



OVERVIEW



26-28 September, 2024



60 booths



ICE – 91 Tran Hung Dao,
Hoan Kiem, Ha Noi



Co-located: Vietnam Int'l
Maternity - Baby & Kids Fair

ABOUT THE EDUCATION FAIR

Coex is the leading venue management company and the largest trade conferences and exhibitions organizer in South Korea. Since opening in March 1979, Coex has provided a global exchange platform where people and businesses come together through exhibitions and conferences. In 2009, Coex opened its first show in Vietnam. Coex Vietnam has been organizing international exhibitions, bringing businesses, associations and organizations from around the world together.

SEGE Fairs is a pioneer in Korea, bringing specialized exhibitions on products and services for mothers and babies to become one of the most attractive exhibitions in the Korean market. SEGE Fairs is also very successful business developing educational exhibitions in Korea. With 20 years of experience in the field of children's exhibitions, SEGE Fairs is a trusted name for all businesses that are currently in the business of children in Korea or want to grow their business in Korea.

Realizing the importance of the development of education in Vietnam in particular and the field of education in general, we have more than 20 years of experience organizing education exhibitions in Korea will bring experiences about the International education exhibition in Vietnam, connecting suppliers, users, parents and students, creating an extremely useful and practical playground for everyone.

Vietnam International Education Fair launched for the first time in Vietnam is gathering place for suppliers of educational equipment, software, and applications serving preschool education to higher education, and international schools from many different countries.



BENEFITS FOR EXHIBITORS

VIETEDU exhibition aims to be an international B2B and B2C fair, introducing a wide range of educational products and services, from famous exhibitors. VIETEDU brings together businesses and organizations selling products and services in education, schools, software, applications, stationery, books, foreign languages, etc. At the same time, it brings a lot of potential customers for units participating in booths at Vietedu.

1

INCREASE BRAND RECOGNITION FOR YOUR BUSINESS

Reaching more than 15,000 visitors from the Vietbaby Fair.

2

CONNECTION OPPORTUNITIES

Meet and discuss directly 1:1 with companies, distributors, and agents according to the schedule arranged by the Organizer. Arrange at least 5 inperson meetings.

3

PREFERENTIAL PRICE

Join the booth for the first time at a preferential price.

4

INCREASING RELIABILITY

Grasp the needs of customers for businesses thanks to actual product and service experience.

SPECIAL SUPPORT FROM THE ORGANIZER



WEBSITE

Post a 300-word article about your business's products and services on the Exhibitors section of the VIETEDU Fair website.



INVITATION

The business logo appears in exhibition invitations and information boards at the exhibition. Invitations will be sent to 60,000 customers who have and will participate in the event.



FACEBOOK ADS

The business logo appears in a number of Digital Marketing campaigns before and after the event.



PR

Promote information about VIETEDU 2024 on famous TV Channels and Magazines in Vietnam.

PRODUCTS PARTICIPATING IN THE EXHIBITION

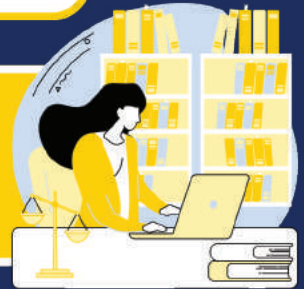


STUDY PROGRAM

Foreign language, Painting, Music,
Mathematics Center, The skills class

BOOK PUBLICATIONS

Books in series, picture books,
books in volumes



STATIONERY

Learning tools for children

EDUCATIONAL TOYS

Children's toys, intellectual development toys

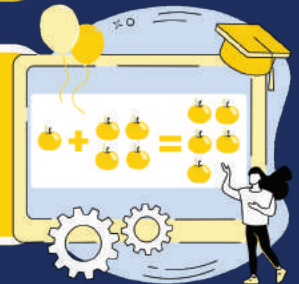


EQUIPMENT SERVING TRAINING/TEACHING

Computers, Projectors,...

