

POST SHOW REPORT **2024**

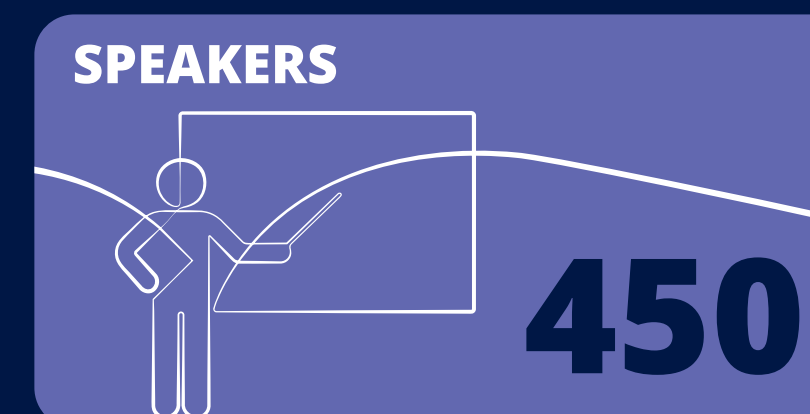
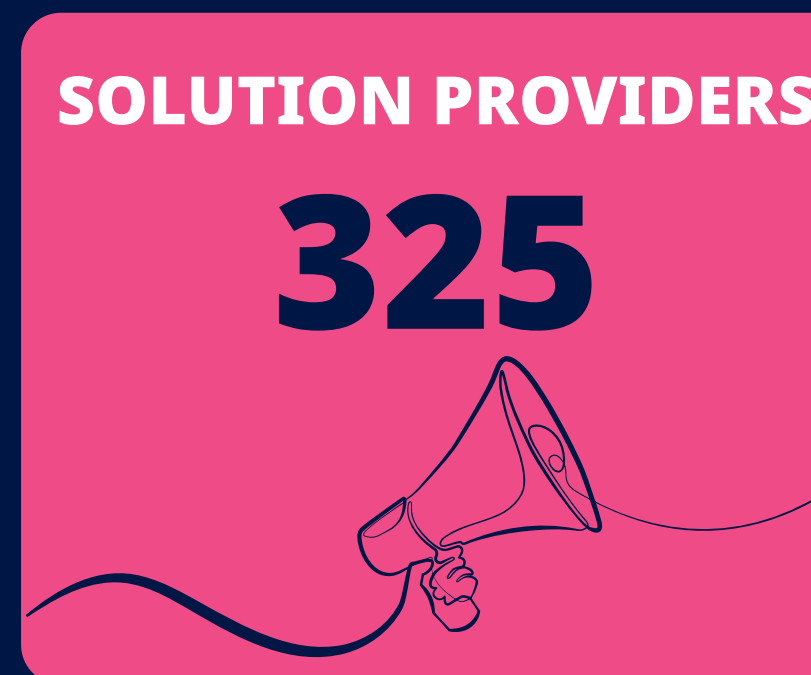
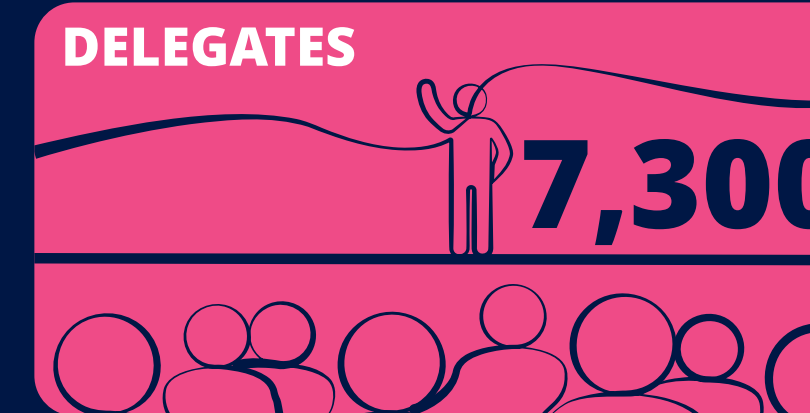
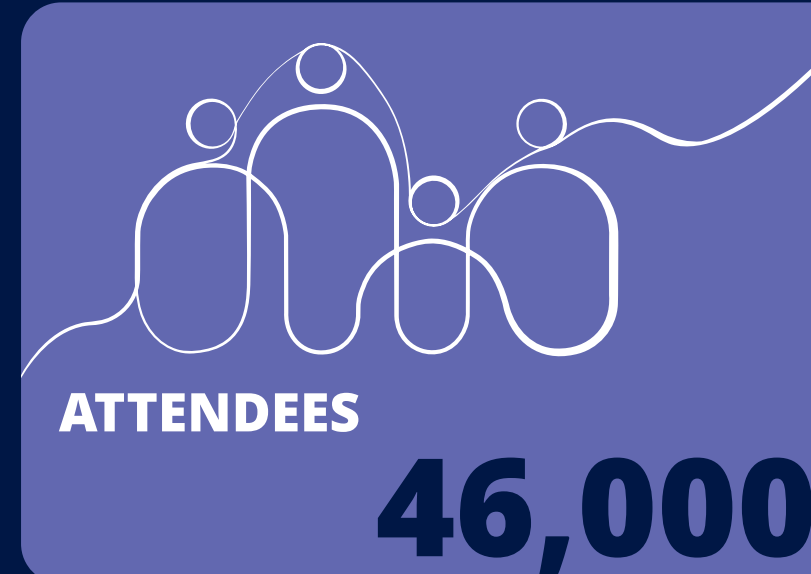
**bett** | BRASIL

LARGEST INNOVATION AND  
TECHNOLOGY FOR **EDUCATION**  
**EVENT IN LATIN AMERICA**

## BETT BRASIL 2024 THE LARGEST EDITION EVER

The **29th edition of the event** focused on the dialogue about paths to quality, inclusive, and equitable education in both public and private networks. The event also showcased new trends in the sector, including using artificial intelligence in education, personalized learning, enhancing socio-emotional skills, gamification, and edutainment (*education and entertainment*).

The event is recognized in the education market for providing an ideal environment for networking and business generation. Over the event's four days, **more than 71% of the exhibiting brands renewed their participation for the 2025 edition.**



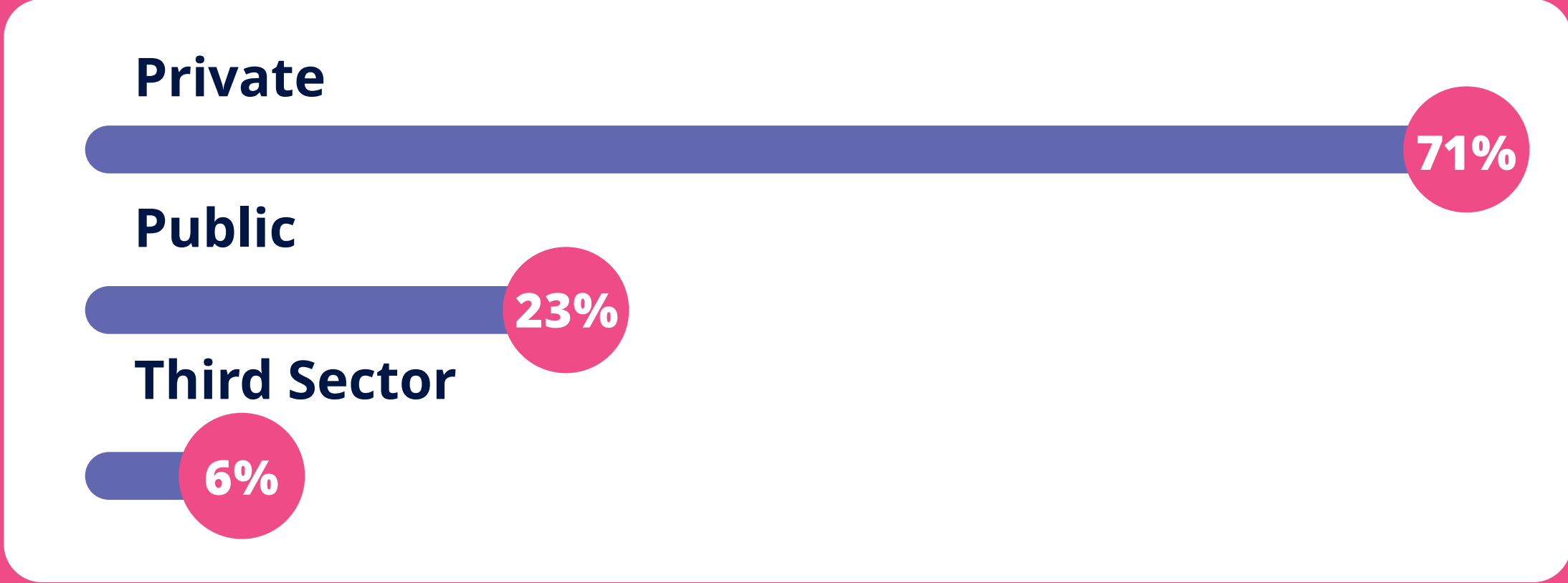
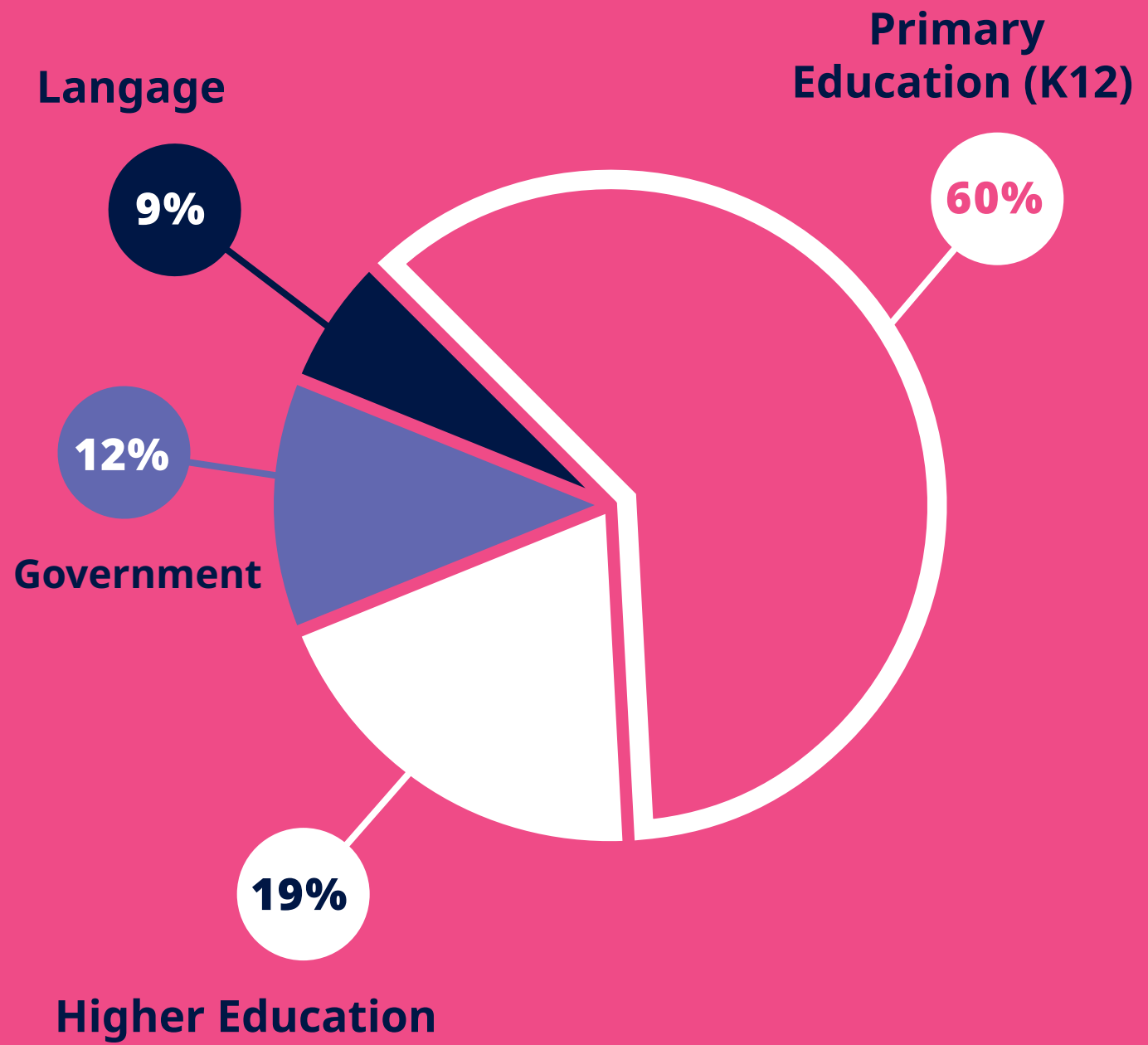


