



6TH – 12TH OCTOBER 2020

The information below is to help you make initial preparations for the events above. The complete fair Exhibitor Manual will be available for download from the **Exhibitor Information System (EIS)**. A link for the **EIS** with your **User** details will be sent to you on **6th August 2020**. In the meantime, please do not hesitate to contact one of event team or your regular contact at BMI.

IMPORTANT DEADLINES

If you have any event queries, please contact one of the event project managers below:

Alba Fraile – Project Manager

alba@bmiglobaled.com

6th August 2020

Exhibitor Information System (EIS) opens for all participants

12th September 2020

The EIS closes and final day for the following:

- To book hotel rooms
- To book extra services
- To enter your catalogue description and send final artwork for advertisement
- To order any printing for the events and send us your final PDF files
- To insert tracking numbers and shipping information

OFFICIAL HOTELS, FAIR VENUE, SETUP AND OPENING HOURS

EVENT DATES AND HOURS	FAIR VENUE	HOTEL ACCOMMODATION
<p>GULF INTERNATIONAL SCHOOLS FORUM & WORKSHOP, DUBAI</p> <p>Tuesday 6th October – Networking Reception Time: 19:30 – 21:00</p> <p>Wednesday 7th October - Workshop Event Time: 08:00 – 17:00</p>	<p>Crowne Plaza Dubai Sheikh Zayed Road Tel: +971 4 3311111</p> <p>Room: Al Jumairah Ballroom</p>	<p>Crowne Plaza Dubai SGL: TBC DBL: TBC Inclusive of breakfast and taxes</p> <p>Check in: 3 pm PAID DIRECTLY TO BMI</p>
<p>GLOBAL EDUCATION FAIRS DUBAI</p> <p>Friday 9th & Saturday 10th October</p> <p>Set Up: 14:00 to 16:00 Event Time: 16:00 to 19:30</p>	<p>Crowne Plaza Dubai Sheikh Zayed Road Tel: +971 4 3056354</p> <p>Room: Al Jumairah Ballroom</p>	<p>Crowne Plaza Dubai SGL: TBC DBL: TBC Inclusive of breakfast and all taxes</p> <p>Check in: 3 pm PAID DIRECTLY TO BMI</p>
<p>GLOBAL EDUCATION FAIRS ABU DHABI</p> <p>Monday 12th October</p> <p>Set Up: 14:00 to 16:00 Event Time: 16:00 to 19:30</p>	<p>Sheraton Abu Dhabi Hotel & Resort Corniche Road, Abu Dhabi Tel: +971 2 6773333</p> <p>Room: Arzanah Ballroom</p>	<p>Sheraton Abu Dhabi Hotel & Resort SGL: TBC DBL: TBC Inclusive of breakfast and taxes</p> <p>Check in: 3 pm PAID DIRECTLY TO BMI</p>

* Rooms in all hotels must be paid to BMI directly. BMI will charge the stay to the credit card provided after you enter your request in the EIS (includes taxes and fees).

WHAT CAN I DO WITH THE EXHIBITOR INFORMATION SYSTEM – EIS?

The **EIS** is the online BMI Exhibitor Information System where you, as an exhibitor, can input all the information we require in order help you make your participation as smooth and successful as possible. The login and password to access the **EIS** will be sent to you by **6th August 2020**. In the **EIS**, you will be able to the following and much more:

- Download the latest copy of the Exhibitor Manual
- Input your institution's description for entry into the official show catalogue, given to each visitor and displayed on the event website to students searching course information
- Tell us the name you would like displayed above your stand on the fascia name board
- Order a translator/assistant (if required for each city)
- Order a seminar (where available in each city)
- Order local printing to be delivered direct to your stand in each city
- Order panel or counter printing to make your stand look professional and attract more students
- Book an advertisement in the show catalogue given out to visitors in each fair city
- Make hotel reservations in each city at discounted rates
- Download the shipping label for each city and provide us tracking information for all your shipments

ONLINE APPOINTMENT SYSTEM (MARCUM)

If you are participating in the Gulf International School Forum & Workshop your login credentials for the appointment system will be sent to you by email one month before the event starts. Your final appointment schedule will be printed by BMI and given to you at check-in of each event.

PRE-FAIR TRAVEL ARRANGEMENTS

Visa Requirements: Exhibitors are advised to consult the UAE consulate or embassy in their home (local) country to check on the latest visa requirements for travel to the UAE. BMI can supply a visa invitation letter if required. Please email us with the name of your institution, your title, full name and the passport number of the participant attending the fairs.

