



Indonesia - Thailand - Vietnam

A TIMES HIGHER EDUCATION EVENT



2023

EXHIBITOR MANUAL

16th March - 4th April 2023

VIETNAM | INDONESIA | THAILAND

Dear Exhibitor,

This manual has been designed to help you make final preparations for your participation in the Spring events in Asia (Ho Chi Minh City, Hanoi, Jakarta, Bandung & Bangkok), as successful as possible and your opportunity to book any additional services you may require.

The Asia international education series consists of three exhibition fairs (HCM City, Hanoi & Jakarta), school visits (HCM City, Hanoi, Jakarta, Bandung and Bangkok) and a Vietnam International Schools Forum & Workshop (Hanoi).

Please note, some events may not be relevant to your organisation, hence, you only need to follow instructions for the events you have signed up for.

With this manual you will be able to enter essential information about your institution, book hotels, hire translators / stand assistants, book seminars and panel printing for the fairs via the BMI Exhibitor Information System (EIS).

Please note, **28th February** is the final day for submitting information in the EIS.

If you have any questions or require any special assistance, please do not hesitate to contact us.

William Prieto Parra | Event Director

ORGANISER AND CONTACT INFORMATION

BMI Head Office - UK (London):

BMI GlobalEd Ltd. (5th Floor)
26 Red Lion Square,
London, WC1 4HQ, UK
Telephone: +44 20 3972 5029

Organisers:



Global Sponsor:



Country of Honour:



Destination of Honour:



Supporting Organisations:



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1. EVENT GENERAL INFORMATION

■ BMI'S COVID SECURE IN-PERSON EVENT POLICY

All BMI in-person events will be organised in accordance with BMI's Covid Secure health & safety standards. As one of the world's leading international education event organisers, BMI has developed a set of protocols to ensure the highest possible levels of hygiene at our events so that all participants can be sure of a safe and productive environment. Furthermore, you can be assured that each BMI event will strictly comply with all government, local authority, regional and venue regulations.

■ BMI'S COVID SECURE STANDARDS

- 1. Entry Screening of participants:** All participants at a BMI event will be screened, where required, to meet venue, local, regional or government regulations. This may include temperature checks and any other screening required by local authorities.
- 2. Online Registration:** All BMI events will require all visitors to use online-registration to minimise any contact during the registration process.
- 3. BMI Smart Scan Fair App:** All visitors to BMI fairs are issued with a name badge which contains a unique QR code. Exhibitors can download the BMI Smart Scan App free of charge, and this allows them to use their phones to scan visitors' badges and retrieve their contact details in a totally safe contact-free and GDPR-compliant manner.
- 4. Deep Cleaning:** All BMI venues will be thoroughly cleaned before, during and after each event with special attention to frequent-use areas such as registration & food areas, lifts & escalators, door handles and toilets.
- 5. Handwashing & Sanitising Areas:** All participants will have access to handwashing facilities and hand sanitising stations in the main event areas. All participants will be encouraged to regularly wash and disinfect their hands throughout the event.
- 6. Person-to-Person Transmission:** Visitors to BMI events will be required to limit person-to-person transmission, with policies that ensure that exhibitors and visitors avoid physical contact, such as handshakes and embraces, promoting alternative ways to greet business partners.
- 7. Social Distancing:** All BMI events will ensure that the number of participants within a venue does not exceed the maximum requirements of the venue, local, regional or government regulations. This may include larger aisles, gaps between stands and managed queues to enter an event.
- 8. Food and Beverage Areas:** Food and drink will only be served where possible safely, and with adherence to the highest possible hygiene standards and in accordance with all local, regional and government regulations.
- 9. Face Masks:** All participants at BMI events will be asked to wear a face mask when entering an event. However, there will not be a requirement to enforce masks unless mandated by local, regional or government authorities. All BMI staff & subcontractors will be required to wear masks.



10. Quarantine Area: In the unlikely event of a visitor attending an event whilst displaying Covid-19 symptoms, where possible, BMI will provide a separate quarantine area within the venue so that anyone showing symptoms or feeling unwell can be isolated and managed by health professionals.

