

BMI



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EXHIBITOR MANUAL ASIA

2025-1

- ✦ THAILAND
- ✦ INDONESIA
- ✦ VIETNAM

Dear Exhibitor,

This manual has been designed to help you make final preparations for your participation in the Spring events in Asia, as successful as possible and your opportunity to book any additional services you may require.

The Asia international education series consists of fairs (Jakarta, Ho Chi Minh City & Hanoi), high school visits (Jakarta, Bangkok, HCMC and Hanoi) and the Southeast Asia International Schools Forum & Workshop (Ho Chi Minh City).

Please note, some events might 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, the 5th March 2025 is the final day for submitting information or ordering any extras in the EIS. After this date, extra services will still be available but will incur an additional 50% surcharge on the normal price and items such as hotel booking might close early depending on availability.

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

Email:

joana@bmiglobaled.com

ORGANISER AND CONTACT INFORMATION

BMI Head Office - UK (London):

BMI GlobalEd Ltd. (6th Floor)
98 Theobalds Road,
London, WC1X 8WB, UK
Telephone: +44 1727 324995

ORGANISERS



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► EVENT GENERAL INFORMATION

BMI's COVID Secure In-Person Event Policy, Privacy and GDPR & General Travel Information including visa requirements and airport transfer can be found [here](#).

If you have any questions, please contact Joana at joana@bmiglobaled.com

■ 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.

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 fair's website [Vietnam](#) & [Indonesia](#) Education Fairs.
- 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.

**Please complete each online section in the Exhibitor Information System (EIS)
by 5th March 2025.**

► 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 21 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 joana@bmiglobaled.com to check availability and the best rates.

We highly recommend that you stay in the official hotels and make 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.

► **OFFICIAL HOTELS, FAIR VENUES, SETUP AND OPENING HOURS**

OFFICIAL HOTELS, FAIR VENUES, SETUP AND OPENING HOURS		
EVENT DATE AND TIME	VENUE	HOTEL ACCOMMODATION
<p>HIGH SCHOOL VISITS JAKARTA Wednesday & Thursday, 19 & 20 March Departure time to be confirmed</p>	Schools to be advised	<p>AYANA Midplaza Jakarta Jl. Jenderal Sudirman Kav. 10-11 Jakarta Pusat, Jakarta 10220, Indonesia Tel: +62 21 2510888</p> <p>*RATES Single: US\$150 Double US\$180</p>
<p>INDONESIA EDUCATION FAIR JAKARTA Saturday & Sunday, 22 & 23 March Event Time: 13:30 to 17:00 Set Up: 11:00 to 13:30</p>	<p>AYANA Midplaza Jakarta Jl. Jenderal Sudirman Kav. 10-11 Jakarta Pusat, Jakarta 10220, Indonesia Tel: +62 21 2510888</p>	
<p>HIGH SCHOOL VISITS BANGKOK Tuesday & Wednesday, 25 & 26 March Departure time to be confirmed</p>	Schools to be advised	<p>Royal Orchid Sheraton Hotel Towers 2 Charoen Krung Road Soi 30 (Captain Bush Lane) Siphya, Bangrak 10500 Bangkok, Thailand Tel: +66 2665 3378</p>
<p>HIGH SCHOOL VISITS HO CHI MINH CITY Friday, 28 March 2025 Departure time to be confirmed</p>	Schools to be advised	<p>Sofitel Saigon Plaza 17 Lê Duẩn Boulevard, District 1, Hồ Chí Minh City 070000 Vietnam Tel: +84 28 3824 1555</p> <p>*RATES Single: US\$180 Double US\$190</p>
<p>VIETNAM EDUCATION FAIR HO CHI MINH CITY Saturday & Sunday 29 & 30 March 2025 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</p>	
<p>INTERNATIONAL SCHOOLS FORUM & WORKSHOP Monday & Tuesday 31 March & 1 April 2025 Workshop: 08:30-17:00 (31 March & 1 April 2025) Networking Cocktail/Dinner 19.00-21:00 (31 March)</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 HANOI Wednesday 2 April 2025 Event Time: 16:00 to 19:30 Set Up: 14:00 to 16:00</p>	<p>Pullman Hanoi Hotel 40 Cat Linh Street, Dong Ha District, Hanoi, Vietnam Tel: +84 24 3733 0688</p>	<p>Pullman Hanoi Hotel 40 Cat Linh Street, Dong Ha District, Hanoi, Vietnam Tel: +84 24 3733 0688</p> <p>*RATES Single: US\$135 Double US\$150</p>

*** Rooms in all hotels must be paid to BMI directly and all rates include breakfast and taxes.**

► 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.

► 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.

■ AUDIO/VIDEO EQUIPMENT RENTAL

All AV services must be ordered in advance, directly via BMI, by emailing joana@bmiglobaled.com

■ INTERNET

Internet is included at all venues. The username and password for the Wi-Fi network will be provided on the day of the event.

