



Expo

**POSGRADOS**



Expo

**ESTUDIANTE**

# EXHIBITOR MANUAL

MEXICO, COLOMBIA & CHILE



Colombia  
International Schools  
Forum & Workshop



Americas  
Scholarship  
Forum

September 20<sup>th</sup> - October 11<sup>th</sup>

• 2023 •

Dear Exhibitor:

Welcome to BMI's Fall 2023 series of events in Mexico, Colombia and Chile. These include Expo-Estudiante, Expo-Posgrados, High School Visits (Mexico, Colombia Chile), BMI Americas Scholarship Summit and the Colombian International High School Workshop. The fairs will be organized to the highest standards of hygiene and to ensure security of all participants. We are convinced that the in-person fairs will keep on offering all international universities the best interaction with the prospective students.

You will be able to enter all your institution information and book seminars, scanners, material printing and translators (if required) via the **BMI Exhibitors Information System (EIS)**.

Please be aware that August 25<sup>th</sup> is the deadline for submitting information in the EIS.

If you have any question or require special assistance, please do not hesitate to contact Karen Botero (karen@bmiglobaled.com) - Project Manager of the events in Latin America

Philippe Person  
Director Latin America

## ORGANISER AND CONTACT INFORMATION

**BMI Head Office - UK (London):** 26 Red Lion Square, London WC1R 4HQ, UK (5th Floor)

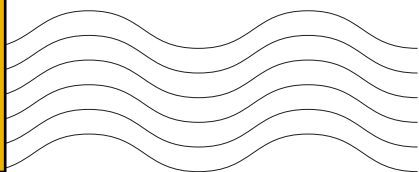
Phone: +44 208 952 1392 / Fax: +1 604 357 1505

**BMI Colombia:**

Phone: +57 315 315 34 99 - +57 320 872 6961

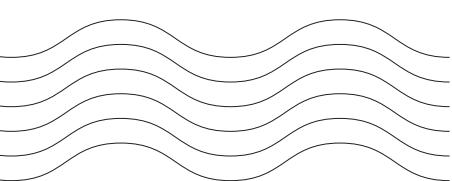
Contact Information: Philippe Person - [philippe@bmiglobaled.com](mailto:philippe@bmiglobaled.com)

Karen Botero - [karen@bmiglobaled.com](mailto:karen@bmiglobaled.com)



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# 1. GENERAL EVENT INFORMATION

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.

## ◆ TRAVEL INFORMATION

**Currency:** The currency for this fair season is Mexican Pesos (MXN) for Mexico, Colombian Pesos (COP) for Colombia and Chilean Pesos (CLP) for Chile. Please visit the website [www.xe.com](http://www.xe.com) to see updated exchange rate information.

**Flights:** Within Latin America, some major companies offer a wide range of flights. We recommend:

**AVIANCA:** [www.avianca.com](http://www.avianca.com)

**LATAM:** [www.latam.com](http://www.latam.com)

**AEROMEXICO:** [aeromexico.com/en-gb](http://aeromexico.com/en-gb)

**Visa:** Exhibitors are advised to check the latest visa requirements for travel with the consulates located in their own country. BMI can supply a visa invitation letter if required. Please email [karen@bmioglobaled.com](mailto:karen@bmioglobaled.com) with the name of the institution, full name, title, and passport details of the participant.

**Airport Pickup:** BMI does NOT offer pick up services. If you require airport pick up, please contact the hotels directly.

## ◆ THE EXHIBITOR INFORMATION SYSTEM (EIS)

The EIS is the BMI online Exhibitor Information System where you, as an exhibitor, can input the information required to make your participation as successful as possible.

### In the EIS, you will be able to:

- Provide your institution's profile for the Official Catalogue which is emailed to every pre-registered visitor.
- Inform us of the exact name you would like to have displayed above your stand on the fascia board and also the country flag. If your institution has multiple campuses, you can choose multi-country flag instead of any specific flag.
- Order a translator or assistant to help at your stand.
- Request a seminar.
- Order local printing services.
- Order panel printing for your stand.
- Book an advertisement in the show catalogue which is emailed to every pre-registered visitor. Please click here to see a sample of our last show catalogue (Expo Posgrados Spring 2023) [Colombia - Mexico](#)
- Download shipping labels and provide us tracking information for your shipment.



Please complete each section on the online Exhibitor Information System (EIS) by August 25th

The exhibitor is responsible for entering and updating all information requested in the EIS, the BMI team is not responsible for any missing information during the event if the exhibitor has not updated their institution's profile.

#### ◆ HOTEL BOOKING

BMI is pleased to offer you specially discounted rates at the official hotels in each city. Bookings are subject to the hotel availability, policies and terms so please book as soon as possible.

**MONTERREY** - Camino Real - From September 19<sup>th</sup> to September 22<sup>nd</sup>

**MEXICO CITY** - Hyatt Regency Polanco - From September 22<sup>nd</sup> to September 25<sup>th</sup>

**GUADALAJARA** - RIU Plaza Guadalajara - From September 25<sup>th</sup> to September 27<sup>th</sup>

**BOGOTA** - Grand Hyatt - From September 27<sup>th</sup> to October 3<sup>rd</sup>

**MEDELLIN** - NOVOTEL - From October 3<sup>rd</sup> to October 6<sup>th</sup>

**SANTIAGO** - Intercontinental - From October 6<sup>th</sup> to October 12<sup>th</sup>

If you want to make a reservation at one of the official hotels of the events, you must request it through the EIS (Exhibitor Information System) Please note that all hotel reservation must be paid directly to BMI by credit card with a secure payment link.

If your are not staying at the official hotel please let us know which hotel, please email [karen@bmiglobaled.com](mailto:karen@bmiglobaled.com) to let us know in which hotel you will be staying.

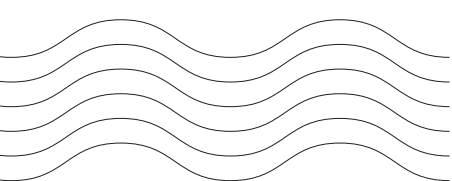
**IMPORTANT:** Please note that you will not receive a specific confirmation number but instead an email confirmation from BMI. On the day of your check-in, please give your name and mention you are part of the BMI group.

Dates listed above are suggested dates, feel free to book the dates that best suit your itinerary.

