
A photograph of two young boys wearing VR headsets. The boy on the left is wearing an orange jacket and is adjusting his headset. The boy on the right is wearing a blue and grey patterned jacket and is also adjusting his headset. They are both looking down at their headsets. The background is a blurred indoor setting.

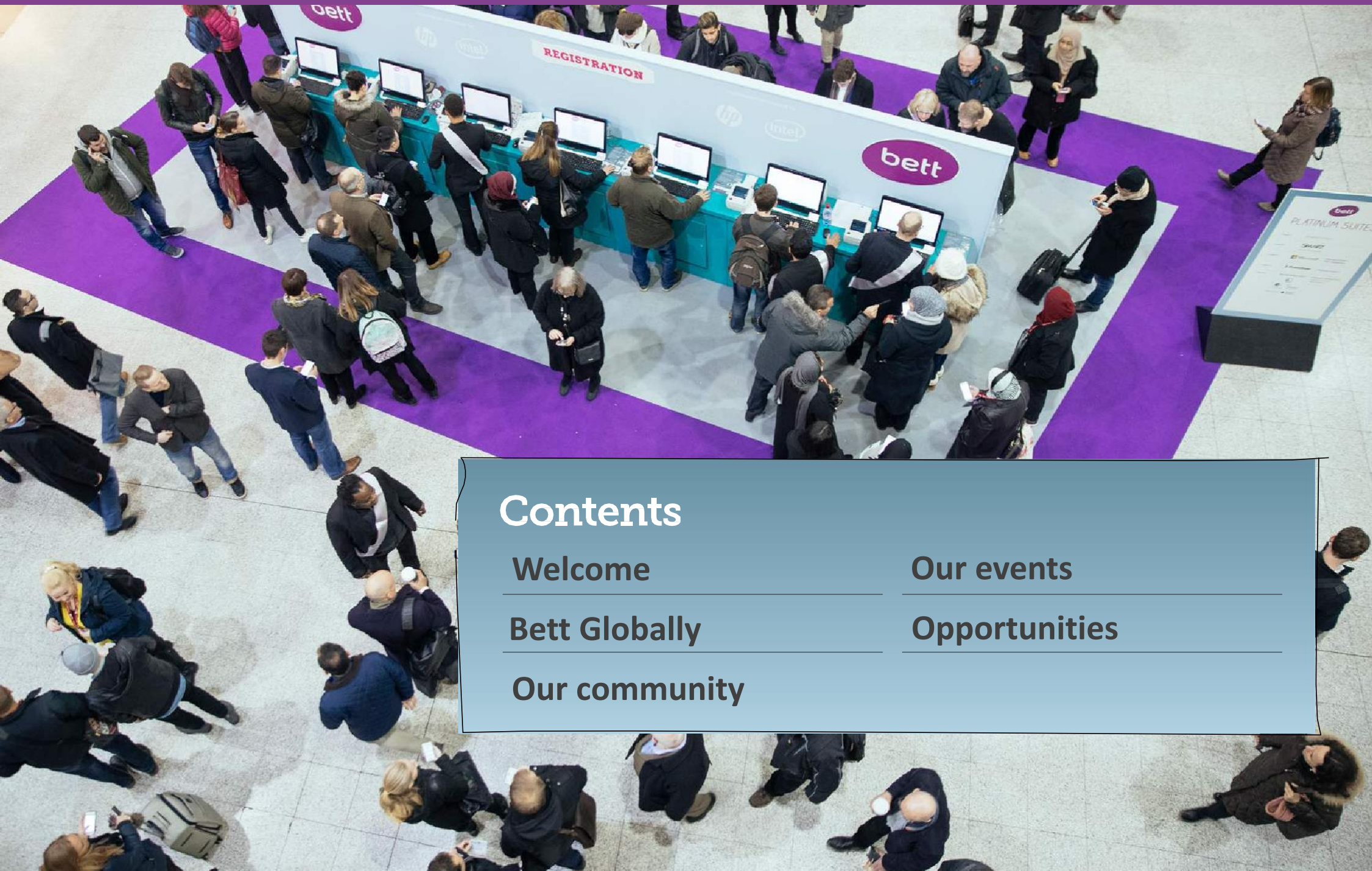
“WE DON’T NEED TO REFORM THIS
SYSTEM, WE NEED TO TRANSFORM IT
INTO SOMETHING DIFFERENT”.