Hotel Reservations: BMI has block-booked hotels in all cities at preferential rates and these can be booked through the **Exhibitor Information System (EIS)**.

Travel Tip – Dubai to Abu Dhabi: Traveling between Dubai and Abu Dhabi is extremely easy and very affordable. You can go by bus or by cab. We strongly recommend getting a cab from Dubai to Abu Dhabi, which costs you around USD 70 each way. There are several cab options just outside the hotel and it is a very safe way to travel. If the trip from Dubai to Abu Dhabi is traffic-free, it should take less than two hours. BMI doesn't provide this service.

STAND/BOOTH EQUIPMENT PROVIDED

Stands: Each 6-meter stand will be supplied with the following furniture and equipment: 1 table and 2 chairs; 1 electricity point; 2 spot or a tube light and 1 fascia name board above each stand. Additional furniture is supplied proportionally on larger stands. Your stand comes fully fitted and has 2 side walls and a back wall. Please click [HERE](#) for further information and a layout diagram of the stand. Corner stands may be open on two sides and the stand fascia nameboard will be placed on the front of the stand only.

SPECIAL PANEL AND COUNTER DECORATION SERVICE

Many institutions decorate their stands with full colour graphics which are printed and affixed directly on to the stand walls. You can see some typical examples of panel printed stands [HERE](#)

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. This not only looks very attractive and attracts more visitors to the stand, but also avoids the need

to carry or ship heavy and sometime bulky display material as well as spending time decorating the stand. This service can be requested and paid for through the EIS System.

Please note panels are 0.95m wide x 2.4m high and artwork should be exactly this size and must be in PDF 100 DPI. All artworks need to be emailed to alba@bmiglobaled.com before **6th September 2020**. You must send a different file for each panel.

SHIPPING OPTIONS TO THE UAE

BMI HIGHLY RECOMMEND the services of Air Concepts, which is used by many educational institutions for shipping of materials to international exhibitions worldwide. 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

Address: 645 SE Central Parkway, 34994 - Stuart, FL – USA.

Contact: Dina Colantrello or Jen Jamison.

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

Email: dina@airconceptsusa.com / jen@airconceptsusa.com

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

1. We urge all exhibitors to bring all (or as much as possible) of their display and handout material with them when they travel to the UAE.
2. Exhibitors having representative partners in the UAE may wish to ship material directly to the representatives.
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. **WE DO NOT RECOMMEND TNT or a local MAIL SERVICE.** Please ensure that the air courier company you use has an official representative in the UAE and that you have the contact details of the representative.

DIRECT SHIPMENT / AIR COURIER OPTIONS

If you prefer to send your materials through a courier company of your choice, **please carefully follow the instructions below when shipping material to the UAE.** UAE customs are extremely strict, and it is very important that goods be correctly sent.

- **ALL BOXES SHOULD ARRIVE AT LEAST 10 DAYS BEFORE EACH FAIR AT THE DELIVERY ADDRESS PROVIDED ON THE SHIPPING LABELS** (click to download).
- 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;
- **THE DEADLINE FOR INPUTTING YOUR TRACKING NUMBERS AND SHIPPING INFORMATION IS 8th September 2019;**
- If we don't 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;
- We also strongly encourage that the staff who are traveling to the fair are supplied with all the shipping details as well;
- Each shipment (or consignment) **SHOULD NOT EXCEED 16KG** or the materials will be held at Customs;
- Be sure that your shipping company is aware that your institution is paying for the shipment and that no money will be required on delivery;
- **ENSURE THE SECTION ON THE AIRWAY BILL REFERRING TO DUTIES AND TAXES IS MARKED** to indicate that these charges (if applied by customs) will be paid by the Sender. If you do not do this, your material may be held or sent back;
- Each shipment must be sent on a door-to-door basis with taxes and fees paid by the sender (if applicable);

- ON THE CONTENT SECTION OF THE AIRWAY BILL, THE SHIPMENTS MUST READ “**Publication of no commercial value, for free distribution**” or Please include the translation in Arabic: منشورات ليس لها قيمة تجارية وللتوزيع المجاني
- On each shipment and to avoid loss of your materials, please use our pre-addressed labels provided on the EIS;
- Do not ship display materials or any items which are not printed matter as this will be held up in customs;
- The shipment airway bill should be accompanied by a **Proforma Invoice**, which states the content and a value for customs. The overall value should not exceed US\$50 per shipment;
- Send the material for each city to the person and addresses indicated on labels file. All materials will be placed on your booth prior to your arrival and each box must clearly indicate the name of the institution and the event (**UAE GLOBAL EDUCATION FAIR**). If you do not do this, your material may be sent back or lost;
- Allow 2-3 days between each shipment as it may accumulate and be treated as one shipment and will therefore put you over 16kg per shipment limit.