11. Track & Trace: When required or requested, BMI will liaise with the relevant venue, local or government authorities to always contact participants at our events – following local privacy laws.

■ TRAVEL INFORMATION

Currency:

Country	Currency
Vietnam	Dong - ₫
Indonesia	Rupiah - Rp
Thailand	Baht - ฿

***Please check www.xe.com for latest currency exchange**

Visa and Covid Test Requirements: Exhibitors are advised to check the latest covid test and visa requirements for travelling to Indonesia, Vietnam or Thailand with the embassy or consulate in their home country. If you require a visa invitation letter, please email laura@bmioglobaled.com with the name of your institution, full name of the participant(s) (as per the passport), title, and passport number of the participant(s).

Airport Pickup and Transfers: BMI does NOT offer an airport transfer service. Please contact the official hotels in each city directly to arrange an airport transfer. Hotel information can be found on page 5 & 6.

■ THE EXHIBITOR INFORMATION SYSTEM (EIS)

The EIS is the BMI online Exhibitor Information System where you, as an exhibitor, can input all the information we require to help make your participation as successful as possible. The EIS will be available from 1st July.

In the EIS, you will be able to:

- Enter your institution's profile for entry into the Official Catalogue which is given to each visitor.
- Enter your logo, the type of courses, languages and areas your school offers - this will be displayed in the official event's website [Vietnam Talk Global Study](#) and [Indonesia Talk Global Study](#) on your profile.
- Tell us the flag and the name you would like displayed above your stand, on the fascia board.
- Order a translator or stand assistant to help at your stand or request a seminar.
- Order full colour panel printing for your stand.
- Book an advertisement in the show catalogue which is given out to all visitors in every fair city.
- Make hotel reservations at official and venue hotels in each city at discounted rates.
- Download shipping labels and provide us tracking information for your shipment.
- If you are unable to use the BMI Smart Scan on your mobile device, you can order a hand-held scanner to be used at each fair. The BMI SmartScan App is used to capture student data at the student recruitment fairs.

**Please complete each online section in the Exhibitor Information System (EIS)
by 28th February 2023.**



■ HOTEL BOOKING

Full information about the official hotel and rates are on the next page. However, you must make hotel reservations for all hotels via the **EIS**. Any changes to your reservation, including cancellations, will only be accepted 30 days prior to your scheduled arrival and when submitted via email. Hotels will permit free cancellation if medical documentation advising against travel is provided, if travel regulations change so that you cannot enter the country to attend the events, or if the events are suspended by local or government regulations.

We have block-booked rooms in each hotel, and the earliest date for check-in and checkout can be found on the hotel bookings page of the EIS.

Additional Nights

For check-in or check-out outside our blocked dates, please contact laura@bmioglobaled.com to check availability and the best rates.

We highly recommend you stay in the official hotels and do all the bookings via EIS, however, if you are not staying in one of the official hotels, please enter your hotel and contact number (in case of emergency) in the hotel page of the EIS.