#### ◆ ADDITIONAL NIGHTS

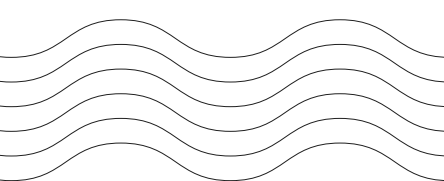
Hotel bookings are specially negotiated at preferential rates for the mentioned dates. If you are intending to arrive earlier or stay longer in any of the cities, you may be able to stay at the official hotels at the same discounted rate, subject to availability. (However, all other dates may be charged at higher rates and these are also subject to change over time.) Please contact [karen@bmiglobaled.com](mailto:karen@bmiglobaled.com) in order to get more information.

For early check-in, late check-out and airport transfers, please contact the hotel directly. These services are also subject to availability. Please mention that you are with the BMI group when booking airport transfers.



◆ VENUES, OFFICIAL HOTELS AND TIMETABLE

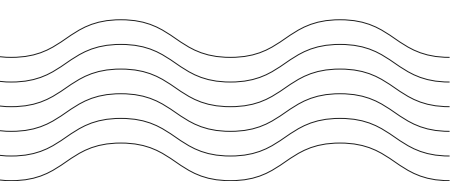
CITY	VENUE	OFFICIAL HOTEL
<p><b>MONTERREY</b> High School Visits <b>September 20<sup>th</sup></b></p>	<p>Scheduled visit to 3 high schools in Monterrey, the BMI team will send you all the information and the detailed schedule close to the event. Transport and refreshments will be included.</p>	<p>For the events in Monterrey, high school visits and Expo Posgrados - Expo Estudiante, we recommend the whole delegation to stay at the same hotel.</p>
<p><b>MONTERREY</b> Expo Posgrados – Expo Estudiante <b>September 21<sup>st</sup></b></p>	<p><b>Camino Real</b> Av. Diego Rivera 2492, Valle Oriente, San Pedro Garza, Nuevo León Tel: 818 133 5400 Fair Set Up: 1:30 pm. - 3:00 pm. Fair Time: 3:30 pm. - 7:30 pm</p>	<p>Camino Real SGL <u>140 USD</u> Breakfast included Check in time: 3:00 p.m.</p>
<p><b>MEXICO CITY</b> Expo Posgrados – Expo Estudiante <b>September 23<sup>rd</sup> &amp; 24<sup>th</sup></b></p>	<p><b>Hyatt Regency Polanco</b> Campos Eliseos No. 204 Polanco Chapultepec Tel: 52 55 5083 1234 Fair Set Up: Sep 23<sup>rd</sup> 12:30 pm. - 2:30 pm. Sep 24<sup>th</sup> 2:30 pm. - 3:00 pm Fair Time: Sep 23<sup>rd</sup> / Sep 24<sup>th</sup> 2:30 pm. - 6:30 pm.</p>	<p>For the events in Mexico City, high school visits and Expo Posgrados - Expo Estudiante, we recommend the whole delegation to stay at the same hotel.</p> <p>Hyatt Regency Polanco SGL <u>145 USD</u> Breakfast included Check in time: 3:00 p.m.</p>
<p><b>MEXICO CITY</b> High School Visits <b>September 25<sup>th</sup></b></p>	<p>Scheduled visit to 3 high schools in Mexico City, the BMI team will send you all the information and the detailed schedule closer to the event.</p>	
<p><b>GUADALAJARA</b> Expo Posgrados – Expo Estudiante <b>September 26<sup>th</sup></b></p>	<p><b>RIU Plaza Guadalajara</b> Av. López Mateos, 830 - Fracc. Chapalita Tel: 52 33 3880 7500 Fair Set Up: 12:30 pm. - 3:00 pm. Fair Time: 3:30 pm. - 7:30 pm.</p>	<p>RIU Plaza Guadalajara SGL <u>95 USD</u> Breakfast included Check in time: 3:00 p.m.</p>



CITY	VENUE	OFFICIAL HOTEL
<p><b>BOGOTA</b> COLOMBIA INTERNATIONAL HIGH SCHOOLS FORUM &amp; WORKSHOP <b>Sept 27<sup>th</sup> &amp; 28<sup>th</sup></b></p>	<p>Welcome Cocktail and Dinner (September 27<sup>th</sup>) Workshop &amp; Forum (September 29<sup>th</sup>) at <b>Grand Hyatt Bogota</b> Cl.24a#57-60</p>	
<p><b>BOGOTA</b> Expo Posgrados – Expo Estudiante <b>Sept 30<sup>th</sup> &amp; Oct 1<sup>st</sup></b></p>	<p><b>Grand Hyatt</b> Cl.24a#57-60 Tel: 1 6541234 Fair Set Up: Sept 30<sup>th</sup> 12:30 pm. - 2:30 pm. Oct 1<sup>st</sup> 2:00 pm. - 2:30 pm Fair Time: Sept 30<sup>th</sup> : 2:30 pm. - 7:00 pm. Oct 1<sup>st</sup> : 2:30 pm. - 6:30 pm.</p>	<p>Colombia International High School Forum &amp; Workshop, ExpoPosgrados - ExpoEstudiante, High School Visits Bogota, BMI Americas Scholarship Summit, we recommend the whole delegation to stay at the same hotel.</p>
<p><b>BOGOTA</b> High School Visits <b>Oct 2<sup>nd</sup> &amp; 3<sup>rd</sup></b></p>	<p>Scheduled visit to 3 high schools in Bogotá, the BMI team will send you all the information and the detailed schedule close to the event.</p>	<p><b>Grand Hyatt</b> SGL <u>140 USD</u> Breakfast included Check in time: 3:00 p.m.</p>
<p><b>BOGOTA</b> Americas Scholarship Forum <b>Oct 2<sup>nd</sup> &amp; 3<sup>rd</sup></b></p>	<p><b>Grand Hyatt</b> Cl.24a#57-60</p>	
<p><b>MEDELLIN</b> High School Visits <b>Oct 4<sup>th</sup></b></p>	<p>Scheduled visit to 3 high schools in Medellin, the BMI team will send you all the information and the detailed schedule close to the event.</p>	<p>For the events in Medellin, high school visits and Expo Posgrados - Expo Estudiante, we recommend the whole delegation to stay at the same hotel.</p>
<p><b>MEDELLIN</b> Expo Posgrados – Expo Estudiante <b>Oct 5<sup>th</sup></b></p>	<p><b>Centro de Eventos el Tesoro (CET)</b> Salón 1 y 2 - Sótano/Basement 4 Loma El Tesoro con Transversal Superior 4 Medellín Tel: 57 321 1010 Fair Set Up: 1:30 pm. - 3:00 pm. Fair Time: 3:30 pm. – 7:30 pm.</p>	<p><b>NOVOTEL</b> Parque Comercial, Carrera 25 A #1A Sur 45  SGL <u>105 USD</u> Breakfast included Check in time: 3:00 p.m.</p> <p>Note: The NOVOTEL hotel is located in the same mall as the CET, there is a 10 minutes walk from the hotel reception to the event venue, through the Centro Comercial El Tesoro.</p>

