



*Where Leaders of
Higher Education Meet*

Towards a New Generation of Engaged Universities: **The Need to Act, Adapt and Transform**

16th – 18th April, 2024 | Dubai, UAE

Forum Exhibition Opportunities Become a Forum Exhibitor

Forum Organizer



Center for Learning Innovations &
Customized Knowledge Solutions



About

The 6th MENA Higher Education Leadership Forum (MENA-HELF)



The 6th MENA Higher Education Leadership Forum (MENA-HELF) organized by the Center for Learning Innovations and Customized Knowledge Solutions (CLICKS) will be back in April 2024 in its 6th edition.

We invite you to join us for an exclusive event that will bring together more than 300 higher education senior leaders and decision makers from across the globe during two and a half days to discuss and debate emerging trends impacting higher education, opportunities, barriers and practical challenges encountered as well as solutions and strategies universities must adopt to meet the rapidly disruptive environment in which it operates and embrace transformation.

The upcoming Forum's theme is focused on enabling meaningful and timely conversations about how the 'New University' should look like, what role it should play, how it should act and adapt and what it will take from universities to ensure they remain relevant and agile in time of uncertainty and dynamism.

The Forum will also witness the announcement of the winners of the 3rd cycle of the Zairi International Awards for Excellence in Higher Education; which will celebrate higher education institutions from across the globe who are daily making impact on their communities and on the sector more broadly.

300⁺



Participants

200⁺



HEIs &
Organizations

50⁺



Countries

55⁺



Speakers/
Panelists

Event Highlights



Pre-conference
Workshops



Award
Ceremony



Keynote
Addresses



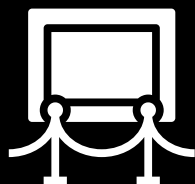
Focus
Groups



Debates



Panel
Discussions



Exhibition



Networking
Opportunities



Gala
Dinner

Why Become a Forum Exhibitor?

The MENA HELF is one of the exclusive events within the region that is specifically geared towards higher education leaders and decision makers from across the globe. Thus, by exhibiting at the Forum you will gain visibility and enhance the credibility of your organization, establish and build a presence in your target market and make new leads which will eventually will help re-enforce your brand as a supporter of the sector. As an exhibitor you will have an opportunity to have immediate interaction with your customers and establish and deepen those relationships.

The Forum exhibition offers many exciting benefits to those wanting enhance their visibility and showcase their products, services and work among leaders of Higher Education and beyond. By exhibiting at the Forum, you will be able to extend your network, run demonstrations in your booth, establish new collaboration and partnerships and meet with key leaders of Higher Education.

The 6th MENA Higher Education Leadership Forum will take place in the vibrant Emirate of Dubai in the United Arab Emirates; in one of the strategically located five stars hotels as in previous years where the Forum was organized. Earlier venues of the MENA-HELF included the Address Dubai Mall and the Address Boulevard in Dubai as well as the Dusit Thani in Abu-Dhabi.



Benefits from Exhibiting at the 6th MENA – HELF

- ◉ Develop and enhance your brand visibility and showcase your services/ products in a global gathering of higher education leaders and decision makers.
- ◉ Maximize the exposure for your organization, products and services to all participants by planning demonstrations and showcases in your stand. These will be announced as part of the program, given such information is provided by no later than March 1st, 2024.
- ◉ Build and develop relationships with influential educational leaders and government representatives.
- ◉ Establish partnerships with higher education institution and other leading organizations from the education, government and technology sectors among others.
- ◉ Get exposure prior, during and post Forum through the inclusions of your organization's name, logo and brief on the Forum's Official website along an active link to your website as well as having your organization's Profile and logo on the Forum printed catalogue.
- ◉ Benefit from the various activities of the Forum by getting one complimentary pass to all Forum activities.
- ◉ Take advantage from organizing arranged meetings with delegates (with prior planning) Provide your other clients (not attending the Forum) the opportunity to visit your stand on specific timings communicated by the organizer.
- ◉ Obtain access to the delegates' list- post the Forum.

Participants' Profile

The Forum will attract around 250-300 participants representing over 50 countries from among the following:

- » Higher Education leaders including Rectors, Chancellors, Presidents, Vice Chancellors, Provost, Pro-Vice Chancellors and Deans among others.
- » Presidents and high-level representatives from Regional and International Associations and Organizations involved with Higher Education
- » Higher Education Policy Leaders and Decision Makers
- » Representatives from regulatory and accrediting bodies regionally and internationally
- » Senior Government Representatives
- » Senior Industry Representatives
- » Students' Organization Representatives
- » Researchers in the field

Targeted Exhibitors

Targeted exhibitors for the 6th MENA Higher Education Leadership Forum include organizations and companies offering products and services of relevance to higher education. In addition, Higher Education Institutions may also seize the opportunity to share their current practices in particular in relation to the use of advanced education technologies.