■ VENUES, OFFICIAL HOTELS AND TIMETABLE

EVENT DATE AND TIME	VENUE	HOTEL ACCOMMODATION
<p>HIGH SCHOOL VISITS HO CHI MINH CITY Thursday 16 March 2023 Times for each visit to be confirmed</p>	<p>Schools to be advised</p>	<p>Sofitel Saigon Plaza 17 Lê Duẩn Boulevard, District 1, Hồ Chí Minh City 070000 Vietnam Tel: +84 28 3824 1555</p>
<p>VIETNAM EDUCATION FAIR HO CHI MINH CITY Friday 17 & Saturday 18 March 2023 Event Time: 14:30 to 18:00 Set Up: 12:00 to 14:30</p>	<p>Riverside Palace 360D Bến Vân Đồn, Phường 1, Quận 4, Hồ Chí Minh City, Vietnam Tel: +84 28 6256 8888 Room: Nile, Volga, Thames</p>	<p>SINGLE/DOUBLE: USD \$164/\$175</p> <p>Check in: 2 pm - Check out: 12pm PAID DIRECTLY TO BMI</p>
<p>VIETNAM INT'L SCHOOLS FORUM & WORKSHOP HANOI Monday 20 & Tuesday 21 March 2023 Networking Cocktail/Dinner 19.00-21:00 (Monday 20) Venue TBC Workshop: 08:30-17:00 (Tuesday 21)</p>	<p>Pullman Hanoi 40 Cat Linh Street, Dong Ha District, Hanoi, Vietnam Tel: +84 24 3733 0688 Room: Van Mieu</p>	<p>Melia Hanoi Hotel 44 Lý Thường Kiệt, Trần Hưng Đạo, Hanoi 001235 Vietnam Tel: +84 24 3934 3343</p>
<p>VIETNAM EDUCATION FAIR HANOI Wednesday 22 March 2023 Event Time: 16:00 to 19:30 Set Up: 14:00 to 16:00</p>	<p>Melia Hanoi Hotel 44 Lý Thường Kiệt, Trần Hưng Đạo, Hanoi 001235, Vietnam Tel: +84 24 3934 3343 Room: Grand Ballroom</p>	<p>SINGLE/DOUBLE: USD \$185/\$195</p> <p>Check in: 2 pm - Check out: 12pm PAID DIRECTLY TO BMI</p>
<p>HIGH SCHOOL VISITS HANOI Thursday 23 March 2023 Times for each visit to be confirmed</p>	<p>Schools to be advised</p>	



■ VENUES, OFFICIAL HOTELS AND TIMETABLE

EVENT DATE AND TIME	VENUE	HOTEL ACCOMMODATION
<p>INDONESIA EDUCATION FAIR JAKARTA Saturday 25 & Sunday 26 March 2023 Event Time: 13:30 to 17:00 Set Up: 12:00 to 13:30</p>	<p>Pullman Jakarta Central Park Podomoro City Jl. Let. Jend. S. Parman Kav. 28, 11470 Jakarta, Indonesia Tel: + 62 21 29 20 00 88 Room: Grand Ballroom 2</p>	<p>Pullman Jakarta Central Park Podomoro City Jl. Let. Jend. S. Parman Kav. 28, 11470 Jakarta, Indonesia Tel: + 62 21 29 20 00 88 SINGLE/DOUBLE: USD \$115/\$160 Check in: 3 pm - Check out: 12pm 12pm PAID DIRECTLY TO BMI</p>
<p>HIGH SCHOOL VISITS JAKARTA Monday 27 & Tuesday 28 March 2023 Times for each visit to be confirmed</p>	<p>Schools to be advised</p>	<p>Pullman Bandung JL Diponegoro No 27 40115 Bandung, Indonesia Tel: +62 22 8603 8888 SINGLE: USD \$115 Check in: 2 pm - Check out: 12pm PAID DIRECTLY TO BMI</p>
<p>HIGH SCHOOL VISITS BANDUNG Thursday 30 March 2023 Times for each visit to be confirmed</p>	<p>Schools to be advised</p>	<p>Royal Orchid Sheraton Hotel Towers 2 Charoen Krung Road Soi 30 (Captain Bush Lane) Siphya, Bangrak 10500 Bangkok, Thailand Tel: +66 2665 3378 SINGLE/DOUBLE: USD \$145/\$165 Check in: 3 pm - Check out: 12pm PAID DIRECTLY TO BMI</p>
<p>HIGH SCHOOL VISITS BANGKOK Monday 3 & Tuesday 4 April 2023 Times for each visit to be confirmed</p>	<p>Schools to be advised</p>	<p>Royal Orchid Sheraton Hotel Towers 2 Charoen Krung Road Soi 30 (Captain Bush Lane) Siphya, Bangrak 10500 Bangkok, Thailand Tel: +66 2665 3378 SINGLE/DOUBLE: USD \$145/\$165 Check in: 3 pm - Check out: 12pm PAID DIRECTLY TO BMI</p>

* Rooms in all hotels must be paid to BMI directly and above rates include all taxes and fees. BMI will charge for your accommodation to the credit card provided in the EIS.



2. OPTIONAL SERVICES

■ TRANSLATORS/STAND ASSISTANTS

Translators have proved very popular for institutions that do not have personnel who speak the local Asian languages. They are also invaluable for institutions only sending one person, as you will have an extra person to help during the peak periods and allow staff to take breaks without missing potential enquiries. If you are interested in ordering a translator, please order through the **EIS**, in the Extra Services section. Bilingual translators cost **USD 130** each for one-day events and **USD 260** for two-day events.