## FACTS & FIGURES BETT BRASIL

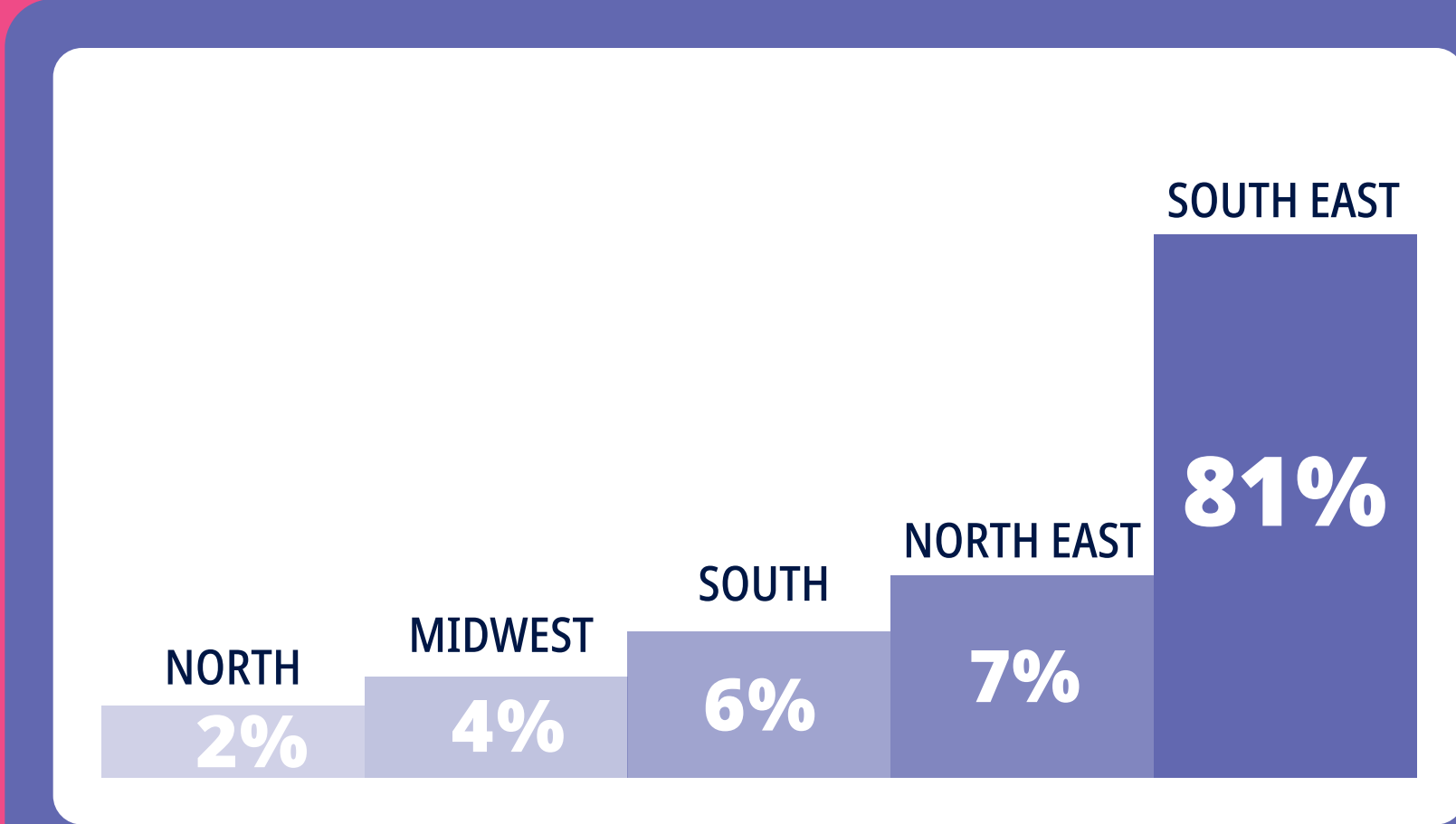
Record Attendance! More than 46,000 visitors were present during the four days of the event. Bett Brasil consolidated itself as the pivotal platform for dialogue among managers, educators, and solution and technology providers.

**All united** cooperating to achieve the same goal: the evolution of education!

### BREAKDOWN BY EDUCATIONAL LEVEL



**51%**  
of the participants possess the purchasing-decision power for their educational institutions.



#### TOP ATTENDEES' STATES

- Sao Paulo
- Rio de Janeiro
- Minas Gerais
- Paraná
- Santa Catarina
- Rio Grande do Sul
- Pernambuco
- Distrito Federal
- Goíás
- Bahia
- Ceará
- Mato Grosso

