



وزارة التعليم
Ministry of Education



Education Global Exhibition
المعرض الدولي للتعليم

Show & Participation Brochure

13-16 April 2025 | Ritz Carlton Hotel, Riyadh



رؤية 2030
الجمهورية العربية السعودية
KINGDOM OF SAUDI ARABIA



برنامج تنمية القدرات البشرية
Human Capability Development Program



مبادرة القدرات البشرية
Human Capability Initiative

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Beyond Readiness

Where growth meets limitless potential

Experience cutting-edge solutions and connect with leading educators at Saudi Arabia's premier education exhibition.

The EDGE X event is taking place during HCLW (Human Capability and Learning Week). It serves to bring the key initiatives across the education ecosystem and policy agreements to those that will benefit from them.

EDGE X is set to be the region's premier educational event designed to empower individuals and organizations in Saudi Arabia with the latest knowledge, skills, and technologies. Through a dynamic blend of keynote speeches, interactive workshops, and engaging panel discussions, EDGE X will explore the transformative power of innovation across various sectors.

Co-located with the Human Capability Initiative, EDGE X offers a unique opportunity to connect with a diverse community of professionals, thought leaders, and innovators. Together, we will delve into the critical role of human capital in driving sustainable growth and shaping the future of Saudi Arabia.



Overview

Experience ground-breaking solutions and network with visionary educators at Saudi Arabia's premier exhibition



An EdTech exhibition connecting education professionals with the latest innovations, plus an experiential showcase for parents and students with gamified learning and university guidance.



The academic knowledge transfer showcase is a central feature designed to highlight the transformative power of research, innovative, and academic collaborations



Explore the transformative role of technology in education through engaging sessions focused on innovation, accessibility, and personalisation.



Interactive sessions aimed at fostering knowledge exchange and skill development across diverse educational topics.



Immersive experience for the continues education journey

A 3D mapping immersive experience of the lifelong educational journey.



WOW Factors

An immersive and unforgettable experience on the show floor designed to inspire, engage, and create lasting impressions.

Transforming Education in Saudi Arabia: A Vision 2030 Journey

Are you ready for the market changes on the horizon?

Saudi Arabia allocates approximately **8.8%** of its GDP to education, nearly double the global average of **4.6%**. In 2023 the KSA education market was estimated at a value of \$52billion, rising to a projected \$119billion by 2030 (an amazing CAGR of 12.7%), with the international and private schools sector contributing to a huge proportion of this growth.

KSA is a leading adopter of AI, AR and VR technologies to enrich the learning experiences of its students and teachers, with the market set to grow to over 50 million USD by 2030.



Public Education:

Over 6.5 million students are enrolled in public school education, which remains a significant budgetary allocation, exceeding 19% of total government expenditures in 2023.



Private Education:

The private education sector continues to expand, with a projected growth rate of 15% by 2025.
Enrollment: Approximately 10% of students attend private schools



Higher Education:

Over 60 public and private universities, with a focus on research and innovation.
Over 1.3 million students enrolled in higher education institutions in 2023



Who's attending the event?



20,000+
visitors



100+
exhibiting
companies



50+
speakers



8,700 sqm
floor space

Visitor Profiles :

Education Professionals: School administrators, teachers, professors, researchers, curriculum developers, and ed-tech specialists.

Government Officials: Ministry of Education officials, policymakers, and educational regulators.

Technologists: IT professionals, software developers, data scientists, AI/ML experts, cybersecurity specialists.

Investors & Entrepreneurs: Venture capitalists, angel investors, ed-tech startups, and business leaders.

Students & Educators: Aspiring educators, graduate students, and those interested in educational innovation.

What are market leaders and challengers using EDGEX for?



Brand Association:

Align your brand with the Ministry of Education's vision for KSA in 2030, ensuring that you're seen as a change leader and an enabler for growth within KSA's ever-growing education ecosystem.



Long-term business development:

Create the resonance you need at the event to encourage the ongoing business discussions that'll deliver revenue throughout 2025



Unleash Explosive Growth:

Connect with thousands of educators and decision-makers eager for innovative solutions



Forge Strategic Partnerships:

Build lasting relationships with key players in the thriving Saudi education sector.



Showcase Your Innovation:

Captivate your audience with dynamic product demonstrations and interactive experiences.



Gain Unmatched Market Intelligence:

Stay ahead of the curve with insights into the latest trends and opportunities.

Who Should Exhibit at EDGEX?

EDGEX brings together key players across the entire education ecosystem. By participating, you'll be recognized as a leader in shaping the future of KSA's education landscape. This event encompasses all eight pillars of the education sector, fostering collaboration and innovation. If you're ready to demonstrate your commitment to KSA's passion for diverse and high-quality education, join us at EDGEX.



Edtech Companies



Online Learning Providers



Research & Innovation
Centers



Education-focused VC and
Investment Providers



International Universities
& Education Institutions



STEM Education Tools



Higher Education
Technology Providers



K-12 Edtech Leaders

Why Join EDGEX?

Be part of something big!

