

## EXHIBITOR MANUAL

México, Colombia & Perú  
February 17<sup>th</sup> - March 6<sup>th</sup> 2022

Dear Exhibitor:

Welcome to this edition of Expo Posgrados - Expo Estudiante: we are pleased to have your participation in our events. The fairs will be organized through special conditions as the pandemic is not over yet, and our priority is to keep our clients and visitors safe. However we are convinced it is time to give a positive sign to the market and go back to the traditional fairs allowing the best interaction with the prospective students.

This manual has been designed to make your final preparations for your participation in the Expo Posgrados - Expo Estudiante events in Mexico, Colombia and Peru and to book any additional service you may require.

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 January 17<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](mailto:karen@bmiglobaled.com)) - Project Manager of the events in Latin America

Philippe Person  
Director

### ORGANISER AND CONTACT INFORMATION

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Organiser:



Global Sponsor:



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# 1. GENERAL EVENT INFORMATION

## TRAVEL INFORMATION

**Currency:** The currency for this fair season is Mexican Pesos (MXN) for México, Colombian Pesos (COP) for Colombia and Peruvian (Soles) for Perú. 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@bmiglobaled.com](mailto:karen@bmiglobaled.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 Catalogue** which is emailed to every pre-registered visitor.
- Tell us the name you would like to be displayed above your stand on the fascia board and also flag, if your institution have multiple campuses, you can choose multi-country instead of a 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 \(Expo Posgrados 2021\)](#)
- Download shipping labels and provide us tracking information for your shipment.

Please complete each section on the online Exhibitor Information System (EIS) by January 17th.

## HOTEL BOOKING

Expo Posgrados - Expo Estudiante events get you discounted hotel rates during the fair. Bookings are subject to the hotel availability, policies and terms so please book as soon as possible.

**GUADALAJARA** - Hotel RIU Guadalajara - From February 16<sup>th</sup> to February 18<sup>th</sup>

**MEXICO CITY** - Hotel Hyatt Polanco - From February 18<sup>th</sup> to February 21<sup>st</sup>

**PUEBLA** - Hotel Grand Fiesta Americana - From February 21<sup>st</sup> to February 23<sup>rd</sup>

**MONTERREY** - Camino Real Hotels Monterrey - From February 23<sup>rd</sup> to February 25<sup>th</sup>

**BOGOTÁ** - Grand Hyatt Hotel - From 25<sup>th</sup> to February 28<sup>th</sup>

**CALI** - Hotel Spiwak Chipichape - From February 28<sup>th</sup> to March 2<sup>nd</sup>

**MEDELLÍN** - Hotel Intercontinental - From March 2<sup>nd</sup> to March 4<sup>th</sup>

**LIMA** - Hotel Country Club - From March 4<sup>th</sup> to March 7<sup>th</sup>

If you want to make a reservation at one of the official hotels of the events, you can request it through the EIS (Exhibitor Information System) or send an email to [karen@bmiglobaled.com](mailto:karen@bmiglobaled.com)

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.

If you are not staying at the official hotel please let us know which hotel you will be staying at.

## ADDITIONAL NIGHTS

Hotel bookings 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 - Expo Posgrados**.

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.

VENUES, OFFICIAL HOTELS AND TIMETABLE

| CITY  | VENUE  | OFFICIAL HOTEL  |
|---|--|---|
| <p><b>GUADALAJARA</b></p> <p>February 17<sup>th</sup><br/>(Thursday)</p>                                    | <p><b>RIU Plaza Guadalajara</b><br/>Av. López Mateos, 830 -<br/>Fracc. Chapalita<br/>Tel: 52 33 3880 7500<br/>Fair Set Up:<br/>12:30 pm. - 2:30 pm.<br/>Fair Time:<br/>3:00 pm. - 7:00 pm.</p>   | <p>SGL/DBL <u>90 USD</u><br/>Breakfast included<br/>Check in time: 3:00 pm</p>  |
| <p><b>MEXICO CITY</b></p> <p>February 19<sup>th</sup> &amp; 20<sup>th</sup><br/>(Saturday &amp; Sunday)</p> | <p><b>Hotel Hyatt Regency Polanco</b><br/>Campos Eliseos No. 204<br/>Polanco Chapultepec<br/>Tel: 52 55 5083 1234<br/>Fair Set Up:<br/>Feb 19<sup>th</sup> 12:30 pm. - 2:30 pm. /<br/>Feb 20<sup>th</sup> 2:30 pm. - 3:00 pm<br/>Fair Time:<br/>2:30 pm. - 6:30 pm</p> | <p>SGL <u>145 USD</u><br/>Breakfast included<br/>Check in time: 3:00 pm</p>     |
| <p><b>PUEBLA</b></p> <p>February 22<sup>nd</sup><br/>(Tuesday)</p>  | <p><b>Grand Fiesta Americana</b><br/>Av. Osa Mayor 2507 Reserva<br/>Territorial Atlixcayotl<br/>Tel: 1221500<br/>Fair Set Up: 12:30 pm. - 2:30 pm.<br/>Fair Time: 3:00 pm. - 7:00 pm.</p>  | <p>SGL/DBL <u>130 USD</u><br/>Breakfast included<br/>Check in time: 3:00 pm</p> |
| <p><b>MONTERREY</b></p> <p>February 24<sup>th</sup><br/>(Thursday)</p>                                      | <p><b>Camino Real Hotels Monterrey</b><br/>Av. Diego Rivera 2492,<br/>Valle Oriente, San Pedro Garza,<br/>Nuevo León<br/>Tel: 818 133 5400<br/>Fair Set Up: 12:30 pm. - 2:30 pm.<br/>Fair Time: 3:00 pm. - 7:00 pm.</p>  | <p>SGL/DBL <u>135 USD</u><br/>Breakfast included<br/>Check in time: 3:00 pm</p> |