EDUCATIONAL TECHNOLOGY

Children's magazines, Children's TV channels,
Mobile applications, Game products

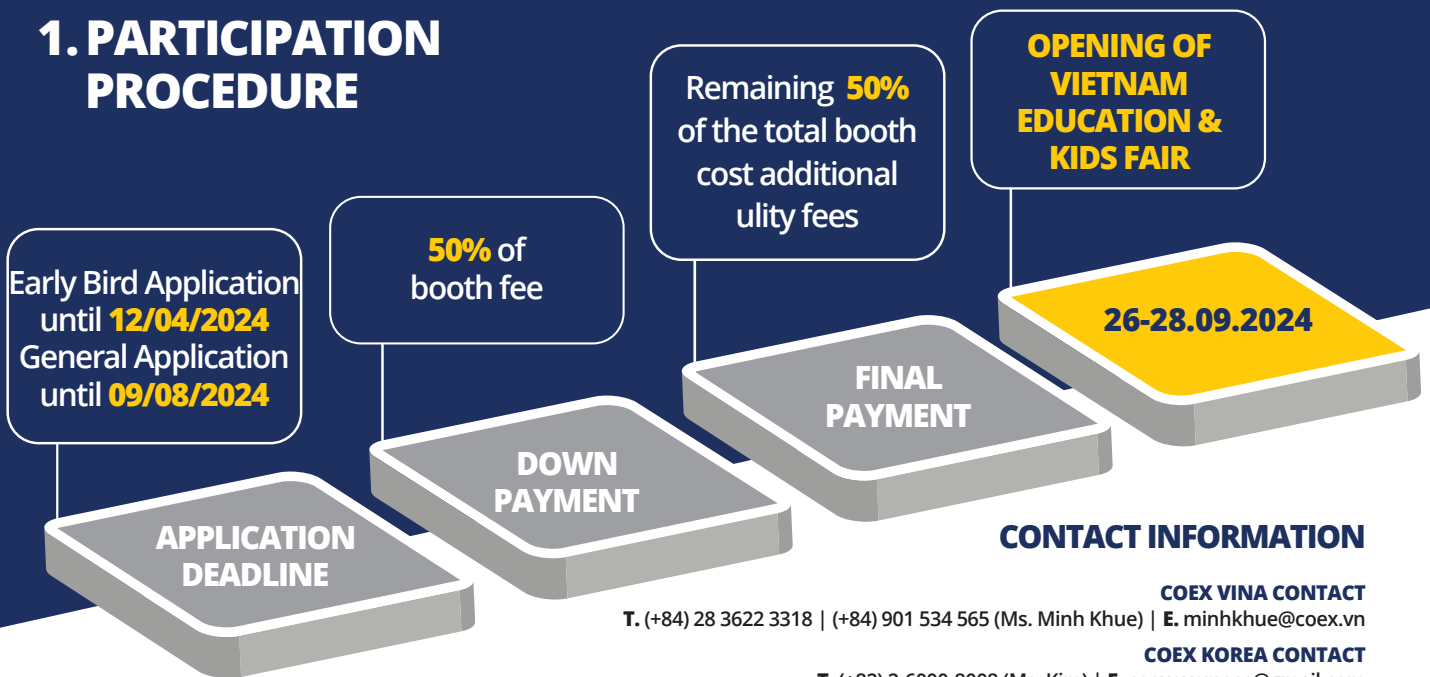


FACILITATIONS

Tables, Chairs, Boards, Outdoor playground,...

PARTICIPATION GUIDELINE

1. PARTICIPATION PROCEDURE



CONTACT INFORMATION

COEX VINA CONTACT

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COEX KOREA CONTACT

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SEGEFAIR CONTACT

T. (+82) 2 3453 2117 (Ms. Sunny) | E. overseas.segefairs@gmail.com

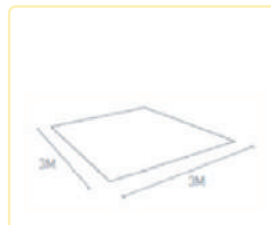
Send a copy of your business registration certificate and related documents to Hochiminh city International Maternity, Baby & Kids Fair. After signing the contract, exhibitors shall transfer 50% of booth fee. The balance shall be paid 1 month before the exhibition opening day.

For utilities, exhibitors shall pay **before Sep 10th, 2024**.

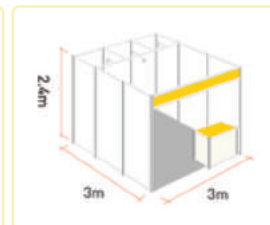
2. PARTICIPATION FEE

CATEGORY		BOOTH TYPE		
PARTICIPATION APPLICATION		SPACE ONLY	SHELL SCHEME	PREMIUM BOOTH
LOCAL EXHIBITOR	Early Bird: until April 12th, 2024	64,800,000 VND	72,800,000 VND	100,800,000 VND
	General: until August 9th, 2024	72,000,000 VND	79,200,000 VND	108,000,000 VND
OVERSEAS EXHIBITOR	Early Bird: until April 12th, 2024	\$2,800	\$3,100	\$4,300
	General: until August 9th, 2024	\$3,100	\$3,400	\$4,600

3. BOOTH INFORMATION



- Provides only exhibition space
- Install a separate booth after receiving approval of the organizer
- Utilities and additional services can be requested at an additional charge



- Basic type of booth is provided: 1 information desk, 2 chairs, 1 electric socket (5ampe, allowed to use with only 1 equipment and do not use for lighting), 2 fluorescent lights, 1 trash bin, standard company signboard name, booth walls



- Specialized Premium Booth design will be provided.
- Additional facilities should be applied separately if necessary

*The above information is for illustrative purposes only.



THANK YOU!

VIETNAM EDUCATION & KIDS FAIR

CONTACT US



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