



## EXHIBITOR MANUAL

September 29<sup>th</sup> - October 13<sup>th</sup> 2019

Dear Exhibitor,

This manual has been designed to help you make the final preparations for your participation in the Expo-Estudiante fairs and to book any additional services you may require.

You will be able to enter all of your institution information and book your hotels, seminars, scanners and translators (if required) via the [BMI Exhibitor Information System \(EIS\)](#).

Please be aware that August 29th is the deadline for submitting information in the EIS.

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

Philippe Person  
Director

### ORGANIZER AND CONTACT INFORMATION

**BMI Head Office - UK (London):** Elizabeth House · 54-58 High Street, Edgware, HA8 7EJ - UK

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

Contact Information: Fiorella Cardenas - [fiorella@bmiglobaled.com](mailto:fiorella@bmiglobaled.com)

**BMI Colombia (Bogotá):** Calle 61A No. 17-30, código postal 111311 Bogotá - Colombia

Phone: +57 315 315 34 99

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

Oganizer:



Sponsor:



# CONTENT

<b>1. GENERAL EVENT INFORMATION</b> .....	<b>3</b>
Travel Information .....	3
The Exhibitor Information System (EIS).....	3
Hotel Booking .....	4
Additional Nights .....	4
Venues, Official Hotels & Timetable.....	5
<b>2. OPTIONAL SERVICES</b> .....	<b>7</b>
New Student Scanner App .....	7
Translators/Assistants .....	7
AV Equipment Rental .....	7
Internet .....	7
<b>3. BRANDING YOUR INSTITUTION</b> .....	<b>8</b>
Seminars .....	8
Catalogue Advertising .....	8
<b>4. EQUIPMENT PROVIDED</b> .....	<b>9</b>
Stand Construction .....	9
Full Colour Graphics for Your Stand.....	9
Regulations .....	9
<b>5. SHIPPING INFORMATION</b> .....	<b>10</b>
General Information .....	10
Addresses for Shipping .....	10
Shipping Options .....	11
Direct Shipment .....	12
<b>6. PRINTING IN LATIN AMERICA</b> .....	<b>14</b>
<b>7. PRESS AND PR CAMPAIGN</b> .....	<b>15</b>
<b>9. IMPORTANT DATES AND DEADLINES</b> .....	<b>16</b>
<b>10. GDPR AND THE BMI SMART SCAN APP</b> .....	<b>17</b>
<b>11. FULL COLOUR GRAPHICS FOR YOUR STAND</b> .....	<b>18</b>

# 1. GENERAL EVENT INFORMATION

## TRAVEL INFORMATION

**Currency:** The currencies of fair countries are the US Dollar (USD) for Ecuador, the Colombian Peso (COP) for Colombia, the Nuevo Sol (PEN) for Peru and the Balboa (PAB) for Panama. Please visit the website [www.oanda.com](http://www.oanda.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)

COPA: [www.copaair.com](http://www.copaair.com)

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

**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 [fiorella@bmglobaled.com](mailto:fiorella@bmglobaled.com) with the name of the institution, full name, title, and passport number of the participant.

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

## 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:

- Input your institution's profile for entry into the Official Online Catalogue which is emailed to every pre-registered visitor
- Tell us the name you would like displayed above your stand on the fascia name board
- 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 online catalogue which is emailed to every pre-registered visitor
- Make hotel reservations at preferential rates in each fair city
- Download shipping labels and provide us tracking information for your shipment

Please complete each section on the online Exhibitor Information System (EIS) by August 29th

## ■ HOTEL BOOKING

Hotel reservations will only be accepted when using the online Exhibitor Information System (EIS). Email reservations will not be accepted. Any changes to your reservation, including cancellations, will only be accepted 45 days prior to your scheduled arrival and submitted via the EIS.

We have pre-booked dates in each hotel. The arrival date is the day before the event and the check-out date is the day after. Rooms are subject to availability and will be allocated on a first-come, first-served basis.