Upon dispatch, this information should be entered in the EIS, in the Shipping/Tracking section. This is the only way we can track your shipment and help you should problems arise.

IF YOU DO NOT FOLLOW THE ABOVE INSTRUCTIONS PRECISELY, YOUR MATERIAL MAY BE HELD IN CUSTOMS, SENT BACK OR LOST IN THE SYSTEM.

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

1. Air waybill 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 UAE and in your country. If possible, obtain the mobile phone number of the shipping manager in your country and their contact in the UAE, before you travel.

ADDRESS FOR SHIPPING

The addresses for shipping are already listed on the pre-addressed labels provided on the [SHIPPING LABELS](#) (click to download).

PLEASE CLEARLY SPECIFY WHICH BOX IS FOR WHICH FAIR OR IT MAY BE DELIVERED TO THE WRONG CITY.

EXTRA SERVICES FOR A SUCCESSFUL EVENT

Advertising for the fairs ONLY: An electronic catalogue is emailed to all pre-registered guests and a printed copy given to all visitors in each city, and widely promoted in our social media. We recommend you enhance your free listing with an advertisement, which will give greater impact to your presence at the fairs and will continue to promote your institution long after the event.

Your advertising material should be sent in **High Resolution (300dpi) PDF format** to gulfops@bmglobaled.com, before **8th September 2019**. Please add 0.5 cm bleed and crop marks on each page.

SPACE	PRICE	SIZE
Full Page	USD 2,400	21 cm (w) X 28 cm (h)
Half Page	USD 1,200	21 cm (w) X 14 cm (h)
Inside Front Cover	USD 3,500	21 cm (w) X 28 cm (h)
Back Cover	USD 4,000	21 cm (w) X 28 cm (h)

Audio/Video Equipment Rental: All AV services must be ordered directly with the venue or hotel where the event takes place. The contact details of each venue/hotel are on the previous page.

Internet: This is included in all venues and the username and password for the Wi-Fi network will be placed on your table or on the back of your exhibitor badge.

Seminars: The 30-minute seminars are designed to inform the students, parents and executives about the institutions, courses and countries represented in each fair city and present institutions with a unique opportunity to promote their programs to a mass audience. Organizers will provide a laptop, projector, screen and microphone with speakers. **COST:** USD 250 in Abu Dhabi and USD 350 in Dubai.

Translators or Stand 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 allows stand representatives to take breaks without missing potential enquiries. **COST:** USD 130 in Abu Dhabi and USD 260 in Dubai (two-day fair).

The BMI SmartScan Visitor Data Scanning

The app works on smartphone and tablets and allows you to collect detailed student information in real time. With one touch, you will have access to the name and full contact details of each scanned student, as well as key information including which course and country the student is interested in and the date, they plan to begin their course abroad. You will also be able to add comments and rate the lead by priority. Your database will be ready for follow up the moment you finish the fair. A week prior to the event you will receive a document with full instructions on how to download and use the app.

A limited number of manual visitor data scanners will also be available to institutions on a first come, first served basis. The pocket-sized scanners (which are about half the size of an iPhone) allow institutions to scan the barcode of students who visit their booth and receive their complete contact details after the fair. To order a scanner, please visit the Optional Services tab in the EIS System. **COST:** Scanner is USD 170 for Dubai (two days fair) and USD 90 for Abu Dhabi.

PRINTING YOUR BROCHURES & LEAFLETS IN THE UAE

You may also choose to print your material in the UAE and have it on your stand when you arrive. BMI currently translates and print brochures for over 200 international institutions. Printing in the UAE is cost effective and avoids any custom problems.

If you are interested in printing in the UAE, please upload in the **EIS**, in the Printing Service section, or send an email to gulfops@bmiglobaled.com with the following information:

- A digital copy of your brochure
- Paper weight (in gsm)
- Paper type (gloss, matt, bond etc.)
- Total quantity required
- Delivery (how many copies to each event)

We will then get back to you with a quotation or any additional information we may require. **Deadline: 8th September 2019.**