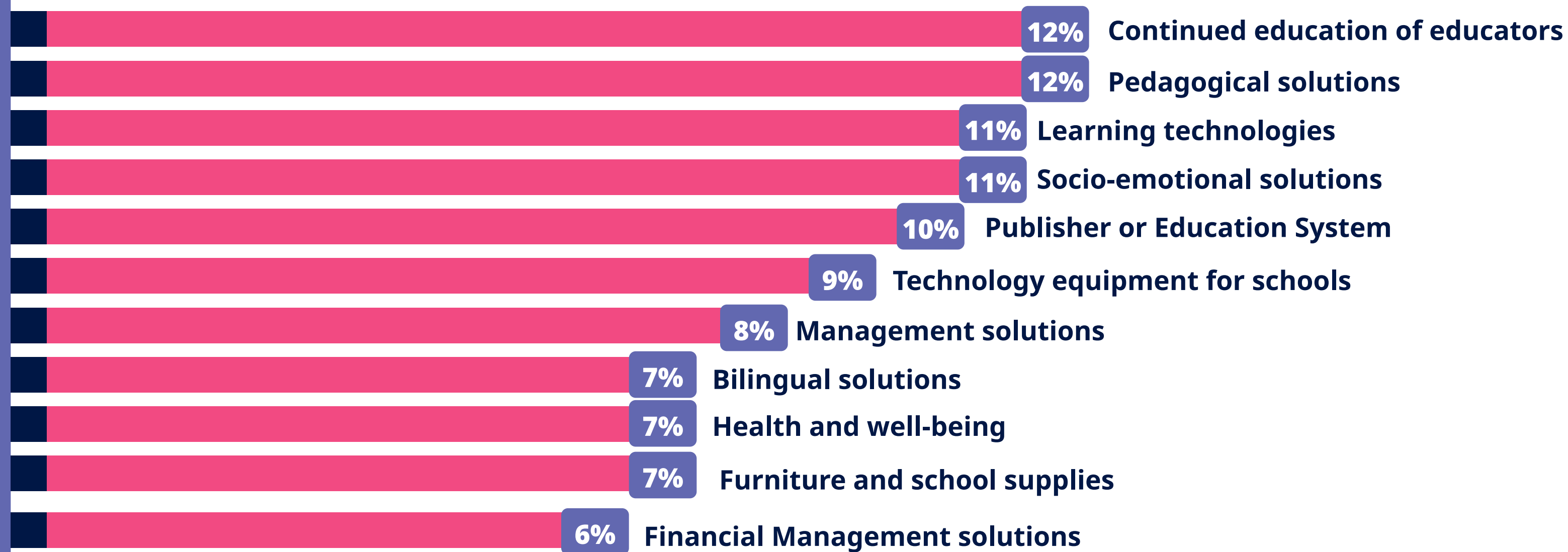
# FACTS & FIGURES BETT BRASIL



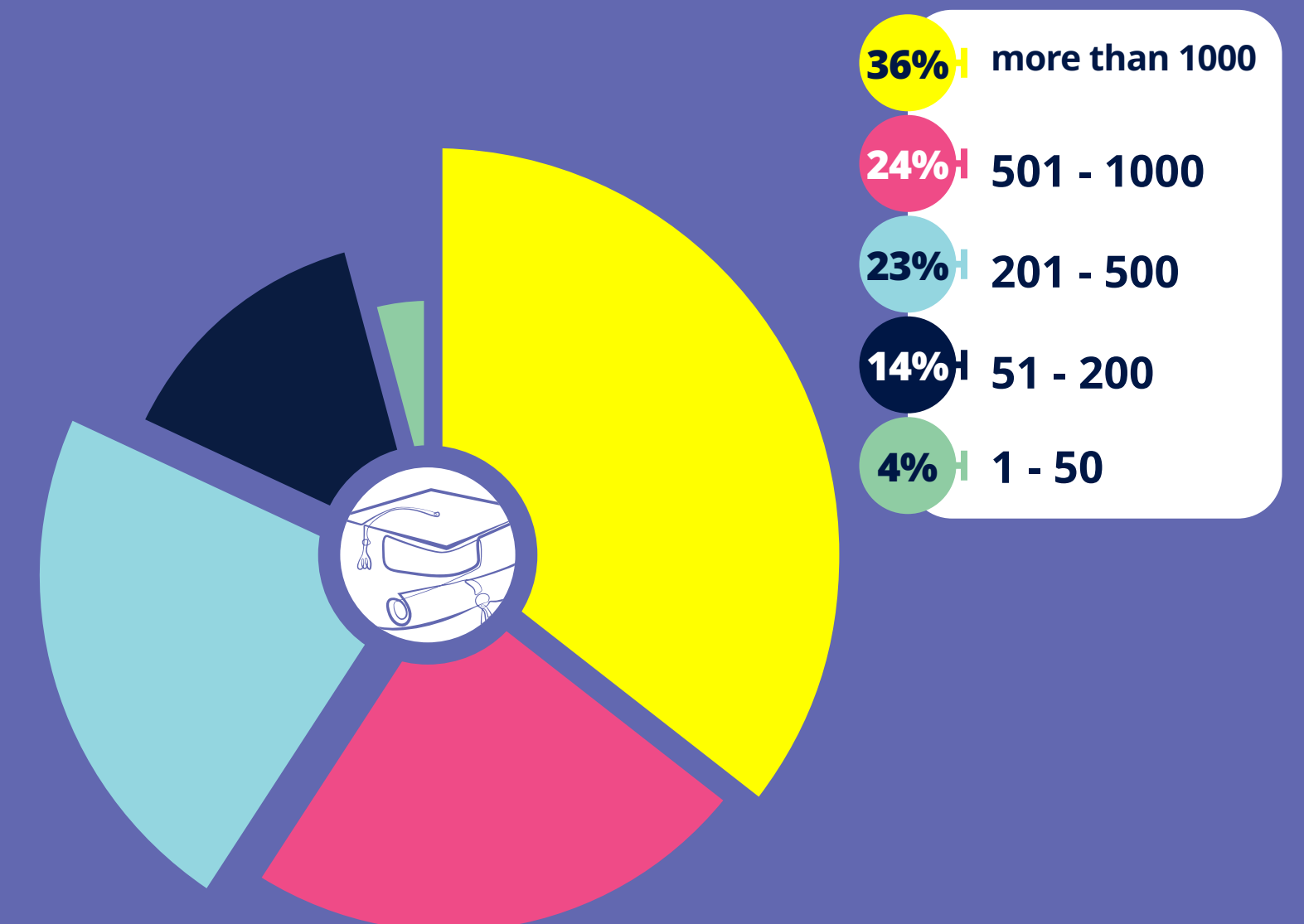
**28**  
COUNTRIES  
PRESENT

- South Africa
- Germany
- Angola
- Argentina
- Brunei
- Bulgaria
- Canada
- Chile
- China
- Colombia
- Spain
- United States
- France
- Great Britain
- Netherlands
- India
- Israel
- Mexico
- Norway
- New Zealand
- Panama
- Peru
- Poland
- Puerto Rico
- Portugal
- United Kingdom
- Switzerland
- Uruguay

## THE PARTICIPANTS' INTERESTS



## NUMBER OF STUDENTS IN EDUCATIONAL INSTITUTIONS



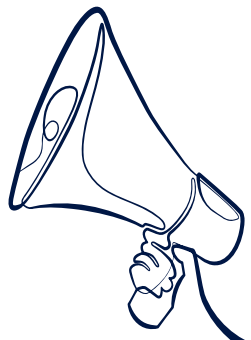


## EXHIBITION AREA: STAGE FOR LAUNCHING NEW TRENDS IN EDUCATION

Every year, major suppliers wait for Bett Brasil to launch and demonstrate their innovations to the public and private sectors of the basic and superior education market. In the 2024 edition, the exhibition area brought together over 325 brands that presented products, solutions, technology, and experiences that combined educational aspects with entertainment.

SOLUTION PROVIDERS

325+



22

BRAZILIAN STATES REPRESENTED



12

COUNTRIES PRESENT



## OF THE 325 EXHIBITING BRANDS:

serve exclusively the **Private Sector**



serve exclusively the **Public Sector**



serve both the **Private and Public Sectors**



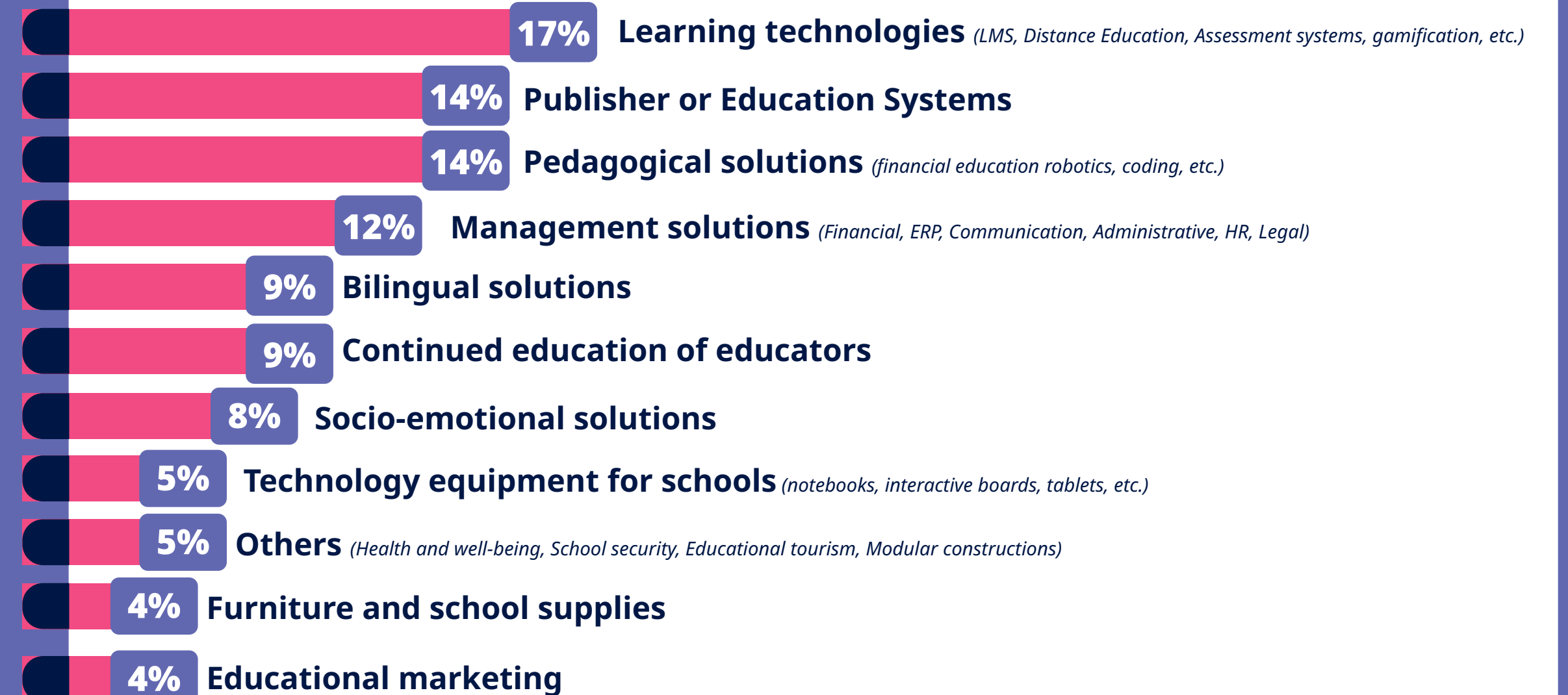
of exhibitors renewed their participation for **Bett 2025 during the 2024 edition**

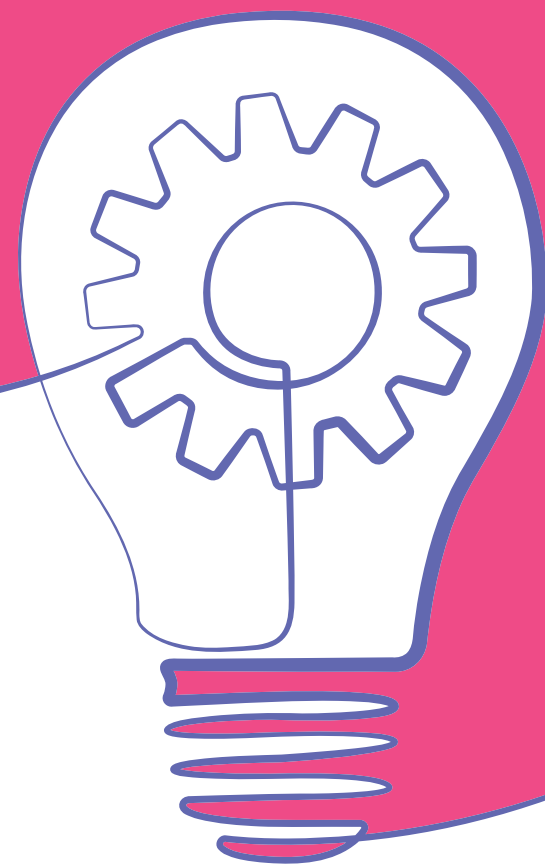


participated as exhibitors for the **first time at Bett Brasil**



## EXHIBITORS' SEGMENTATION





**bett** | STARTUPS

## TECHNOLOGY AND INNOVATION ALLIED WITH EDUCATION

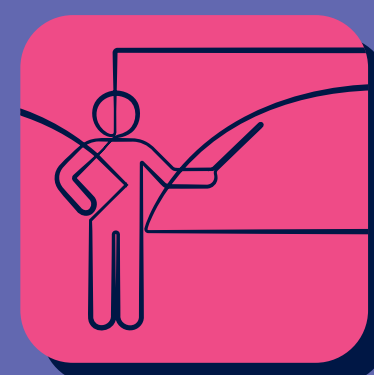
A major showcase within **Bett Brasil** will boost startups' innovations from various segments, such as recycling, robotics, financial education, payment, and food control, to present their solutions to the educational sector and angel investors.