**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. Please contact the hotel directly to make the reservation outside our booked dates.**

For early check-in, late check-out and airport transfers, please contact the hotel directly. These services are subject to availability.

Please bear in mind that you may need your confirmation number in order to book airport transfers.

If you are not staying in one of the official hotels, please indicate the name of your hotel and contact number on the Other Booking form in the EIS. It is important that we have your contact details in case of any emergency.

## ■ ADDITIONAL NIGHTS

Hotel bookings via the EIS are at the specially negotiated block booked rate for the specific periods below.

All other dates may be charged at higher rates and must be booked directly with the hotels. Rates are also subject to change over time. When calling the hotels, it is important to mention that you are part of the BMI group.

VENUES, OFFICIAL HOTELS AND TIMETABLE

CITY	VENUE	OFFICIAL HOTEL
<p><b>PANAMÁ CITY</b></p> <p>September 29th Sunday</p>	<p><b>Hard Rock Megapolis Hotel (Fania 1-4)</b></p> <p>Multicentro Mall - 2do Piso Local 201, Balboa Ave., Panama City, Panama - Tel: + 507 3801112 Fair Set Up: 12:30 p.m. – 2:30 p.m. Fair Time: 2:30 p.m. – 7:00 p.m.</p>	<p><b>Hard Rock Megapolis Hotel</b></p> <p>SGL: USD 130.00/ DBL/TWN: USD 130.00 + Taxes and Fees</p> <p>Breakfast included</p> <p>Check in time: 3:00 p.m.</p>
<p><b>CALI</b></p> <p>October 1st Tuesday</p>	<p><b>Spiwak Hotel (Estrella Room)</b></p> <p>Av. 6 D 36N-18, Cali, Valle del Cauca, Colombia Tel: +57 2 3959999 Fair Set Up: 12:30 p.m. – 2:30 p.m. Fair Time: 2:30 p.m. – 7:00 p.m.</p>	<p><b>Spiwak Hotel</b></p> <p>SGL: COP 309,900 / DBL/TWN: COP 309,900 + Taxes and Fees</p> <p>Breakfast included</p> <p>Check in time: 3:00 p.m.</p>
<p><b>MEDELLÍN</b></p> <p>October 3rd Thursday</p>	<p><b>Centro de Evento El Tesoro</b></p> <p>Carrera 29 (frente de la Uva, sótano 4 de la Torre Sur) Tel: +57 4 3211010 Fair Set Up: 12:30 p.m. – 2:30 p.m. Fair Time: 2:30 p.m. – 7:00 p.m.</p>	<p><b>Novotel Medellín El Tesoro</b></p> <p>SGL: COP 229,000 / DBL/TWN: COP 229,000 + Taxes and Fees</p> <p>Breakfast included</p> <p>Check in time: 3:00 p.m.</p>
<p><b>BOGOTÁ</b></p> <p>October 5th &amp; 6th Saturday &amp; Sunday</p>	<p><b>Hilton Hotel Bogota (Platinum)</b></p> <p>Cra. 7 #No. 72-41, Bogotá, Cundinamarca, Colombia Tel: +57 1 4933410 Fair Set Up: October 5th: 12:30 p.m. -2:30 p.m. October 6th: 2:00 p.m. – 2:30 p.m. Fair Time: 2:30 p.m. – 7:00 p.m.</p>	<p><b>Hilton Hotel Bogota</b></p> <p>SGL: COP 330,000 / DBL/TWN: COP 389,000 + Taxes and Fees</p> <p>Breakfast included</p> <p>Check in time: 3:00 p.m.</p>

