



Association of Muslim Supplementary Schools presents

ISLAMIC EDUCATION Expo

Saturday 21st September 2019
Birmingham Central Mosque



EXHIBITOR PACK



AMSS

The Association of Muslim Supplementary Schools was established in 2008 to coordinate the work of Muslim schools and share best practice in advancing the education of Muslim children in the United Kingdom. It is an organisation founded by the Supplementary schools to serve the movement as a collective of supplementary schools.

Aims

The IEE 'Islamic Education Expo' aims to address the needs of Muslim educationists and students in the broadest sphere. The Expo organisers, AMSS, recognise that the means for effectively meeting the needs of *all* students is through effective partnerships and collaboration and; by building bridges of understanding between the Islamic faith education sector and mainstream education. Thus, there can be no better opportunity than this, to bring the service providers and service users together under one roof, in order for all sides to excel in all areas.

Why this event?

- It is based in Central UK so that it can be well attended from all areas of UK and abroad.
- It is a great opportunity for service providers and service users to collaborate and network nationally and globally
- It is a brilliant opportunity for businesses and service providers to sell their products.
- Its purpose is to highlight diversity, encourage dialogue and help promote the great work produced by Muslim Supplementary Schools
- Visitors from across United Kingdom's multi-cultural society will attend, gain information and take part in the events, activities and goods on offer.
- Visitors affiliated to supplementary schools, tuition centres, weekend schools, home-schooling and other educational settings are expected to attend.
- An opportunity for a wide range of organisations, large and small, to promote their products and services to attendees.

Who should exhibit?

- Stationery Suppliers
- Curriculum & Teaching resources
- Publishers
- Printers
- Training providers
- Muslim Book writers
- Islamic education toys
- Educational Organisations
- Islamic tours
- Career Providers
- Graphic/Web designers
- Solicitors
- Accountants
- Innovative Ideas
- Technology & Software providers
- ...or anything else of such nature

Venue

It will be situated in the large community hall of Birmingham Central Mosque which is all beautifully carpeted and at ground level so there isn't any need of climbing any stairs and there will be space outdoors in the car park as well which will be subject to various conditions.

Basic Stall, Exhibition or Promotion

Basic Stall, Exhibition or promotional stand at the IEE is an excellent way to display, demonstrate, sell and promote your products and services to the public.

Stall Prices

Package 'A' £100 Early Bird Offer. Must be fully paid by the end of Monday 12th AUG 2019

- ✓ 1 Table (table size 6ft x 2ft) and 1 chair
- ✓ Based on floor space of 8ft x 5ft with supplied table and chair
- ✓ Mention on website

Package 'B' £125 Booking after Monday 12th AUG 2019

- ✓ 1 Table (table size 6ft x 2ft) and 1 chair
- ✓ Based on floor space of 8ft x 5ft with supplied table and chair
- ✓ Mention on website

Delegates/Attendees

The aim is to get as much visitors as possible. This will be a mixture of those affiliated to educational organisations, Majid management teams, scholars, teachers, tutors newly, graduates, home-schoolers and the wider general public. Admission is totally FREE for everyone and incentives such as free meal vouchers are on offer to attract more attendees. It is based in central UK so that everyone has easy access from around the country. The main concentration is for the UK but enquires have been received from abroad as well. It is open to the public for males, females and families.

Exhibition/Promotion Stand

Besides raising your profile, exhibition/promotion stands at the IEE are an excellent way to display, promote and demonstrate your products and services to public.

If you do not see a package that works for you or if you have something that you feel can contribute to the event feel free to contact us at info@amss.org.uk

Stall Bookings

Contact:

Expo Manager

00 44 (0) 7971 394056

info@amss.org.uk

Getting to the Venue

Address

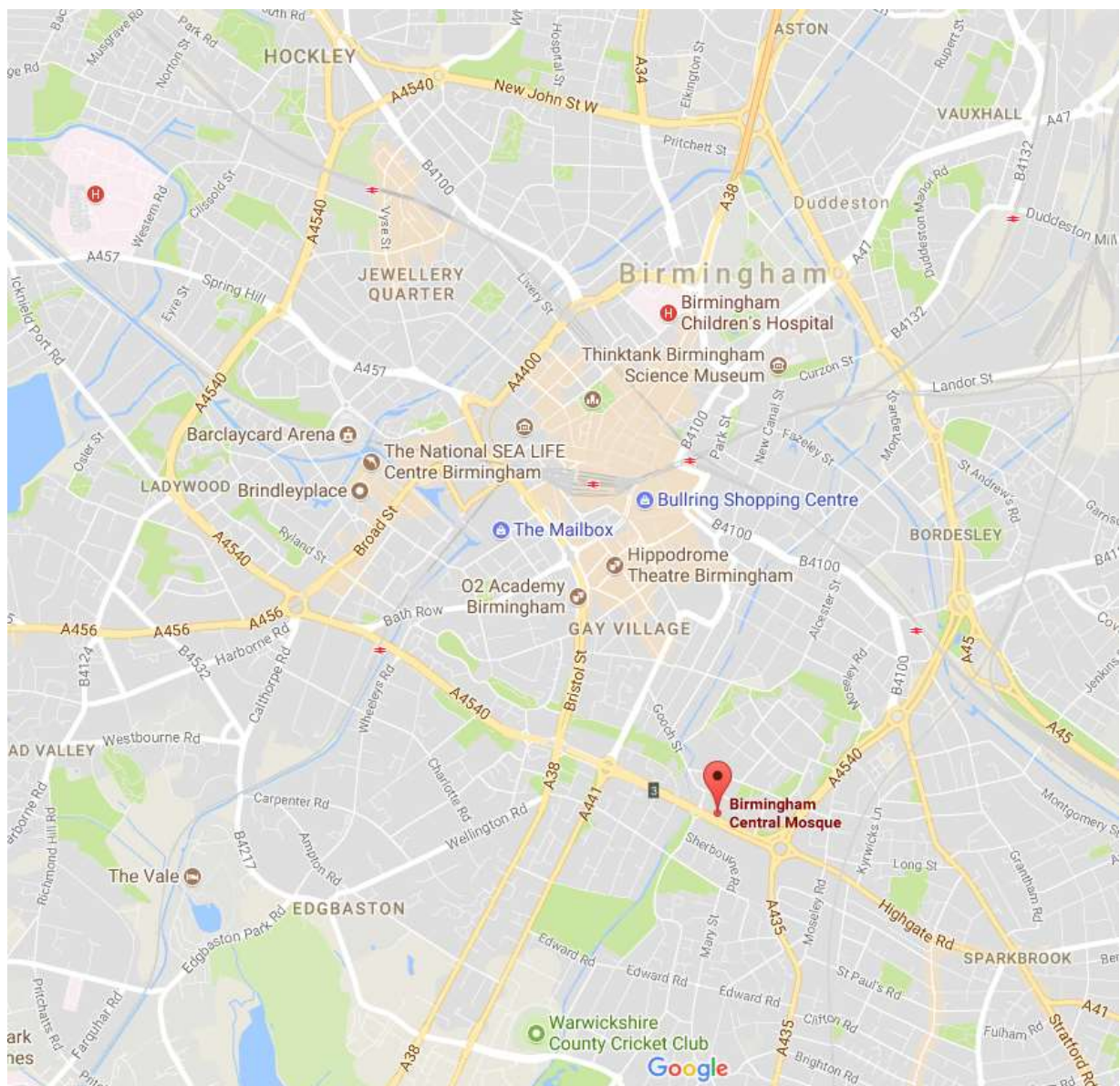
Birmingham Central Mosque

180 Belgrave Middleway,
Highgate
Birmingham
West Midlands
B12 0XS

Parking restrictions

There is a large free car park adjacent to the venue with limited free car parking on the streets in surrounding areas. The organisers do not hold any responsibility to reserve any car parking places for any exhibitors. It is purely on a first come-first served basis.

Where we are



Accommodation & Sightseeing

Use the official visitor website for Birmingham and the region. Discover places to visit in Birmingham, top attractions, hotels and much more.

www.visitbirmingham.com

Exhibition and Advice Tips

Before the Exhibition

- Be ahead of the game and make sure your exhibition stall is best geared for maximum exposure and opportunity.
- Book your stand early. You will have a better choice of stand and lots of time for planning.
- Pre-exhibition preparation is an important factor for success.
- Promote your participation leading up to the event.
- Send out Emails to all of your current and potential clients to let them know you will be at the event.
- Contact related customers of your products or services and interact with them well in advance of the event.
- Invite prospective buyers/clients to visit your stand at the exhibition.
- Your stand should be used as a media to reflex your company and highlight the standard of your products or services.
- Design your stand so the visual impact has a reflection on what you are trying to say. It is important that visitors know what you do.
- The decoration of your stand can be used to attract not only clients but also visitors who may turn out to be prospective buyers. Remember 'first impression is the best impression'.