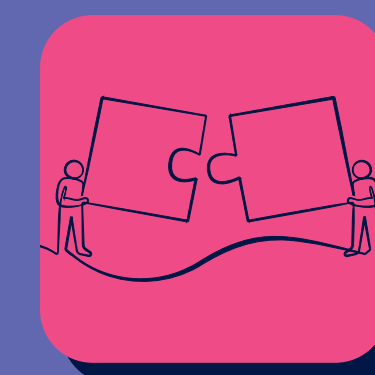
**43**  
Speakers



**1**  
Free content arena



**16**  
hours of content



**20**  
Exhibiting startups



**15**  
Content sessions

## A NEW MEANING FOR PUBLIC EDUCATION AT BETT BRASIL



**A new look. Various opportunities.**

The **2024 edition of Bett Brasil** gave a new meaning to public education, dedicating a specific and highlighted area for the Brazilian public educational sector, offering various opportunities focused on the needs and challenges of the industry:

- Free Auditorium with Exclusive Panels
- Third Sector Area: Exhibition of organizations supporting educational networks with innovative services and programs.
- Exhibitors focused on the Public Sector
- Exclusive Lounge for Public Managers: providing an ideal environment for networking and sharing experiences
- Meetings at Bett Connect for Business and Partnerships

### Support:



### Lounge GOV and Public Education Auditorium Sponsors



### Public Education Auditorium and government Lunch Sponsor



### government Dinner Sponsors




**PUBLIC SECTOR:  
FACTS & FIGURES**