ELEVATE YOUR BRAND THROUGH IMPACTFUL SPONSORSHIPS:

EDGEX offers unique branding opportunities for organizations that align with these key themes:

Future-Proofing the Workforce

Position your brand as a leader in developing skills relevant to the future job market through prominent branding placements, such as

Future of Work Lounge: Sponsor a dedicated lounge for networking and discussions on emerging skills.

Skill Development Workshops: Sponsor workshops that equip participants with in-demand skills for the future

Cultivating a Learning Culture

Enhance your brand image by supporting initiatives that promote lifelong learning and upskilling, such as:

Innovation Hub: Sponsor an interactive zone showcasing cutting-edge learning technologies and solutions.

Learning Leadership Awards: Sponsor an award recognizing organizations that excel in cultivating a learning culture.

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Driving Inclusive Growth

Demonstrate your commitment to diversity and equity by sponsoring initiatives that foster inclusive human capability development, such as:

Diversity & Inclusion Forum: Sponsor a dedicated forum exploring strategies for creating an inclusive and equitable learning environment.

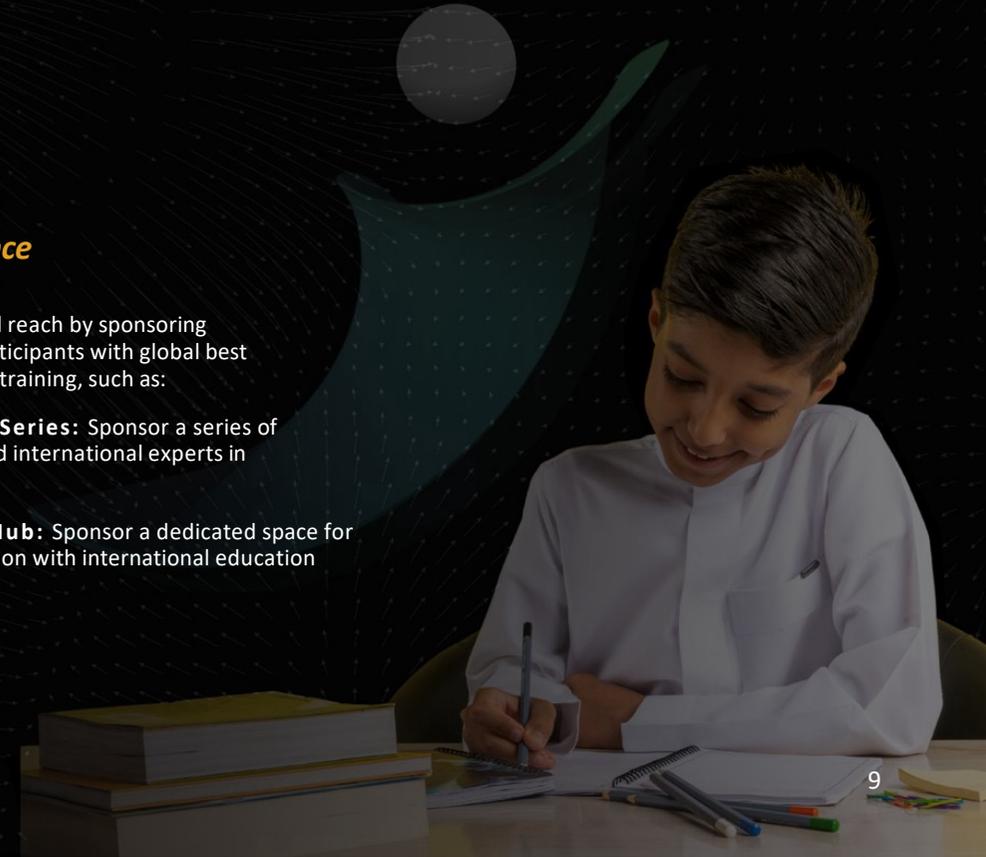
Scholarships and Grants: Sponsor scholarships or grants for underrepresented groups to access quality education and training.

Globalizing Excellence

Elevate your brand's global reach by sponsoring initiatives that connect participants with global best practices in education and training, such as:

International Speaker Series: Sponsor a series of presentations by renowned international experts in education and training.

Global Collaboration Hub: Sponsor a dedicated space for networking and collaboration with international education and training providers.



What are the sponsorship options?

Diamond 2,000,000

36 sqm premium booth

- Speaking opportunity on the main "Assembly" Stage with thanks from the MoE
- Speaking opportunity on the EdgeLab stage
- 1-to-1 MoE meeting with leading stakeholders
- 4 x dedicated email pushes (used to promote speaking engagements and/or brand promotion)
- 4 x dedicated in-app broadcasts (driving audience to speaking sessions & booth)
- GDPR-compliant lead-capture list of session attendees
- EDGEX TV Interview
- Logo displayed onsite and online, wherever the sponsorship tree is displayed

Platinum 1,500,000

27 sqm premium booth

- Speaking opportunity on the main "Assembly" Stage with thanks from the MoE
- Speaking opportunity on the EdgeLab stage
- 1-to-1 MoE meeting with leading stakeholders
- 3 x dedicated email pushes
- 3 x dedicated in-app broadcasts
- GDPR-compliant lead-capture list of session attendees
- EDGEX TV Interview
- Logo displayed onsite and online, wherever the sponsorship tree is displayed