| CITY   | VENUE  | OFFICIAL HOTEL   |
|--|--|--|
| <p><b>BOGOTÁ</b></p> <p>February 26<sup>th</sup> &amp; 27<sup>th</sup><br/>(Saturday &amp; Sunday)</p> | <p><b>Grand Hyatt Bogotá</b><br/>Cl. 24a # 57 – 60<br/>Tel: 1 6541234<br/>Fair Set Up:<br/>Feb 26th: 12:30 pm. - 2:30 pm.<br/>/Feb 27th: 2:00 pm. – 2:30 pm.<br/>Fair Time:<br/>2:30 pm. – 6:30 pm.</p>  | <p>SGL/DBL <u>110 USD</u><br/>Breakfast included<br/>Check in time: 3:00 pm</p>  |
| <p><b>CALI</b></p> <p>March 1<sup>st</sup><br/>(Tuesday)</p>   | <p><b>Hotel Spiwak Chipichape</b><br/>Avenida 6 D No. 36 N – 18<br/>Tel: 57 2 3959999<br/>Fair Set Up:<br/>12:30 pm. – 2:30 pm.<br/>Fair Time:<br/>3:00 pm. - 7:00 pm.</p>   | <p>SGL/DBL <u>105 USD</u><br/>Breakfast included<br/>Check in time: 3:00 p.m.</p>  |
| <p><b>MEDELLÍN</b></p> <p>March 3<sup>rd</sup><br/>(Thursday)</p>                                      | <p><b>Centro de Eventos<br/>El Tesoro - CET</b><br/>(Salón 1 y 2 - Sótano/Basement<br/>4) Loma El Tesoro con Trans-<br/>versal Superior 4 Medellín<br/>Tel: 57 321 1010<br/>Fair Set Up: 12:30 pm. – 2:30<br/>pm.<br/>Fair Time: 3:00 pm. – 7:00 pm.</p> | <p><b>Hotel Intercontinental<br/>Medellín</b><br/>SGL/DBL <u>105 USD</u><br/>Breakfast included<br/>Check in time: 3:00 p.m.</p> |
| <p><b>LIMA</b></p> <p>March 5<sup>th</sup> &amp; 6<sup>th</sup><br/>(Saturday &amp; Sunday)</p>        | <p><b>Hotel Country Club</b><br/>Ca. Los Eucaliptos 590,<br/>San Isidro<br/>Tel: 1 6119000<br/>Fair Set Up:<br/>Mar 5<sup>th</sup>: 12:30 pm. - 2:30 pm. /<br/>Mar 6<sup>th</sup>: 2:00 pm. – 2:30 pm.<br/>Fair Time:<br/>2:30 pm. – 6:30 pm.</p>        | <p>SGL/DBL <u>150 USD</u><br/>Breakfast included<br/>Check in time: 3:00 p.m.</p>  |

## 2. PARTICIPATION FEE COVERS

- 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, profile and video 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 (from 3pm to 7pm, light snacks and coffee/tea/water)

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

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

**Translators / Assistants:** These have proved very popular for institutions that do not have personnel who speak the local language. 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, Puebla, Monterrey, Cali and Medellín and US\$ 260 for both days in Mexico City, Bogotá 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.

