



Asia's Largest & India's Only  
Exhibition & Conference For  
Education & Skill Sector

**18 - 20 September, 2024**

**Yashobhoomi**

*(India International Convention & Expo Centre)*  
**New Delhi**

[www.didacindia.com](http://www.didacindia.com)



CELEBRATING THE

**14<sup>th</sup>**

EDITION

## ▶ The Event

Didac India stands out as the largest exhibition and conference in Asia, and exclusive in India, that unites the entire education and skill community. It brings together educators, educational leaders, government stakeholders, manufacturers, suppliers, distributors, and solution providers from the education and skills industry onto a unified platform, fostering synergies for the continuous advancement of this vital and expanding sector. The event is a grand global showcase of futuristic solutions, addressing the increasing demand for diverse resources essential for the ongoing enhancement of education and skills sector.



Didac India, extending over three days, is a vital convergence point for key participants in the education and skills sector. Regarded as a must - attend for the entire community, it provides an exclusive platform to present cutting-edge resources and solutions to the appropriate audience. This event encourages direct interactions, promoting ongoing enhancements in teaching and learning. Didac India is a sole marketing platform that enables both Indian and international companies to establish and expand their businesses in the Asian education and skills market.

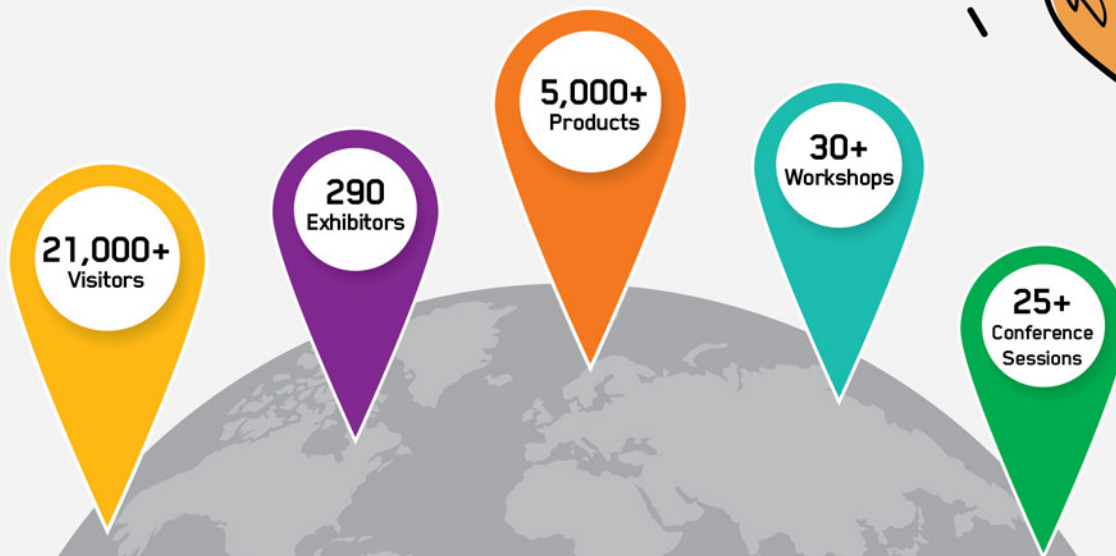


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## ► Why DIDAC INDIA?

- Only event dedicated to the education & skill sector
- Asia's largest showcase of the future of education
- Thousands of quality visitors
- Attended by decision makers and influencers
- Networking and business opportunities
- Visitors and buyers from more than 38 countries
- Opportunity to create partners and distributors
- Over 85% retention of exhibitors
- Power-packed conferences
- Live parallel workshops and much more...



# Highlights 2023

## ► Visitor Profile

DIDAC India draws a diverse audience, encompassing key figures like Chairpersons, Owners, Chancellors, Directors, Principals, Academicians, decision-makers etc. from Educational Institutes (Colleges, Universities, and Schools). It extends to include Ministry Representatives, Government Bodies, Retailers, Corporates, Banks, and Media. This event, with a proven track record of success, stands as a vital meeting ground for Asia's educational and skilling communities, fostering networking and collaboration.



### An Opportunity to Meet



#### END BUYERS

Decision Makers & Senior Management



#### END USERS

Teachers & Trainers



#### DISTRIBUTORS & CHANNEL PARTNERS



#### GOVERNMENT & MEDIA

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## Education Levels

- Early Years / Foundation
- School Education (age 4-18 yrs)
- Higher Education
- Further Education
- Vocational Education, Training & Skills

## Product Areas

- Hardware and Software
- Display solutions
- Resources / Equipment
- Technology
- Content / Curriculum / Publishing
- Building material and furniture
- Music, play and sports resources
- Special Needs
- Teacher Training
- Allied & Supportive Products / Solutions
- Scientific & Lab Equipment
- And Much More...

## ▶ Exhibitor Profile

Didac India plays host to a diverse array of exhibitors providing educational solutions that cater to the full spectrum of needs for establishing or enhancing an educational institution. The exhibition serves as a global display of cutting-edge resources for education and skill development.

Visitors have the opportunity to explore various solutions for their institutions and gain insights into potential collaborations and partnerships. Didac India serves as a dynamic marketplace, allowing exhibitors to showcase innovations to an attentive audience within the education sector.