■ BMI SMARTSCAN APP

The app works on smartphones and tablets and allows you to collect detailed student information in real time. With one touch, you will have access to the name and full contact details of each scanned 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 by priority. Your database will be ready for follow up the moment you finish the fair. A week prior to the event you will receive a document with full instructions on how to download and use the app.

If you are not allowed to download this app or have any issues with it, please contact joana@bmiglobaled.com to arrange an alternative solution.

Click [here](#) for app instructions.

► BRANDING YOUR INSTITUTION

■ SEMINARS

The 30-minute seminars (including presentation and Q&A) 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 in the seminar room: a laptop, projector and screen, microphone and speakers. All seminars can be ordered using the EIS, in the Extra Services section. Seminars are **USD \$700** per seminar per city, subject to availability. There are no seminars at 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 have a greater impact on 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 Documents section.

Your advertising material should be sent in high resolution 300 dpi PDF format to joana@bmiglobaled.com before **25th February 2025**. (Please add a 5mm bleed and crop marks on each page).

SPACE	PRICE (USD)	SIZE in mm (W x H)
Half Page	1,200	A5 - 210 X 148.5
Full Page	2,400	A4 - 210 X 297
Inside Front or Back Cover	3,500	A4 - 210 X 297
Back Cover	4,000	A4 - 210 X 297

■ 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 professional 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 Jakarta/Hanoi and 0.975m wide x 2.23m high in HCMC. Artwork should be supplied exactly to these dimensions and the final PDF file must be supplied at 100 DPI. All artwork should be emailed to Joana@bmiglobaled.com before **25th February 2025**. You must send a different file for each panel, and please provide a panel location guide ([example here](#)), so we know where each panel fits.

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

■ PRINTING IN ASIA

You may also choose to print your material in Indonesia or Vietnam and have it on your stand when you arrive. 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 request any additional information we may require.

The Deadline for this service is **2nd March 2025**.

▶ SHIPPING INFORMATION

■ APPOINTED FREIGHT COMPANY

BMI highly recommends the services of Air Concepts, 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: Madison Colantrello or Megan Herbert

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

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

You may also use one of the three following methods to ship material to the Asia events:

- 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.
- Exhibitors having representative partners in the country of the event may wish to ship material directly to the representative.
- 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 and Vietnam and that you have the contact details of the representative.

■ OTHER SHIPPING COMPANIES

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.

BMI staff will not be able to help you on the day of the fair.

Once you have shipped your materials, please enter the tracking information for each box under the “shipping and tracking” section of the EIS. We will closely track your shipment and inform you if there are any problems during customs clearance.

To ensure a smooth and timely delivery of your event materials, please carefully follow the shipping instructions in the exhibitor manual and use the shipping labels provided (available to download on the EIS dashboard). Please note that this is extremely important as customs regulations can be strict, so it is crucial to follow each step described in the manual.

BMI or the designated parcels’ recipients are not responsible for any delays or complications that may arise during customs clearance.

INSTRUCTIONS	RULES
All boxes should arrive well in advance:	to arrive 10 days prior to each event
Each shipment (or consignment) should not exceed weight of:	10kg
No box can exceed the weight of:	2kg
Be sure that your shipping company is aware that your institution is paying for the shipment:	BMI will not pay for local shipping charges
All shipments must read “Publication of no commercial value, for free distribution” on the content section of the airway bill.	Please include translation in the local language. See labels on EIS or click here to download .
Do not ship display materials or any items which are not printed matter:	do not send materials such as t-shirts and pens
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.	Your institutions pays any duties and taxes
Send the material for each city to the person and address indicated on the Label Form available in the EIS. All materials will be placed in your booth and each box must clearly indicate:	Your institution name & the relevant event name, e.g., BMI - Vietnam Education Fair - HCMC
Each shipment must be sent on a door-to-door basis with taxes and fees paid by the sender (if applicable).	There are no local representatives available to collect your parcels from the shipping company or customs
For several shipments, 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.	allow 2-3 days between each shipment
Insert number of boxes and tracking number(s) on EIS system	deadline to do this is by 2nd March 2025

IF YOU DO NOT FOLLOW THE 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, as we may be able to help you print it locally.

■ **ADDRESSES FOR SHIPPING**

The addresses for shipping are listed below for your information, however, please use the labels provided on the EIS or found in this document under “Shipping information”.