Sir Ken Robinson at Bett

Creating a better future by
transforming education

A wide-angle photograph of a large crowd of people at a conference or exhibition. The crowd is dense and fills the lower half of the frame. In the background, there are various exhibition booths, including one for Samsung and another for Intel. The ceiling is high with many spotlights and stage equipment. A large purple rectangular overlay is positioned in the center of the image, containing white text. The overall atmosphere is busy and professional.

At Bett we believe in creating a better future by transforming education. Our mission is to bring together people, ideas, practices and technologies so that educators and learners can fulfil their potential.



Contents

Welcome

Our events

Bett Globally

Opportunities

Our community

Bett, connecting the education community globally.

At Bett, we believe in creating a better future by transforming education. Our mission is to bring together people, ideas, practices and technologies so that educators and learners can fulfil their potential.

We are a dedicated team of education and technology enthusiasts, who strive to bring the best of education leadership, practitioners and technology providers together through our events, and our Bett community.

Bett is continuing to expand globally, our flagship event, taking place in London in January, has been running for over 30 years now, and is understood to be one of the world leading events in Education Technology. This is a truly international event, that has visitor representation from 138 countries over 4 days, showcasing 850 leading ed tech providers, it is a not to be missed date in the calendar.

Our international community and reach has grown rapidly, in a short amount of years, with our global footprint being physically represented at our summit events held in the UAE, Malaysia, Mexico and Brazil. These events focus on education leadership and regional content, providing a forum for thought leadership and high level networking – invaluable to delegates and exhibitors alike.

On top of our events, we have a highly engaged online community, that interact with us through multiple touch points – our website, social channels, newsletters and more. We are so inspired by the community we are proud to be a part of, and can't wait to bring you more exciting innovations, products and events across the globe in 2018 and beyond.