Gold 1,000,000

18 sqm Premium booth

- Speaking opportunity on the EdgeLab stage
- GDPR-compliant lead-capture list of session attendees
- 2 x dedicated email pushes
- 2 x dedicated in-app broadcasts
- Logo displayed onsite and online, wherever the sponsorship tree is displayed

Silver 750,000

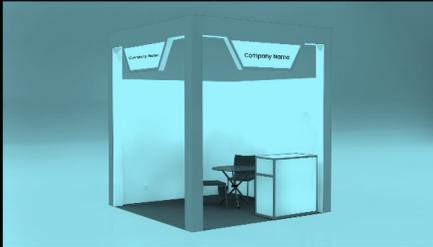
12 sqm Premium booth

- 1 x dedicated email push
- 1 x dedicated in-app broadcast
- Logo displayed onsite and online, wherever the sponsorship tree is displayed

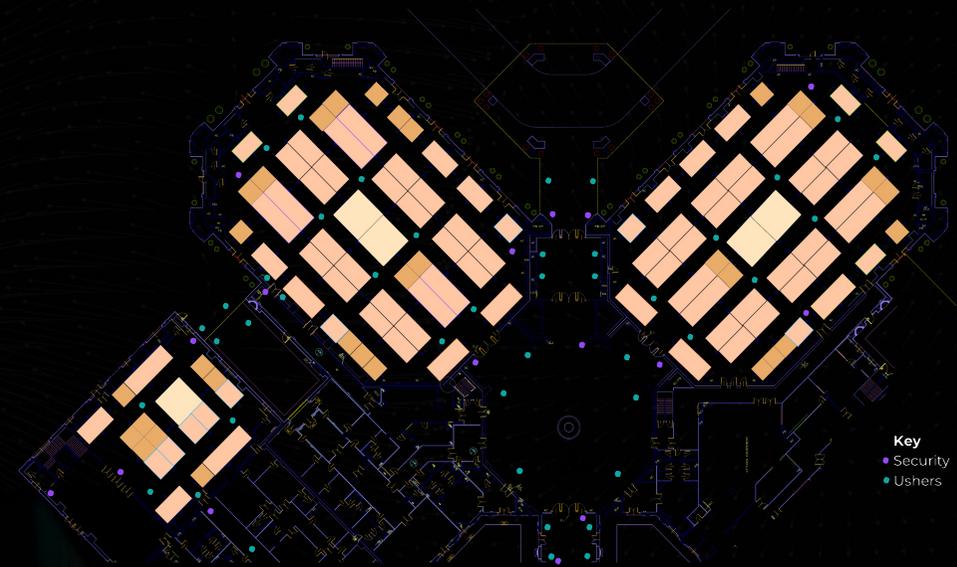
What additional exclusive and non-exclusive sponsorship and branding is available?

| Item | Item detail | Item quantity | Investment required (SAR) |
|--|---|---------------|---------------------------|
| Sponsorship of deal signing area - the “EDGE Launch Pad” | Exclusive branding on and around the stage. Visible in all photos of deals being signed. Logo included on deal-signing presentation slides on stage. | Single | 1,000,000 |
| Official Lanyard Sponsor | Sponsor’s logo on all lanyards (neck bands) worn by visitors and guests. Very high visibility and brand promotion. | Single | 600,000 |
| Official Badge Sponsor | Sponsor’s logo on all badges worn by visitors and guests. Visible in all photos. Very high visibility and brand promotion. | Single | 600,000 |
| Official Bag Sponsor | Sponsor’s logo displayed on all bags given to visitors and guests. | Single | 350,000 |
| Official Venue Flag Sponsor | Sponsor’s logo displayed prominently on flags outside the premium venue. | Multiple | 350,000 |
| Official Hydration Sponsor | Sponsor’s logo printed on water bottles that are gifted to all visitors and guests. | Single | 600,000 |
| Official Registration & Welcome Sponsor | Sponsor’s logo prominently displayed at the physical registration desks and in the registration welcome email. | Single | 550,000 |
| EDGE X TV Interview (for Silver & Gold sponsors only) | 2-minute video consisting of a 2-minute on-site interview, and 3 minutes of b-roll video (promotional clips). Edited by the professional AV team at EDGE X. | Multiple | 97,000 |
| EDGE Assembly Stage Presentation | Dedicated speaking presentation on the Assembly stage. Audience attendees are scanned, and a GDPR-compliant list is provided to the sponsor. | Multiple | 350,000 |
| EDGE Lab Stage Presentation | Dedicated speaking presentation on the EDGE Lab stage. Audience attendees are scanned, and a GDPR-compliant list is provided to the sponsor. | Multiple | 175,000 |

Options to Join the exhibition



- Standard pre-built booths at either 9sqm or 18sqm either one, two, or three sides open based on position.
- Includes branded light bar, meeting table, two chairs, welcome counter one power point, and a waste bin.
- Requires graphics or branding on walls; advice will be provided on this.
- 3,900SAR per square meter



Interested in getting involved?

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