



# Global Challenges, Local Impact: Higher Education's Role in Shaping a Resilient Future

28<sup>th</sup> - 30<sup>th</sup> September, 2026 | Kempinski Central Avenue, Dubai - UAE

# Exhibition Package

Become a Forum Exhibitor ▶



International Programme Accreditation (IPA)

Accreditation by QAA

IPA provides opportunity to:

- ✓ Demonstrate effective assurance measures for international benchmarking
- ✓ Strengthen your positioning
- ✓ Drive improvement in excellence
- ✓ Develop partnership opportunities

Just a few of our 200+ partners



"AdvanceHE

We help higher education be the best it can be by unlocking the potential of its people and institutions

Our work supports:

- Teaching and Learning
- Leadership and Management
- Equity, Diversity and Inclusion
- Finance
- Research

Coursera  
Learn without limits

Coursera  
Learn without limits



Forum Organiser



Center for Learning Innovations & Customized Knowledge Solutions

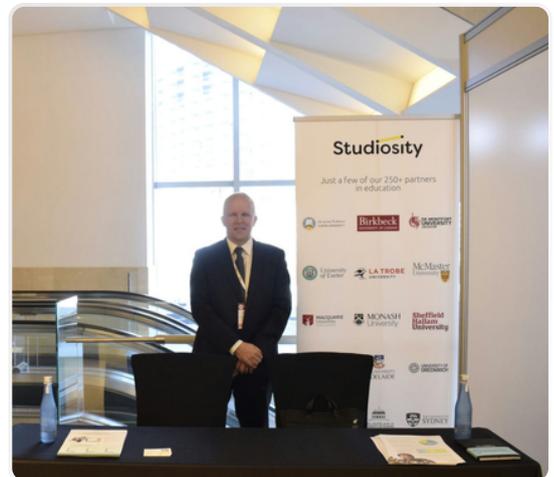
# Exhibit at the 7<sup>th</sup> MENA Higher Education Leadership Forum (MENA-HELFF) 2026



The **7<sup>th</sup> MENA Higher Education Leadership Forum (MENA-HELFF)**, organized by the Center for Learning Innovations and Customized Knowledge Solutions (CLICKS), returns in September 2026 in its 7<sup>th</sup> edition under the theme “Global Challenges, Local Impact: Higher Education's Role in Shaping a Resilient Future,” the Forum will serve as a strategic platform for critical discussions on how higher education can respond to global disruptions, including digital transformation, economic shifts, sustainability, and evolving workforce demands.

Over the years the forum has expanded to become one of the premier global gatherings of higher education leaders happening in the region and bringing together higher education leaders, policymakers, and industry experts from over 50 countries.

As part of this high-level event, the MENA-HELFF Exhibition will provide a unique opportunity for organizations to showcase cutting-edge solutions, technologies, and services to a highly engaged audience of education leaders and decision-makers.



# Who Will Be Attending?

The 7<sup>th</sup> MENA Higher Education Leadership Forum (MENA-HELFF) will bring together a distinguished audience of around 300 decision-makers and thought leaders from over 50 countries, representing key stakeholders in the higher education ecosystem. Attendees will include:

- **Higher Education Leaders:** Rectors, Chancellors, Presidents, Vice Chancellors, Provosts, Pro-Vice Chancellors, and Deans.
- **Regional and International Association Leaders :** Presidents and senior representatives from influential organizations dedicated to higher education development.
- **Higher Education Policy Leaders and Decision-Makers:** Key figures shaping educational policies and institutional governance.
- **Regulatory and Accreditation Authorities:** Representatives from national, regional, and global accrediting and quality assurance bodies.
- **Senior Government and Industry Representatives:** Officials and executives from sectors aligned with the forum's theme, fostering collaboration between education and industry.
- **Students' Representatives:** Advocates and student leaders contributing to discussions on the future of education and student experience.
- **Researchers in Higher Education:** Experts examining the latest trends, challenges, and innovations in the sector.
- **Higher Education Service Providers:** EdTech companies, publishers, research centers, and solution providers participating in the exhibition and sponsorship program.



# Event Highlights

**+300**

Participants



**+200**

HEIs & Organizations



**+50** Countries



**+60** Speakers/ Panelists



Pre-Forum  
Workshops



Round  
Tables



Case Studies  
Presentations



Fire Side Chats and  
Panel Discussions



Networking  
Opportunities



Awards'  
Ceremony



Exhibition

# Why Become a Forum Exhibitor?

The MENA-HELFF is one of the most exclusive events in the region, specifically designed for higher education leaders and decision-makers from across the globe.

By exhibiting at the Forum, your organization will gain high-profile visibility, enhance its credibility, and strengthen its presence in the higher education sector. This is a unique opportunity to connect directly with key decision-makers, generate new leads, and reinforce your brand as a dedicated supporter of higher education. As an exhibitor, you will have the chance to engage with potential clients in real time, build meaningful relationships, and showcase how your solutions can contribute to the advancement of higher education.

The MENA-HELFF Exhibition offers exceptional exposure for those looking to expand their network, demonstrate their products and services, and establish new collaborations and partnerships with leading institutions and stakeholders.

The 7th MENA Higher Education Leadership Forum will take place in the vibrant Emirate of Dubai, United Arab Emirates, in a prestigious five-star hotel, continuing the tradition of past Forums held at distinguished venues such as The Address Dubai Mall (known now as Kempinski Central Avenue Dubai), The Address Boulevard (renamed as Kempinski The Boulevard Dubai), and the Dusit Thani in Abu Dhabi.