**7**   
**SPONSORS**

**3** **UNDIME  
NATIONAL  
MEETINGS**

 **69**  
**SPEAKERS**

**10,740+**  
**TOTAL VISITATION BY  
PUBLIC MANAGERS**




**27**   
**BRAZILIAN STATES  
REPRESENTED**

**1**  **FREE  
AUDITORIUM**

 **19** **EXCLUSIVE  
EXHIBITORS FROM  
THE THIRD SECTOR  
AND SUPPLIERS  
FROM THE PUBLIC  
SECTOR**

**1** **UNDIME  
SÃO PAULO  
MEETING**

 **20**  
**CONTENT  
PANELS**





### Representatives from **Education Departments, Municipalities, and Government**



### from **Basic Education Institutions**



### from Superior and **Professional Education Institutions**



#### PROFESSOR



#### COORDINATOR/SUPERVISOR



#### DIRECTOR



#### SECRETARY OF EDUCATION



#### ANALYST / ASSISTANT



#### MANAGER



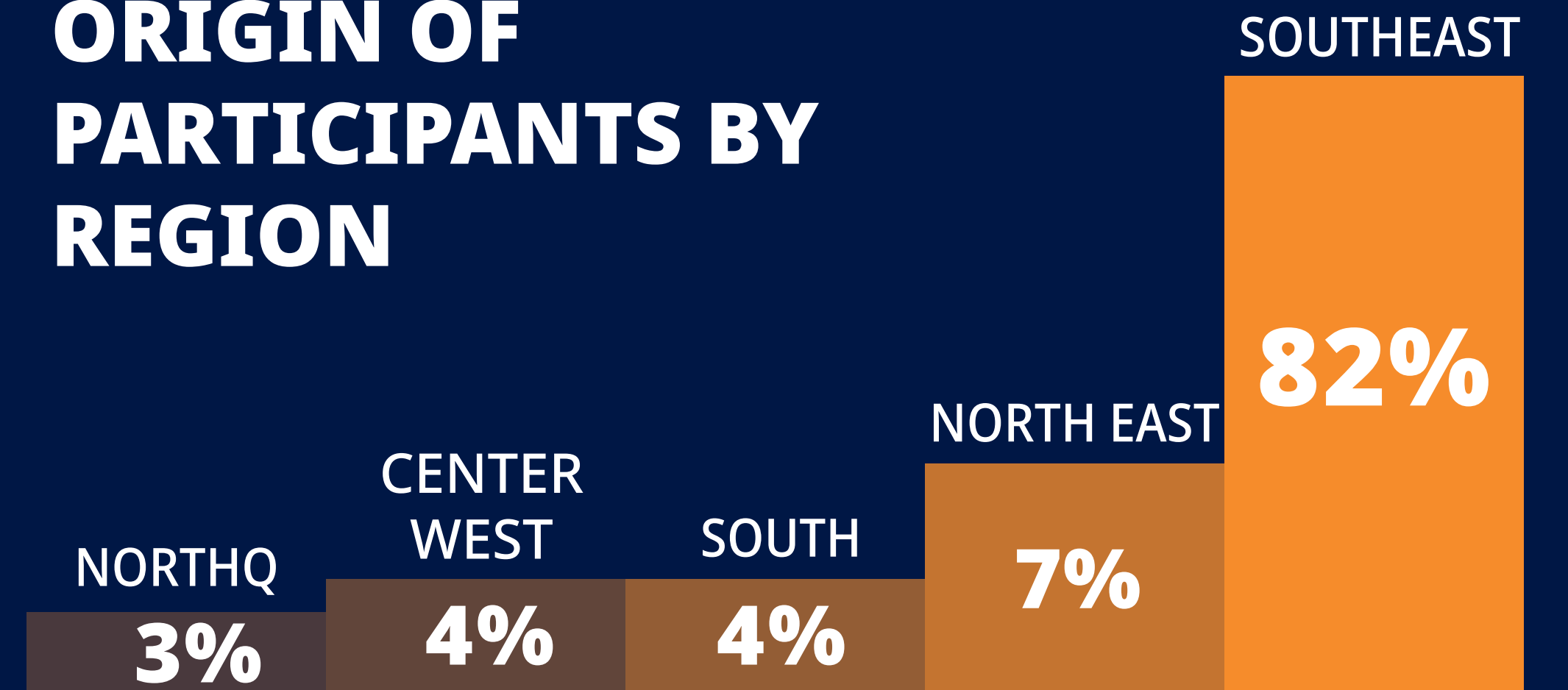
#### OTHERS

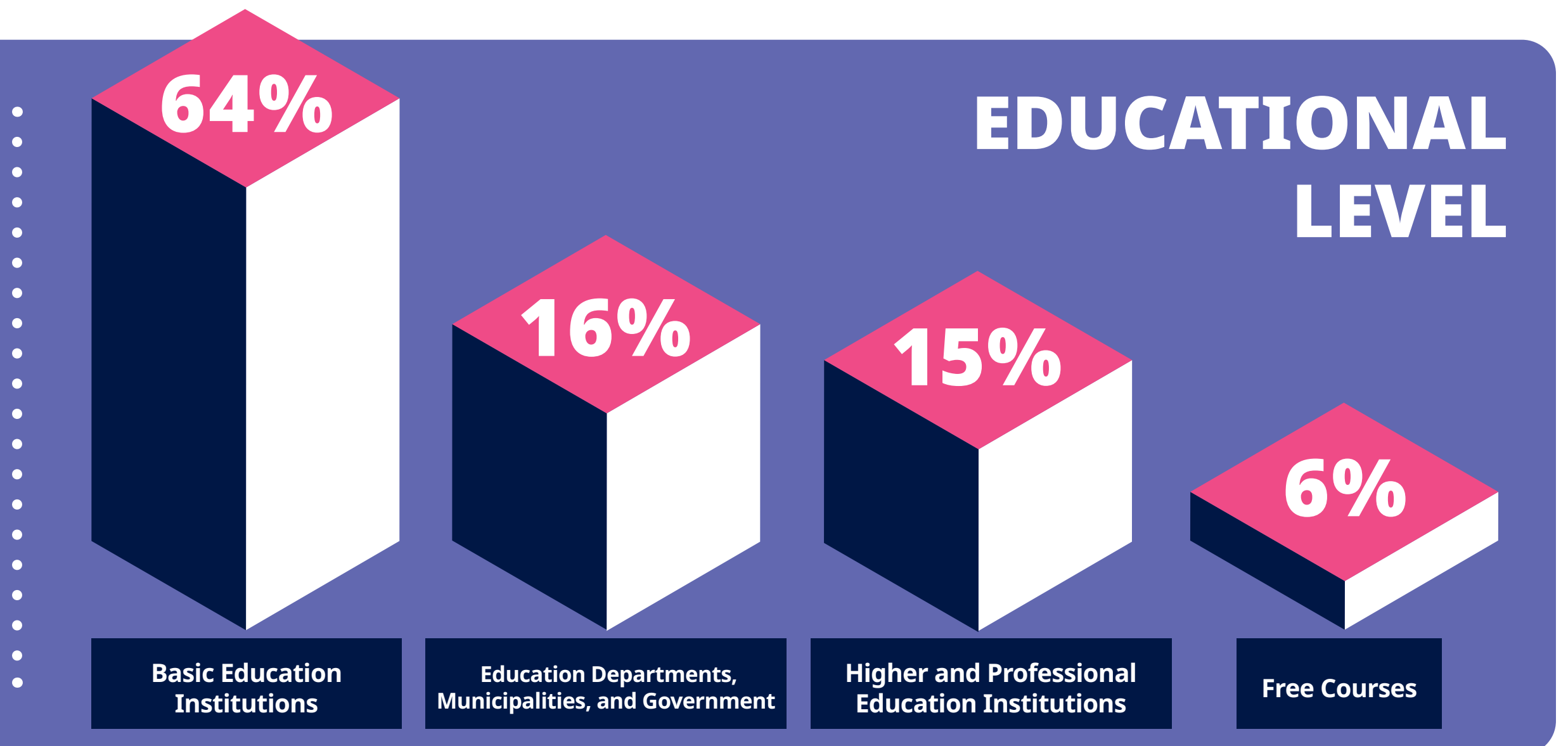
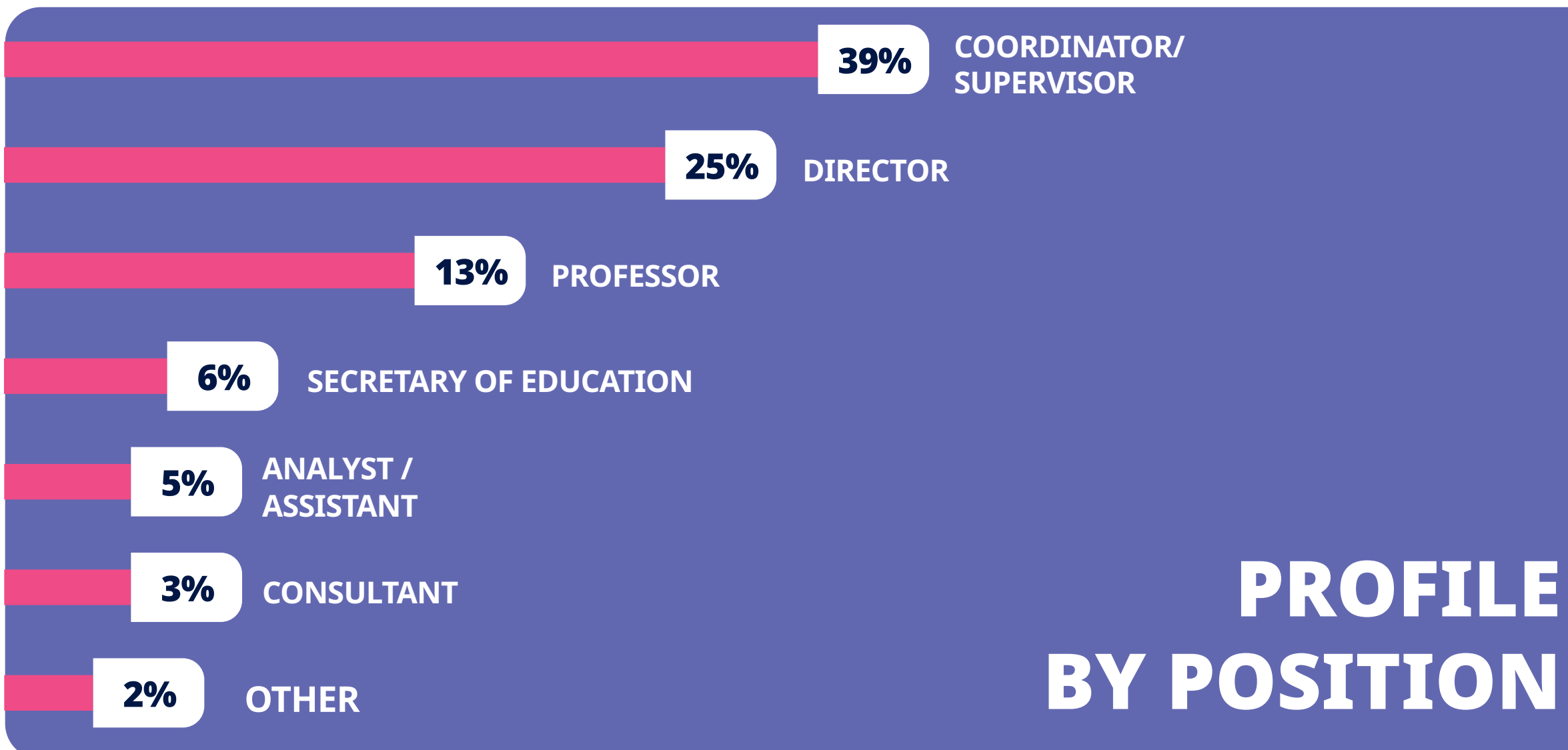
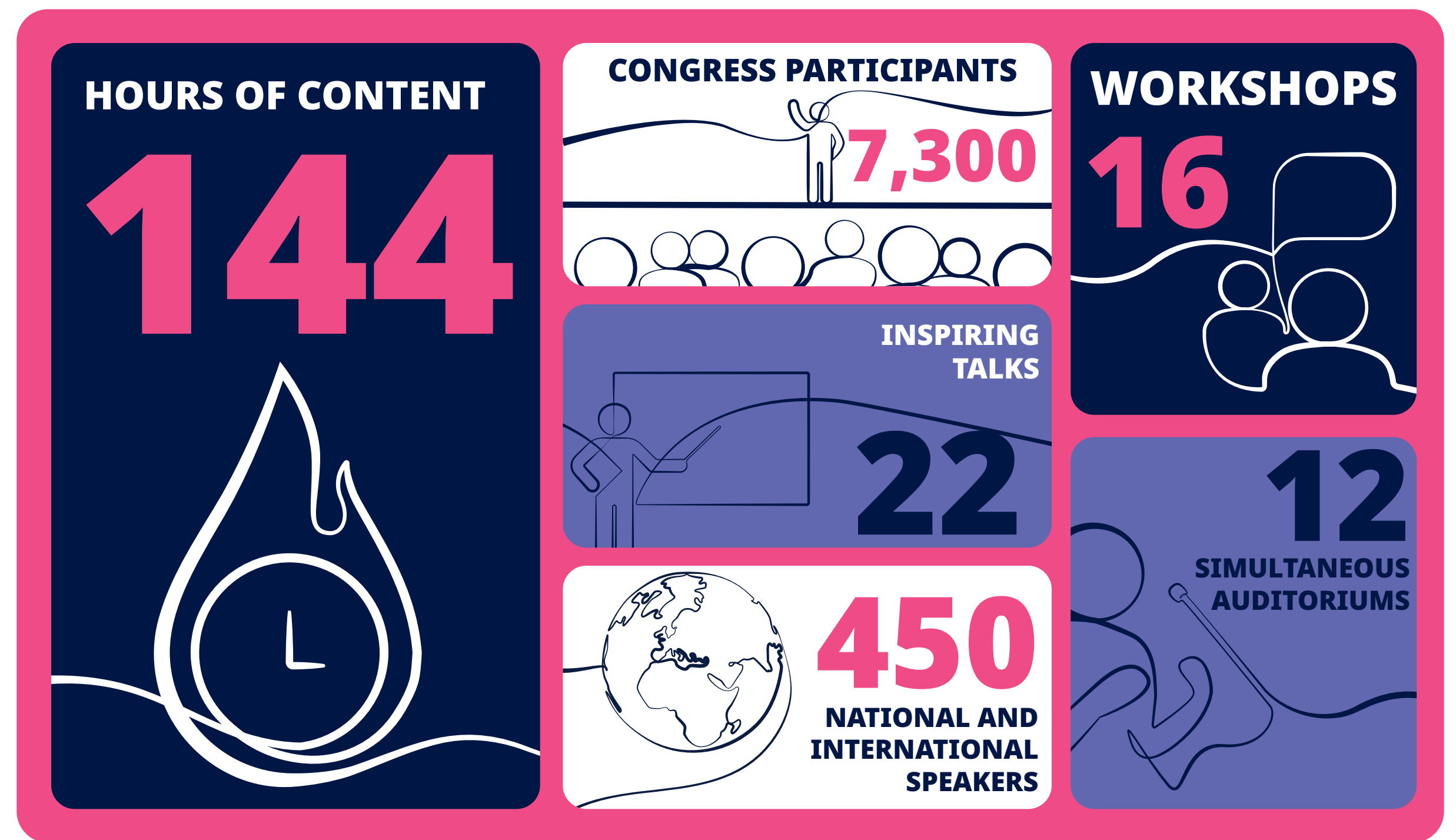
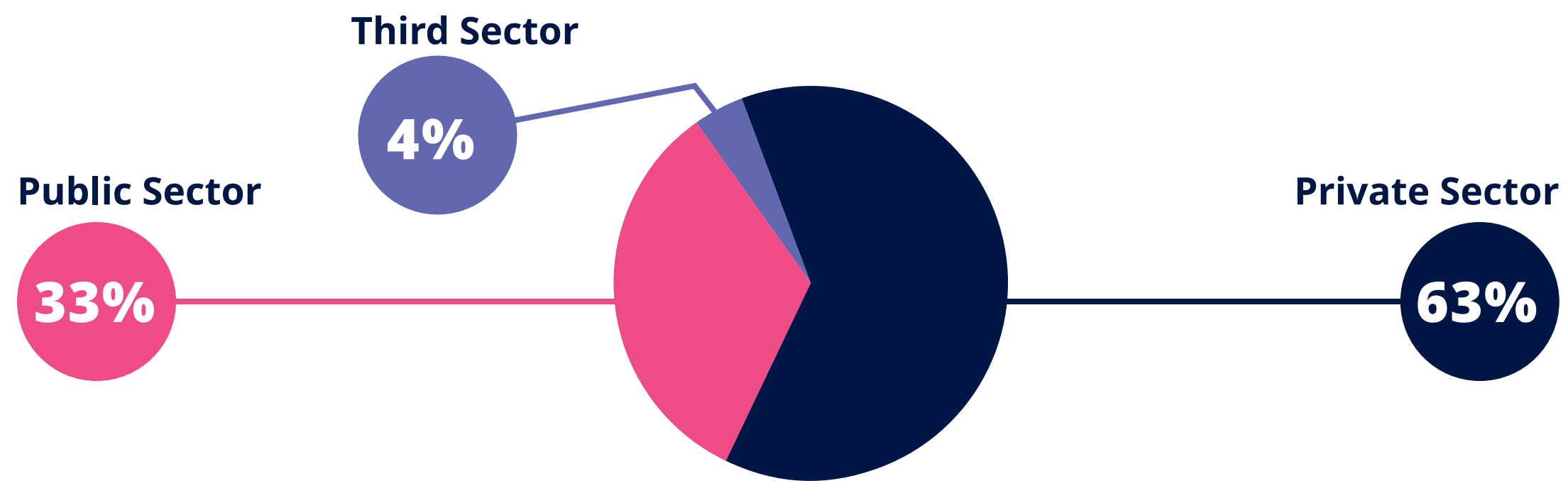