## ▶ Participation Fee

### ▶ **Raw Space:** INR 23500/sqm. (space as per floor plan)

20% premium on 2 or more sides open.

Includes - Exhibit Space and General Security.

### ▶ **Shell Scheme:** INR 27000/sqm. (space as per floor plan).

20% premium on 2 or more sides open

Minimum 9sqm Includes - Display panel wall on 2/3 sides, 1 Table & 2 Chairs,

3 Spotlights, One 13 amp socket, Fascia Board with Company Name,

Floor Carpeting, Waste Paper Basket, General Security & Cleaning.

### ▶ **Registration Fees per Exhibitor:** INR 10000

\*All contractors other than the official contractors will be required to pay a management fee of INR 500 per sqm for on-site co-ordination, design approval and construction debris disposal (further details to be obtained from the Exhibitor Manual).

\*Health & Safety cess (as per Govt. Guidelines), Mandatory Public Liability Insurance cover shall be charged extra.

\*Taxes (GST @ 18%) as applicable at the time of exhibition shall be charged extra. Any charge in the tax structure shall be incorporated in the final invoice.

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## ► Co-Located Events

Didac India features a vibrant array of co-located events such as TIESS, IDA Education Awards, DIDAC Academy, DIDAC Talks, and IDA Round Tables. This multifaceted approach enriches the overall experience for both exhibitors and visitors. Exhibitors gain unique opportunities for product exposure, networking, and fostering collaboration. Visitors, on the other hand, gain valuable educational insights, participate in interactive sessions, and obtain a comprehensive view of advancements in the education sector. Didac India provides a holistic platform for both exhibitors and visitors to flourish in the dynamic landscape of education and skill development.



### TIESS -

The three-day conference brings together passionate educators, leaders and experts from global education and skills sector, addressing the growing demand for development and growth in the education and skills sector worldwide.



### IDA Awards Education -

India's only awards presented by a national association that Recognises, honours & celebrates outstanding contributions of educational institutes in India.



### Didac Academy -

Live Interactive Workshops are conducted at Didac India, providing in-depth and hands-on exploration of topics to meet individual & institutional faculty development and technology needs.



### Didac Talks -

A live talk platform at Didac India that comprises of upto 10-minute talk from education & industry experts on industry focused approaches.



### IDA Round Tables -

Series of sector oriented meets on: Early Learning and Higher Education. It brings together senior education leaders to discuss and deliberate policies and their implementation. And also work on solution & suggestions.



14<sup>th</sup> EDITION



## ▶ Event Highlights 2023



**21,000+**  
Visitors from  
38 Countries



**290**  
Exhibitors from  
16 Countries



**5,000+**  
Innovative  
products and  
solutions





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# ▶ Event Highlights 2023

**30+**  
Interactive  
Workshops

**25+**  
Conference  
sessions engaging  
1900+ senior  
education leaders



## ▶ Exhibition Partnership Opportunities

Diamond Partner	MAX 1	INR 10,00,000
Special Category	MAX 1 (In each category)	INR 9,00,000
Platinum Partner	MAX 2	INR 8,00,000
Gold Partner	MAX 5	INR 6,00,000
Visitor Bags	MAX 1	INR 4,00,000
Visitor Lanyards	MAX 1	INR 7,25,000
IDA Educator/VIP Lounge		INR 5,00,000
Carpet Branding		INR 1,00,000 (For 6 Logos)
You are here Sign Boards		INR 2,50,000
Advertising on Event Website		ON REQUEST
Visitor Merchandise		INR 1,50,000 (Plus Merchandise)

## ▶ Exhibition Catalogue Advertising

Show Guide Partner	INR 4,60,000
Back Cover	INR 2,00,000
Cover inside	INR 1,00,000
Centre Spread	INR 1,00,000
Full Page	INR 60,000
Half Page	INR 35,000

\*For exhibition related partnership queries, contact : [sales@didacindia.com](mailto:sales@didacindia.com)

Taxes as applicable at the time of exhibition (GST @ 18%) shall be charged extra on the quoted rates



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## ▶ TIESS - Conference Partnership Opportunities

Platinum Partner	MAX 1 (In each category)	INR 8,00,000
Special Category Partner	MAX 1 (In each category)	INR 7,00,000
Gold Partner	MAX 1	INR 6,50,000
Other Partnership Opportunities		ON REQUEST

## ▶ Round Tables

Higher Education Round Tables		INR 5,00,000
School Education Round Tables		INR 5,00,000
Early Education Round Tables		INR 5,00,000

## ▶ IDA Education Awards - Partnership Opportunities

Platinum Partner	MAX 1	INR 8,00,000
Special Category Partner	MAX 1 (In each category)	INR 7,00,000
Gold Partner	MAX 1	INR 6,00,000
Other Partnership Opportunities		ON REQUEST

## ▶ Didac Academy - Workshop Partnership Opportunity

Workshop	PER SESSION	INR 4,00,000
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## ▶ Hosted VIP - Partnership Opportunities

Special Curated Events		ON REQUEST
Breakfast / Dinner Partner		ON REQUEST

Taxes as applicable at the time of exhibition (GST @ 18%) shall be charged extra on the quoted rates



**Organiser:**

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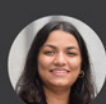


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