



Asia
Bangkok
11-12 October 2022

a Hyve event



Accelerate change through education with Bett Asia

Your guide to the most
important education
technology gathering
in APAC.



asia.bettshow.com

Worldwide partner



Co-hosted by





About Bett Asia

Bett is the global community for education technology. We spark ideas, create connections and accelerate trade, driving impact and improving outcomes for teachers and learners.



Bett Asia is the region's must-attend leadership summit and expo, bringing together senior education leaders, educators and innovators from APAC and beyond. Bett Asia will act as your **catalyst for change for 2022** — inciting high level conversations on the rapidly-evolving shape of education and implementation of EdTech in the region.

For our upcoming 2022 edition, we will be bringing carefully curated, impactful content and showcasing world-leading EdTech under one roof at our new home in **Bangkok, Thailand**.

Join the conversation today and see how we are driving to build on our position as the leading EdTech event in the region.



2,400+
unique attendees



40+
countries represented



800+
leaders



24%
increase in
attendees YoY



65+
government
organisations represented



190%
increase in ministries of
education
in attendance

Stats taken from last
Bett Asia in 2019

Advisory Board



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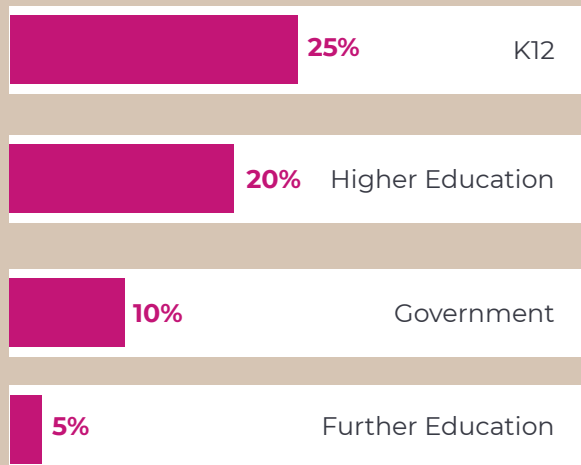


Co-hosted by



Who's expected to visit Bett Asia 2022?

Sector breakdown:



Stats taken from last Bett Asia in 2019



Education:

- CEO / COO / CFO
- Chairperson
- Director of Educational Technology
- Director of IT/ICT/Technology
- Head of School
- Founder / Owner / Partner
- Managing Director / Vice
- Regional Head of Education, South-East Asia
- President / Vice

Government:

- Minister of Education / Higher Education
- Advisor to the Minister of Education
- First Deputy Minister
- State Secretary
- Vice-President of National Commission For Unesco

TOP 10 countries

-  Thailand
-  Australia
-  Indonesia
-  India
-  Japan
-  Malaysia
-  Philippines
-  Singapore
-  South Korea
-  Vietnam

About the Leadership Summit

The two-day Leadership Summit programme will explore topics nominated by policy and decision makers from K12 to HE which address key opportunities to improve education systems and further student outcomes across Asia.

The morning keynotes will be delivered by high-level speakers, followed by afternoon breakout HE and K12 streams of workshops, demonstrations, discussions and presentations. Content is specially curated for anyone in a leadership position within a school, university, or education system (e.g. government or state).



Why attend the Leadership Summit?

- **Join the education community:** The region's most senior gathering of 2,000+ education leaders, educators and innovators.
- **Experience the latest innovations:** Your annual opportunity to stay ahead of the learning curve by experimenting with the latest technology and solutions.
- **Be inspired:** Hear market-nominated topics tackled by over 100+ world class education leaders and international experts.
- **Celebrate the game-changers:** The Bett Asia Awards recognise education excellence in people, products and organisations. Don't miss your opportunity to witness the 'new and the next' at our Bett Asia Awards ceremony.
- **Wider leadership programme:** A series of lunches, breakfasts and roundtables will be hosted to drive impact, spark conversations, and improve outcomes for HE and K12 leaders. The roundtables will be exclusive, in-depth, and intimate, providing the attendee with an actionable takeaway to transform and future-proof their institution.

About the expo

Education professionals from across the region are invited to explore and experiment with the latest tools, technologies and resources set to revolutionise the learning environment and enhance student's experiences within the classroom.

Exhibitors will be on hand to demonstrate and talk through all their products and services and how they can help visitors overcome their obstacles.

Brand-new in 2022, the **Classroom Theatre** will feature live product demos and showcase the latest solutions that are revolutionising teaching and learning - enabling creative learning experiences to engage all students. Content is catered for in-classroom HE and K12 educators and institution digital leads/advocates.

Education as a catalyst for change

Content at Bett Asia

As the education community moves beyond the immediate-term crisis response to ensure that learning never stops, it is vital to come back to the 'why' of education and recognise the wider importance of education as the solution and driver for society and industry to thrive.

Bett Asia 2022 will gather education leaders, policy and decision-makers and technology champions to discuss how we should be investing in EdTech in Southeast Asia so that it can act as a catalyst for change, developing the next generations of leaders and global citizens.