## 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 US\$ 260.00 for all cities.

**Catalogue Advertising:** 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@bmiglobaled.com](mailto:karen@bmiglobaled.com), before **January 15th**. (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 3,000    | 21 cm (w) x 29.7 cm (h) |
| <b>HALF PAGE</b>          | USD 1,200    | 21 cm (w) x 14.8 cm (h) |



## 5. 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. 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 programas** or both if you are interested in promoting both.

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 note that the fair in Cali will be in 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.

**Exhibitor badges:** The exhibitor badges will be placed on your table when you arrive to the venue. Please keep them for all the cities you will be travelling to.

Note: Please complete in the EIS, how many badges you will need, the exhibitor badges will only indicate the name of institution.

**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 2.50m tall for Mexico, 1m wide x 2.40m tall for Colombia and 1m wide x 2.40m tall for Perú.

### 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 pages 19/20 of this manual.

### 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.

## 6. 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, we will be happy to assist you.

### GENERAL INFORMATION

All boxes must arrive 10 days before each event. We recommend to start shipping 3 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.

The tracking information of your shipped material, must be send by email to [karen@bmiglobaled.com](mailto:karen@bmiglobaled.com) before February 4th 2022.

### 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.

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.

**We highly recommend institutions to print in-country. BMI can provide this service.**

**GUADALAJARA****RIU Plaza Guadalajara**

ATT. YOLANDA CAMPOS

(BMI Expo Posgrados – Expo Estudiante  
February 17th)

Av. López Mateos, 830 - Fracc. Chapalita

Tel. +52 3338807500

**MEXICO CITY****Hotel Hyatt Regency Polanco**

ATT. MELISSA LIMA

(BMI Expo Posgrados – Expo Estudiante  
February 19th & 20th)

Campos Eliseos No. 204 Polanco Chapultepec

Tel. 5083 1234

**PUEBLA****Grand Fiesta Americana**

ATT. GABRIELA HURTADO

(BMI Expo Posgrados – Expo Estudiante  
February 22nd)Av. Osa Mayor 2507 Reserva Territorial  
Atlixcayotl

Tel. +52 222 362 8899

**MONTERREY****Camino Real Hotels Monterrey**

ATT. LEONARDO BARRIOS

(BMI Expo Posgrados – Expo Estudiante  
February 24th)Av. Diego Rivera 2492, Valle Oriente,  
San Pedro Garza, Nuevo León

Tel. +52 818 133 5400

**BOGOTÁ****Grand Hyatt Bogotá**

ATT. DIANA TORRES

(BMI Expo Posgrados – Expo Estudiante  
February 26th & 27th)

Cl. 24a#57-60

Tel. +57 322 387 08 60

**CALI****Hotel Spiwak Chipichape**

ATT. ANGELA CAMPO

(BMI Expo Posgrados – Expo Estudiante  
March 1st)

Avenida 6 D No. 36 N-18

Tel. +57 317 649 0864

**MEDELLÍN****Hotel Intercontinental Medellín**

ATT. LADYS VILLA

(BMI Expo Posgrados – Expo Estudiante  
March 3rd)

Dir. Calle 16 # 28 - 51, Av. Las Palmas

Tel. + 57 316 7400233

**LIMA****Hotel Country Club**

ATT. MAILET MARRERO

(BMI Expo Posgrados – Expo Estudiante  
March 5th & 6th)

Ca. Los Eucaliptos 590, San Isidro

Tel. +51 998 999 864

## 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.

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

## 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, as long as declared properly.

| INSTRUCTIONS   | COLOMBIA & PERÚ  |
|--|--|
| Each shipment (consignment) should not exceed the <b>weight of:</b>  | <b>45kg</b>  |
| Each box of each shipment should not exceed the weight of:   | <b>12kg</b>  |
| 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, " <u>MUESTRAS SIN VALOR COMERCIAL PARA REPARTICIÓN GRATUITA</u> " 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</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>  | <b>50 Kg (110 lbs)</b>  |
| Each box of each shipment should not exceed the weight of:   | <b>12kg</b>   |
| No shipment can exceed the measures of:  | length 118cms (46in),<br>width 88cms (35in),<br>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.<br>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<br>- Expo Posgrados<br>- 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.<br>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.   | ✓   |

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 one week 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 January 28th;
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 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 January 28th 2022.



## 8. 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  |
|--------------|--|
| January 15th | Final day to submit your advertisement   |
| January 28th | Final day to request a quotation for printing in Latin America                   |
| January 28th | This is the final day for submitting information and request services in the EIS |
| January 28th | Final day to request panel printing and send your files                          |
| January 28th | Last day to send by email the tracking numbers of shipping material              |

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

## 9. 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.

## 10. TRANSPORTATION SERVICES

In Medellín, a complimentary shuttle service will be offered from the official event hotel to the event venue (Hotel Intercontinental to Centro de Eventos El Tesoro).

