

# Independent SCHOOLS Show

2019 Shows & Prices



# Independent SCHOOLS Show LONDON 2019

Enhance your presence in the UK's wealthiest market

## LEADING SCHOOLS

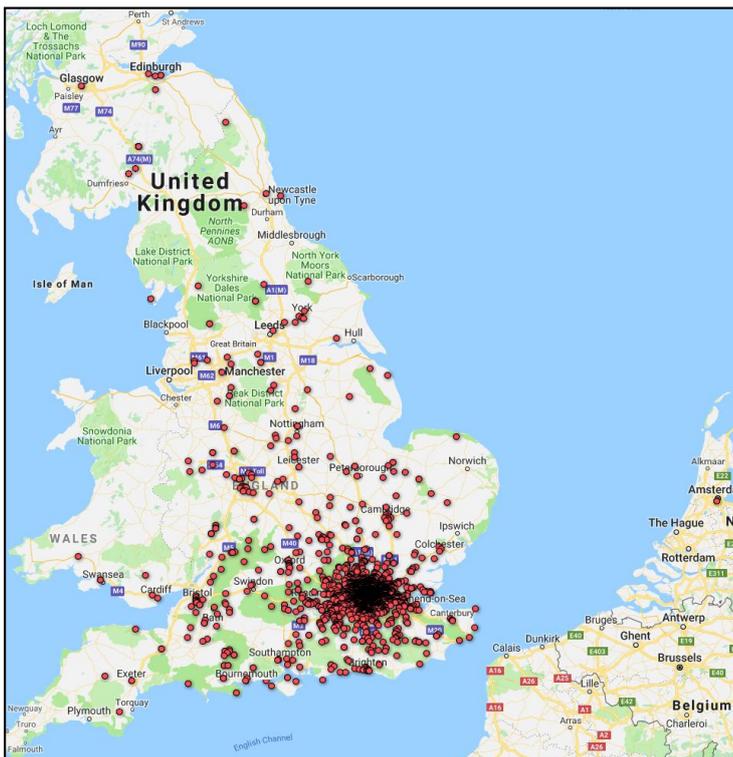
The Show is the principle forum for UK independent schools to meet London parents and the press.

## POWERFUL MARKETING

The Show runs a large advertising & PR campaign, featuring strongly in national titles such as *Tatler* & *The Sunday Times*.

## LONDON FAMILIES

This is the most cost-efficient way to reach London and South-East families, especially those from the city's central and wealthiest zones.



## Facts & Figures

With 6082 visitors (up 15.2%) 2018 was a record year for the Show.

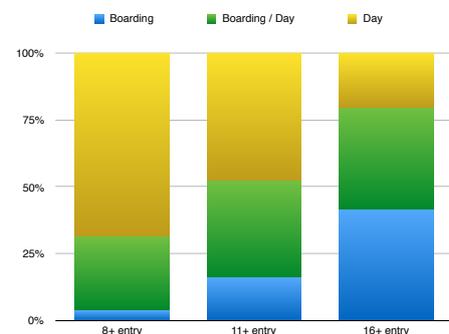
Our visitors come to the show with very open minds. They expect to find answers and have their assumptions changed.

Age is the least flexible need:

- Senior schools, sixth forms and Years 6-8 boarding at prep schools top the shopping list, with 71% of families having children aged 8-16.
- Numbers of families with children under the age of 8 rose sharply this year. They are looking for nurseries, pre-preps and prep schools.

Apart from age requirements visitors

- Contrary to popular belief, parents of boys and girls are equally set on single-sex education (6%). 31% are certain that they want co-education. But the vast majority of parents, 48%, remain undecided.



**Boarding or day places?**  
As their children get older,  
parents turn to boarding

- Parents at the Show wanted to be sold boarding. Over 50% of parents looking for 11+ entry to prep and senior schools were actively considering boarding.
- At sixth form level this figure rises to 80%, reflecting the shortage of sixth form places available in London day schools.

## POST SHOW REPORT

For a full report on the Show and our visitors read our comprehensive [Post Show Report](#).

# British Boarding SCHOOLS Show

Access the growing  
boarding markets

## GLOBAL BRANDS

The advertising, PR & media coverage will strengthen your school's brand position.