<p><b>GUAYAQUIL</b></p> <p>October 08th Tuesday</p>	<p><b>Sheraton Guayaquil Hotel (Centauro y Neptuno)</b></p> <p>Av. Joaquín Orrantia G. Plaza del Sol frente al Mall del Sol Tel: + 593 4370 7070</p> <p>Fair Set Up: 12:30 p.m. -2:30 p.m. Fair Time: 2:30 p.m. – 7:00 p.m.</p>	<p><b>Sheraton Guayaquil Hotel</b></p> <p>SGL: USD 125 / DBL/TWN: USD 135 + Taxes and Fees</p> <p>Breakfast included</p> <p>Check in time: 3:00 p.m.</p>
<p><b>QUITO</b></p> <p>October 10th Thursday</p>	<p><b>Sheraton Quito Hotel (Nevados y Cóndores)</b></p> <p>Av República de El Salvador N36-212 y Naciones Unidas, Quito – Ecuador Tel: + 593 2 297 9200</p> <p>Fair Set Up: 12:30 p.m. -2:30 p.m. Fair Time: 2:30 p.m. – 7:00 p.m.</p>	<p><b>Sheraton Quito Hotel</b></p> <p>SGL: USD 134 / DBL/TWN: USD 134 + Taxes and Fees</p> <p>Breakfast included</p> <p>Check in time: 3:00 p.m.</p>
<p><b>LIMA</b></p> <p>October 12th &amp; 13th Saturday and Sunday</p>	<p><b>Country Club Lima Hotel</b></p> <p>Calle Los Eucaliptos 590, San Isidro 15076, Peru Tel: + 51 1 6119000</p> <p>Fair Set Up: October 12th: 12:30 p.m. -2:30 p.m. October 13th: 2:00 p.m. – 2:30 p.m. Fair Time: 2:30 p.m. – 7:00 p.m.</p>	<p><b>Libertador Lima Hotel</b></p> <p>SGL: USD 105 / DBL/TWN: USD 115 + Taxes and Fees</p> <p>Breakfast included</p> <p>Check in time: 3:00 p.m.</p> <p><b>Note: This hotel is less than 50 mts walking from the Country Club Lima Hotel (venue of the fair)</b></p>

All rooms are paid on arrival and must be guaranteed with a valid credit card in the EIS. Cancellation or reduction of nights are allowed up to 45 days before check in date. Full amount of stay will be charged in case of no show or cancellation, either by the hotel or by BMI.

## 2. OPTIONAL SERVICES

**Free Student Scanner App:** Lead management and in particular the contact information you collect at education fairs are crucial components of any student recruitment campaign.

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

A few weeks prior to the event, you will receive a document with full instructions on how to download and use the app.

**CLICK HERE** to check if the app is compatible with your device.

**Translators / Assistants:** Translators have proven very popular, especially for institutions that do not have personnel who speak Spanish. They are also invaluable for institutions only sending one person, as you will have someone extra to help out during the peak periods and allow staff to take breaks without missing potential enquiries. Bilingual students can be arranged at a rate of USD\$130 per day in Panama City, Medellin and Cali and USD\$260 both days for Bogota, Lima and Quito. If you are interested in ordering a translator, please order the service using the EIS (Optional Services Section).

**AV Equipment Rental:** All AV services must normally be ordered directly with the venue/hotel. The contact details of each venue/hotel are detailed in the previous pages.

**Internet:** Only one connection per stand will be allowed. If you are staying at an official hotel, your room's internet login details may also work in the event area. Please do not rely on the internet connection to save student data or provide important information to the visitors.

### 3. 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\$350 for Bogota, Lima and Quito; USD\$250 for Panama, Medellin and Cali and USD\$ 130 for Guayaquil.

**Catalogue Advertising:** A catalogue is sent 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 [fiorella@bmglobaled.com](mailto:fiorella@bmglobaled.com), before August 29th. (Please add 0.5 cm and cut marks on each side for bleeding).

