

EXPOESTUDIOS EN EL EXTRANJERO



JOIN THE LARGEST STUDY ABROAD EVENT IN CHILE!

SANTIAGO, CHILE,
MARCH 30 - 31, 2012

INTERCONTINENTAL
SANTIAGO HOTEL AND
CONVENTION CENTER

EXPOESTUDIOS EN EL EXTRANJERO 2012

Tel: (562) 421 7585 / Email: info@expoestudios.cl / web: www.expoestudios.cl

EXPOESTUDIOS EN EL EXTRANJERO

Dear Exhibitor:

We are very pleased to invite you to participate in EXPO-ESTUDIOS EN EL EXTRANJERO (EXPO-STUDIES ABROAD) on March 30 – 31, 2012 at the Intercontinental Santiago Hotel and Convention Center, in Chile, a country committed to international education, which is funded by the largest government study abroad scholarship program in Latin America, and a growing market in a vibrant and expanding region.

Chile has a market-oriented economy characterized by a high level of foreign trade and a reputation for strong financial institutions and sound policy that have given it the strongest sovereign bond rating in South America. In recent years, due to the strong growth and stability of the Chilean economy, many multinational companies have chosen Santiago as the place for their headquarters in the region, such as HP, Reuters, Procter & Gamble, Intel, Coca-Cola, Unilever, Nestlé, Kodak, IBM, Motorola, Microsoft, Ford and Yahoo!, and many Chilean companies have established international operations, demanding high level professionals, English language skills, and establishing education abroad as an important matter for their future.

EXPOESTUDIOS EN EL EXTRANJERO is the largest Study Abroad event in Chile, and the best place to improve international education and conduct business. The event is designed to provide international education institutions with the opportunity to meet genuine prospective students from all over the country, looking to study abroad in English Language, High School, Undergraduate, Technical, University, and Postgraduate programs, in a country with increasing demand.

With more than 12,000 square feet exhibition and 5,400 visitors in a two days event, EXPOESTUDIOS EN EL EXTRANJERO it's a non profit event open to international education institutions and country representatives, such as embassies, consulates and trade commissions. At the event visitors can also take part in the seminars,

which run throughout the day and are given by institutions, and government bodies which cover visa regulations and education systems.



VISITOR'S PROFILE: Genuine prospective students aged 16 – 45 years living in Santiago and surrounding areas (55% of total country population), this includes high school students with their parents, university students, technical institutions students, young/middle age professionals, young/middle age business executives, teachers, school principals, as well as counselors.

ADVERTISING AND PROMOTION: A strong advertising and promotion campaign, targeted to gathered genuine prospective students to the event, precedes EXPOESTUDIOS EN EL EXTRANJERO. Campaign includes national newspapers, targeted internet websites and magazines, outdoor billboards, posters and presentations in targeted Universities, Schools, and Technical Institutions, direct mail to heads of department in colleges and universities, embassies and consulates PR, national TV news, and social network promotion.

InterContinental Santiago Hotel and Convention Center



The new financial district is a fitting locale for InterContinental Santiago, one of the city's most elegant hotels. Upscale shops and restaurants share the neighborhood, and top attractions such as San Cristobal Hill, Plaza de Armas and La Moneda Presidential Palace are nearby.

Located in the heart of the financial, commercial and gastronomic district of El Golf, the Hotel offers a great location and a wide variety of services including a Convention Centre with 20 functional meeting rooms equipped with state of the art technology specially designed for congresses, seminars and social events.



EXPO-ESTUDIOS EN EL EXTRANJERO 2012, AGENDA

Friday, March 30ST, 2012

09:00	Fair hall opens
09:00 - 11:00	Registration of exhibitors
11:00 – 12:00	EXPO-ESTUDIOS Seminar: Market Overview
14:00 – 20:00	Fair
21:00 – 23:30	EXPO-ESTUDIOS Welcome dinner

Saturday, March 31ST, 2012

09:00	Fair hall opens
09:00 – 11:00	Welcome refreshments
11:00 – 12:00	EXPO-ESTUDIOS Seminar: Students Profile
14:00 – 19:00	Fair

FULL TABLE BOOKING

Your FULL TABLE booking includes:

- 1 rectangular table.
- 1 tablecloth printed with your country image.
- 2 chairs.
- Power outlet.
- Name badges.
- EXPOESTUDIOS SEMINAR (day 1).
- EXPOESTUDIOS Welcome dinner (one person).
- EXPOESTUDIOS SEMINAR (day 2).
- 1 printed banner with your institution name on it.
- Premium advertising at the EXPOESTUDIOS Visitors Guide.
- Internet connection at the event (1 pc).
- Exhibitors printed materials reception and delivery to the hotel at the event.
- Access to special accommodation rate at the InterContinental Santiago Hotel and Convention Center (subject to availability).
- Visitors Guide distribution (printed version and pdf format to +20.000 qualified contacts)

EXPOESTUDIOS EN EL EXTRANJERO

EXPOESTUDIOS VISITOR'S GUIDE: The Visitors Guide is a multi-page color booklet designed to provide key information about the fair and exhibitors. The Visitors Guide will be distributed printed to event visitors, consulates, and selected local institutions, and will include detailed information about the institutions participating in the event. After the event the Guide will be send in pdf format to +20.000 qualified contacts nationwide. Original logos in high resolution format must be submitted by each institution, as per specifications provided upon registration.