Also BMI offers a transportation service from Mexico City to Puebla COST: USD 100

If your institution will be participating in the fair in Puebla and Monterrey, please note that it is not easy to find a direct flight between these cities.

We recommend you book a flight with Viva Aerobus: <https://www.vivaaerobus.com/es-mx/>

For your reference, the BMI team will be traveling from Puebla to Monterrey on 23rd February at the following timetable Viva Aerobus flight departing at 2:10pm - 3:45pm Puebla (PBC) - Monterrey (MTY) 1h 35m (Nonstop).

## **11. BMI'S COVID SECURE STANDARDS**

### **1. Entry Screening of participants**

All participants at a BMI event will be screened, where required, to meet venue, local, regional or government regulations. This may include temperature checks and any other screening required by local authorities.

### **2. Online Registration**

All BMI events will require all visitors to use online-registration to minimise any contact during the registration process.

### **3. BMI Smart Scan Fair App**

All visitors to BMI fairs are issued with a name badge which contains a unique QR code. Exhibitors can download the BMI Smart Scan App free of charge, and this allows them to use their phones to scan visitors' badges and retrieve their contact details in a totally safe contact-free & GDPR-compliant manner.

### **4. Deep cleaning**

All BMI venues will be thoroughly cleaned before, during and after each event with special attention to frequent-use areas such as registration & food areas, lifts & escalators, door handles and toilets.

### **5. Handwashing & sanitising areas**

All participants will have access to handwashing facilities and hand sanitising stations in the main event areas. All participants will be encouraged to regularly wash and disinfect their hands throughout the event.

### **6. Person-to-person transmission**

Visitors to BMI events will be required to limit person-to-person transmission, with policies that ensure that exhibitors and visitors avoid physical contact, such as handshakes and embraces, promoting alternative ways to greet business partners.

### **7. Social Distancing**

All BMI events will ensure that the number of participants within a venue does not exceed the maximum requirements of the venue, local, regional or government regulations. This may include larger aisles, gaps between stands and managed queues to enter an event.

### **8. Food and beverage Areas**

Food and drink will only be served where possible safely, and with adherence to the highest possible hygiene standards and in accordance with all local, regional and government regulations.

### **9. Face Masks**

All participants at BMI events will be asked to wear a face mask when entering an event. In most cities in Brazil, it is required by local authorities to wear a mask in closed spaces and at events. All BMI staff & subcontractors will be required to wear masks.

## **10. Quarantine Area**

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

## **11. Track & Trace**

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

# 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:

Guadalajara, Mexico City, Puebla, Monterrey, Bogotá, Cali, Medellín and Lima - USD 90 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: **January 28th**.

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

| Cities       | Cost per panel | Number of panels Required | Total Price |
|--------------|----------------|---------------------------|-------------|
| Gualadajara  | \$90           |                           |             |
| Mexico City  | \$90           |                           |             |
| Puebla       | \$90           |                           |             |
| Monterrey    | \$90           |                           |             |
| Bogotá       | \$90           |                           |             |
| Medellín     | \$90           |                           |             |
| Cali         | \$90           |                           |             |
| Lima         | \$90           |                           |             |
| <b>TOTAL</b> |                |                           |             |

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:

I will send my graphics to you by January 28th



Elizabeth House  
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Tel: +44 208 952 1392  
[www.bmiglobaled.com](http://www.bmiglobaled.com)

# 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:

Guadalajara, Mexico City, Puebla, Monterrey, Bogotá, Cali, Medellín and Lima - USD 90 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: **28 de enero.**

Por favor contactar a Karen Botero: [karen@bmiglobaled.com](mailto:karen@bmiglobaled.com) para mayor información.

| Ciudades     | Costo por panel | Núm. de páneles requeridos | Precio total |
|--------------|-----------------|----------------------------|--------------|
| Guadalajara  | \$90            |                            |              |
| Mexico City  | \$90            |                            |              |
| Puebla       | \$90            |                            |              |
| Monterrey    | \$90            |                            |              |
| Bogotá       | \$90            |                            |              |
| Medellín     | \$90            |                            |              |
| Cali         | \$90            |                            |              |
| Lima         | \$90            |                            |              |
| <b>TOTAL</b> |                 |                            |              |

Nombre:

Institución:

Teléfono de contacto:

Email:

Firma:

Enviarme una factura  Pagar con Tarjeta de Crédito

Nombre en la tarjeta de crédito:

Número en la tarjeta de crédito:

Tipo de tarjeta:

Fecha de caducidad:

Código de seguridad:

Enviaré los gráficos a más tardar el 28 de enero



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