

Go-Abroad Fair

The world is your playground

**The Netherlands
Jaarbeurs Utrecht**
Friday 26 & Saturday 27
November 2021

Open both days from 10.00 to 16.00

OGZ

MARKET LEADER IN
EDUCATION-RELATED EVENTS

www.goabroadfair.nl



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About the fair

The Go-Abroad Fair is the biggest fair concerning studies, internships, (voluntary) work, high school programmes and language courses abroad. Leading organisations and relevant educational institutions from all over the world are attending to inform visitors on all the aspects and possibilities of an educational and self-enriching stay abroad. The fair provides exhibitor floor as well as lecture halls where exhibitors can enthuse the visitors about their organisation. Also, there will be several independent organisations who will enlighten the additional matters around a stay abroad. For example financing, scholarships, recognition of diplomas, insurance, health & safety abroad and the differences between countries.

All visitors of the event receive a personalised badge enabling exhibitors to scan the details of relevant visitors by means of a scan app. The data collected from the scanned visitors will be directly visible for you. This makes following up leads easy.

As the market leader in education-related events, organiser OGZ provides the quality and the added value both visitors and exhibitors expect of a top event such as The Go-Abroad Fair.

We have been a regular exhibitor at De BuitenlandBeurs/The Go-Abroad Fair since 2014 and regard the fair as an excellent opportunity to get in touch with our stakeholders: pupils, students, colleagues and partners - they all approach us during the fair. Hence, we are able to reach out to a broad and diverse group of stakeholders who are keen to learn more about our field of expertise which is study and research in Germany.

Exhibitor - Duitslanddesk

20% of the students in higher education should spend part of their study programmes abroad, that is the joint goal for European countries. Currently, approximately 25% of Dutch students already does and the Go-Abroad Fair plays a big role in raising this percentage. The Dutch government encourages international exchange programmes and makes it financially feasible for students to study abroad. In addition to grants and loans, students can also obtain scholarships for a study programme abroad.

In addition to the students, more and more Dutch young professionals are adventurous and internationally oriented and want to explore their work skills abroad. Dutch employees are popular among foreign employers because of their flexibility, skills to work with other cultures and excellent language skills. The Go-Abroad Fair is a great way to fulfill this need.

Why exhibit

A unique opportunity to recruit students and young professionals from the Netherlands!

Would you like to meet thousands of youngsters to inform them about the opportunities your organisation has to offer them beyond the Dutch border? Then make sure you are present at The Go-Abroad Fair in November 2021!

In addition to being an extremely fun experience, studying abroad is also a smart move for students. Research conducted by the European Commission has shown that young people who have studied abroad have a better chance of securing a steady job later on. Therefore the Dutch government would like more students to spend an educational period abroad.

About the fair & Why exhibit

Promo video:

"The Go-Abroad Fair provides a unique opportunity to engage with enthusiastic Dutch students keen to learn about opportunities abroad. The fair has become a crucial part of our outreach strategy as we have found it gives an unparalleled platform for communicating about our scholarships and services with thousands of students while still allowing for personal contact." We hope to see you there!

- Exhibitor - Fulbright the Netherlands

Exhibitors & Visitors profile

Free admission for visitors!

Facts & figures 2019 edition

“The event was a lot bigger than expected, with more participants than expected too. Footfall was great - the pre-registration process helped maintain quality”

- Exhibitor

Exhibitors' profile:

- Universities, colleges and private educational institutions from around the world
- Institutions that focus on language holidays or language courses, (voluntary) work, gap years and internships abroad
- High school programmes from around the world
- Institutions providing information on financing, scholarships, recognition of diplomas, insurance, health & safety abroad
- Companies searching for Dutch employees
- Embassies and foreign ministries of education

Visitors' profile:

- Potential students between 16 and 30 years of age
- Parents and supervisors
- Teachers and student councilors
- Lower vocational students
- Secondary education (including international schools)
- Post- and undergraduates
- Young professionals and recent graduates

Expected number of visitors in 2021:
7,000 - 8,000

Facts & figures 2019 edition

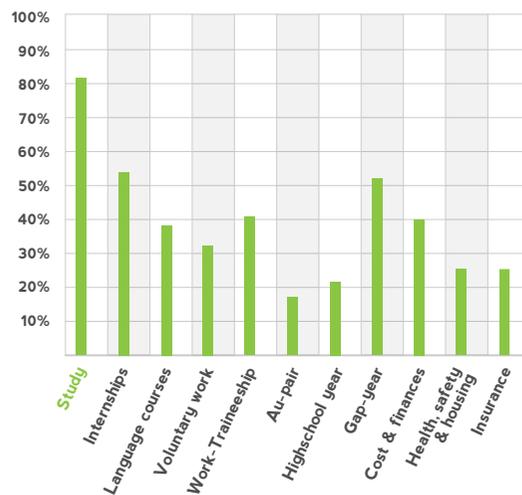
Facts based on 2019 edition:

Exhibitors: 143 exhibitors

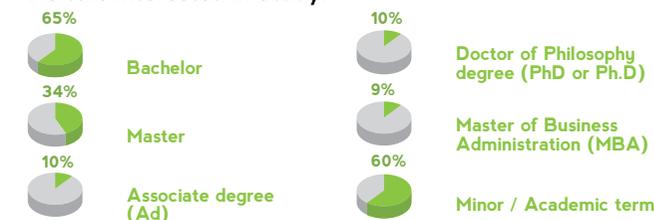
Visitors: 7,741 unique visitors

Due to the worldwide COVID-19 pandemic situation, the fair did not take place in 2020.

Visitors Interested in:



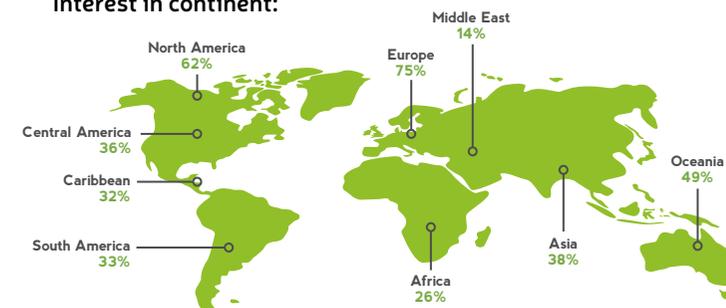
Visitors interested in Study:



Level visitors:



Interest in continent:



Dutch Education Fairs 2021 of Organisatie Groep Zuid (OGZ):

As the market leader in education-related events in the Netherlands, OGZ organises besides The Go-Abroad Fair also two big education fairs, which may be of interest to you. Both events have an International Square in which universities and institutions from various countries present themselves in addition to a large number of Dutch educational institutions.

This gives you a unique opportunity to present your organisation and to recruit ambitious youngsters from the Netherlands. You can participate by renting a stand at the International Square.

Education Fair South, Koningshof Veldhoven
24 & 25 September 2021
Friday 10.00-17.00 hrs. & Saturday 09.00-16.00 hrs.

2019*

Exhibitors: 107 exhibitors
Visitors: 18.825 visitors

Education Fair North-East, IJsselhallen Zwolle
1 & 2 October 2021
Friday 10.00 - 17.00 hrs. & Saturday 09.00-16.00 hrs.

2019*

Exhibitors: 90 exhibitors
Visitors: 15.431 visitors

** Due to the COVID-19 pandemic situation, these fairs did not take place in 2020.*

Visitors' profile:

- ✓ Potential students between 13 and 21 years of age
- ✓ Parents and supervisors
- ✓ Career advisors, mentors, teachers and student counselors

Exhibitors' profile:

- ✓ Universities, colleges and private educational institutions located in the Netherlands
- ✓ Universities and institutions from various countries at the International square
- ✓ Institutions that focus on study, language courses, (voluntary) work, gap year and internships abroad
- ✓ Sector associations and sector promotion
- ✓ Institutions providing information about financing, student housing, student jobs, etc.

Dutch Education Fairs 2021 of Organisatie Groep Zuid (OGZ)

Promo video
Onderwijsbeurs Zuid 2019:

Participation options

You can take part by renting a stand. A participation fee will be charged depending on the size of the stand you select. This fee is for a complete package, so the only things you will need to arrange yourself are the decorations (posters, banners, etc.) of your stand, your transport and accommodation.

The Go-Abroad fair will take place as planned in 2021. Our intention is to organise The Go-Abroad fair as we have always done: as a standalone event. However, the COVID-19 pandemic and accompanying travel and government restrictions may require us to change our plans. Should this be the case, then The Go-Abroad Fair will be integrated as 'International Square' in the education fair Studiekeuzebeurs Midden (which takes place at the same date and in the same venue).

Participation fee includes

- ✓ **Stand construction**
Including: black walls with a height of 2.50 metres, fascia name board (1x), lighting, carpet and 1x electricity 230V/3kW including usage
- ✓ **Furniture:** *One standing table with two stools*
- ✓ **Naming on the website including:**
 - *Company profile*
 - *The addition of your company logo and your social media accounts*
 - *The downloading of banners, to be used for promotions*
- ✓ **Listing in fair catalogue**
- ✓ **Invitation to exhibitors' network reception at the end of the 1st day of the fair**
Meet other exhibitors, embassies and representatives of Dutch universities
- ✓ **Scan app**
All visitors to the event receive a personalised badge enabling you to scan all of your visitors by means of a simple scan app for your mobile phone. The data collected from your scanned visitors will be directly visible for you on your mobile phone
- ✓ **Drinks and lunch (for 2 persons) in our special exhibitor area during the opening hours of the fair**



Participation Options

“ Perfect system with the scan app, easy to capture leads as process is easy for both, exhibitors and visitors ”
- Exhibitor

Participation fees & Extra exposure options

“Target groups waiting in a row to get information from us”

- Exhibitor

Ask for the rebate arrangements when you're interested in multiple fairs.