CITY	VENUE	OFFICIAL HOTEL
<p><b>SANTIAGO DE CHILE</b> Expo Posgrados – Expo Estudiante <b>Oct 7<sup>th</sup> &amp; 8<sup>th</sup></b></p>	<p><b>Hotel Intercontinental</b> Avenida Vitacura 2885, Las condes, Santiago Tel: 1 6119000 Fair Set Up: Oct 7<sup>th</sup>: 12:30 pm. - 2:30 pm. Oct 8<sup>th</sup>: 2:00 pm. – 2:30 pm. Fair Time: Oct 7<sup>th</sup> &amp; 8<sup>th</sup>: 2:30 pm. – 6:30 pm.</p>	<p>For the events in Santiago: high school visits and Expo Posgrados - Expo Estudiante, we recommend the whole delegation to stay at the same hotel.</p> <p><b>Hotel Intercontinental</b> Avenida Vitacura 2885, Las condes, Santiago</p> <p>SGL <u>145 USD</u> (From Friday Oct 6<sup>th</sup> to Monday Oct 9<sup>th</sup>)</p>
<p><b>SANTIAGO DE CHILE</b> High School Visits <b>Oct 10<sup>th</sup> &amp; 11<sup>th</sup></b></p>	<p>Scheduled visits to 3 high schools each day in Santiago, the BMI team will send you all the information and the detailed schedule close to the event.</p>	<p><b>IBIS Santiago Providencia</b> (Accommodation only) Av. Providencia 1187, 7500585 Providencia, Región Metropolitana, Chile</p> <p>SGL <u>70 USD</u> (From Monday Oct 9<sup>th</sup> to Thursday Oct 12<sup>th</sup>) Breakfast included Check in time: 3:00 p.m.</p>

**IMPORTANT:** If you are interested in booking accommodation for the events (High School Visits in Mexico, Colombia and Chile) Please book through the EIS. If you are attending the Colombia International High School Forum & Workshop or BMI Americas Scholarship Summit - Bogota - Please book through the EIS.



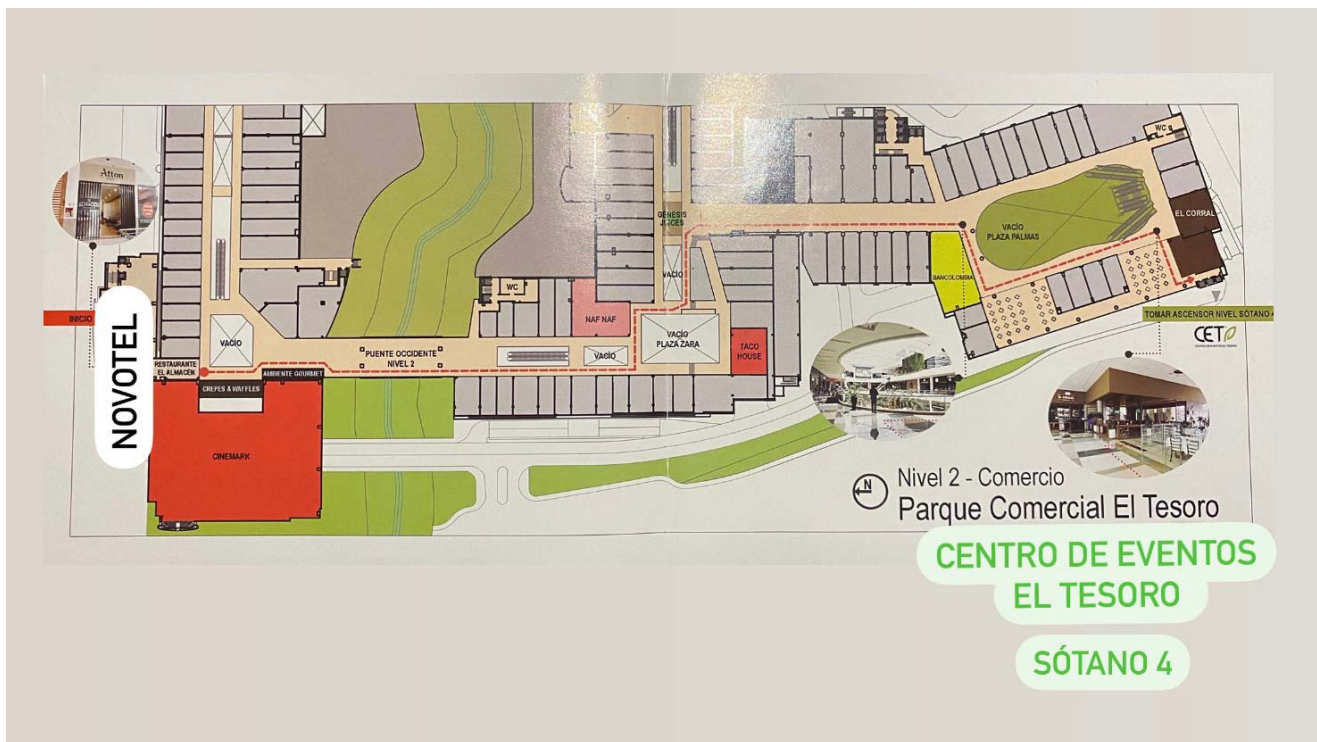


## ATTENTION.

If you are participating in the event in Medellin, please note the following information, the map below shows a short walk from the NOVOTEL (hotel) to the Centro de Eventos el Tesoro (event venue), please note that the walk will be inside the mall and will take about 10 minutes.

In addition, BMI will organise a meeting with all exhibitors on the PP level (the restaurant level of the hotel) at 13.30 to guide exhibitors more easily to the venue.