<b>SPACE</b>	<b>COLOR</b>	<b>SIZE</b>
<b>FULL PAGE</b>	USD 2,400	21 cm (w) x 29.7 cm (h)
<b>INSIDE FRONT COVER</b>	USD 4,000	21 cm (w) x 29.7 cm (h)
<b>INSIDE BACK COVER</b>	USD 4,000	21 cm (w) x 29.7 cm (h)
<b>HALF PAGE</b>	USD 1,200	21 cm (w) x 14.8 cm (h)



## 4. EQUIPMENT PROVIDED

### STAND CONSTRUCTION

**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. 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 bear in mind that Panama City and Cali are table & Chairs format. Your institution will be provided with one table, two chairs and one electricity point. In case you want to decorate your table, you must bring your pop up banner. You will not be allowed to post or hang anything on the venue walls.

**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.

### 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. For the full details and prices, please check page 17 of this manual. The maximum number of panels allowed to be printed is 7. This is not available for Panama City and Cali.

### 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.

## 5. SHIPPING INFORMATION

BMI highly recommends printing your institution's brochures locally, especially for Ecuador. Due to customs restrictions, we will not be able to receive boxes in Quito and Guayaquil.

Please get in contact if you need a quote.

### GENERAL INFORMATION

All boxes must arrive 10 days before each event. We recommend to start shipping 4 weeks in advance. Please ensure your delivery company is aware of this date and that the fee will be paid by your institution rather than on delivery.

### ADDRESSES FOR SHIPPING

If you are sending material for your participation you will be able to download the shipping labels in the EIS Shipping/Tracking section, with the information of the venue where you have to send your material. You can also download the labels by [clicking here](#).

**Please use the pre-addressed labels provided on the Shipping Labels section on the EIS:**

Once shipped, please enter your tracking information in the EIS. This will help us track your shipment and help you in case it gets lost or stuck in customs. Without this information, we will not be able to help you. **Please note we will NOT be able to receive boxes for the Quito and Guayaquil fairs due to customs restrictions. We highly recommend institutions to print in country. BMI can provide this service.**

**PANAMÁ CITY**  
**HARD ROCK HOTEL PANAMA MEGAPOLIS**  
ATT: MARIA LOURDES PEREZ  
Gerente de Grupos y Convenciones,  
Oficinas en el Piso M1  
(EXPO-ESTUDIANTE September 29th)  
Avenida Balboa, Boulevard El Hayek, frente a Multicentro  
Ciudad de Panamá, Panamá  
Tel: + 507 294 4179

**BOGOTÁ**  
**Hilton Bogotá Hotel**  
Att: Karen Mantilla  
Sales Manager  
(Expo Estudiante October 5th & 6th)  
Carrera 7 # 72-41, Bogotá, Colombia C.P. 111311  
+571 6006100

**CALI**  
**Hotel Spiwak**  
Atte: Eliana Restrepo - Daniela Medrano  
Eventos & Banquetes  
(Expo Estudiante October 1st)  
Avenida 6D 36N-18 Chipichape Shopping Mall  
Cali, Colombia C.P 760046

**LIMA**  
**Country Club Lima Hotel**  
Att: Gustavo Raez// Dennis Guerrero  
Logistics  
(Expo Estudiante October 12th & 13th)  
Calle José Granda 127- San Isidro. Lima 27  
+5116119000

**MEDELLIN**  
**Novotel Medellín El Tesoro**  
Att: Zully Bibiana Fontecha  
Jefe de Compras  
(Expo Estudiante October 3rd)  
Carrera 25 a # 1 a Sur 45 Medellín, Antioquia, Colombia  
C.P. 050021  
+ 57 4 6052562

## ■ 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 Panama, Colombia or Peru 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.

