international education communities, and allow guests to enjoy Palestinian culture and hospitality. This networking occasion also provide an opportunity for exclusive communication with diverse guests.

The Dinner place will be branded with the sponsor banners. Personally addressed invitations featuring the sponsor’s logo will be directed to invitees by Eastern Mediterranean Educational Services. Sponsor will also have the opportunity to invite six guests from his organization or PR list.

Sponsor Benefits

- **Sponsor’s logo** placed on event’s printed and advertised promotional materials.
- **12 sq. m exhibiting booth.**
- A **banner ad** on **Palestine Educational Exhibition “PEDEX 2008”** Website.
- **Two colored advertising pages with one page brief** at “**PEDEX 2008”** Directory.
- **Two banners** at different distinguished areas at the exhibition venue.
- **Sponsor’s brochures** inserted in Visitors bags.
- **Links** to sponsor’s webpage included in “**PEDEX 2008”** Website.
- **Four-night stay** at Grand Park Hotel, one double room with breakfast.
- **Six invitations to Gala Dinner** concluding “**PEDEX 2008”**.

SILVER SPONSORSHIP






Investment: US\$5,000

Sponsor Benefits

- **Sponsor's logo** placed on all event publications and promotional materials.
- **9 sq. m exhibiting booth.**
- A **banner ad** on **Palestine Educational Exhibition "PEDEX 2008"** Website.
- **One colored advertising page** at **"PEDEX 2008" Directory.**
- **One banner** at the exhibition venue.
- **Links** to sponsor's webpage included in **"PEDEX 2008"** Website.
- **Four-night stay** at Grand Park Hotel, single room with breakfast.
- **Four invitations to Gala Dinner** concluding **"PEDEX 2008"**.

Other Sponsorship Opportunities

Achieve positive recognition through sponsoring any item promoted at **"PEDEX 2008"** of the following opportunities:

	<p>Delegates Bags, Investment: US\$2,500 (<i>100 Bags</i>)</p> <p>Benefits:</p> <ul style="list-style-type: none"> • Sponsor's logo placed on the front of the bag • Sponsor's logo on "PEDEX 2008" Directory Acknowledgements Page • Sponsor's flyers/ brochures inserted in the delegates bags
	<p>Visitors Tailored Bags, Investment: US\$5,000 (<i>10,000 Bags</i>)</p> <p>Benefits:</p> <ul style="list-style-type: none"> • Sponsor's logo placed on one side of the bag • Sponsor's logo on "PEDEX 2008" Directory Acknowledgements Page • Sponsor's flyers/ brochures inserted in the visitors bags
	<p>Delegates Badges, Investment: US\$2,000 (<i>100 Badges</i>)</p> <p>Benefits:</p> <ul style="list-style-type: none"> • Sponsor's logo placed on the front of the badge, besides "PEDEX 2008" logo, in addition to Sponsor's ad or logo on the back of the badge • Sponsor's logo on "PEDEX 2008" Directory Acknowledgements Page
	<p>"PEDEX 2008" Website, Investment: US\$2,000 (<i>one full year</i>)</p> <p>Benefits:</p> <ul style="list-style-type: none"> • Sponsor's banner ad on our homepage, with acknowledgement as Website Sponsor • Dedicated section on our website for the sponsor • Sponsor's logo on "PEDEX 2008" Directory acknowledgement page • Sponsor's flyers handed out to visitors from registration area
	<p>Business Center, Investment: US\$1,500 (<i>Exhibition Days</i>)</p> <p>Benefits:</p> <ul style="list-style-type: none"> • Sponsor's logo on "PEDEX 2008" Directory acknowledgement page • Sponsor's posters placed at the Business Center • Sponsor's flyers distributed at the Business Center • A link to sponsor's homepage from "PEDEX 2008" Website

Contact Us

We would like to serve your needs and discuss any further inquiries at anytime. For more information, please contact us at:

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Palestine 4th Educational Exhibition

“PEDEX 2008”

Students’ First Step towards the Future