

MEET USERS. DO BUSINESS. SCALE FAST.

Securing funding is an essential part of your job as a founder. But of far greater importance is locking in real business that can make your start-up sustainable, keep your existing investors happy and ensuring rapid growth. Whilst we are big fans of start-up events, we feel they often miss the most important point – putting your brand in front of real customers.

At EduTECH Asia we are all about bringing together senior educators to help them understand the technology driven future of teaching and learning. From our origins in Australia we have grown to serve over 15,000 educators a year globally across shows from Sydney to Dubai to Johannesburg.

Here in Singapore we have built a truly pan-Asian edition of the show, with 2,000 attendees from 30 countries enjoying content from 70 speakers and 60 sponsors and exhibitors in last year's show.

In 2017, we want to give you the chance to get your products and services in front of our community.

With this in mind we are excited to be launching Start-up @ EduTECH. This is our initiative to give select start-ups a raft of marketing and business development opportunities including:

A physical space at the show with a start-up pod

Brand awareness preevent, on-site and post-event A short, impactful opportunity to present your company in the start-up theatre

A feature of your start-up on the EduTECH event blog

We have 30 stands available to give away, and another 30 stands available for runners up at just SG\$1,850, that's over 50% off their listed rate.

THE APPLICATION PROCESS

We want to make sure that the start-ups we award as winners and runners-up are those that are genuinely transforming the education space in Asia. With this in mind we have put together an application form designed to give you the opportunity to help us fully understand why your business is worthy of showcasing in front of our community.

The questions that we would like you to answer are as follows:

Email Address

Company Name

Country

Company Website

Describe your product or service in 10 words or fewer

Describe your ideal sales prospect (e.g. Principal at an Independent School, Head of IT at a Vocational Training Institution)

List three organisations you see as competitors

Describe your unique selling points versus your competitors

When were you incorporated?

In which country are you incorporated?

How many people are on your team?

Has your start-up raised funding, if so how much?

To apply, either <u>click here</u> or head to our website on www.terrapinn.com/exhibition/edutech-asia/

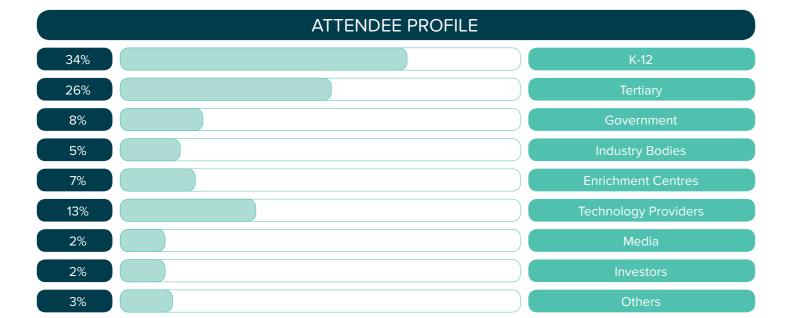
HERE ARE THE DATES YOU NEED FOR YOUR DIARY



HEADLINE STATISTICS FROM EDUTECH ASIA 2016

TOTAL ATTENDEES

800+	PREMIUM CONFERENCE ATTENDEES
70.	
70+	PREMIUM CONFERENCE SPEAKERS
60+	SPONSORS, EXHIBITORS & STARTUPS
9	TRACKS OF CONTENT



K-12

ED LEADERS

- Principals
- Deupty/Assistant Principals
- · Heads of Curriculum
- Heads of e-learning
- · Heads of Special Education
- Senior/Head Teachers
- IT Co-ordinators and Integrators

TECH LEADERS

- CIO's
- Network Managers
- IT Administrators
- IT Technicians
- · Education IT Consultants

BUSINESS MANAGERS

Education Financial

Finance Directors

Operations Managers

Administration Managers

Business Systems Managers

- Librarians
 - Library Managers

LIBRARY MANAGERS

- Heads of Library Services Heads of eLearning
- Teacher Librarians
- · Information Services Manager
- Digital Curriculum Coordinators

PUBLIC BODIES

MINISTRIES OF EDUCATION

- · Minister for Schools
- · Minister for Higher Education
- Secretary for Education
- · Deputy Director General for Education
- · Curriculum Policy Office
- · Director of Educational Technology
- Director of Technologies for Learning

Bursars

Consultants

TEACHER ASSOCIATIONS AND UNIONS

- President
- Secretary

TERTIARY

ED LEADERS

- Vice-Chancellors
- Deputy Vice-Chancellors
- · Pro-Vice Chancellors
- Deans
- · Heads of Faculty
- CEO's
- Directors
- · Marketing and Communications Directors
- · Student Recruitment Managers
- Student Experience Managers

TECH LEADERS

- · CIO's and CTO's
- IT Directors and Managers
- · Service Delivery Managers
- Client Services Managers
- Directors of Information Services
- Network and Communications Managers

VOCATIONAL EDUCATION & TRAINING

- Principal
- Deputy/Assistant Principal
- CIO
- IT Co-ordinators
- · Heads of Curriculum
- Heads of E-Learning
- · Heads of Careers Department

34 ATTENDING COUNTRIES

Southeast Asia Brunei

Indonesia Malaysia Philippines Singapore Thailand Vietnam

Rest of APAC Australia

Bangladesh China Hong Kong India Japan

New Zealand Pakistan Papua New Guinea Republic of Korea Sri Lanka Taiwan

Germany Oman Poland Portugal Russia Rwanda Saudi Arabia South Africa Uganda United Arab Emirates

EMEA

Denmark

United Kingdom



Americas Brazil Peru **United States**

WHO ATTENDS





















































































































































































































Edu ECE

Suntec Convention Centre, Singapore

IMDA IN

Share with your network

Grow the movement

www.terrapinn.com/exhibition/edutech-asia