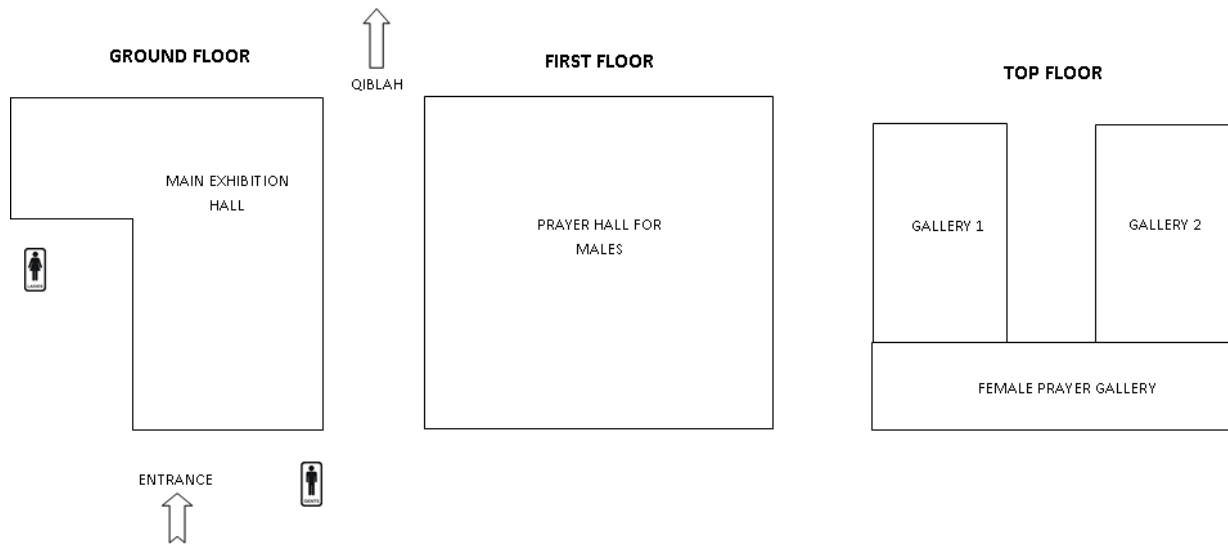
At the Exhibition

- The stage is set and the time has arrived to put your marketing skills to work.
- Professional presentation and in depth knowledge of your products or services will help to make an impression on your visitor.
- Use the opportunity to set up specific appointments for customers and prospective buyers.
- Promotional items with your company details will go a long way for prospective buyers to remember you even after leaving your stand.
- Search for qualified buyers at the event.
- Get your staff to be active in looking for the right people, qualifying their interests and recording their details.
- Use your very best staff. Staff that are friendly, motivated and have a real knowledge of your products.
- Brief staff as to the goals and targets you hope to achieve, so they can focus on these.
- Set specific targets (e.g. sales, visitor contacts) and offer rewards for achieving those.
- Instruct staff as to their "body language" on the stand. Have a de-briefing at the end of each day, to review results and problems.

Post-exhibition

- Follow up straight after the show.
- To get real results you need to contact all customers and prospective buyers who visited your stand, immediately after the event.
- Analyse and evaluate how the exhibition went and build up your database for future contacts.

Floor Plan



Plan for the day

09.00 – 10.00	Setup	Exhibitors to arrive and set up before 10am
10.00 – 11.00	Registration	Delegates to arrive and register then browse exhibitions
11.00 – 12.00	Opening talks	Event starts with Qur'an recitation and short talks
12.00 – 13.00	Exhibitions	Delegates get time to visit exhibitions
13.00 – 14.00	Zuhr and Lunch	Zuhr Salah at 13:45
14.00 – 16.00	Exhibitions	Delegates get more time to visit exhibitions
16.00	Event finishes	We expect all delegates to start leaving
17.00	Venue Closed	We ask all exhibitors to commence vacating their stalls after 16.00.