Wael Alzein
Head of Strategic Partnerships

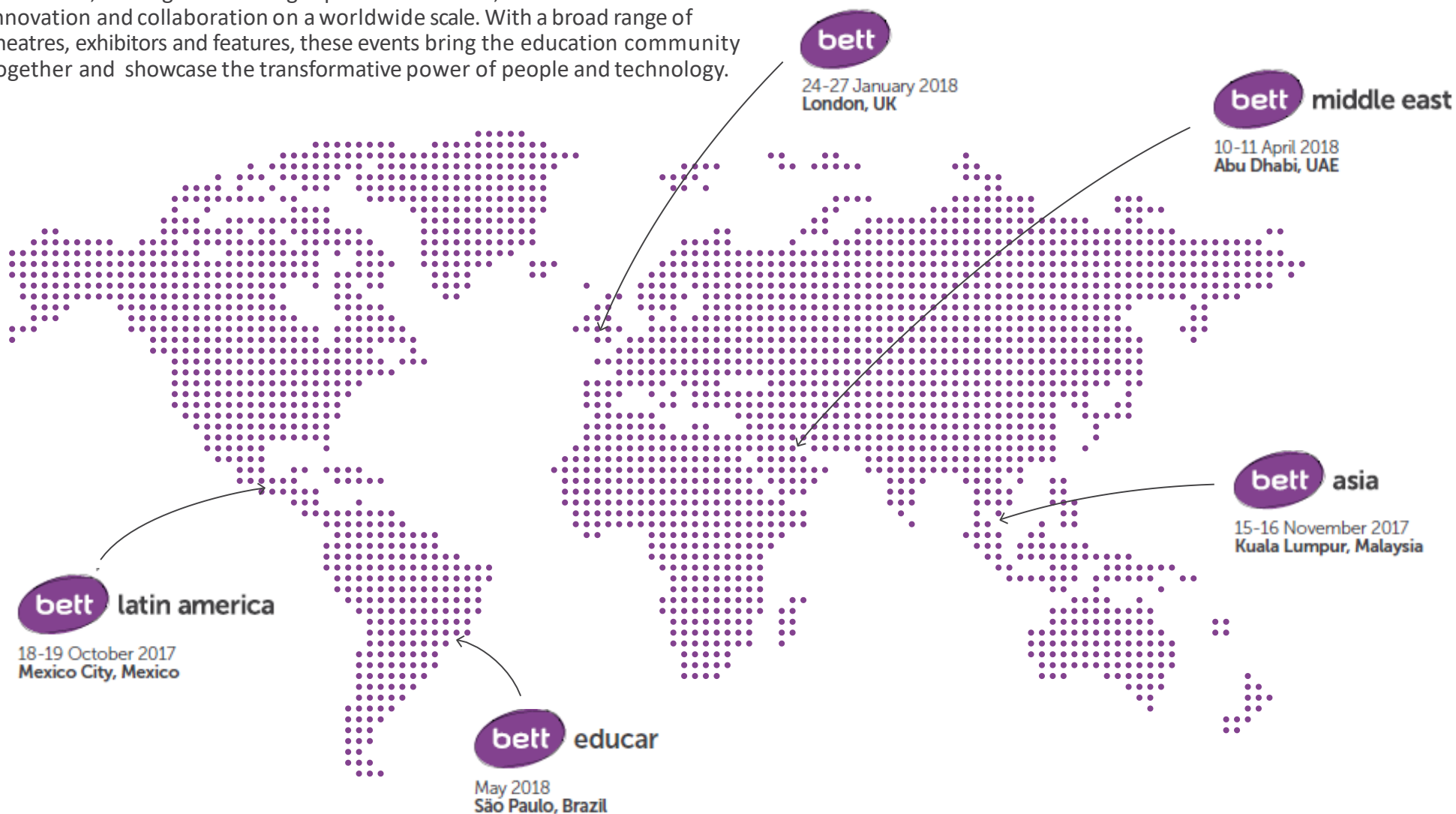


Bett Globally



We mean (international) business

Our events, starting with our flagship event in London, are all about education innovation and collaboration on a worldwide scale. With a broad range of theatres, exhibitors and features, these events bring the education community together and showcase the transformative power of people and technology.





OUR COMMUNITY

GLOBAL REACH - QUICK FACTS

Creating meaningful connections, across the globe.

There is no denying our reach, and quality of our audience. We have a highly engaged community of government and education leaders, practitioners, and tech specialists who have access to our Bett networks 365 days a year, as well as physical touch points at our events in regional hubs, all over the world.

We seek both international as well as regional focus for our event content, and ensure we are on the pulse of what is current in education trends, and the latest technology and advancements. We strive to be on the pulse of what is happening in education – globally.

Brand engagement and advocacy is high within the Bett community, and we pride ourselves on understanding our audience, listening to their needs and creating the connections they seek to continue innovating their learning space, and transforming the future of education.