EVENTS	ADDRESS
<p>JAKARTA</p> <ul style="list-style-type: none"> • High School Visits - 19 & 20 March 2025 • Indonesia Education Fair - 22 & 23 March 2025 	<p>ATT: Mr. Abu Rizal AYANA Midplaza Hotel Jakarta Jl. Jenderal Sudirman Kav. 10-11 Jakarta Pusat, Jakarta 10220 Tel: +62 21 2510888</p>
<p>BANGKOK</p> <ul style="list-style-type: none"> • High School Visits - 25 & 26 March 2025 	<p>ATT: Ms. Joana Lauro Royal Orchid Sheraton Hotel & Towers 2 Charoen Krung Road Soi 30, Siphya, Bang Rak, Bangkok 10500, Thailand Tel: +66 2665 3377</p>
<p>HO CHI MINH CITY</p> <ul style="list-style-type: none"> • Vietnam Education Fair - 29 & 30 March 2025 	<p>ATT: Mr. Lê Trung Hải, Saigon South Residences Royal Orchid Sheraton Hotel & Towers Xã Phước Kiển, Huyện Nhà Bè, Hồ Chí Minh, Vietnam Tel: +84 903 870 848</p>
<p>HO CHI MINH CITY</p> <ul style="list-style-type: none"> • High School Visits - 28 March 2025 • Southeast Asia International Schools Forum & Workshop - 31 March & 1 April 2025 	<p>ATT: Ms. Huong Nguyen Sofitel Saigon Plaza 17 Lê Duẩn Boulevard, District 1 Hồ Chí Minh City 070000, Vietnam Tel: +84 28 3824 1555 (ext. 7525)</p>
<p>HANOI</p> <ul style="list-style-type: none"> • Vietnam Education Fair - 2 April 2025 • High School Visits - 3 & 4 April 2025 	<p>ATT: Ms. Le Thi Hoang Yen Pullman Hanoi Hotel 40 Cat Linh Street, Dong Ha District Hanoi, Vietnam. Tel: +84 24 3733 0688</p>

▶ INTERNATIONAL SCHOOLS FORUM & WORKSHOP

If you are participating in the (Ho Chi Minh City) Southeast Asia International School Forum & Workshop, please read this section carefully. For venue information please check the Venue table on [page 6](#).

Required Information:

Please complete [this form](#) by **27th January**.

■ 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.

■ IMPORTANT DEADLINES & REQUIRED INFORMATION ABOUT YOUR INSTITUTION

Important deadlines:

10 February- Marcom opens for profile updates

On this day, you will receive a login and password via email, you will be able to enter and update your institution details.

17 February - Marcom opens for appointments

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 confirming appointments with participating principals and high school counsellors from private, international and bilingual schools across Southeast Asia.

18 March - Marcom closes at 17:00 (British Summer 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 on the day of 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

There will be a Networking Cocktail and Dinner on the 31st March. It will begin at **7:00pm** and it is designed to help facilitate networking in a relaxed environment.

Note: Your registration only entitles one person to participate in the workshop and the networking dinner, unless you have booked an extra participant. If you wish to add a second participant, please contact your sales representative.

■ FORUM AND WORKSHOP AGENDA

DAY 1 | Monday, 31 March

TIME	PROGRAM
09:30	Doors open
09:40 – 10:50	Private Meetings (3 x 20 minutes)
10:50 – 11:05	Refreshment Break
11:05 – 12:40	Private Meetings (4 x 20 minutes)
12:40 – 13:50	Networking Lunch
13:50 – 15:25	Private Meetings (4 x 20 minutes)
15:25 – 15:40	Refreshment Break
15:40 – 16:25	Private Meetings (2 x 20 minutes)
19:00 – 21:00	Networking reception and dinner for institutions and counsellors

DAY 2 | Tuesday, 1 April

TIME	PROGRAM
10:00	Doors open
10:10 – 11:20	Private Meetings (3 x 20 minutes)
11:20 – 11:35	Refreshment Break
11:35 – 13:10	Private Meetings (4 x 20 minutes)
13:10 – 14:25	Networking Lunch
14:25 – 15:35	Private Meetings (3 x 20 minutes)
15:35 – 15:50	Refreshment Break
15:50 – 17:00	Private Meetings (3 x 20 minutes)

***This program is subject to change.**

▶ 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 during the high school visit.

Your registration only entitles one person to participate in the high school visits, unless you have booked an extra participant. If you wish to book an extra participant, please contact your sales representative.

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 5](#) for list of official hotels). If you are not staying at the same hotel, please make sure you arrive 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's schedule.

Kindly [click here](#) to complete the dietary requirements form by **1st March 2025**.

If you wish to ship any materials please check the shipping information chapter starting on page 8.

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.

▶ LOCAL INFO

We recommend using a ride-hailing app like Grab to get around Vietnam, Indonesia and Thailand. This is a convenient and affordable way to travel, and it can help you avoid the hassle of haggling with taxi drivers. The app is easy to use and you can pay in cash or with a credit card.

Please make sure you check your mobile phone operator's T&Cs before travelling, so you can have access to the internet at all times. E-sims are an alternative and can be purchased globally. These will give you access to a virtual sim card connected to a local number (usually Data only).



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