■ AV EQUIPMENT RENTAL

All AV services must be ordered directly through BMI by emailing laura@bmiglobaled.com

■ INTERNET

Internet is included in all venues. Please approach a member of the BMI staff during the event set up and ask for the network details.

3. BRANDING YOUR INSTITUTION

■ SEMINARS

The 30-minute seminars present institutions with a unique opportunity to promote their programs to a mass audience. They are designed to inform the students, parents and executives about the institutions, courses and countries represented at the fairs. The following items are provided: a laptop, projector and screen, microphone and speakers in the seminar room. All seminars can be ordered using the **EIS**, in the Extra Services section, and are subject to availability. Seminars are **USD 700** per seminar per city, subject to availability. No seminars are available on school visits.

■ CATALOGUE ADVERTISEMENTS

A catalogue is emailed to all pre-registered guests and visitors to the fairs, and widely promoted on our social media accounts. We recommend that you enhance your free listing with an appropriate advertisement, which will give greater impact to your presence at the fairs and will continue to promote your institution after the event. If you want to book an advertisement in the catalogue, please do it through the **EIS**, in the Required Information section.

Your advertising material should be sent in high resolution 300 dpi PDF format to laura@bmiglobaled.com before **1st February 2023**. (Please add a 5mm bleed and crop marks on each page).

SPACE	PRICE	SIZE
Half Page	USD 1,200	21 cm (w) X 14.85 cm (h)
Full Page	USD 2,400	A4 - 21 cm (w) X 29.7 cm (h)
Inside Front or Back Cover	USD 3,500	A4 - 21 cm (w) X 29.7 cm (h)
Back Cover	USD 4,000	A4 - 21 cm (w) X 29.7 cm (h)

■ FULL COLOUR GRAPHICS FOR YOUR STAND

You may have seen many institutions at recent fairs decorate their stands with full colour graphics printed directly on to the stands. This not only looks very attractive and attracts many more visitors to the stand, but also avoids the need to carry or ship display material and spending time decorating the stand.

International institutions usually ship expensive stand displays or bring them when they travel to the event. Normally, they do not know local suppliers, who often cannot issue proper receipts or only accept payment in local currency.

BMI has therefore negotiated with suppliers in each city for you to take advantage of having full colour printed panels so that your stand is ready when you arrive. The cost for panel printing is **USD 140** per panel. This service can be ordered on the **EIS**.

Please note panel print sizes are 0.95m wide x 2.40m high in Indonesia/Hanoi and 0.975m wide x 2.23m high in HCMC and artwork should be supplied exactly to these dimensions and the final PDF file must be supplied at 100 DPI. All artworks need to be emailed to laura@bmiglobaled.com before **1st March 2023**. You must send a different file for each panel, and please provide a panel location guide, so we know where each panel fits.

You can see some typical examples of panel printed stands [here](#).

4. EQUIPMENT PROVIDED

Fair Setup: Each stand will be supplied with: 1 table and 2 chairs; 1 electricity point; 2 spotlights (or 1 fluorescent light) and 1 fascia (name) board above each stand. Corner sites will be open to the aisles, with fascia overhead. If you require additional furniture, please email us, and we will contact the stand construction company and obtain a price for the additional items required. Please remember to bring a travel adaptor or plug converter, as we don't provide them.

Unless it is a corner stand, your stand comes fully fitted with 2 side walls and a back wall. Please click [here](#) for further information and a layout diagram of the stand.

Panels: Double sided tape or similar may be used, but must be removed by exhibitors at the end of the exhibition. Under no circumstances must anything be nailed, screwed, glued or painted onto the panels or metal framework of the stand. **Any damages will be charged to the exhibitor.** All stands must be clean and ready 30 minutes before the opening of each event. No packing materials or goods will be allowed inside the hall after that time.

■ GDPR AND THE BMI SMART SCAN APP

Lead management and particularly the contact information you collect at education fairs are crucial components of any student recruitment campaign.