If you plan to go on your own, please follow the red line on the map.



## 2. PARTICIPATION FEE COVERS

(for Expo-Estudiante & ExpoPosgrados Fairs only)

- 6 square metres (3m x 2m) fully fitted exhibition stand with table, two chairs, carpet, lighting and electricity.
  - The BMI SmartScan app to collect and manage student data and leads.
  - Internet connection.
  - Marketing campaign to support your course level and destination.
  - Logo and profile on the official fair website.
  - Listing, profile and contact details in the online show catalogue.
  - Access to discounted hotel rates.
  - Coffee break for 2 people during the fairs hours ( light snacks and coffee/tea/water)\*
- \*Please note that these is not a full meal, we recommend you to have lunch before the fair.

NOTE: All other expenses are not included in the participation.

You must update your institution and contact information in the EIS to ensure that the displayed information is accurate.

## 3. OPTIONAL SERVICES

**The BMI SmartScan Visitor Data Scanning (FREE):** The app works on a smartphone, tablet or iPad 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 scanner 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. [Click here to view a document](#) with full instructions on how to download and use the app. (Please note that all the leads will be sent to the main registered email.)

**Translators / Assistants:** These have proved very popular for institutions without Spanish speaking staff. 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 you to take breaks without missing potential enquiries.

**COST:** Translators can be arranged at a rate of US\$ 130 per day for Guadalajara, Monterrey and Medellin and US\$ 260 for both days in Mexico City, Bogota and Santiago de Chile.

**Audio/Video Equipment Rental:** For quotation, please contact each venue/hotel directly.

**Internet:** Internet is included. If you are a guest at the official hotel, your log in details might work in the event room.



## 4. BRANDING YOUR INSTITUTION

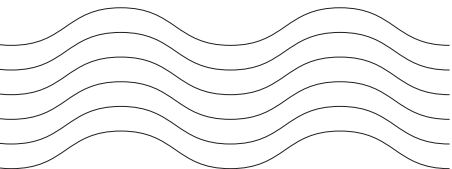
**Seminars:** The 30-minute seminars present institutions with a unique opportunity to promote programs to a focused audience. The following items are provided: a laptop, projector, large white projection screen and microphone with audio. All seminars can be ordered using the online EIS (Optional Services Section) and are subject to availability. The price of a seminar is USD 400 in (Monterrey, Guadalajara and Medellin), and 700 USD in (Mexico City, Bogota and Santiago de Chile). Seminars are subject to availability.\*

**Catalogue Advertising:** For the fairs, a digital catalogue is sent online to all pre-registered guests and visitors, and widely promoted in our social media accounts. We recommend that you enhance your free listing with an appropriate advertisement, giving greater impact to your presence at the fairs and which will continue to promote your institution after the event. If you want to book advertising in the catalogue, please do it through the EIS (Required Information Section).

Your advertising material should be sent in PDF Format, High Resolution 300 dpi to [karen@bmioglobaled.com](mailto:karen@bmioglobaled.com), before August 25<sup>th</sup> (Please add 0.5 cm and cut marks on each side for bleeding).

SPACE	SIZE	EXPO POSGRADOS EXPO ESTUDIANTE
HALF PAGE	21cm(w)x14.8cm(h)	USD 1,200
FULL PAGE	21cm(w)x29.7cm(h)	USD 2,400
INSIDE FRONT COVER	21cm(w)x29.7cm(h)	USD 3,500
BACK COVER	21cm(w)x29.7cm(h)	USD 4,000

**Sponsorships:** If you are interested sponsoring any of the events and increasing your visibility in all our activities, materials and platforms, please contact your sales representative.





## 5. EQUIPMENT PROVIDED

### ◆ **STAND CONSTRUCTION** (for Expo-Estudiante & ExpoPosgrados Fairs only)

**Equipment provided:** Each stand will be supplied with: 1 table and 2 chairs; 1 electricity point; 2 spot lights and 1 fascia (name) board. Corner sites will be open to the aisles with fascia overhead. In each fascia we will indicate the **Expo Estudiante logo** if your institution wants to promote undergraduate programs, **Expo Posgrados logo** if you want to promote posgraduate programs or both if you are interested in promoting both.

The name displayed on your fascia will be the one you update in the EIS, if this information is not updated, we will use the common name of the institution.

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 [>>>click here<<](#) for further information and a layout diagram of the stand.

**Exhibitor badges:** The exhibitor badges will be available at the registration desk when you arrive to the venue. Please collect it, along with your APP credentials and wifi password before going to your stand.

Note: Please complete in the EIS, how many badges you will need, the exhibitor badges will **only indicate the name of institution**, we do not print nominative badges.

**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. All damage will be charged to the exhibitor.

All stands must be clean and ready 30 minutes before the opening of the event. No packing materials or goods will be allowed inside the hall after that time. **Please keep in mind that panels**

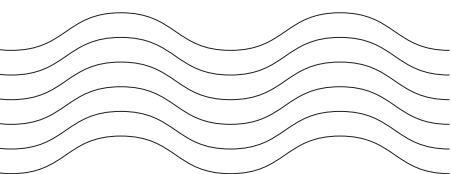
### ◆ **are 1m wide x 2.40m tall for all countries (Mexico, Colombia and Chile.)**

### **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 spend time decorating the stand. International institutions occasionally ship expensive stand displays or bring them to Latin America. Typically, however, local suppliers cannot speak English, issue proper receipts or only accept payment in local currency, meaning our service is far more straightforward and safe.

BMI has negotiated with suppliers in each city so that you may take advantage of having full colour printed panels so that your stand is ready when you arrive.

Please [click here](#) for further information and samples about panel printing



### Price Guide:

Guadalajara, Mexico City, Monterrey, Bogota,  
Medellin - USD 110 per panel.  
Santiago - USD 115 per panel

### What's Included:

- Colour panel printing
- Mounting of graphic
- Cleaning of panel after use

### What Else Do I Need to Know:

- You must send a different file for each panel
- Panels are 1m wide x 2.40 high in Mexico, Colombia and Chile artwork should be exactly this size and must be in PDF 100 DPI
- No corrections can be made once we receive the files for printing
- If multiple panels are being used, we will need a graphic plan for the whole stand showing the complete design
- Panels cannot be re-used. Each city requires its own set of printed panels and will be charged accordingly
- If artwork is not provided on time, no refund is possible

FINAL DEADLINE for BMI to receive the files: **August 25<sup>th</sup>**.