PRINTED MATERIALS: For your convenience we have arrange to receive your printed materials directly at our offices before the event. If you wish to use this option please send your printed materials, including the name of your institution clearly at front, to:

OK EDUCATIONAL TRAVEL GROUP S.A.
Lota 2257, Of. 704. Providencia. Santiago Chile
Att: Ms. Francisca Angulo

FULL TABLE PRICES

FULL TABLE

USD 2,800.-

! EARLY BIRD BOOKING DISCOUNT UNTIL FEBRUARY 24, 2012

USD 210.-

Important: Please note that registration will not be processed until full payment is received. All cancellations are subject to a USD 500 cancellation fee. The deadline for buyer registration fee refunds is January 27, 2012. No refund will be accorded after this date. No share tables are allowed. Space is limited and is provided on a first come, first served basis.

ACCOMODATION PRICES

EXPOESTUDIOS accommodation promotion (subject to availability)

Check-in until March 29, 2012:
USD 210 per night.-

Single or double occupancy with breakfast.

Check-in March 30, 2012 or after:
USD 180 per night.-

Important: Please note that accommodation will not be processed until full payment is received. All cancellations are subject to a cancellation fee (one night). The deadline for accommodation fee refunds is January 27, 2012. No refund will be accorded after this date. Space is limited and is provided on a first come, first served basis.

EXTRAS*

TV w/notebook connections:	USD 100 per day.
Translators (fair hours):	USD 120 per day (language translation students).
Welcome dinner participation:	USD 60 each extra person.
Institution lecture:	upon request and subject to availability (30 minutes max.).
Meals:	not included.

**Important: Please note that extras will not be processed until full payment is received. All cancellations are subject to a USD 100 cancellation fee. The deadline for buyer registration fee refunds is January 27, 2012. No refund will be accorded after this date*

EXPOESTUDIOS 2011 INFORMATION

Visitors:	5.476
Students:	65% (High school 20%, Technical/Vocational 22%, University 58%)
Professionals:	35% (Young professionals 66%, Other professionals 34%)
Sponsors:	<ul style="list-style-type: none">- OK Educational Travel Group- El Mercurio (main Chilean newspaper)- Nescafe (Nestle)
Partners:	<ul style="list-style-type: none">- Australian Trade Commission- Canadian Embassy- U.S. Commercial Services- New Zealand Educated- Conycit (National Commission of Scientific Research and Technology)- Técnicos para Chile (Becas Chile scholarship program)- BELTA (Brazilian Education & Language Travel Association)

Guest of Honor 2012 **New Zealand / Education New Zealand Trust**

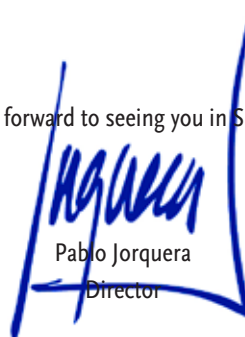
ADDITIONAL INFORMATION

If you have any questions or require additional information regarding the event, registrations, or accommodation, please visit www.expoestudios.cl and/or contact us at:

Email : info@expoestudios.cl

Tel : (562) 421 75 85

We look forward to seeing you in Santiago!



Pablo Jorquera
Director

The entity named and qualified here in below, duly represented by its legal representative whom signs this term, hereby confirms its participation as an exhibitor at EXPOESTUDIOS EN EL EXTRANJERO 2012, under the condition(s) marked below.

FULL TABLE BOOKING DETAILS (USD 2,590, Feb 24 or before including EBBD; USD 2,800 Feb 25 or after):

Institution name

Address _____ Country _____

Contact name _____ Contact email _____

Full table cost _____ Contact Signature _____
USD: _____

EXTRAS

TV w/notebook connections (USD 100 per day) <input type="checkbox"/> 1 day <input type="checkbox"/> 2 days	Translator at the event (USD 120 per day) <input type="checkbox"/> 1 day <input type="checkbox"/> 2 days	Student support at the event (USD 120 per day) <input type="checkbox"/> 1 day <input type="checkbox"/> 2 days	Welcome dinner (USD 60 per extra person) # extra person _____
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Extras cost: USD _____ Contact signature: _____

HOTEL ROOM REQUESTED NIGHTS (USD 210, March 29 or before; USD 180, March 30 or after):

From (dd/mm/yy) _____ To (dd/mm/yy) _____ # nights _____ Number of rooms _____

Passenger name 1: _____ Passenger name 2: _____

Total room cost: USD _____ Contact signature: _____

PLEASE SCAN THIS FORM DULY SIGNED AND RETURN TO: info@expoestudios.cl

PAYMENT TERMS: Wire transfer (USD) payable to:			
Bank name	Santander Santiago	Bank code	BSCHCLRM
Bank Address	Avenida Concha y Toro 408, Puente Alto	Account	051-0003145-2
Beneficiary	Educational Travel Group S.A.	City	Santiago
Beneficiary Address	Lota 2257, Of. 704, Providencia	Country	Chile

- PLEASE NOTE ALL WIRE TRANSFER COST MUST BE PAID BY THE SENDER -