The [BMI SmartScan App](#) allows you to collect detailed student information in real time. With one touch, you will access the name and full contact details of the student, as well as key information including which course and country the student is interested in and the date they plan to begin their course abroad. You will also be able to add comments and rate the lead. Your database will be ready for follow up the moment you walk out the door of the fair.

By collecting a student's data via the BMI Smart Scan App, your institution will be receiving all information provided by that specific student in the registration form which they complete before entering the fair.

The fair registration form and the process is fully GDPR-compliant.

All visiting students and parents are clearly informed that by allowing an institution to scan them at the event, they are allowing you to collect their data for post-fair follow up. This information is clearly printed on the registration site, on the subsequent printed ticket they bring to the fair and on the visitor badge they receive at the entrance to the fair. If they do not wish to share their data, they should not allow you to scan their badge.

Once the student information is collected via the BMI Smart Scan App, your institution may use this data for fair and reasonable follow-up after the fair. However, for ongoing generic marketing communications, your institution must obtain explicit consent from the student as per GDPR data processing compliance rules and regulations.

By using the BMI Smart Scan App your organisation commits to act responsibly, treat this information under GDPR data processing guidelines and exonerates BMI for any misuse or data breaches that may occur from your follow-up, or future marketing communication sent to visitors you have scanned at the event.

The privacy policy for the fair can be found [here](#). A few weeks prior to the event, you will receive a document with full instructions on how to download and use the app.

■ REGULATIONS

Cleaning and Storage: Aisles and stands will be cleaned regularly throughout the event. Please leave empty boxes and rubbish in the aisle before an event opens or at the end of the first day of a two-day fair.

Insurance: Whilst we take every precaution to protect your property during the event, we are not responsible for any loss or damage, and we recommend that you arrange insurance cover for your travel and participation. You are also responsible for insuring against any legal liability incurred in respect of injury or damage to property belonging to third parties. In addition, you should protect your expenditure against abandonment and cancellation or curtailment of the event due to reasons beyond our control.

Security: Every reasonable precaution is taken to ensure the safety and security of personnel and equipment. The premises will be locked overnight, but we cannot accept responsibility whatsoever for any injury, loss or damage or any consequential losses which befall your personnel or their property. BMI recommends that valuables, particularly of a portable nature, are not left unattended on your stand.

5. SHIPPING INFORMATION

BMI highly recommends the services of Air Concepts, which is used by many educational institutions for shipping of materials to international exhibitions worldwide. Air Concepts will pick up and ensure that your material is delivered directly to the fair venue. Please contact AIR CONCEPTS directly for rates and further instructions.

■ AIR CONCEPTS USA

Address: 645 SE Central Parkway, 34994, Stuart, Florida, USA

Contact: Dina Colantrello or Megan Tomlin

Tel: +1 772 219 2525 / Fax: +1 772 219 2534

Email: dina@airconceptsusa.com / megan@airconceptsusa.com

You may also use one of the three following methods to ship material to the Asia Events.

1. We urge all exhibitors to bring all (or as much as possible) of their display and handout material with them when they travel to the event.
2. Exhibitors having representative partners in the UAE may wish to ship material directly to the representative.
3. You may ship material direct to each city following the instructions below through DHL, Federal Express, UPS or any other major air courier company. **WE DO NOT RECOMMEND TNT or a local MAIL SERVICE.** Please ensure that the air courier company you use has an official representative in Indonesia & Vietnam and that you have the contact details of the representative.

■ GENERAL INFORMATION

If you are not using AIR CONCEPTS, please note:

1. All boxes should arrive at least 10 days before each fair at the delivery address provided on the labels form (click here for: [Vietnam](#), [Indonesia](#), [Thailand](#))
2. The delivery address details and shipping labels for each city can be found in the **EIS Shipping/Tracking section**
3. If you are not using AIR CONCEPTS, you must input all the information on how you shipped your material along with the airway tracking numbers into the EIS system. If you do this, we will be able to track your boxes and immediately act if there is a problem with the delivery. Without this information, we are unable to help you if any problems occur with your shipping
4. The deadline for sending your tracking numbers and shipping information is **24th February 2023**
5. If we don't have the tracking numbers in the EIS by this date, we will not be able to help you with your shipping, and you will need to contact your shipping provider directly to try and solve the problem. BMI staff will not be able to help you on the day of the fair.