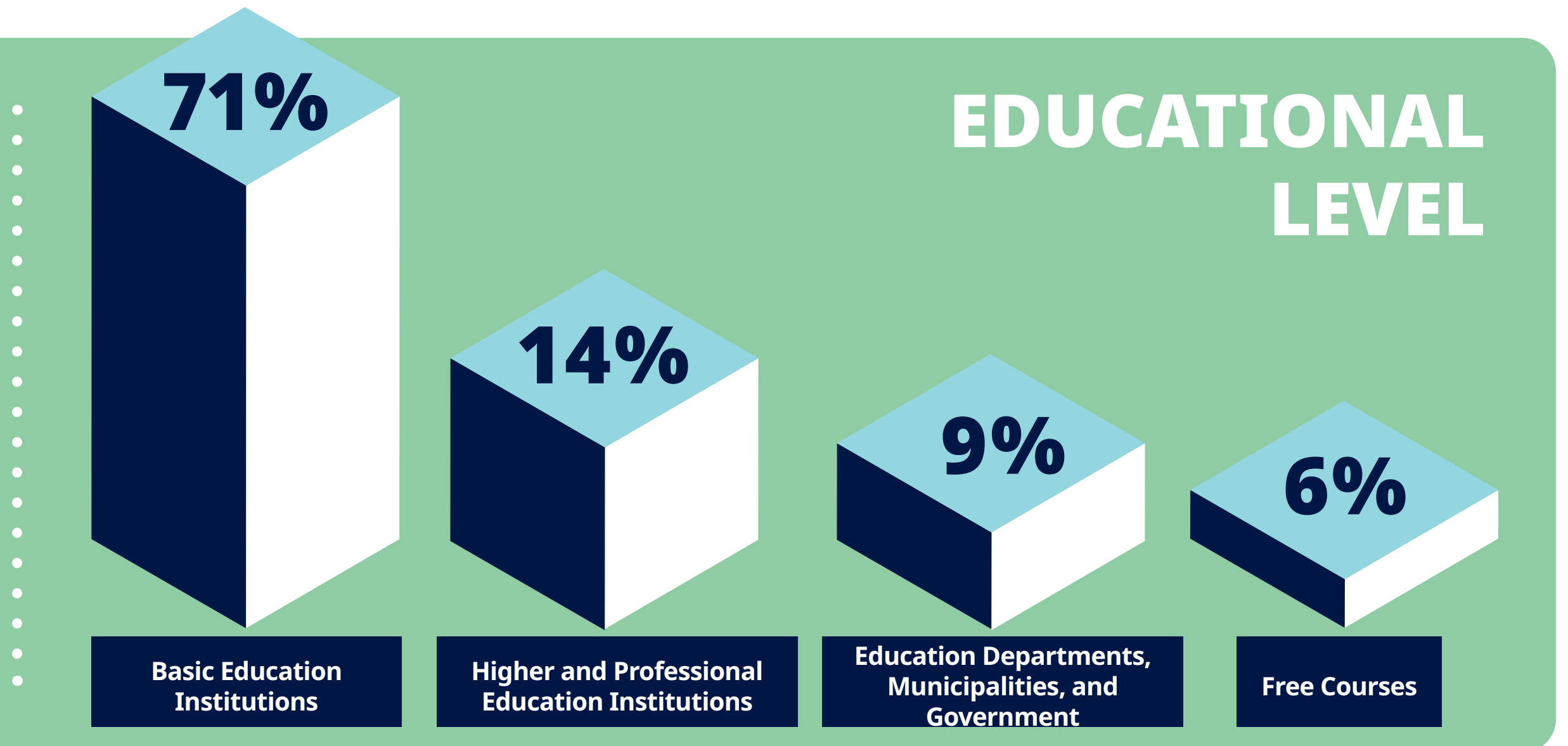
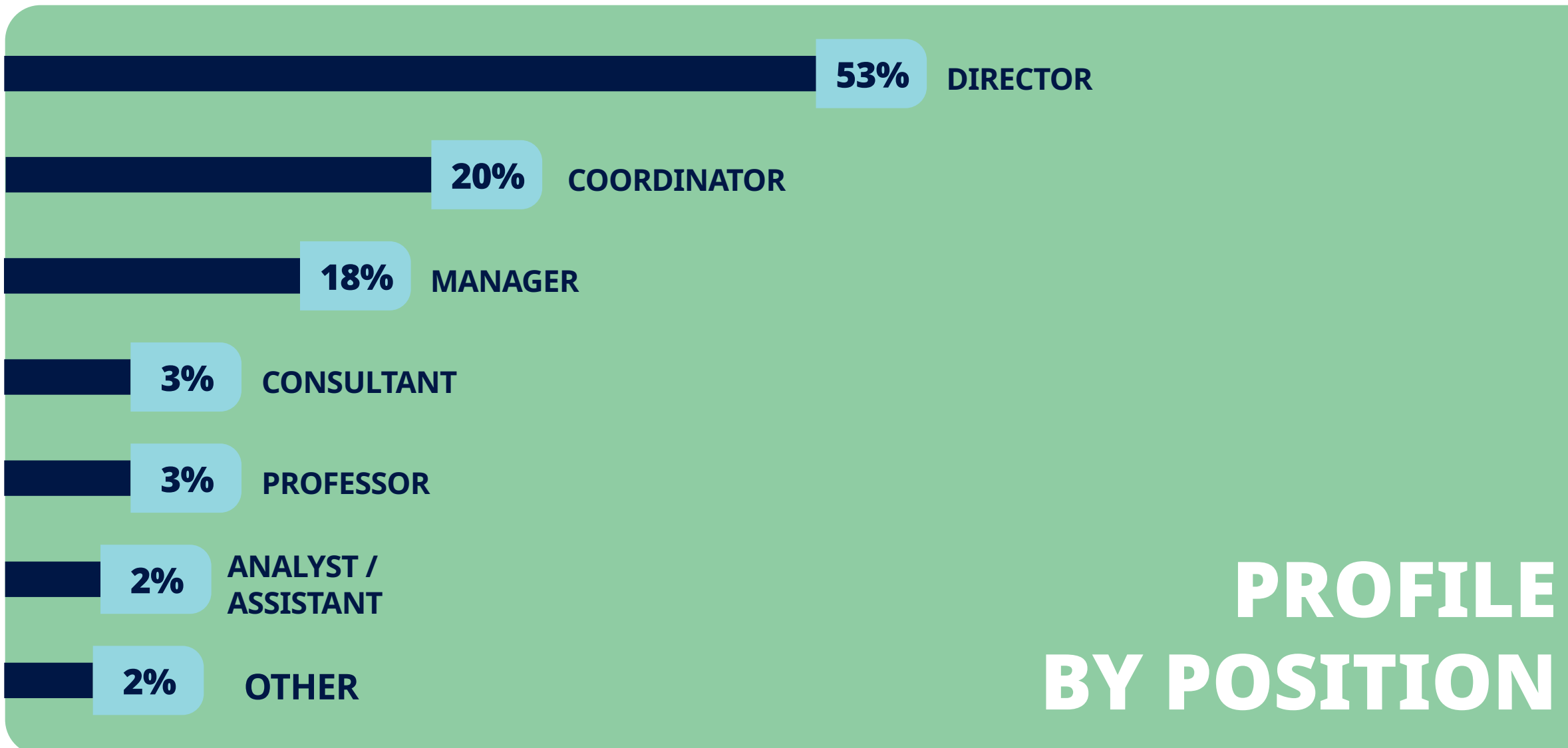
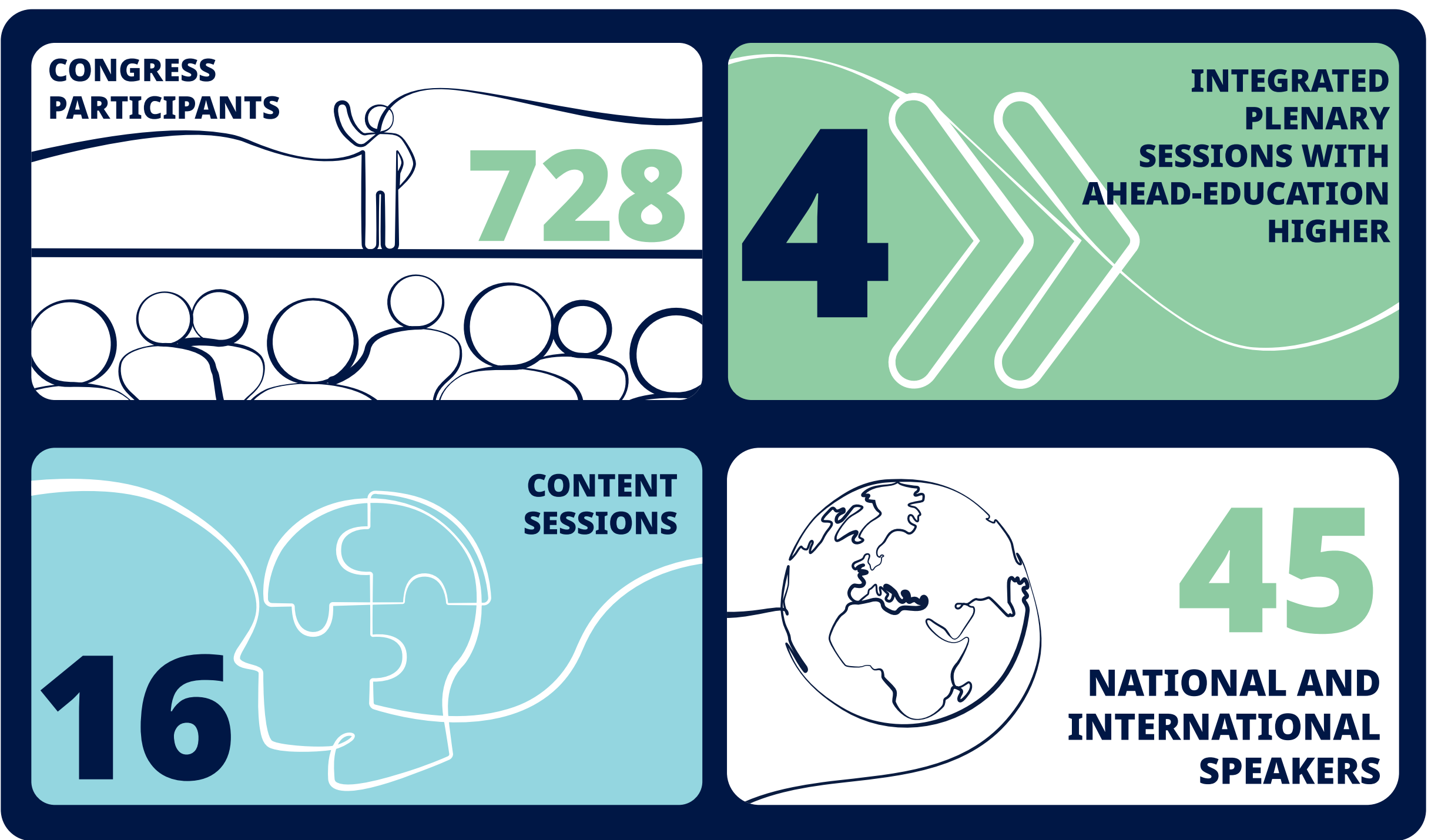
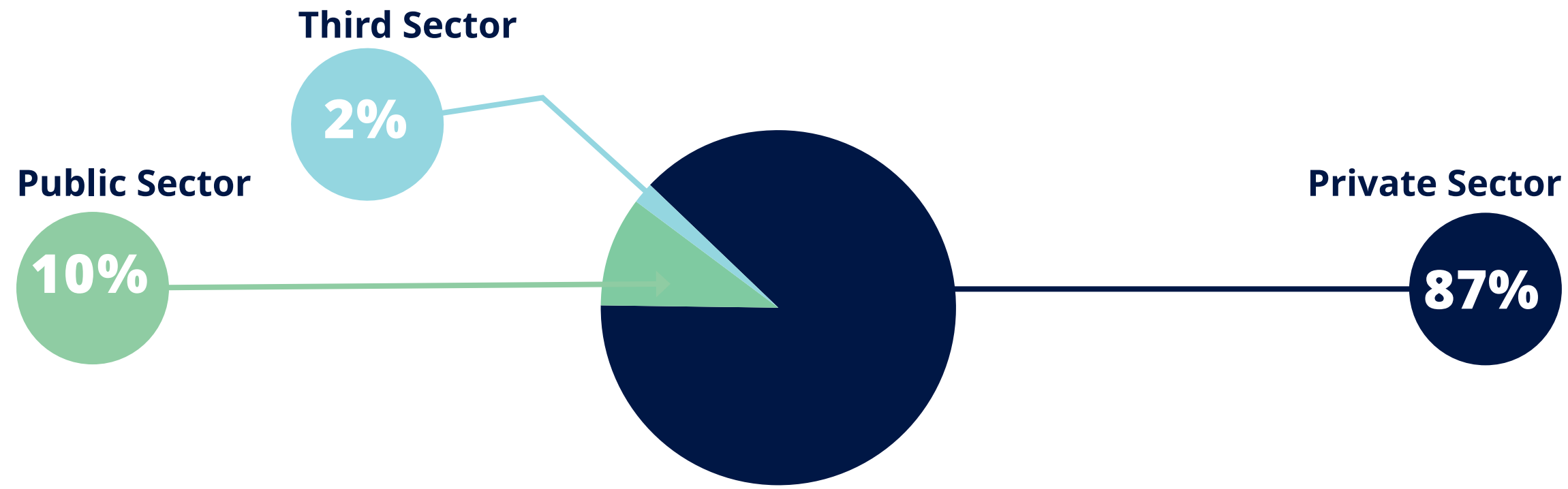
## PROFILE BY OFFICE