A COLLABORATION WITH
12,000
EDUCATION LEADERS



80 MINISTRIES OF
EDUCATION

A NETWORK OF
200,000
EDUCATORS



A REACH OF
3,000,000
THROUGH
BETT PARTNERS

35,000

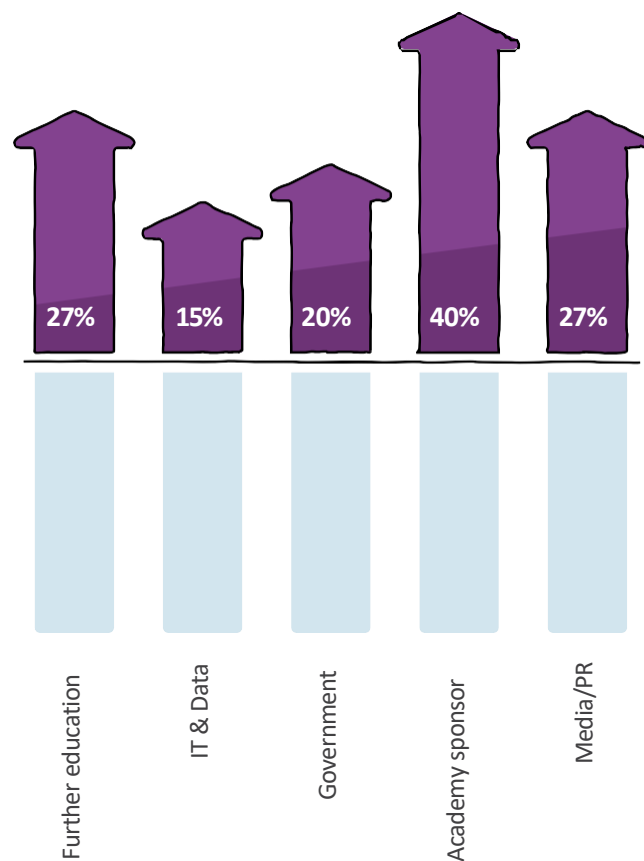


TWITTER FOLLOWERS
ACROSS THE SERIES

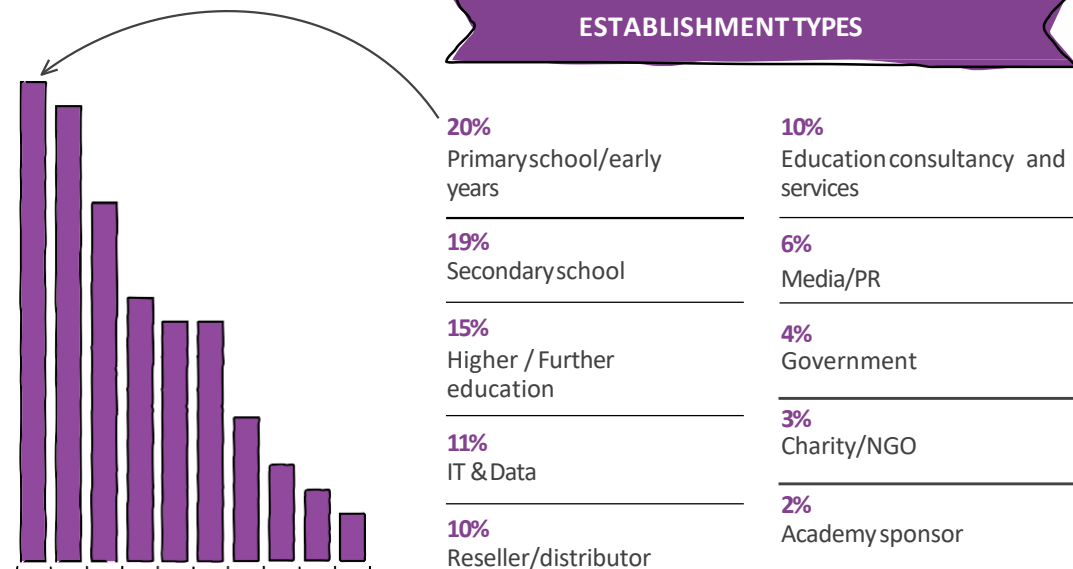
500k
WEB USERS



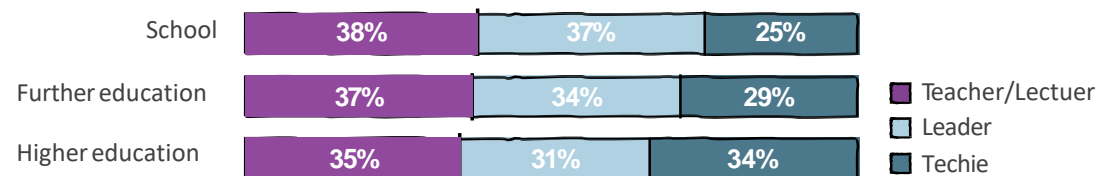
GROWING VISITOR SEGMENT



ESTABLISHMENT TYPES



ESTABLISHMENT TYPE BREAKDOWN





OUR Events



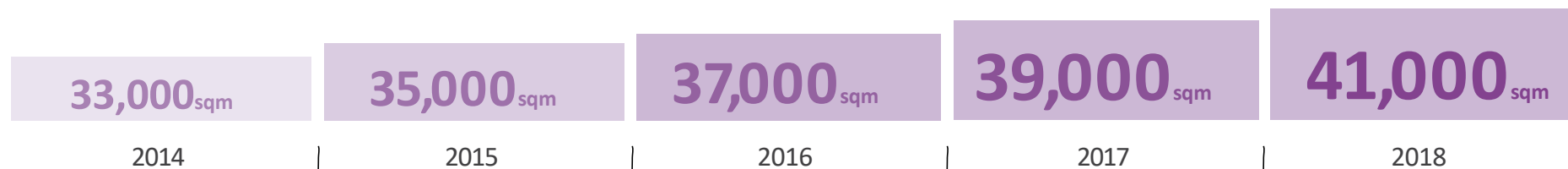
Bett 2018 ExCel, London | 24 – 27th January

What's the number one reason both visitors and exhibitors choose Bett?

The number of relevant connections they can make, at one event. Bett is truly international, with educators travelling from far and wide to source the latest inventive technology, gain expert industry knowledge and share experience with their peers.

THE BETT JOURNEY

Year on year we're getting bigger (literally and figuratively), and better at filling our floor space with the customers you want to see!

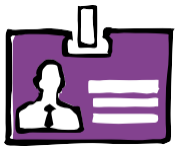


Bett in numbers

A record breaking year, and the largest Bett yet.

2017 was a year of high numbers, great returns and amazing experiences. It was an event full of excitement, and we can't wait to bring you an even bigger, even better Bett in 2018. We are aiming for bigger visitor numbers, a new content program and lots of amazing new features.

2017 VISITOR SUMMARY



34,700

unique visitors



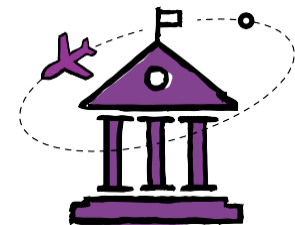
47,600

total visits



