



Expo

**POSGRADOS**



Expo

**ESTUDIANTE**

# **EXHIBITOR MANUAL**

**MEXICO, COLOMBIA & PERU**

**February 22<sup>nd</sup> - March 10<sup>th</sup>**

**• 2024 •**

Dear Exhibitor:

Welcome to BMI's Spring 2024 series of events in Mexico, Colombia and Peru, including Expo-Estudiante - Expo-Posgrados, High School Visits (Bogota). 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 February 2<sup>nd</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](mailto: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:**

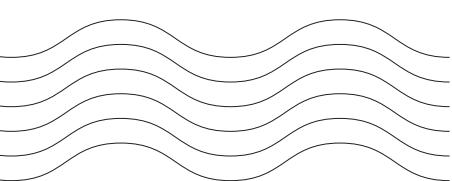
Phone: +57 315 315 34 99 - +57 320 872 6961

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

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

# CONTENT

<b>1. GENERAL EVENT INFORMATION</b> .....	4
Travel Information .....	4
The Exhibitor Information System (EIS) .....	4
Hotel Booking .....	5
Additional Nights .....	5
Venues, Official Hotels & Timetable .....	6
<b>2. PARTICIPATION FEE COVERS</b> .....	9
<b>3. OPTIONAL SERVICES</b> .....	9
The BMI SmartScan Visitor Data Scanning (FREE) .....	9
Translators / Stand Assistants .....	9
Audio/Video Equipment Rental .....	9
Internet .....	9
<b>4. BRANDING YOUR INSTITUTION</b> .....	10
Seminars .....	10
Catalogue Advertising .....	10
Sponsorships .....	10
<b>5. EQUIPMENT PROVIDED</b> .....	11
Stand Construction .....	11
Full Colour Graphics for Your Stand .....	11
GDPR and the BMI Smart Scan App.....	12
Regulations.....	13
<b>6. SHIPPING INFORMATION</b> .....	13
General Information .....	13
Addresses for Shipping .....	13
Shipping Options .....	15
Direct Shipment .....	16
<b>7. PRINTING IN LATIN AMERICA</b> .....	19
<b>8. IMPORTANT DATES AND DEADLINES</b> .....	20
<b>9. HIGH SCHOOL VISITS</b> .....	20



# 1. GENERAL EVENT INFORMATION

## ◆ TRAVEL INFORMATION

**Currency:** The currency for this fair season is Mexican Peso (MXN) for Mexico, Colombian Peso (COP) for Colombia and Peruvian Sol (PEN) for Peru. 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 have 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 preregistered 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 February 2<sup>nd</sup>

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 February 21<sup>st</sup> to February 23<sup>rd</sup>

**MEXICO CITY** - Hyatt Regency Polanco - From February 23<sup>rd</sup> to February 26<sup>th</sup>

**GUADALAJARA** - RIU Plaza Guadalajara - From February 26<sup>th</sup> to February 28<sup>th</sup>

**BOGOTA** - Grand Hyatt - From March 1<sup>st</sup> to March 6<sup>th</sup>

**MEDELLIN** - NOVOTEL - From March 5<sup>th</sup> to March 7<sup>th</sup>

**LIMA** - Country Club Lima - From March 8<sup>th</sup> to March 11<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 you 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.

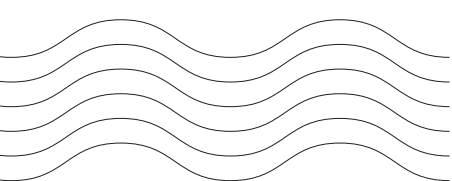
**IMPORTANT:** Please note that you will not receive a specific confirmation number but instead an email confirmation from BMI. On the day of your check-in, please give your name and mention you are part of the BMI group.

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.

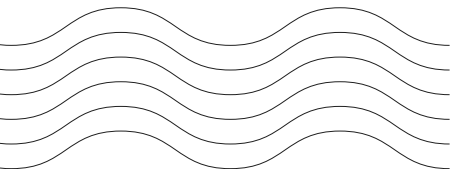
For early check-in, late check-out and airport transfers, please contact the hotel directly. These services are also subject to availability. Please mention that you are with the BMI group when booking airport transfers.