It is essential that the person who is travelling to the markets carries a copy of all the following information:

1. Courier / Airway bill numbers for each box you have shipped.
2. How many boxes were sent and to which fair city.
3. Full contact details of the local handling/courier company in the respective market, and in your home country. If possible, obtain the mobile phone number of the shipping manager in your country and their contact in the region.
4. We also suggest carrying a digital PDF of your material in case of any delay in your shipment, so we may be able to help print it locally

■ DIRECT SHIPMENT / AIR COURIER OPTIONS

If you prefer to send your materials through a courier company of your choice, please carefully follow the instructions below when shipping material to Jakarta, HCMC and Hanoi. Customs are extremely strict, and it is very important that goods be correctly sent. Please ensure your material is sent to the address in the shipping label.

INSTRUCTIONS	RULES
Each shipment (or consignment) should not exceed weight of:	10 kg
No box can exceed the weight of	2 kg
Be sure that your shipping company is aware that your institution is paying for the shipment and no money will be required on delivery.	✓
All shipments must read " Publication of no commercial value, for free distribution " on the content section of the airway bill.	Please include translation on Local Language. See labels on EIS <u>Vietnam, Indonesia, Thailand</u>
Do not ship display materials or any terms which are not printed matters like shirts, pens, etc	✓
Airway Bill should be accompanied by a Proforma Invoice , which states the content and a value for customs. The value should read	No Commercial Value
On the airway bill, the section: duties and taxes must be marked to indicate that these charges (if applied by customs) will be paid by the Sender.	✓
Send the material for each city to the person and addresses indicated on the Label Form available in the EIS. All materials will be placed on your booth and each box must clearly indicate:	Your Institution Name & The relevant Event Name <i>E.g. BMI - Vietnam Education Fair - Hanoi</i>
Each shipment must be sent on a door-to-door basis with taxes and fees paid by the sender (if applicable).	✓
Allow 2-3 days between each shipment as it may be treated as one shipment and will therefore put you over the limit of weight.	✓

Upon dispatch, this tracking information should be entered in the EIS, in the Shipping/ Tracking section. This is the only way we can track your shipment and help you in advance should any problems arise in transit.



Upon dispatch, this tracking information should be entered in the EIS, in the Shipping/ Tracking section. This is the only way we can track your shipment and help you in advance should any problems arise in transit.

IF YOU DO NOT FOLLOW THE ABOVE INSTRUCTIONS PRECISELY, YOUR MATERIAL MAY BE HELD IN CUSTOMS, SENT BACK, DESTROYED OR LOST IN THE SYSTEM.

It is essential that the person who is travelling to Asia carries a copy of all the following information:

- Airway bill numbers for each box you have shipped and how many boxes were sent to each city.
- Full contact details of the courier company in Indonesia, Vietnam or Thailand. Before you travel, obtain the mobile phone number of the shipping manager in your country and their local contact in Asia.
- We also suggest carrying a digital PDF copy of your material in case of any delays in your shipment, so we may be able to help you print it locally.

■ ADDRESSES FOR SHIPPING MATERIALS TO ASIA

HO CHI MINH CITY

High School Visits (16 March)

ATT: Ms. Huong Nguyen

Sofitel Saigon Plaza

17 Lê Duẩn Boulevard, District 1, Hồ Chí Minh City 070000, Vietnam.

Tel: +84 28 3824 1555

Vietnam Education Fair (17-18 March)

ATT: Mr. Lê Trung Hải

Saigon South Residences

Xã Phước Kiển, Huyện Nhà Bè, Hồ Chí Minh, Vietnam.