Please contact Karen Botero at [karen@bmiglobaled.com](mailto:karen@bmiglobaled.com) for more information.

This service must be ordered online, using the EIS and pay by credit card with a secure payment link

## ◆ GDPR AND THE BMI SMART SCAN APP

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.

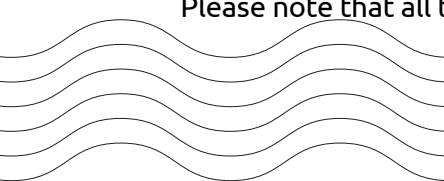
All visiting students and parents are clearly informed that by allowing an institution to scan them at the event, they are allowing you to collect their data for post-fair follow up. This information is clearly printed on the registration site, on the subsequent printed ticket they bring to the fair 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 in the website.

Please note that all the leads will be sent to the main registered email.



## ◆ REGULATIONS

**Cleaning and storage:** Aisles and stands will be cleaned daily.

**Insurance:** While 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 any 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.

## SHIPPING INFORMATION

BMI highly recommends printing your institution's brochures locally. Please send an email to [karen@bmiglobaled.com](mailto:karen@bmiglobaled.com) if you need a quote and include a PDF of what is required to be printed, paper weight and quantity. We will then send you a quote or revert with further details. We will be happy to assist you.

### ◆ GENERAL INFORMATION

All boxes must arrive 10 days before each event. We recommend to start shipping at least 3 weeks in advance. Please ensure your delivery company is aware of the delivery cut-off date and that they ensure that it is sent so that all customs and importation fees are paid by the sender. The tracking information of your shipped material, must be sent by email to [karen@bmiglobaled.com](mailto:karen@bmiglobaled.com) before August 25<sup>th</sup> 2023.

### ◆ ADDRESSES FOR SHIPPING

If you are shipping material for your participation, you can download the shipping labels in the EIS Shipping/Tracking section, which has the address of the location where the material has to be sent.

Once shipped, please enter your tracking information in the EIS. This will help us track your shipment and inform you if it does not arrive or is stuck in customs. Without this information, we will not be able to help you.

**We highly recommend institutions to print in-country to avoid these problems and BMI offer this service. Please contact [karen@bmiglobaled.com](mailto:karen@bmiglobaled.com) for further details.**

**MONTERREY**

CAMINO REAL HOTELS MONTERREY  
ATT. VERÓNICA CAMPOS  
BMI High School Visits  
(September 20<sup>th</sup>)  
Av. Diego Rivera 2492, Valle Oriente,  
San Pedro Garza, Nuevo León  
Phone: + 52 664 258 8895

**MONTERREY**

CAMINO REAL HOTELS MONTERREY  
ATT. VERÓNICA CAMPOS  
BMI Expo Posgrados - Expo Estudiante  
(September 21<sup>st</sup>)  
Av. Diego Rivera 2492, Valle Oriente,  
San Pedro Garza, Nuevo León  
Phone: + 52 664 258 8895

**MEXICO CITY**

HYATT REGENCY POLANCO  
ATT. ESTEFANIE PEREZ  
BMI Expo Posgrados - Expo Estudiante  
(September 23<sup>rd</sup> & 24<sup>th</sup>)  
Campos Eliseos No. 204 Polanco  
Chapultepec  
Phone: +52 55 4591 9690

**MEXICO CITY**

HYATT REGENCY POLANCO  
ATT. ESTEFANIE PEREZ  
High School Visits  
(September 25<sup>th</sup>)  
Campos Eliseos No. 204 Polanco  
Chapultepec  
Phone: +52 55 4591 9690

**GUADALAJARA**

HOTEL RIU PLAZA GUADALAJARA  
ATT. YOLANDA CAMPOS  
BMI Expo Posgrados - Expo Estudiante  
(September 26<sup>th</sup>)  
Av. López Mateos, 830 - Fracc. Chapalita  
Phone: +52 3338807500

**BOGOTA**

GRAND HYATT BOGOTA  
ATT. LEIDY MONGUÍ  
Colombia International High School  
Forum & Workshop  
(September 27<sup>th</sup> & 28<sup>th</sup>)  
Calle 52 #24 - 31 Apt. 302  
Phone: +57 319 652 9927

**BOGOTA**

GRAND HYATT BOGOTA  
ATT. LEIDY MONGUÍ  
BMI Expo Posgrados - Expo Estudiante  
(September 30<sup>th</sup> & October 1<sup>st</sup>)  
Calle 52 #24 - 31 Apt. 302  
Phone: +57 319 652 9927

**BOGOTA**

GRAND HYATT BOGOTA  
ATT. LEIDY MONGUÍ  
High School Visits  
(October 2<sup>nd</sup> & 3<sup>rd</sup>)  
Calle 52 #24 - 31 Apt. 302  
Phone: +57 319 652 9927

**BOGOTA**

GRAND HYATT BOGOTA  
ATT. LEIDY MONGUÍ  
BMI Americas Scholarship Summit - BASS  
(October 2<sup>nd</sup> & 3<sup>rd</sup>)  
Calle 52 #24 - 31 Apt. 302  
Phone: +57 319 652 9927

**MEDELLIN**

HOTEL NOVOTEL MEDELLIN  
ATT. CAROLINA SALAZAR  
High School Visits  
(October 4<sup>th</sup>)  
Parque Comercial, Carrera 25 A #1A Sur 45  
Phone: +57 300 647 7489

### MEDELLIN

HOTEL NOVOTEL MEDELLIN  
ATT. CAROLINA SALAZAR  
BMI Expo Posgrados - Expo Estudiante  
(October 5<sup>th</sup>)  
Parque Comercial, Carrera 25 A #1A Sur 45  
Phone: +57 300 647 7489

### SANTIAGO DE CHILE

HOTEL INTERCONTINENTAL  
ATT. TATIANA CHARME  
BMI Expo Posgrados - Expo Estudiante  
(October 7<sup>th</sup> & 8<sup>th</sup>)  
Avenida Vitacura 2885, Las Condes - Santiago  
Phone: +56 9 77 072 879

### SANTIAGO DE CHILE

HOTEL INTERCONTINENTAL  
ATT. TATIANA CHARME  
High School Visits  
(October 10<sup>th</sup> & 11<sup>th</sup>)  
Avenida Vitacura 2885, Las Condes - Santiago  
Phone: +56 9 77 072 879

The addresses for shipping are already listed on the pre-addressed labels provided on the Labels Form [CLICK HERE TO DOWNLOAD](#)

## ◆ SHIPPING OPTIONS

You may use one of the following four methods to ship material to Latin America:

1. We urge all exhibitors to bring all (or as much as possible) of their display and hand-out material with them when they travel to Latin America or to print locally.
2. Exhibitors having representative partners in Latin America 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. Please ensure that the air courier company you use has an official representative in the country of the fair and that you have the contact details of the representative.
4. **BMI strongly recommends the services of AIR CONCEPTS**, used by many educational institutions for shipping materials to international exhibitions in Latin America. AIR CONCEPTS will ensure that your material is delivered direct to the fair venue. Please contact AIR CONCEPTS directly for rates and further instructions.