## POWERFUL MARKETING

Being part of a group spreads the marketing cost. For each show we run large campaigns and report all activities in our comprehensive post-show reports.

## SHARED INFORMATION

We share local market briefings (UKTI or other) plus our own local market knowledge. Many schools also see the networking with co-participants as highly valuable.

## FACE-TO-FACE CONTACTS

Face-to-face contact with parents is the best way to convert interest into registrations. The Shows are also a great way to enhance links with local feeder schools and an opportunity for interviews & entry tests.

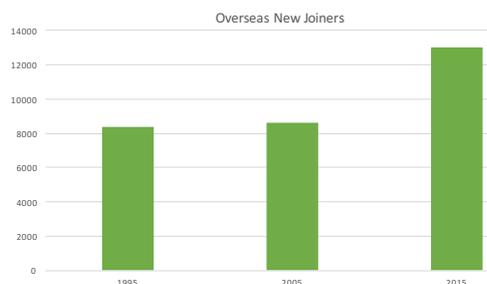
## DEVELOPMENT OPPORTUNITIES

The Shows' prestigious locations provide the perfect environment to re-connect with your international alumni.

## Facts & Figures

In 2018 in ISC schools, there were 27,939 non-British pupils whose parents live overseas, the vast majority are in boarding schools. The ISC comments: "Not surprisingly, these pupils are much more likely to board: 93% of non-British pupils whose parents live overseas choose to board. There is a slight gender difference among these pupils: 52% are boys and 48% are girls." (2018 Census)

**Overseas pupils now make up over 39% of the total boarding population. This highlights the importance of overseas markets for ISC schools.**



**Overseas demand for UK independent schools has exploded. The market for non-UK residents has grown by 51% over the last decade.**



# Independent SCHOOLS Show

## 2019 Shows & Prices

† All international shows follow a similar format. The cost includes accommodation at the hotel in which the show will run including food & drinks throughout the event. Prices based on one delegate travelling and do not include flights.

SHOW & DATES	PRICE†	FIND OUT MORE
 <p>Dubai 2019 Friday 15 March - Saturday 16 March</p>	<p><b>SOLD OUT</b></p> <p>£4,500</p>	<p><a href="http://dubai.schoolsshow.co.uk">dubai.schoolsshow.co.uk</a></p>
 <p>Istanbul 2019 Saturday 27 April - Sunday 28 April</p>	<p>£4,500</p>	<p><a href="http://istanbul.schoolsshow.co.uk">istanbul.schoolsshow.co.uk</a></p>
 <p>India 2019 New Delhi - 3 October Bangalore - 5 October Mumbai - 7 October</p>	<p>1 show £3,000 2 shows £6,000 3 shows £9,000</p>	<p><a href="http://india.schoolsshow.co.uk">india.schoolsshow.co.uk</a></p>
 <p>London 2019 Saturday 9 November - Sunday 10 November</p>	<p>Price depends on size of stand @ £575 + VAT per Sqm</p>	<p><a href="http://schoolsshow.co.uk">schoolsshow.co.uk</a></p>
 <p>Asia 2019 Kuala Lumpur - 21 Nov. Singapore - 23 Nov. Hong Kong - 25 Nov. Shenzhen - 26 Nov.</p>	<p>1 show £3,000 2 shows £6,000 3 shows £9,000 4 shows £10,000</p>	<p><a href="http://kl.schoolsshow.co.uk">kl.schoolsshow.co.uk</a> <a href="http://singapore.schoolsshow.co.uk">singapore.schoolsshow.co.uk</a> <a href="http://hk.schoolsshow.co.uk">hk.schoolsshow.co.uk</a></p>

For further information  
please contact:

Ali Pettitt  
[ali@schoolsshow.co.uk](mailto:ali@schoolsshow.co.uk)  
+44 (0) 20 301 0299

David Wellesley Wesley  
[david@schoolsshow.co.uk](mailto:david@schoolsshow.co.uk)  
+44 (0) 20 3301 0291

For handbooks / post-show reports see: [exhibitors.schoolsshow.co.uk](http://exhibitors.schoolsshow.co.uk)