Participation fees (per fair)

Stand	Participation fee before 1 June	Participation fee as of 1 June
Stand measuring 3 x 3 metres = 9 m ²	€2,150	€2,240
Stand measuring 4 x 3 metres = 12 m ²	€2,750	€2,870
Stand measuring 6 x 3 metres = 18 m ²	€3,950	€4,130
Stand measuring 8 x 3 metres or 6 x 4 metres = 24 m ²	€5,150	€5,390

If you would like a stand with other dimensions, please contact us to discuss the possibilities and prices. We would be happy to provide you with customised advice. All prices are exclusive of VAT.

Extra exposure options



Sponsor package (max. 2) | €3.995,-

Banner on the website

Advertisement in the digital newsletter

Logo in all digital (visitor) newsletters up to 1 January 2022

Presentation in a lecture hall

2 Roll-up banners Brought by you. Placed near the entrance or catering square

Logo in the VIP room

2 Posts on social media

Logo on flyers & posters

1 Page advertisement in the fair catalogue (outside back cover or inside front cover)

4 VIP Tickets For inviting guests in the VIP room at the fair. This includes snacks and drinks for your guests



Lanyard Sponsor | €1.495,-

Logo on lanyards. The number of lanyards to be supplied by you, varies per fair.



Sponsor logo | €995,-

Logo on flyers & posters



Presentation in a lecture hall | €695,-

You can submit an application for this. (Please note: this application does not guarantee a lecture).

The final programme will be compiled on the basis of all applications.



Advertisement in the fair catalogue | Whole page: €695,- | Half page: €495,-



Advertorial in 1 digital newsletter | €395,-

A title of 45 signs and 350 signs for the text to be used in an e-mail newsletter to all visitors prior to the fair.

Your logo or banner with link will also be used in this newsletter.



Banner on the website | €495,-

A banner on the homepage of the fair(s) will enable you to communicate your presence in a direct and powerful way.

All prices are per fair and exclusive of VAT

The Go-Abroad Fair

The Go-Abroad Fair takes place on Friday 26 and Saturday 27 November 2021 in the Jaarbeurs, one of the biggest conference venues in the Netherlands, which is centrally located in Utrecht next to Utrecht Central railway station. This makes Jaarbeurs very easily accessible by public transport.

Jaarbeurs is also easily accessible from Schiphol Amsterdam Airport, Rotterdam The Hague Airport and Eindhoven Airport. Schiphol, the main international airport, is located just 48 km from Jaarbeurs, you can easily get there by taxi or train within 30 minutes. Rotterdam The Hague Airport is used primarily for European flights. It is located 60 km from Jaarbeurs, a 45-minute journey by taxi or a 90-minute journey by public transport. Eindhoven Airport is another airport used primarily for European flights and is located about 85 km from Jaarbeurs. The travel time is about 60 minutes by taxi and about 90 minutes by public transport.

Onderwijsbeurs Zuid

A new venue for Onderwijsbeurs Zuid, Koningshof Veldhoven at Friday 24 and Saturday 25 September 2021. It is close to Eindhoven Airport and easily accessible by public transport. By car it is a 90-minute journey from both Schiphol Amsterdam Airport and Rotterdam The Hague Airport to Koningshof Veldhoven.

Onderwijsbeurs Noordoost

Onderwijsbeurs Noordoost will be held in IJsselhallen Zwolle on Friday 1 and Saturday 2 October 2021. Nearest airport to IJsselhallen Zwolle is Schiphol Amsterdam. A direct connection by train is a journey of an hour to Zwolle station.

Location & Travel



Register & Contact

“The list of possibilities is now bigger than ever because of the fair. New options and opportunities”

- Visitor

Are you convinced you should not miss these opportunities?

Are you convinced you should participate in The Go-Abroad Fair, Onderwijsbeurs Noordoost and/or Onderwijsbeurs Zuid. Meet thousands of youngsters who are interested in an educational stay abroad? Book your stand now for the fair(s) by filling in the online registration form.

Apply for:

Contact

If you have any questions or would like to receive personal advice, please do not hesitate to contact us. We're happy to assist you!

Kind regards,

The Go-Abroad Fair Project Team



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