Informed by conversations with our audience, Bett Asia's six themes will sit underneath the overarching theme of '**Education as a catalyst for change**' and will structure the two full days of content at Bett Asia 2022, ensuring that education stakeholders across the region can address their most pressing challenges and priorities:

6 Key Themes



Leadership



Wellbeing



Inclusion



Futures



Skills



Innovation



"As one of the few speakers from Europe, it was an eye opener to be able to both inspire and network with people from all over the Asian region, only to discover that even though we have many differences, we all share the same ideas and dreams about changing education to the better..."

Tracey Tomme,
Chief Operating Officer
Cosmosphere,
United States

Why should you exhibit at Bett Asia?

Exhibiting at Bett Asia alongside global leaders in technology and EdTech puts your brand at the forefront of education change-makers and decision makers from across the continent and beyond. By showcasing innovative technologies, tools and resources, Bett Asia exhibitors can generate leads and tangible opportunities from the region's qualified educational buyers.

Bett Asia will provide you with a platform to:

- launch your product and showcase your brand to the most engaged buyers and senior decision-makers in education
- provide advice to educators on how to maximise the impact of technology in their classroom
- establish a new route to a market that is surpassing silicon valley with their investment in education technology



Make Bett Asia 2022 part of your brand marketing strategy and meet your target market in-person

Breakdown of registration



40+
countries
represented



47%
of visitors
are leaders

Visitor budget breakdown



78%
of visitors had
buying power



113%
increase YOY
on visitors with budgets
of £500k-£1million+

Stats taken from last
Bett Asia in 2019

Sponsorship opportunities at Bett Asia

Bespoke packages

We have designed a range of packages with flexibility in mind. Can't see something that captures your eye? Contact us for your own bespoke package.

By sponsoring Bett Asia, you can leverage the power of our world-leading event, by utilising our strong connection to the senior education market in APAC. Grow your business by gaining new connections and opportunities to transform your brand and build key relationships with VIPs, leaders and educators.

Branding

from \$5,000

Registration

Prominent branding as the sponsor

Lanyards

Have a lasting impression on visitors

Show Bag

Transport your brand around the floor

VIP & Speaker Lounge

Your quick-fix to make senior leads

Bett Awards

Bolster your credibility with the Awards sponsorship

Networking

from \$5,000

Private Receptions

Sponsor invite-only breakfasts, lunches, dinners and drinks receptions

Pre-built Stands

Two different sizes available to host 1:1 meetings and demo your solutions

Private Meeting Room

A private space to engage with customers

Thought leadership

from \$10,000

Keynote Sponsor

Show off your brand to an audience of engaged leaders

Plenary Session Sponsor

Get your brand noticed by Asia's education VIPs and visitors in this 30-minute speaker session

VIP Roundtable

Host an intimate roundtable with senior leaders onsite

Stream Session

Have your brand at the forefront of these targeted stream sessions for K12 and HE

Digital exposure

from \$1,500

Solus Email

Expand your digital reach to targeted educators

Banner in Emails or Web

Incorporate your brand into Bett Asia's website or visitor emails

Hosted Web Page

Generate leads fast with your own page on our website

Editorial Article

Have your own article on the Bett website, with promotion on social media



103K

annual web users



3,423

total footfall over the two days



2,300+

visitors attended a content session



800+

leaders

Stats taken from last Bett Asia in 2019

The Bett Global Series

Bett hosts a series of world-class events promoting the discovery of technology and knowledge to enhance lifelong learning.

Bett Asia is now in its sixth year and is an integral part of the Bett Global Series. Combined, the series attracts over 40,000 educators, leaders and practitioners, 700+ education technology providers and over 400 influential speakers from across the globe.

The largest EdTech event in South America

bett | **Brasil**
10-13 May
2022

Bett Brasil annually brings together over 270+ national and international leading companies, 30 exciting EdTech startups and 30,000+ participants from the education community. Educators, learners and innovators come to Bett Brasil to seek inspiration and discover EdTech products and solutions to improve teaching and learning.



APAC's must-attend leadership summit and expo

bett | **Asia**
Bangkok
11-12 October 2022

For 2022, we are excited to be bringing Bett Asia to Bangkok, Thailand at the distinguished Athenee Hotel. Over 2,000 educators, leaders and changemakers from more than 40 countries will come together to discuss the many ways that education can fulfil its role as a catalyst for change.

bett | **London**
29-31 March
2023



» **ahead** by Bett

The home of Bett and the largest global gathering of the education technology community

In 2023, Bett returns at scale with fast-growing partner events Learnit, Ahead by Bett and an accelerated Hosted Leaders Programme to connect 30,000 visitors and 600 EdTech companies from over 120 countries – deepening opportunities to learn, trade and network as the biggest week in education.



Bett gives brands the greatest reach in the global education market.



Talk to the team

Whatever your objectives are for 2022, we can help create a bespoke event or online experience which puts your company needs first.

For more information on how you can be part of Bett Asia get in touch with us:



Tom Poole

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Bett Hyve Group

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