### Only within the USA

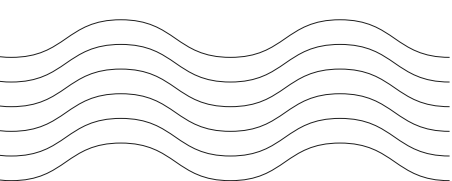
<p>AIR CONCEPTS USA 645 SE Central Parkway 34994 - Stuart, FL – USA</p>	<p>Contact: Dina Colantrello or Jen Greer Tel: +1 772 219 2525 Fax: +1 772 219 2534 <a href="mailto:dina@airconceptsusa.com">dina@airconceptsusa.com</a> <a href="mailto:jen@airconceptsusa.com">jen@airconceptsusa.com</a></p>
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◆ **DIRECT SHIPMENT**

If you prefer to send by your own air courier company, please carefully follow the instructions below when shipping material to Latin America. Customs are extremely strict in Latin America and it is very important that goods be correctly sent. Do not ship display materials or any items which are not printed matter.


INSTRUCTIONS	COLOMBIA & CHILE
Each shipment (consignment) should not exceed the <b>weight of:</b>	45KG
Each box of each shipment should not exceed the <b>weight of:</b>	12KG
Be sure that your shipment, it is marked for all customs and import fees to be paid by the sender and that no money will be required on delivery. Shipments must be sent on a door-to-door basis.	
All shipments must read, " <b><u>MUESTRAS SIN VALOR COMERCIAL PARA REPARTICIÓN GRATUITA</u></b> " on the content section of the airway bill.	A minimum value of \$1 USD must be on all non-document shipments. Please be realistic with the value of your brochures.
Airway Bill should be accompanied by a Proforma Invoice, which states the content and a value for customs. The value should not exceed an overall sum per shipment of:	USD80
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 in your booth and each box must clearly indicate:	<ul style="list-style-type: none"> <li>- Institution Name</li> <li>- Expo Posgrados - Expo Estudiante, High School Visits, Colombia International High School Forum &amp; Workshop or BMI Americas Scholarship Summit</li> <li>- Date and city of the event you are attending</li> </ul>
Allow 2-3 days between each shipment as it may be treated as one shipment and will therefore put you over the weight limit.	



INSTRUCTIONS	MEXICO
Each shipment (consignment) should not exceed the <b>weight of:</b>	50 Kg (110 lbs)
Each box of each shipment should not exceed the <b>weight of:</b>	12KG
No shipment can exceed the measures of:	length 118cms (46in), width 88cms (35in), height 120cms (47in)
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, " <u>MUESTRAS SIN VALOR COMERCIAL PARA REPARTICIÓN GRATUITA</u> " on the content section of the airway bill. If you are shipping brochures, please make sure you do not write on the proforma invoice that you are shipping books, but brochures of no commercial value.	A minimum value of \$1 USD must be on all non-document shipments. Please be realistic with the value of your brochures.
When declaring value for brochures, estimate between USD 2 to USD 5 per kg (2.2 lb) of printed papers.	✓
Airway Bill should be accompanied by a Proforma Invoice, which states the content and a value for customs. The value should not exceed an overall sum per shipment of:	US\$ 100
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:	- Institution Name - Expo Posgrados, High School Visits - Date of the event you are attending
Complete and correct information of the recipient is needed, complete address, telephone No. and contact person.	✓
Never declare 0 value, a certain value must be declared for every package sent to Mexico.	✓
Each shipment must be sent on a door-to-door basis with Taxes & Fees paid by the sender (if applicable).	✓
Any shipment coming from China has high chances to have problems. Avoid sending any products saying they are Made in China.	✓
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.	✓

The addresses for shipping are already listed on the pre-addressed labels provided on the Labels Form

[>>>CLICK HERE TO DOWNLOAD<<](#)

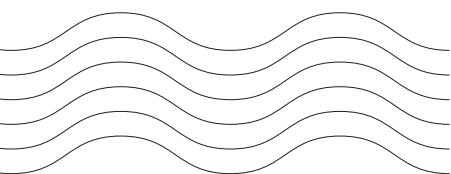
- 
1. The delivery address details and shipping labels for each city can be found in the EIS Shipping/Tracking section;
  2. All boxes should arrive at least 10 days before each fair at the delivery address provided on the labels form;
  3. If you are not using the official shipping company, you must 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 tracking number and shipping information by email is August 25<sup>th</sup> 2023;
  5. If we do not have the tracking numbers 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;
  6. We also recommend using recognized shipping companies such as FEDEX, UPS, DHL... use the one of your preference, please avoid using national mail services since your material may take several months to arrive

**If you do not follow the above recommendations exactly as explained, your material may be held up in customs, sent back, lost or destroyed**

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

1. Airway bill numbers for each box you have shipped.
2. How many boxes were sent and to which cities.
3. Full contact details of the courier company in the country of the fair and in your country. If possible, obtain the mobile phone number of the shipping manager in your country and their contact in Latin America.
4. We also suggest carrying a digital high quality PDF of your material in case of any delay in your shipment, so we may be able to help you by printing it locally.

**BMI or Hotels will not pay customs duty to free your packages. To avoid the package to be returned, please make sure that its value is low and there is nothing else than paper material in it.**





## 7. PRINTING IN LATIN AMERICA

You may also choose to print your material locally in Latin America and have it on your stand when you arrive. BMI currently prints brochures for over 40 international institutions.

Printing costs in Latin America might be higher than in North America or Europe but you will make huge savings in shipping costs and avoid any customs, taxes or delivery problems.