131

countries represented



80+

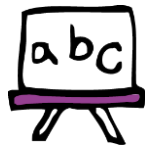
ministerial delegations from
across the globe

Content and features for 2018 – a new approach

We've opted to present only the very best ideas in contemporary education. By concentrating our efforts across our theatres, we're working with all our speakers to ensure our audience gets the insight they need to make the right decisions for their institutions.



bett arena



schools theatre



post 16 theatre



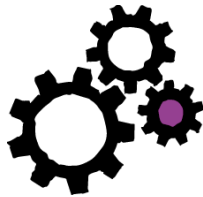
Some new, and some already loved, and returning...



bett futures



connect@bett



solutions den



STEAM
village



Bett 2018 - Exhibitors

They come, they see, they conquer. And for many it's just the beginning of their success story at Bett. We help our exhibitors generate leads, build awareness and showcase their game changing new products. Many of our past (and often returning) exhibitors are testament to this.

2017 EXHIBITORSUMMARY



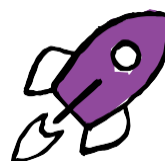
850

leading education
technology companies



375

new exhibitors in 2017



103

exciting new start ups



282

average leads gained
from onsite data
collection



45

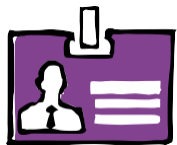
countries represented



Abu Dhabi, UAE | 10 – 11 April 2018

Bett Middle East & Africa is a regionally-focused conference exclusively for senior leaders, plus an Expo open to the entire education community. Extra features include teacher workshops and a gala dinner.