AIR CONCEPTS USA  
645 SE Central Parkway  
34994 - Stuart, FL – USA

Contact:  
Dina Colantrello or Jen Greer  
Tel: +1 772 219 2525  
Fax: +1 772 219 2534  
[dina@airconceptsusa.com](mailto:dina@airconceptsusa.com) / [jen@airconceptsusa.com](mailto:jen@airconceptsusa.com)

## 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.

INSTRUCTIONS	PANAMA	COLOMBIA	PERU
Each shipment (consignment) should not exceed the weight of:	30kg	45kg	45kg
Be sure that your shipping company is aware that your institution is paying for the shipment and no money will be required on delivery. Shipments must be sent on a door-to-door basis.			
All shipments must read, "MUESTRAS SIN VALOR COMERCIAL PARA REPARTICIÓN GRATUITA" 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.		Never declare 0. A certain value must be declared for all packages entered to Perú.
Do not ship display materials or any items which are not printed matter, like <u>shirts, pens, etc.</u>	As long as declared properly, these items are acceptable.		Any material sent should be described specifically, avoid the use of general terms. Customs estimates an average of USD 8 per kg (2.2 lb) of printed papers. Do not ship any printed materials that contain maps.
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:	Never exceed USD 1,000.00 and Proforma Invoices not accepted. Must be a Commercial Invoice	USD80	Never exceed USD 1,000.00 and Proforma Invoices not accepted. Must be a Commercial Invoice
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:	- Institution Name - Expo-Estudiante	- Institution Name - Expo-Estudiante	- Institution Name - Expo-Estudiante
Allow 2-3 days between each shipment as it may be treated as one shipment and will therefore put you over the weight limit.			

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 inputting your tracking numbers and shipping information is August 9th;
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.

**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 Panama, Colombia or Peru 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 PDF of your material in case of any delay in your shipment, so we may be able to help you by printing it locally.

## 6. 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 translates and prints brochures for over 40 international institutions.

Printing costs in Latin America are usually 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, especially for Ecuador. Due to customs restrictions, we will not be able to receive boxes in Guayaquil and Quito. 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 [fiorella@bmiglobaled.com](mailto:fiorella@bmiglobaled.com).

- Paper weight
- Paper Type
- Quantity required per city
- Delivery (how many 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 29th.

## 7. PRESS AND PR CAMPAIGN

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

We are offering you the opportunity to receive extra promotion prior to the events in the media, at no charge. We would welcome information on any of the following subjects:

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

To submit information, please complete the **online form** with the above information by August 10th. This will then be added to our event media pack and we may contact you for additional information.

## 9. IMPORTANT DATES AND DEADLINES

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

DEADLINE	SERVICE
<b>August 29th</b>	Last date to submit information for Media and PR Campaign.
<b>August 29th</b>	Final day to submit your advertisement
<b>August 29th</b>	Final day to request a quotation for printing in Latin America
<b>August 29th</b>	Last day to request the service and receive the files for the panel printing (panel decoration)
<b>September 10th</b>	Last day for inputting your tracking numbers and shipping information in the EIS
<b>August 29th</b>	Final day to book your hotels through the EIS
<b>August 29th</b>	This is the final day for submitting information and request services in the EIS

Send your tracking numbers and shipping information as soon as you have it so we can help with any issues. (At least 10 days before the event)



## 10. 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.

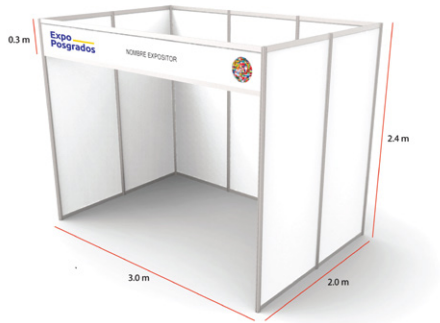
Once the student information is collected via the BMI Smart Scan App, your institution may use this data for fair and reasonable follow-up after the fair. However, for ongoing generic marketing communications, your institution must obtain explicit consent from the student as per GDPR data processing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

# Full Colour Graphics for your Stand

We are pleased to offer a new service which allows you to professionally decorate your stand in full colour. Using BMI's managed panel printing service will allow you to attract even more people to your stand and also avoid shipping display material to Latin America and between cities. The full colour high-quality graphics are printed directly onto the panels of your stand. Pricing is based per panel, allowing you the flexibility to print the number of panels that will match your stand design and budget.