◆ VENUES, OFFICIAL HOTELS AND TIMETABLE

CITY	VENUE	OFFICIAL HOTEL
<p><b>MONTERREY</b> Expo Posgrados – Expo Estudiante <b>February 22<sup>nd</sup></b> (Thursday)</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. - 3:30 pm. Fair Time: 3:30 pm. - 7:30 pm</p>	<p><b>Camino Real</b> SGL <u>150 USD</u> * Breakfast included Check in time: 3:00 p.m. Subject to VAT validation*</p>
<p><b>MEXICO CITY</b> Expo Posgrados – Expo Estudiante <b>February 24<sup>th</sup> &amp; 25<sup>th</sup></b> (Saturday &amp; Sunday)</p>	<p><b>Hyatt Regency Polanco</b> Campos Eliseos No. 204 Polanco Chapultepec Tel: 52 55 5083 1234 Fair Set Up: <b>Feb 24<sup>th</sup></b> 12:30 pm. - 2:30 pm. <b>Feb 25<sup>th</sup></b> 2:00 pm. - 2:30 pm Fair Time: Feb 24<sup>th</sup> / Feb 25<sup>th</sup> 2:30 pm. - 6:30 pm.</p>	<p><b>Hyatt Regency Polanco</b> SGL <u>150 USD</u>* Breakfast included Check in time: 3:00 p.m. Subject to VAT validation*</p>
<p><b>GUADALAJARA</b> Expo Posgrados – Expo Estudiante <b>February 27<sup>th</sup></b> (Tuesday)</p>	<p><b>RIU Plaza Guadalajara</b> Av. López Mateos, 830 - Fracc. Chapalita Tel: 52 33 3880 7500 Fair Set Up: 1:30 pm. - 3:30 pm. Fair Time: 3:30 pm. - 7:30 pm.</p>	<p><b>RIU Plaza Guadalajara</b> SGL <u>125 USD</u>* Breakfast included Check in time: 3:00 p.m. Subject to VAT validation*</p>
<p><b>BOGOTA</b> Expo Posgrados – Expo Estudiante <b>March 2<sup>nd</sup> &amp; 3<sup>rd</sup></b> (Saturday &amp; Sunday)</p>	<p><b>Grand Hyatt</b> Cl.24a#57–60 Tel: 1 6541234 Fair Set Up: <b>Mar 2<sup>nd</sup></b>: 12:30 pm. - 2:30 pm. <b>Mar 3<sup>rd</sup></b>: 2:00 pm. - 2:30 pm Fair Time: Mar 2<sup>nd</sup> / 3<sup>rd</sup>: 2:30 pm. – 6:30 pm</p>	<p>For the events in Bogota: Expo Posgrados - Expo Estudiante and high school visits, we recommend the whole delegation to stay at the same hotel.</p> <p><b>Grand Hyatt</b> SGL <u>140 USD</u>* Breakfast included Check in time: 3:00 p.m. Subject to VAT validation*</p>
<p><b>BOGOTA</b> High School Visits <b>March 4<sup>th</sup> &amp; 5<sup>th</sup></b> (Monday and Tuesday)</p>	<p>Scheduled visit to 6 high schools in Bogota, 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. Subject to VAT validation*</p>

CITY	VENUE	OFFICIAL HOTEL
<p><b>MEDELLIN</b> Expo Posgrados – Expo Estudiante <b>March 6<sup>th</sup></b> (Wednesday)</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. - 3:30 pm. Fair Time: 3:30 pm. – 7:30 pm.</p>	<p><b>NOVOTEL</b> Parque Comercial, Carrera 25 A #1A Sur 45</p> <p>SGL <u>125 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> <p>Subject to VAT validation*</p>
<p><b>LIMA</b> Expo Posgrados – Expo Estudiante <b>March 9<sup>th</sup> &amp; 10<sup>th</sup></b> (Saturday &amp; Sunday)</p>	<p><b>Hotel Country Club</b> Calle Los Eucaliptos 590, San Isidro Tel: 1 6119000 Fair Set Up: <b>Mar 9<sup>th</sup>:</b> 12:30 pm. - 2:30 pm. <b>Mar 10<sup>th</sup>:</b> 2:00 pm. – 2:30 pm. Fair Time: Mar 9<sup>th</sup> / Mar 10<sup>th</sup> 2:30 pm. – 6:30 pm</p>	<p><b>Hotel Country Club</b></p> <p>SGL <u>165 USD*</u> Breakfast included Check in time: 3:00 p.m Subject to VAT validation*</p>