Exhibitors include but are not limited to:

- ▶ Technology providers offering tools, equipment and support services for Higher Education (i.e. LMS, authoring tools, Assessment and plagiarism detection tools, AI tools and simulations, etc.)
- ▶ Publishers and Content Developers
- ▶ Providers offering services to universities such as student recruitment, training, certification, accreditation, etc.
- ▶ Universities and Colleges
- ▶ Vocational Training Centers
- ▶ Research Centers and Organizations
- ▶ Universities' Associations and Consortia



Exhibition Timings

The exhibition will be open throughout the two days of the forum

Date	Timings
17 th April, 2024	08:30- 17:00
18 th April, 2024	08:30- 17:00

Exhibition Rates

Exhibition Space	Early Bird Exhibition Rental Rate*	Regular Exhibition Rental Rate*
	Prior to 30 th October, 2023	After 30 th October, 2023
3x3	AED 6,500	AED 8,000
3x6	AED 9,500	AED 11,500

*5% Vat will be added

Exhibition rental rate includes:

- One complimentary delegate pass with full access to the Forum's activities
- One pass for staff looking after the exhibition along complimentary lunch and refreshments for representative (Person in charge of the stand) from your organization on each exhibition day
- Exhibition booth equipped with:
 - a. Shell scheme – name of the organization will be printed
 - b. Table and two chairs
 - c. Access to wireless internet

Important Notes

- Requests for exhibition spaces shall be made by filling the Exhibition Space Rental Form and returning it via email at inquiries@menahelf.com
- Limited numbers of spaces are available and are allocated on a 'first-come first-serve' basis. The Floor map will be shared for space allocation.
- Full payment shall be made once the booth has been booked in order to secure the space. Booths reserved which are not settled within (14) calendar days are automatically released.
- Exhibitors who may wish to have special branding arrangements or equipment shall inform the organizer when booking the stand.
- Information related to the setting up of the exhibition stand and the exact location of the stand will be sent at later stage.
- Invoice for payment will be generated by the Forum main organizer, CLICKS and payment confirmation will be made upon receiving the payment.
- All cancellations must be made in writing at least 45 days prior to the Forum date. No refunds will be made after this cut-off date.

Deadline for Exhibition Space Rental is 1st of March, 2024 or upon rental of all available spaces.

For further information on the exhibition, please contact us at via email at: inquiries@menahelf.com



Payment Methods

Payments can be made using one of the following methods:

In-person

The Forum main organizer (CLICKS) is located in Dubai, UAE at the Dubai Silicon Oasis SIT Tower, 6th Floor, and Office 613. Please contact us via Email (inquiries@menahelf.com) or Phone (+97143487445) or WhatsApp (+97158807539) prior to visiting our offices.

By Bank Transfer

Bank Name:	Emirates NBD
Branch:	Dubai Silicon Oasis Branch Dubai, United Arab Emirates
Account Title:	CENTER OF INNOVATIONS AND CUSTOMIZED KNOWLEDGE SOLUTIONS FZE
Account Number:	1014656835901
IBAN Number:	AE890260001014656835901
SWIFT CODE:	EBILAEAD

***(Important):** Please email copy of the bank advice mentioning your name, contact no & Payment details to the below Address:

Email: inquiries@menahelf.com

Once the payment is received you shall receive a confirmation from CLICKS, if not, please email us to check on the status of your payment.

By Cheque

Please make any cheque or bank draft payable to the 'CENTER OF INNOVATIONS AND CUSTOMIZED KNOWLEDGE SOLUTIONS FZE', crossing it 'A/C Payee' Cheque must be in Arab Emirates Dirham (AED).



Towards a New Generation of Engaged Universities: The Need to Act, Adapt and Transform

16th – 18th April, 2024 | Dubai, UAE

Exhibition Space Rental Form

If you would like to book an exhibition space during the 6th MENA HELF; kindly fill the following form and return it via email to: inquiries@menahelf.com

Company / Organization	
Country	
Type of Company / Organization	<input type="checkbox"/> Technology Provider <input type="checkbox"/> Publisher <input type="checkbox"/> Research Center <input type="checkbox"/> Higher education Institution <input type="checkbox"/> Other (Specify) _____
Company / Organization URL	
Contact Person	
Position	
Office Tel.	
Mobile No.	
Email	
Exhibition Details	Please indicate the services/products you wish to exhibit and showcase:
Exhibition Space	<input type="checkbox"/> 3x3 <input type="checkbox"/> 3x6
Booth Reference (refer to floor map)	
Payment Method	<input type="checkbox"/> In Person <input type="checkbox"/> Cheque <input type="checkbox"/> Direct Transfer <input type="checkbox"/> PayPal

Please note that we require full payment for allocation of exhibition space.

Signature:

Date:



inquiries@menahelf.com



www.menahelf.com

Main Organizer



CLICKS

Center for Learning Innovations &
Customized Knowledge Solutions

Your Partner for Innovation and Excellence



inquiries@cli-cks.com



www.cli-cks.com