2017 VISITOR SUMMARY



700

VIP guests



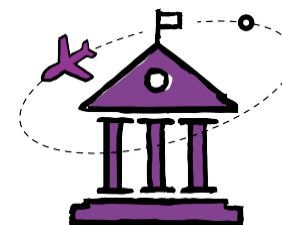
1,750

total visits to the
summit & expo



53

countries represented



10+

ministerial delegations from
across the region

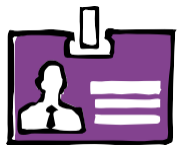


latin america

Mexico City, Mexico | October 2018

Bett Latin America is a regionally-focused conference exclusively for senior leaders, plus an Expo which is open to the entire education community. Extra features include a STEAM and a Learn Live Theatre.

2016 VISITOR SUMMARY



738

VIP guests



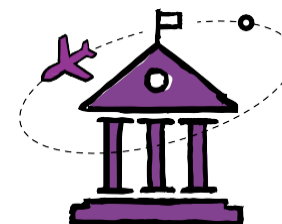
1,908

total visits to the
summit & expo



32

countries represented



6+

ministerial delegations from
across the region



Kuala Lumpur, Malaysia | November 2018

Bett Asia is a regionally-focused conference exclusively for senior leaders, plus an Expo which is open to the entire education community. Extra features include awards and one-to-one networking.

2017 VISITOR SUMMARY



640

VIP guests



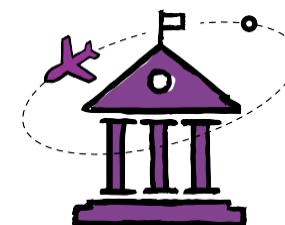
1,714

total visits to the
summit & expo



40

countries represented



160

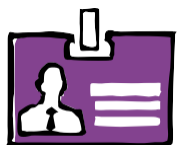
Government Leaders in
attendance



Sao Paulo, Brazil | 8 – 11 May 2018

Bett Brasil Educar is a fully comprehensive event for senior leaders on Brazilian education market, taking place in Sao Paulo.

2017 VISITOR SUMMARY



60%

K12 Educators & Leaders



17,039

total visits to
the expo



74%

Purchasing or
influencing power



200

Leading ed tech companies
exhibiting



opportunities

So why be a part of Bett?

To provide the best possible platform for your company or institution, and to put yourself in front of educators and decision makers looking for the most innovative education solutions. Let's break it down further...



To join the hub of education innovation.

An ecosystem where entrepreneurs, business leaders and educators work together to find solutions that will transform education.

Location, location, location!

We've all heard this phrase before and know the importance of being in the right place to get the best possible results. London (home of Bett UK) is a global hub, and one of the world's top destinations for education technology, our summits events are hosted in hubs within their regions, where there is demand for innovative events.

The early bird gets the worm...

Bett in London is the first industry show of the year, and more and more companies are incorporating our event into their yearly activity to make the most of this (rather optimal) timing. This is a great lead into the regional summits that take place throughout the year.

The most exciting tech.

Put quite simply, technology is a key component in transforming how we learn, and Bett is a key component in making that technology exciting and appealing to customers... (**your** potential customers).

One size doesn't fit all-tailor our solutions to your business



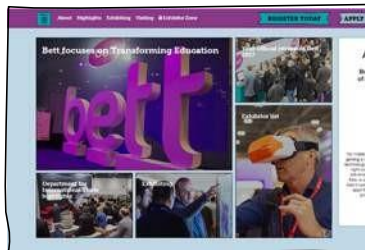
A stand

Use the power of face to face interaction to engage with visitors, show off your products and capture their details.



Networking

It's good to talk. Show individual prospects how your solutions will benefit them, through meetings or events.



Digital

Maximise your exposure through our digital and social channels. Your online profile is the 'shop window' that will connect you with our visitors.



Thought leadership

Position yourself as one to watch. Contribute your expertise to our monthly newsletter, podcast and Bett Chat content.



Branding

It's all about the brand! Position yours throughout the show and make a lasting impression.

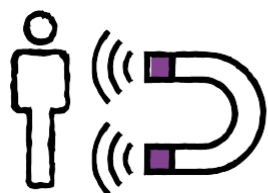


Partnerships

We're looking to collaborate with leading media organisations, NGOs, associations, think tanks and research companies.