BMI highly recommends printing your institution's brochures locally. Please get in contact if you need a quote.

If you are interested in the printing option, please email a digital copy of your brochure, with the following information to [karen@bmiglobaled.com](mailto:karen@bmiglobaled.com).

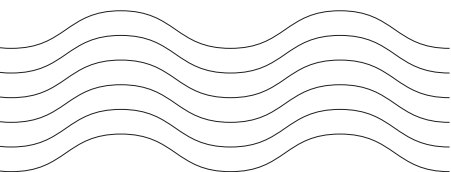
- Paper weight
- Paper Type
- Quantity required per city

We will then get back to you with a quotation or any additional information we may require. The deadline for this service is August 25<sup>th</sup> for Mexico, September 1<sup>st</sup> for Colombia and and September 8<sup>th</sup> for Chile.

Please note that we will not proceed with printing without your written authorisation based on the quotation.

Make sure you send all the material you want to print in high quality files, BMI will not be responsible for files that we have not received.

The BMI team will deliver the printed material to the designated representative in the main cities of each country in the series. (Mexico City - Mexico, Bogota - Colombia and Santiago in Chile) each representative will be responsible for splitting and carrying the remaining material between cities. In the case of Mexico, we will deliver the amount of copies requested for Monterrey in Monterrey and the rest of the material (Mexico City and Guadalajara) in Mexico City





## 8. IMPORTANT DATES AND DEADLINES

Please find below the deadline for requesting services and sending important information, essential to the success of your participation at the fairs.

DEADLINE	MEXICO, COLOMBIA & CHILE
August 25 <sup>th</sup> 2023	Final day to submit your advertisement
	This is the final day for submitting information and request services in the EIS
	Final day to request panel printing and send your files
	Last day to send by email the tracking numbers of shipping material
	Final day to request a quotation for printing in Mexico
September 1 <sup>st</sup> 2023	Final day to request a quotation for printing in Colombia
September 8 <sup>th</sup> 2023	Final day to request a quotation for printing in Chile

## 9. HIGH SCHOOL VISITS

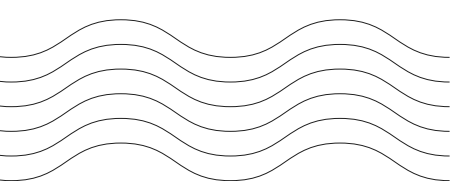
**MONTERREY** (September 20th)  
**MEXICO CITY** (September 25th)  
**BOGOTA** (October 2nd & 3rd )  
**MEDELLIN** (October 4th)  
**SANTIAGO** (October 10th & 11th)



Taking place in Mexican, Colombian and Chilean top private high schools, the High School Visits in Monterrey, Mexico City, Bogota, Medellin and Santiago will present you with the opportunity to meet senior students, parents and high school counselors. The event is set up in a table and chairs format, where you may use a pop-up banner (maximum width 2 meters) behind your table, should you be traveling with one.

A shuttle service will be offered from the official event hotel in each city respectively to each to each of the schools we will be visiting during the day.

Timetables to be confirmed\*



## IMPORTANT INFORMATION

Please Note that the contact person for the following events 'Colombia International High School Forum & Workshop' and 'BMI Americas Scholarship Summit', is Marco Sampaio, if you have any questions regarding the 'Colombia International High School Forum & Workshop' and 'BMI Americas Scholarship Summit', please contact [marco@bmiglobaled.com](mailto:marco@bmiglobaled.com)



Colombia  
International Schools  
Forum & Workshop

## COLOMBIA INTERNATIONAL HIGH SCHOOL FORUM & WORKSHOP

The official hotel and venue for the Workshop will be the Grand Hyatt Bogota. The welcome cocktail reception and dinner will take place on the evening of September 27th and workshop meetings will take place on September 28th in El Dorado 2 room (2nd floor).

Please direct any questions regarding this event to Marco Sampaio ([Marco@bmiglobaled.com](mailto:Marco@bmiglobaled.com)).

### ◆ FORUM & WORKSHOP FORMAT AND SETUP

Each participating institution is provided with a table and chairs. You may decorate your table as you wish but standing or portable displays are strictly prohibited during the workshop.

**SECOND PARTICIPANT:** Unless you have booked space for two participants, your registration fee only includes one person to participate in the workshop.

**ONLINE SCHEDULING SYSTEM (MARCOS CONNECT):** You will receive login and password to check and update your profile on **Monday, August 28<sup>th</sup> 2023**. This will give you time to check and update your profile and familiarise yourself with the Marcom appointment system. This online system should be used to schedule all workshop appointments.

Appointments made outside of the system will not be recorded and may result in conflicting meetings.

You will be able to start scheduling meetings from **Monday, September 4<sup>th</sup> 2023**.

Please keep in mind that the Marcom eSchedule system will close on **Tuesday, September 19<sup>th</sup> 2023**. After that 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.**

**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



◆ **WELCOME COCKTAIL RECEPTION AND DINNER (Wednesday September 27<sup>th</sup> 2023)**

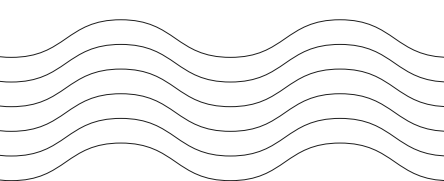
There will be a networking cocktail reception and dinner on September 27<sup>th</sup> at the Grand Hyatt Bogota. This is only open to delegates taking part in the workshop on September 28<sup>th</sup>.  
Dress code: Casual

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 150 per guest.