Phone: +84 903 870 848

HANOI

(Vietnam Int'l Schools Forum & Workshop (20 & 21 March)

ATT: Ms. Duong Thanh Tra My,

Pullman Hanoi

40 Cat Linh Street, Dong Ha District, Hanoi 010000, Vietnam.

Tel: +84 24 3733 0688

Vietnam Education Fair (22 March) & High School Visits (23 March)

ATT: Ms. Hoang Le Mai

Melia Hanoi

44 Lý Thường Kiệt, Trần Hưng Đạo, Hanoi 001235, Vietnam.

Tel: +84 24 3934 3343



JAKARTA

Indonesia Education Fair (25-26 March) & High School Visits (27-28 March)

ATT: Ms. Muthmainah Mutiaini (Ache)

Pullman Jakarta Central Park

Podomoro City Jl. Let. Jend. S. Parman Kav. 28, 11470 Jakarta, Indonesia.

Tel: + 62 21 29 20 00 88

BANDUNG

High School Visits (30 March)

ATT: Mr Jono Kevin

Pullman Bandung

Jl. Diponegoro No 27, 40115 Bandung, Indonesia.

Tel: +62 8603 8888

BANGKOK

High School Visits (3-4 April)

ATT: Ms. Kwanjit Damrongsatayaporn (Kwan)

Royal Orchid Sheraton Hotel & Towers

2 Charoen Krung Road Soi 30, Siphya, Bang Rak, Bangkok 10500, Thailand

Tel: +66 2665 3377

FOR EACH CITY, IT IS VERY IMPORTANT TO SPECIFY WHICH BOXES ARE FOR THE WORKSHOP, FAIRS OR HIGH SCHOOLS VISITS.

6. PRINTING IN ASIA

You may also choose to print your material in Indonesia, Vietnam or Thailand and have it on your stand when you arrive. BMI currently translates and prints brochures for over 200 international institutions. Printing in Asia with BMI will help you make huge savings in shipping costs, avoid any customs issues, taxes or delivery problems.

If you are interested in printing locally, please fill out the form to request this service through the EIS, in the Printing Service section. We will then get back to you with a quotation or any additional information we may require.

The Deadline for this service is **28th February 2023**.

7. PRESS AND PR CAMPAIGN

An extensive press and public relations campaign will be conducted for the event in addition to print, web and direct marketing campaigns.

Therefore, we are offering you the opportunity to receive significant extra promotion prior to the events in the media at no extra charge. This will then be added to our event media pack and we may contact you for additional information.



We would welcome information on any of the following subjects:

- Any new courses that you will be promoting
- Details of courses that are unique to you or will appeal to local students
- Any special promotions/discounts you may have during the fair
- Names of any famous past or present students
- Anything else you would like the media to know or that you feel may be of interest

To submit your information, please complete the [online form](#) with the above information by **15th February 2023**.

8. VIETNAM INTERNATIONAL SCHOOLS FORUM & WORKSHOP

The venue for the workshop will be the Pullman Hanoi at the Van Mieu Ballroom, on the 21st March. The networking drinks Reception will take place in the evening of 20th March. Venue to be confirmed.

■ FORUM & WORKSHOP FORMAT AND SETUP

Each participating institution is provided with a table and one chair. You may decorate your table in any way you wish however standing or portable displays are strictly prohibited during the workshop. Most institutions use a mini table top banner.

SECOND PARTICIPANT: Unless you have booked space for two participants, your registration only entitles one person to participate in the workshop. There are no second participant places available in this workshop as it is sold out.

■ CONTACT DETAILS & REQUIRED INFORMATION ABOUT YOUR INSTITUTION

The Marcom system to enter or update your institution details will be open on 21st February and you will receive a login and password in a separate email on the same day.

As soon as you receive your login and password, we urge you to review and update your contact details, your institution profile and logo. This is the information which will be published in the Official Event Handbook given to all the participating high school delegates.

■ ONLINE APPOINTMENT SYSTEM

The Marcom e-schedule system will open for appointment requests on 2nd March. Please request and confirm your appointments as soon as possible to ensure you are able to meet all the principals and high school counsellors you wish to meet on the day. If you leave it to the last minute, many of them will have full schedules. The e-schedule system is easy to use, and allows you to start requesting and confirm appointments with participating principals and high school counsellors from private, international and bilingual schools from across Vietnam and across Asia.

The Marcom e-schedule will close on 13th March, at 5pm (UK time). Please make sure all your meetings are booked and confirmed by this date. After this deadline date, you will only be able to request/book additional appointments at the workshop at the BMI desk. Appointments must not be booked directly with other participants, as appointments made outside the system will not be recorded and may result in conflicting meetings.