## ORIGIN OF PARTICIPANTS BY REGION







**3,450+**  
ATTENDEES

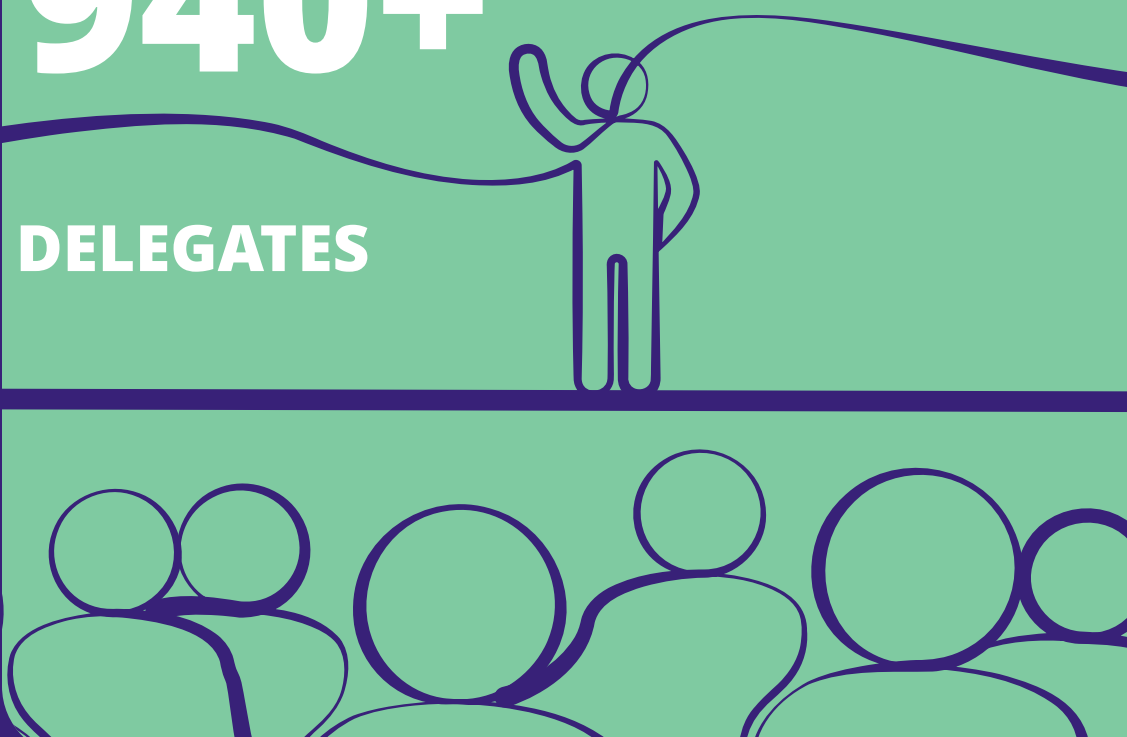


  
**44**  
SOLUTION PROVIDERS FOR HIGHER AND PROFESSIONAL EDUCATION

**1**  
AUDITORIUM

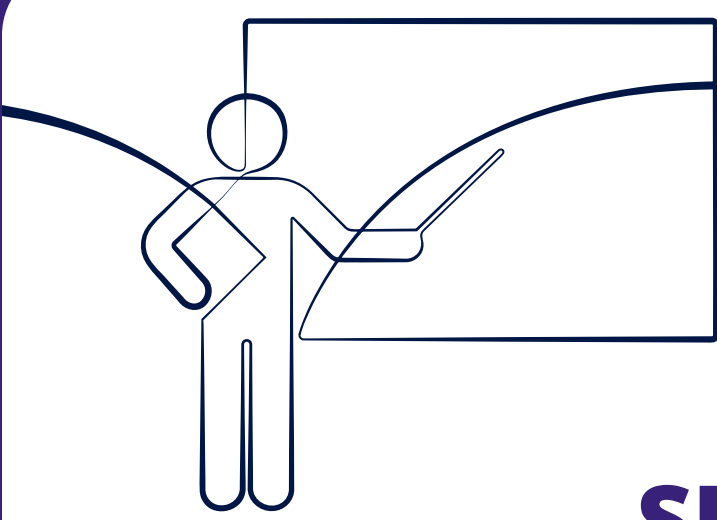


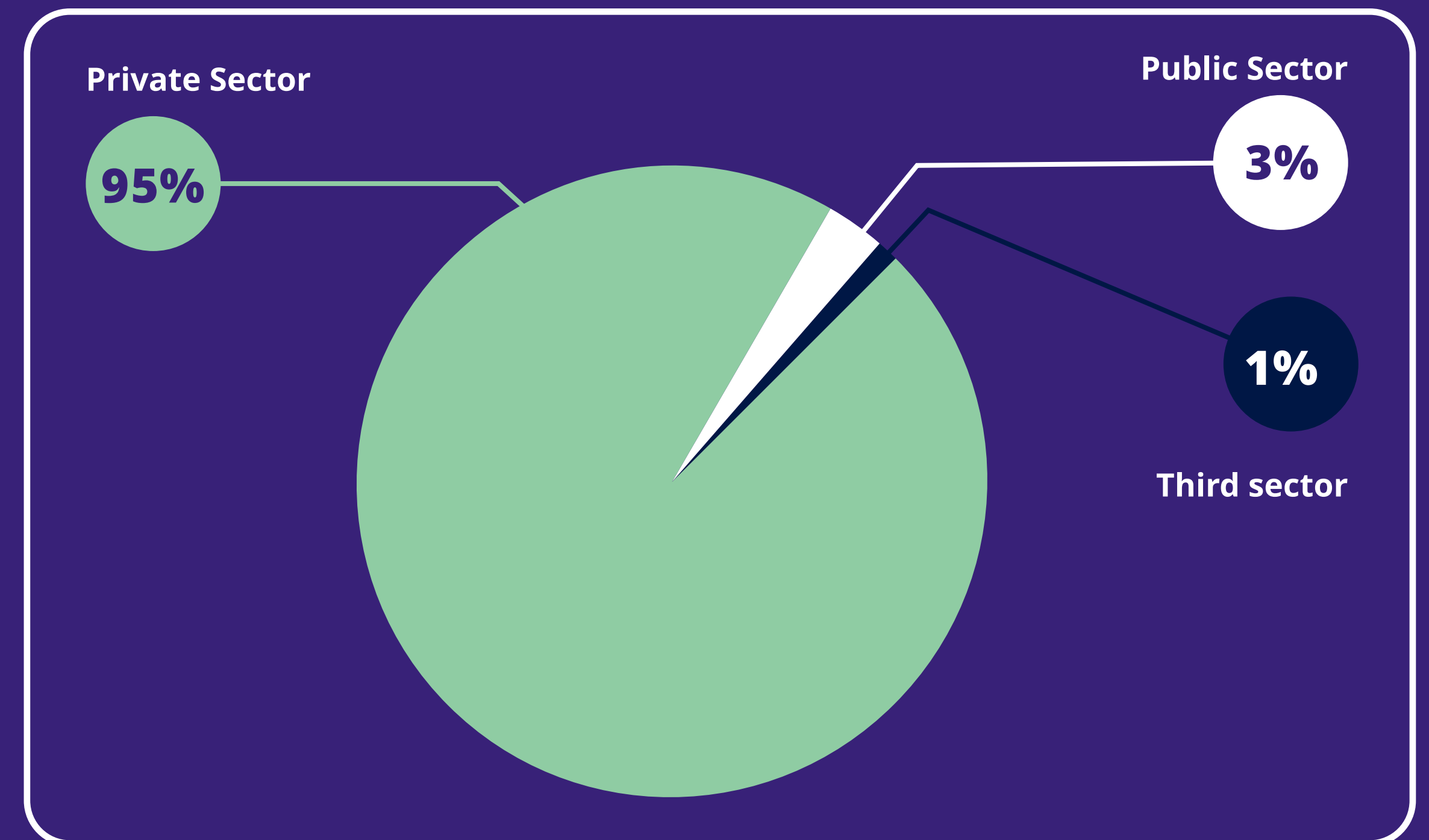
**940+**  
DELEGATES



**4**  
INTEGRATED PLENARY SESSIONS WITH THE MANAGERS' FORUM



  
**45**  
SPEAKERS



## EDUCATIONAL LEVEL

Higher and Professional Education Institutions

58%

Basic Education Institutions

28%

Free Courses

14%



## PROFILE BY POSITION

25% DIRECTOR

23% COORDINATOR

17% ANALYST / ASSISTANT

13% PROFESSOR

13% MANAGER

7% CONSULTANT

2% OTHER

1% DEAN / VICE RECTOR

47% ACADEMIC / PEDAGOGIC

26% ADMINISTRATION

8% IT / COMPUTING