# Benefits of Exhibiting at the 7<sup>th</sup> MENA-HELP



**Develop and enhance your brand visibility** by showcasing your services and products at a global gathering of higher education leaders and decision-makers.



**Maximize exposure for your organization** by planning live demonstrations and showcases at your exhibition stand. These will be announced as part of the program.



**Build and strengthen relationships** with influential educational leaders and government representatives.



**Establish strategic partnerships** with higher education institutions, government entities, and organizations from the education, technology, and public policy sectors.



Gain extensive **brand exposure** before, during, and after the Forum through the inclusion of your organization's name, logo, and profile on the Forum's Official Website (with an active link) and in the Forum's Printed Catalogue.



Benefit from **full access to the Forum's activities** with one complimentary pass to attend all sessions.



Take advantage of **pre-arranged meetings** with Forum delegates (subject to prior scheduling).



Provide your external clients (not attending the Forum) an opportunity to **visit your stand** during designated time slots arranged by the organizer.



**Receive access** to the delegates' list after the Forum.



# Who Should Exhibit?

The 7<sup>th</sup> MENA Higher Education Leadership Forum (MENA-HELFF) welcomes organizations and companies offering products, services, and solutions relevant to higher education. Additionally, higher education institutions can leverage this platform to showcase their innovative practices, particularly in the adoption of advanced educational technologies.

## Targeted Exhibitors Include:

- **Technology Providers:** Companies offering LMS platforms, authoring tools, assessment and plagiarism detection tools, AI-powered solutions, simulations, and other advanced educational technologies.
- **Publishers and Content Developers:** Providers of digital and print educational materials, academic resources, and content solutions.
- **Higher Education Service Providers:** Organizations specializing in student recruitment, training, certification, accreditation, and consulting services for universities.
- **Universities and Colleges:** Institutions seeking to showcase best practices, innovative programs, and technological advancements in higher education.
- **Vocational Training Centers:** Institutions focused on skill development, workforce training, and lifelong learning initiatives.
- **Research Centers and Organizations:** Entities engaged in higher education research, policy development, and innovation.
- **University Associations and Consortiums:** Networks and alliances that support collaboration, knowledge exchange, and policy advocacy in the education sector.



# Exhibition Timings

The exhibition will be open throughout the main two days of the Forum, providing exhibitors with continuous opportunities to engage with higher education leaders, policymakers, and industry professionals attending the event.

Date	Timings
29 <sup>th</sup> September, 2026	08:30- 17:00
30 <sup>th</sup> September, 2026	08:30- 17:00

Exhibition Space	Early Bird Exhibition Rental Rate*	Regular Exhibition Rental Rate*
	(prior to 1st of September 2025)	(after 1st of September 2025)
3x3	AED 7,500	AED 9,500

\*5% Vat will be added

## Exhibition rental rate includes:

- One complimentary delegate pass providing full access to all Forum sessions, discussions, and networking opportunities.
- One exhibitor staff pass for the representative managing the booth, including complimentary lunch and refreshments on both exhibition days.
- Access to delegates list after the forum
- Fully equipped exhibition booth, featuring:
  - Shell scheme booth with the organization's name printed and displayed.
  - Two chairs and a table for exhibitor convenience.
  - Access to wireless internet throughout the exhibition area.

# Exhibition Space Booking Terms & Conditions

## Booking Process

Requests for exhibition spaces must be submitted by **completing the Exhibition Space Rental Form** and sending it via email to [inquiries@menahelf.com](mailto:inquiries@menahelf.com).

## Space Allocation

Exhibition spaces are **limited** and will be allocated on a **first-come, first-served basis**. A **floor map** will be provided for space selection.

## Payment & Confirmation

Full payment is required upon booth reservation to **secure the space**. Booths that remain unpaid within **14 calendar days** will be **automatically released**.

## Branding & Equipment Requests

Exhibitors requiring **special branding arrangements or additional equipment** must inform the organizers at the time of booking.

## Exhibition Setup Information

Details regarding **booth setup and exact location** will be provided at a later stage as per the instruction of the venue.

## Invoicing & Payment Confirmation

Invoices will be issued by the **Forum's main organizer, CLICKS**, and payment confirmation will be sent upon receipt of the full payment.

## Cancellation Policy

All cancellations must be made **in writing at least 60 days before** the Forum. No refunds will be issued after this deadline.

## Booking Deadline

The deadline to secure an exhibition space is **March 1st, 2026**, or until all available spaces are rented.

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For further information on the exhibition or for shipping related matter, please contact us at via email at [inquiries@menahelf.com](mailto:inquiries@menahelf.com)

# Payment 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 or phone prior to visiting our offices. Email: [inquiries@menahelf.com](mailto:inquiries@menahelf.com) | Tel: +97143487445

## By Bank Transfer

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

**\*(Important):** Please email copy of the bank advice mentioning your name, contact no & Payment details to: [inquiries@menahelf.com](mailto: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).



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### 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@menahef.com](mailto:inquiries@menahef.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
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](mailto:inquiries@menahelf.com)



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

## Main Organizer



# CLICKS

Center for Learning Innovations &  
Customized Knowledge Solutions

Your Partner for Innovation and Excellence



[inquiries@cli-cks.com](mailto:inquiries@cli-cks.com)



[www.cli-cks.com](http://www.cli-cks.com)