■ INTERNET

Free Internet is provided in the workshop room for all participants. Extension cords will be available but please remember to bring a travel adaptor or plug converter

■ NETWORKING COCKTAIL AND DINNER (MONDAY 20TH MARCH 2023).

There will be a Networking Cocktails and Dinner the night before the workshop. It will begin at 7:00pm and it is designed to help facilitate networking in a relaxed environment.

If you wish to invite a guest or colleague that is not registered to participate in the workshop, there is an additional cost of **USD 250 per guest**. Please email laura@bmiglobaled.com

■ FORUM & WORKSHOP AGENDA

DATE	TIME	PROGRAM
Monday 20 th March	19.00 - 21.30	Networking Cocktail/Dinner
	08.00 - 08.30	Universities Registration
Tuesday 21 st March	08.30 - 09.00	Seminar 1
	09.00 - 09.20	Meeting 1
	09.25 - 09.45	Meeting 2
	09.50 - 10.10	Meeting 3
	10.15 - 10.35	Meeting 4
	10.35 - 10.50	Refreshment Break
	10.50 - 11.10	Meeting 5
	11.15 - 11.35	Meeting 6
	11.40 - 12.00	Meeting 7
	12.00 - 12.30	Seminar 2
	12.30 - 13.30	Networking Lunch
	13.30 - 13.50	Meeting 8
	13.55 - 14.15	Meeting 9
	14.20 - 14.40	Meeting 10
	14.45 - 15.05	Meeting 11
	15.05 - 15.20	Refreshment Break
	15.20 - 15.40	Meeting 12
	15.45 - 16.05	Meeting 13
	16.10 - 16.30	Meeting 14
	16.35 - 16.55	Meeting 15
17.00	Workshop Ends	

9. HIGH SCHOOL VISITS

Each participating institution is provided with a table and one chair. You may decorate your table in any way you wish, and one pop-up banner is permitted to be displayed as long as it does not interfere with the visibility of any other table on the high school visit.

Your registration only entitles one person to participate in the high school visits.

High School Setup: School visits are held in a school hall, gymnasium, library or similar room within the school. In general, you will be provided with a table and chair, and you can bring along a pop-up banner which must be placed behind your table and not encroaching on neighbouring exhibitors or in the way of student flow. Some schools may provide a Wi-Fi connection or may prohibit the use of phones or any type of recording device.

Transport to and from all schools is provided and will start and finish from the pickup point at the official hotel in each city (see page 6 and 7 for list of official hotel). If you are not staying at the same hotel, please make sure to be at the pickup point in good time, as we leave promptly. We are on a tight schedule, so any delays will affect the whole day.

Bandung School Visit

For the Bandung School visit BMI will be arranging a coach for the intercity transfer to take the group from Jakarta to Bandung and back.

This bus will be the same throughout Jakarta high school visits too, therefore some of the materials can be stored in the bus (subject to availability).

The schedule for this will be as follows:

DATE	TIME	ACTIVITY
Wednesday 29 th March	13.00	Pickup from Pullman Jakarta Central Park
	16:00	Arrival at Pullman Hotel - Bandung
Thursday 30 th March	All day	School visit
Friday 31 st March	09.00	Pickup from Pullman Hotel - Bandung
	12.00	Arrival at Pullman Jakarta Central Park

Cost for the intercity transfer: **USD 70** from Jakarta to Bandung and back.
You can book this via the EIS.

For the Bandung Hotel you need to book via EIS - 2 nights (29 and 30 March)



For those travelling back home or to the Bangkok HSV we recommend to book flights for departure either late afternoon/evening on the 31 March or Saturday 1 April. If the latter then you will also need to book an extra night in Jakarta

Please use our ready-made labels file ([Vietnam](#), [Indonesia](#), [Thailand](#)) and label your material boxes correctly, so everything arrives where it should be. Strongly advised to contact the appointed courier ASAP and remember to input your waybill numbers in the EIS and bring all the documentation as requested in the **yellow box on page 14**. This applies for any material you are sending whether for the fair, Forum or school visits.

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