8% MARKETING / COMMUNICATION

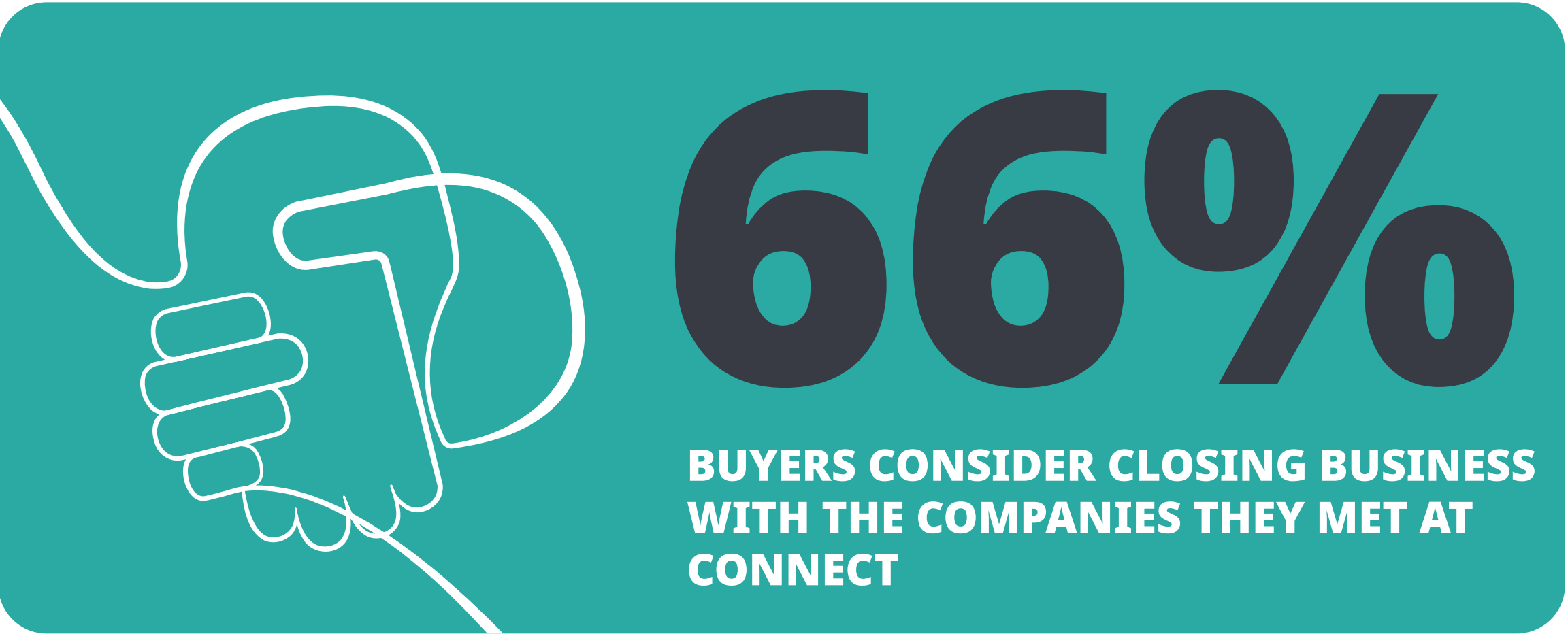
6% COMMERCIAL / SALES

3% FINANCIAL

1% HR

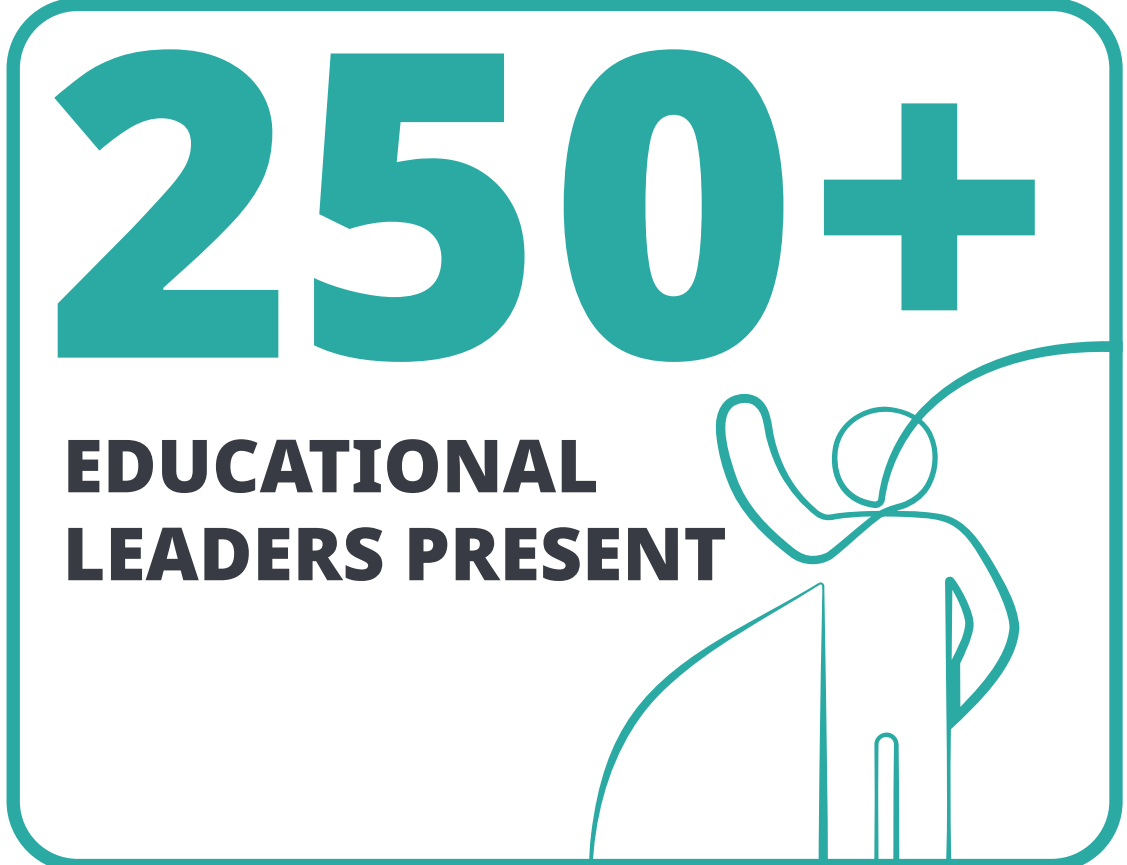
1% LEGAL

**ACTING DEPARTMENT**



# Bett Conecta

The second edition of **Bett Connect**, which was held on the first three days of the event, exceeded all expectations by ensuring that more than **250 educational buyers effectively** and purposefully met with solution providers.



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● A Hyve Event

**SEE YOU IN 2025**  
**FROM APRIL 28 TO MAY 01**

**LEARN HOW TO DISPLAY YOUR  
BRAND AT LATIN AMERICA'S  
LARGEST INNOVATION AND  
TECHNOLOGY EVENT.**

## Contact

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By  
**Hyve**