## 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 Lima.

**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.

**All deadlines for requesting additional services in the system will be Friday, February 2<sup>nd</sup> 2024**

### EXTRA SERVICES REQUESTS AFTER FEBRUARY 2<sup>nd</sup>

Please make sure to request and confirm all needed extra services, such as translators, seminars, panel printing, printing requests and hotel bookings, before the EIS is closed. After February 2<sup>nd</sup>, extra services will still be available but with an additional 50% charge on the cost of all services.



## 4. BRANDING YOUR INSTITUTION

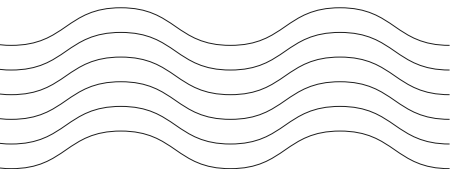
**Seminars:** The 30-minute seminars present institutions with a unique opportunity to promote programs to a focused audience. The following items are provided: a laptop, projector, large white projection screen and microphone with audio. All seminars can be ordered using the online EIS (Optional Services 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 Lima). 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@bmiiglobaled.com](mailto:karen@bmiiglobaled.com), before February 2<sup>nd</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.

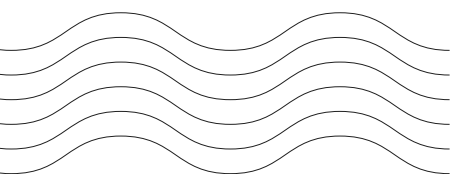
**Panels:** Double sided tape or similar may be used but must be removed by exhibitors at the end of the exhibition. Under no circumstances must anything be nailed, screwed, glued or painted onto the panels or metal framework of the stand. All damage will be charged to the exhibitor. All stands must 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 Peru.)**

### ◆ **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 and Lima- USD 110 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 Peru 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: **February 2<sup>nd</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.

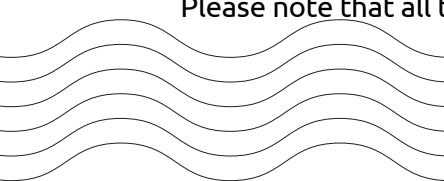
All visiting students and parents are clearly informed that by allowing an institution to scan them at the event, they are allowing you to collect their data for post-fair follow up. This information is clearly printed on the registration site, on the subsequent printed ticket they bring to the fair 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 February 2<sup>nd</sup> 2024.

### ◆ 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 Expo Posgrados - Expo Estudiante  
(February 22nd)  
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  
(February 24th & 25th)  
Campos Eliseos No. 204 Polanco  
Chapultepec  
Phone: +52 55 4591 9690

**GUADALAJARA**

HOTEL RIU PLAZA GUADALAJARA  
ATT. YOLANDA CAMPOS  
BMI Expo Posgrados - Expo Estudiante  
(February 27th)  
Av. López Mateos, 830 - Fracc. Chapalita  
Phone: +52 3338807500

**BOGOTA**

ATT. LEIDY MONGUI  
BMI Expo Posgrados - Expo Estudiante  
(March 2th & 3th)  
Calle 52 #24 -31 Apt 302  
Phone: +57 319 652 9927

**BOGOTA**

ATT. LEIDY MONGUI  
High School Visits  
(March 4th & 5th)  
Calle 52 #24 -31 Apt 302  
Phone: +57 319 652 9927

**MEDELLIN**

HOTEL NOVOTEL MEDELLIN  
ATT. CAROLINA SALAZAR  
BMI Expo Posgrados - Expo Estudiante  
(March 6th)  
Parque Comercial, Carrera 25 A # 1A  
sur 45  
Phone: +57 300 647 7489

**LIMA**

HOTEL COUNTRY CLUB  
ATT. MAILET MARRERO  
BMI Expo Posgrados - Expo Estudiante  
(March 9th & 10th)  
Ca. Los Eucaliptos 590, San Isidro  
Phone: +51 998 999 864