◆ **FORUM & WORKSHOP AGENDA**

DATE	TIME	PROGRAM
Wednesday September 27 <sup>th</sup>	15:30 - 17:00	Check-in at the hotel / Registration and pick up the workshop materials
	17:00 - 18:30	Professional development session (for high school counsellors only)
	19:00-21:30	Opening cocktail reception / Networking dinner
Thursday September 28 <sup>th</sup>	<b>08:00 - 08:30</b>	<b>Coffee / Registration</b>
	08:30 – 9:00	Seminar 1 (for high school counsellors only)
	9:00 – 9:20	Meeting 1
	9:25 – 9:45	Meeting 2
	9:50 – 10:10	Meeting 3
	10:15 – 10:35	Meeting 4
	<b>10:35 – 10:50</b>	<b>Refreshment Break</b>
	10:50 – 11:10	Meeting 5
	11:15 – 11:35	Meeting 6
	11:40 – 12:00	Meeting 7
	12:00 – 12:30	Seminar 2 (for high school counsellors only)
	<b>12:30 – 13:30</b>	<b>Networking lunch</b>
	13:30 – 13:50	Meeting 8
	13:55 – 14:15	Meeting 9
	14:20 – 14:40	Meeting 10
	14:45 – 15:05	Meeting 11
	<b>15:05 – 15:20</b>	<b>Refreshment Break</b>
	15:20 – 15:40	Meeting 12
	15:45 – 16:05	Meeting 13
16:10 – 16:30	Meeting 14	
16:35 – 16:55	Meeting 15	
	<b>17:00</b>	<b>Workshop Ends</b>

\*This schedule is subject to change



## BMI AMERICAS SCHOLARSHIP SUMMIT

The official hotel and venue for the BMI Americas Scholarship Summit will be the Grand Hyatt Bogota and the event will take place on October 2<sup>nd</sup> & 3<sup>rd</sup> 2023.

Please direct any questions regarding this event to Marco Sampaio ([Marco@bmiglobaled.com](mailto:Marco@bmiglobaled.com)).

### ◆ SUMMIT FORMAT AND SETUP

As a participating institution, you are entitled to have one schedule of appointments unless you have registered for a second schedule. At the time of your meeting, you should promptly make your way to the table of the organisation with whom you have the meeting. Please note that unless you have booked an exhibition stand, no standing or portable displays are permitted during the Summit.

**SECOND PARTICIPANT:** Unless you have booked space for two participants, your registration only entitles one person to participate in the summit.

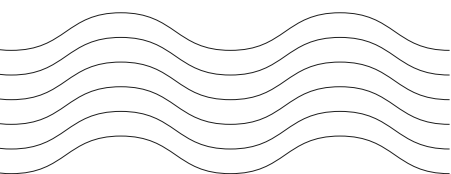
**ONLINE SCHEDULING SYSTEM (MARCOM CONNECT):** You will receive login and password to check and update your profile on **Monday, September 4<sup>th</sup> 2023**. This will give you time to check and update your profile and familiarise yourself with the Marcom appointment system. This online system should be used to schedule all workshop appointments.

Appointments made outside of the system will not be recorded and may result in conflicting meetings.

You will be able to start scheduling meetings from **Monday, September 11<sup>th</sup> 2023**.

Please keep in mind that the Marcom eSchedule system will close on **Friday, September 22<sup>nd</sup> 2023**. After that date, you will only be able to request/book additional appointments at the Summit at the BMI desk. Appointments must not be booked directly with other participants.

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







## ◆ GALA DINNER

The Gala Dinner is designed to help facilitate networking in a relaxed environment. International institutions may invite up to two additional colleagues to the gala dinner at an additional cost of USD 250 each person.

The Gala Dinner will take place on the evening of the first day of the Summit – Monday, October 2<sup>nd</sup>.

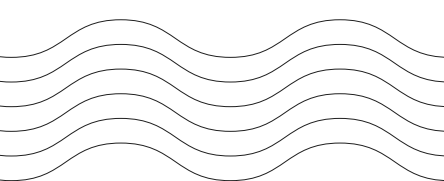
The dinner begins at 8pm.

Dress code: Formal

## BMI AMERICAS SCHOLARSHIP SUMMIT AGENDA

Monday, October 2 <sup>nd</sup>	
<b>9:00 – 9:50</b>	<b>Registration &amp; Handbook Collection</b>
10:00 – 10:25	Meeting 1
10:30 – 10:55	Meeting 2
<b>11:00 – 11:30</b>	<b>Refreshment Break</b>
11:30 – 11:55	Meeting 3
12:00 – 12:25	Meeting 4
12:30 – 12:55	Meeting 5
<b>13:00 – 14:00</b>	<b>Lunch (Included)</b>
14:00 – 14:25	Meeting 6
14:30 – 14:55	Meeting 7
15:00 – 15:25	Meeting 8
<b>15:30 – 16:00</b>	<b>Refreshment Break</b>
16:00 – 16:25	Meeting 9
16:30 – 16:55	Meeting 10
17:00 – 17:25	Meeting 11
<b>17:30</b>	<b>Day 1 of Summit ends</b>
<b>20:00 – 22:00</b>	<b>Gala Dinner</b>

\*This schedule is subject to change

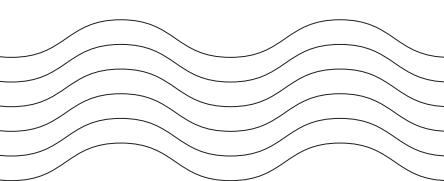




## BMI AMERICAS SCHOLARSHIP SUMMIT AGENDA

<b>Monday, October 3<sup>rd</sup></b>	
<b>9:00</b>	<b>Hall opens for participants</b>
9:30 – 9:55	Meeting 12
10:00 – 10:25	Meeting 13
<b>10:30 – 11:00</b>	<b>Refreshment Break</b>
11:00 – 11:25	Meeting 14
11:30 – 11:55	Meeting 15
12:00 – 12:25	Meeting 16
<b>12:30 – 13:30</b>	<b>Lunch (Included)</b>
13:30 – 13:55	Meeting 17
14:00 – 14:25	Meeting 18
14:30 – 14:55	Meeting 19
<b>15:00 – 15:30</b>	<b>Refreshment Break</b>
15:30 – 15:55	Meeting 20
16:00 – 16:25	Meeting 21
<b>16:30</b>	<b>Day 2 of Summit ends</b>

\*This schedule is subject to change





MONTERREY High School Visits

MONTERREY

MEXICO CITY

MEXICO CITY High School Visits

GUADALAJARA

BOGOTA COLOMBIA INTERNATIONAL HIGH SCHOOL FORUM & WORKSHOP

BOGOTA

BOGOTA High School Visits

BOGOTA AMERICAS SCHOLARSHIP SUMMIT

MEDELLÍN High School Visits

MEDELLÍN

SANTIAGO

SANTIAGO High School Visits

Sep 20nd

Sep 21st

Sep 23 rd & 24th

Sep 25th

Sep 26th

Sep 27th & 28th

Sep 30th & Oct 1st

Oct 2nd & 3rd

Oct 2nd & 3rd

Oct 4th

Oct 5th

Oct 7th & 8th

Oct 10th & 11th

• 2023 •