Your target audience awaits...

...And Bett is the place to connect and do business with them - particularly as over half of our visitors are unique (to Bett of course), and you won't meet them anywhere else.



52%

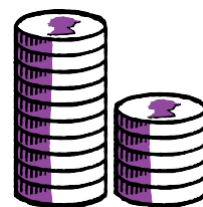
visitors don't attend any other industry trade show

"I've been to every Bett. I come every year. It's everlasting in the sense it's always here and always reliable, and it's always looking to the future".

Peter Haynes Oxford School, SIMS
Partnership Manager

You hold the solutions, they hold the purse strings

Our (rather tech savvy) visitors are poised and ready to spend on game changing solutions at Bett - be there, meet the decision makers and discover your share!



£6bn

total Bettwallet



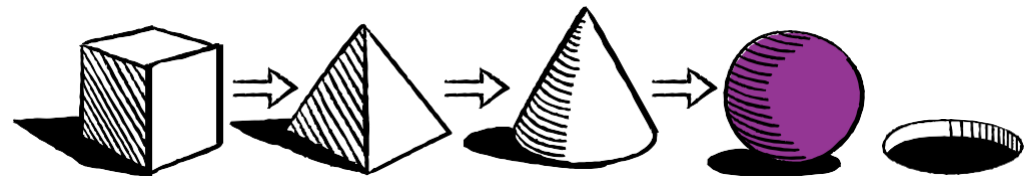
81%

authorise or influence purchasing decisions

The show that works for you. And then some...

Exhibiting at Bett means more than just having a stand (of course stands are great, but there's so much more!). With plenty of pathways to doing business at Bett, we've got show features and solutions aplenty that will connect you with the right people. We're here to help and we'll work with you to find a bespoke package perfectly tailored to your needs.

Read on to discover what we can offer you...



Our 360° approach = incredible exposure for your products!

At Bett we run a multichannel, year round engagement programme. Let's join forces and make sure you're a) connecting with the right people, b) putting yourself out there and c) standing out from the crowd. How? ...By using every piece of equipment in our Bett promotional toolbox!

Bett Series Websites

Where your target market find all they need to know about the show.



500,000+
unique users

Email marketing

A highly targeted and successful email campaign to leaders and educators.



Database of over
200,000 subscribers

Mobile app

Exhibitor listings, floor plans and content schedules at visitors' fingertips.



10,000+
unique users

Social media

Bett is very active on social media and has built a strong social community.



Online community of
44,415

Connect @bett

Your edtech matchmaking service! Arrange meetings before the show starts.



21,000
engaged users

PR & media

Our experienced PR agency deliver targeted messaging through leading publications.



1000+ media
mentions and
appearances globally

Here's what some of our go-getting exhibitors had to say about their Bett experience...

watch our exhibitor highlights video

"Bett is a must-do for anyone in the education world, wherever their market, whether it's in the UK or Middle East or Europe. It's beyond the bounds of geography anymore, it is a global event."

Catherine Howard, Director of Sales & Marketing, Discovery Education.



"We always come to Bett because we really like talking to educators. I've been coming to Bett since 2004. It's a really great way to interact with one of our key audiences. We get to listen to what their needs are, as well as show them all of our programmes".

Carrie Anne Philbin, Director of Education, Raspberry Pi Foundation

"Bett brings so many people together from so many different parts of education, it's unreal. I don't think there's anything quite like Bett. The vastness of people that are here and the range of skill sets, the range of different roles people are playing in education, makes it an invaluable resource."

Kunal Patel, Director, Eleven Robots

Now sit back, relax and experience the world of Bett...

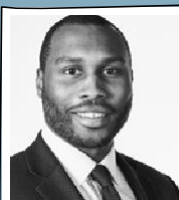




Speak to us about opportunities globally



Remi Toyobo



Matthew Brown



Bryony
Kimble-Wilde

Talk to us