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



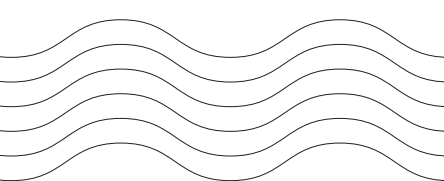
## ◆ SHIPPING OPTIONS

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

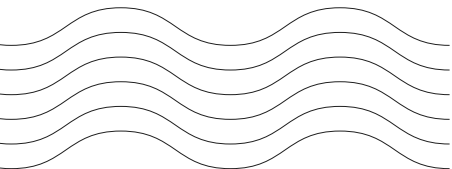
<p>AIR CONCEPTS USA 645 SE Central Parkway 34994 - Stuart, FL – USA</p>	<p>Contact: Dina Colantrello or Jen Greer Tel: +1 772 219 2525 Fax: +1 772 219 2534 <a href="mailto:dina@airconceptsusa.com">dina@airconceptsusa.com</a> <a href="mailto:jen@airconceptsusa.com">jen@airconceptsusa.com</a></p>
---	---



◆ **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 & PERU
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>MUESTRAS SIN VALOR COMERCIAL PARA REPARTICIÓN GRATUITA</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 &amp; High School Visits</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 - 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<<](#)

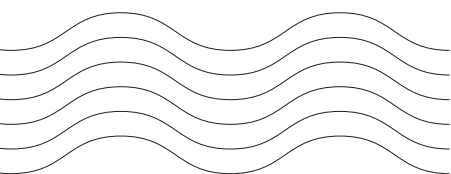
- 
1. The delivery address details and shipping labels for each city can be found in the EIS Shipping/Tracking section;
  2. All boxes should arrive at least 10 days before each fair at the delivery address provided on the labels form;
  3. If you are not using the official shipping company, you must 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 February 2<sup>nd</sup> 2024;
  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).

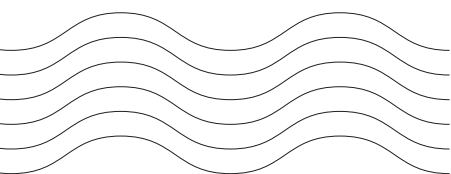
- Paper weight
- Paper Type
- Quantity required per city

We will then get back to you with a quotation or any additional information we may require. The deadline for this service is February 2<sup>nd</sup> for Mexico, February 9<sup>th</sup> for Colombia and February 16<sup>th</sup> for Peru.

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 Lima) 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 & PERU
February 2 <sup>nd</sup> 2024	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
February 9 <sup>th</sup> 2024	Final day to request a quotation for printing in Colombia
February 16 <sup>th</sup> 2024	Final day to request a quotation for printing in Peru

## 9. HIGH SCHOOL VISITS

### BOGOTA (March 4<sup>th</sup> & 5<sup>th</sup>)

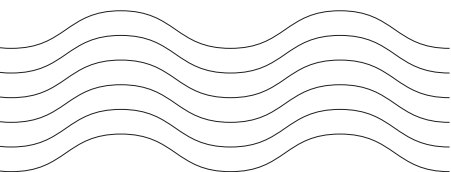
Taking place in Colombian top private high schools, the High School Visits in Bogota, will present you with the opportunity to meet senior students, parents and high school counselors. The event is set up in a table and chairs format, where you may use a pop-up banner (maximum width 2 meters) behind 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\*

**Please note that only one exhibitor per institution will be allowed to participate in the High School Visits. If you wish to bring any additional representatives, additional charges may apply.**

**BMI reserves the right to decline this option depending on transportation and location capacities.**





Expo  
**POSGRADOS**



Expo  
**ESTUDIANTE**



MONTERREY  
MEXICO CITY  
GUADALAJARA  
BOGOTA  
BOGOTA High School Visits  
MEDELLÍN  
LIMA

Feb 22nd  
Feb 24th & 25th  
Feb 27th  
Mar 2nd & 3rd  
Mar 4th & 5th  
Mar 6th  
Mar 9th & 10th

• **2024** •

