



## POST SHOW REPORT

### A JOURNEY TOWARDS FUTURE-READY EDUCATION



## معرض الإمارات للمدارس والحضانات UAE SCHOOLS & NURSERY SHOW

14 – 16 February 2025

Expo Centre Sharjah

Organized by:



Supported by:



Strategic Partner:



[www.uaeschoolshow.ae](http://www.uaeschoolshow.ae)



## Igniting Young Minds: Towards Next-Generation Learning

The UAE Schools & Nursery Show is a premier platform dedicated to redefining education beyond traditional academics. The 3rd edition brought together top national institutions, schools, nurseries, and private education centers, fostering collaboration and highlighting transformative educational products, groundbreaking solutions, and innovative teaching practices that inspire curiosity, nurture creativity, and empower young minds to thrive in a dynamic world.



Opening Ceremony Inaugurated By:  
**H. E. Abdalla Sultan Al Owais**  
Chairman  
Sharjah Chamber of Commerce & Industry and  
Expo Centre Sharjah



# Event at a Glance

**Edition:**

**3rd Edition**

**Strategic Partner:**

Sharjah Private Education Authority

**(SPEA)**

**Gross Occupied Space:**

**4,000** sqm

**No. of Exhibitors:**

**50+** exhibitors

**No. of Visitors:**

**3,000+** visitors

## Who Exhibited?

- Schools
- Preschools and Nurseries
- After-school Programmes
- Summer Schools & Activity Centres
- International Boarding Schools
- Children Development Centres
- Special Needs Schools
- Learning Institutes
- Language Learning Centres
- Educational Service Providers
- Daycare Centres
- Financial Institutions  
(Education Schemes)



## Who Attended?

- Parents
- Guardians
- General Public
- Education Faculty

# Unmissable Moments & Highlights



**Engaging Workshops:**  
Sessions by leading learning centers and nurseries for parents, children, and educators.



**Innovative Educational Exhibits:**  
Hands-on learning displays that spark creativity and curiosity.



**Retro Gaming Zone by Klug:**  
Timeless games promoting imaginative and active play.



**Futuristic Educational Robots:**  
Dynamic robots enhancing learning experiences.



# Unmissable Moments & Highlights



## **Smart Transport Innovations:**

Advanced transport solutions, including special needs facilities.



## **Immersive Booth Activities:**

Arts and crafts, STEM explorations, and storytelling at exhibitor booths.



## **Exclusive Family Offers:**

Free vouchers from learning centers and admission discounts from participating schools.



# A Look Back: Event Snapshots





# Voices from Our Exhibitors



## Jumeirah International Nurseries:

“ We are proud to have participated in the UAE Schools & Nursery Show. It was a great experience to showcase our teaching methods to parents and potential students. ”

## Tappy Toes Nursery:

“ We are excited to have participated in the UAE Schools and Nursery Show to inform parents about the opening of our new branch in Sharjah. ”

## American Gulf School:

“ It's our fourth year participating in the UAE Schools & Nursery Show. It has been a great opportunity for us to demonstrate our significant achievements and curriculum to the community as an IB American school. ”

## Mawahib Education Group:

“ We are participating because last year's show was a great success and provided an excellent opportunity for our schools, having a significant impact. We will continue participating in the coming years. ”

# Marketing & PR Impact



## **Mass Outreach via SMS:**

**400,000 SMS**  
sent to parents,  
guardians, media,  
press, and the UAE  
education sector.



## **Exclusive VIP Invitations:**

**2,500 E-invitations**  
sent out to VIPs,  
government departments  
and education  
authorities



## **Widespread Email Campaigns:**

**150,000+**  
emails sent.



## **Massive Social Media Buzz:**

**22+ million**  
impressions  
**15+ million**  
reach.



## **Instagram & Facebook ads:**

via UAE Barq,  
Moons of UAE, and  
UAE Teacher  
Community.



## **Extensive Press Coverage:**

**160 Arabic & 75**  
**English**  
publications with a  
campaign value of  
**USD 9 million.**



# Marketing & PR Impact



**WhatsApp**  
school groups



**Instagram**  
**contests:**  
with prizes  
like the  
iPhone 16



**Influencer Collaborations:**  
@eng\_razan\_abudaqqa,  
@batoulakkad,  
@diana.mohameddd,  
@nour\_awad.life,  
@najlaelorra



**Eye-Catching**  
**Outdoor Ads:**  
Hoardings,  
lampposts,  
A-boards, and  
mupies at prominent  
locations.



# Special Thanks to Our Partners & Supporters

Supported by:



Strategic Partner:



Media Partners:



Edarabia



# Join Us for the 4th Edition in 2026!



معرض الإمارات  
للمدارس والحضانات  
**UAE SCHOOLS &  
NURSERY SHOW**

**ENQUIRE NOW  
TO RESERVE YOUR SPOT**

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EXPO CENTRE SHARJAH