## Price Guide:

Bogota, Lima and Quito - US160 per panel  
 Medellin and Guayaquil - US130 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 0.96m wide x 2.34m high and 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
- Payment must be made by credit card at time of placing the order using this form
- Completion of this form authorises us to order this service and charge your card immediately
- If artwork is not provided on time, no refund is possible

FINAL DEADLINE for BMI to receive the files: **August 29th.**

Please contact Fiorella Cardenas at [fiorella@bmiglobaled.com](mailto:fiorella@bmiglobaled.com) for more information.

Cities	Cost per panel	Number of panels required	Total price
Medellin	\$130		
Bogota	\$160		
Guayaquil	\$130		
Quito	\$160		
Lima	\$160		
TOTAL			

I will send my graphics to you by August 29th



Elizabeth House  
 54-58 High Street, Edgware  
 HA8 7EJ England, UK  
 Tel: +44 208 952 1392  
[www.bmiglobaled.com](http://www.bmiglobaled.com)

Name:

Institution:

Contact Telephone:

Email:

Signature:

Please invoice me

Pay by Credit card

Name on Card:

Card number:

Type of Card:

Expiry Date:

Security No:

# Gráficos a todo color para su stand

Nos complace ofrecer un nuevo servicio que le permite decorar profesionalmente su stand a todo color. El uso del servicio de impresión del panel administrado por BMI le permitirá atraer aún más personas a su stand y también evita enviar material de visualización a todas las ferias. Los gráficos a todo color de alta calidad se imprimen directamente y se colocan en los paneles de su stand. El precio es por cada panel, lo que le permite flexibilidad de imprimir la cantidad de paneles que coincidirán con el diseño de su stand y presupuesto.



## Guía de Precios:

Bogotá, Lima y Quito - US160 por panel  
Medellin y Guayaquil - US130 por panel

## Qué incluye:

- Paneles impresos a color
- Montaje de gráficos
- Limpieza del panel después de usar

## Qué más necesita saber:

- Debe enviar un archivo diferente para cada panel, así como la distribución del diseño final para el montaje.
- **Las medidas de cada panel es 0.96m ancho x 2.34m de alto y el arte debe ser enviado en PDF 100 DPI**
- No se pueden hacer correcciones una vez recibidos los archivos.
- Los paneles no pueden reutilizarse, por lo que deben ser preparados y encargados por ciudad.
- El pago puede ser con tarjeta de crédito o mediante una factura, deben ser pagados por adelantado para realizar la orden y tenerlos a tiempo.
- Si el arte no es enviado a tiempo, no se realiza la devolución del dinero.

FECHA FINAL para el envío del material: **29 de Agosto 2019.**

Por favor contactar a Fiorella Cardenas: [fiorella@bmiglobaled.com](mailto:fiorella@bmiglobaled.com) para mayor información.

Ciudades	Costo por panel	Núm. de paneles requeridos	Precio total
Medellin	\$130		
Bogota	\$160		
Guayaquil	\$130		
Quito	\$160		
Lima	\$160		
TOTAL			

Enviaré mis gráficas a más tardar el 29 de agosto.



Elizabeth House  
54-58 High Street, Edgware  
HA8 7EJ England, UK  
Tel: +44 208 952 1392

[www.bmiglobaled.com](http://www.bmiglobaled.com)

Nombre:

Institución:

Teléfono de contacto:

Email:

Firma:

Enviarme una factura  Pagar con Tarjeta de Crédito

Nombre en la tarjeta de crédito:

Número de tarjeta de crédito:

Tipo de tarjeta:

Fecha de caducidad:

Código de seguridad