



# Salão do Estudante

## EXHIBITOR MANUAL

March 4<sup>th</sup> to 19<sup>th</sup>, 2020

Dear Exhibitor,

This manual has been designed to help you make the final preparations for your participation in the Salão do Estudante 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 February 14th is the final day for submitting information in the EIS.

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

Samir Zaveri  
President & CEO

### ORGANISER 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: Priscilla Gomes - [priscilla@bmiglobaled.com](mailto:priscilla@bmiglobaled.com)

Fernanda Benielli - [fernanda@bmiglobaled.com](mailto:fernanda@bmiglobaled.com)

Fabio Matos - [fabio@bmiglobaled.com](mailto:fabio@bmiglobaled.com)

Organiser:



Sponsors:



**THE STAY CLUB**  
LONDON STUDENT ACCOMMODATION

Participant Organisation:



# CONTENT

1. GENERAL EVENT INFORMATION .....	3
Travel Information .....	3
The Exhibitor Information System (EIS) .....	4
Hotel Booking .....	5
Additional Nights .....	5
Venues, Official Hotels & Timetable .....	6
2. OPTIONAL SERVICES .....	8
Translators/Assistants .....	8
AV Equipment Rental .....	8
Internet .....	8
3. BRANDING YOUR INSTITUTION .....	9
Seminars .....	9
Catalogue Advertising .....	9
Competition Prizes (Scholarships) .....	9
4. EQUIPMENT PROVIDED .....	10
Stands Construction .....	10
Full Colour Graphics for Your Stand .....	10
Student Scanner App .....	11
Visitor Data Scanning .....	11
Regulations .....	11
5. SHIPPING INFORMATION .....	12
General Information .....	12
Shipping Options .....	12
Addresses for Shipping .....	13
Direct Shipment .....	14
Very Important .....	15
6. PRINTING IN BRAZIL .....	16
7. PRESS AND PR CAMPAIGN .....	17
8. IMPORTANT DATES AND DEADLINES .....	18
9. THE BMI AGENTS & HIGHER EDUCATION WORKSHOP BRAZIL .....	19
10. THE BMI AGENTS & HIGHER EDUCATION WORKSHOP BRAZIL .....	19
11. GDPR AND THE BMI SMART SCAN APP .....	20

# 1. GENERAL EVENT INFORMATION

## TRAVEL INFORMATION

**Currency:** The currency of Brazil is the Real (BRL). Please visit [bit.ly/2RnbiyJ](https://bit.ly/2RnbiyJ) to see updated exchange rate information.

**Electric plugs:** Brazil has significantly different plugs than other countries and please ensure you have the relevant adaptor to use in Brazil.

**Flights:** In Brazil, the major airlines are:

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

GOL: [www.voegol.com.br](http://www.voegol.com.br)

AZUL: [www.voeazul.com.br](http://www.voeazul.com.br)

**Visa:** Exhibitors are advised to check the latest visa requirements for traveling to Brazil with the consulate located in their own country. BMI can supply a visa invitation letter if required. If you require a visa invitation letter, please send us an email to [visa@bmiglobaled.com](mailto:visa@bmiglobaled.com) with the name of your 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. In addition, all airports offer registered taxi services.

**Suggest flights:** There are many flights between each of the cities in which the fairs take place. However, we would like to recommend the following flights to maximise your time in Brazil and arrange your schedule. Please [CLICK HERE](#) for the recommended flights.

**Salvador Fair Special Activity:** On March 16<sup>th</sup>, the day after the Salvador fair, BMI has planned a special activity for those who are participating in that city. All exhibitors will be picked up at the hotel at 9 am and taken by luxury transfer to two of Brazil's most beautiful resort towns. You will have time to explore, buy souvenirs, spend time at the beach and natural swimming pools and be provided a full lunch. The transfer will return to the official Hotel by 7:30 pm.

There is no cost for this activity. If you are also participating in the Belo Horizonte fair, we therefore recommend that you fly to Belo Horizonte on one of the early flights on March 17<sup>th</sup> (highlighted in green).

## THE EXHIBITOR INFORMATION SYSTEM (EIS)

The **EIS** is the online **BMI 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 given to each visitor;
- Input your logo, the type of courses, languages and areas your school offers, video link - this will be displayed in the official event's website ([www.salaodoestudante.com.br](http://www.salaodoestudante.com.br)), on your profile;
- Tell us the flag, name and courses you would like displayed above your stand, on the fascia board;
- Order a translator or assistant to help at your stand;
- Request a seminar;
- Order counters/panel printing, allowing you to professionally decorate your stand. The full colour high-quality graphics are printed and pasted directly onto the panels;
- Book an advertisement in the show catalogue which is given out to all visitors in every fair city;
- Make hotel reservations at preferential discounted 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 February 14th

## ■ 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 15 days prior to your scheduled arrival and submitted via email to [fernanda@bmiglobaled.com](mailto:fernanda@bmiglobaled.com)

**Please keep in mind that the discounted hotel rates will only be available for booking until February 14th.**

We have blocked rooms for exhibitors at all of the official hotels. The blocks allow you to check-in the day before the event and leave the day after the event.

If you wish to arrive earlier or stay longer in any of the cities, you may be able to stay at the official hotels (subject to availability) at the same discounted rate. Please send an email to [fernanda@bmiglobaled.com](mailto:fernanda@bmiglobaled.com) with your preferred check-in and check-out dates and we will check with the hotel and send you a confirmation or advise if it is not possible.

For early check-in, late check-out and airport transfers, please contact the hotel directly. These services are subject to availability. Cancellations will only be accepted through the EIS or by email to [fernanda@bmiglobaled.com](mailto:fernanda@bmiglobaled.com), up to 15 days before the arrival. After this, please contact the hotel directly.

If you are not staying in one of the official hotels, please indicate the name of your hotel and contact number on the Alternative Hotels 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.

It is unlikely that hotel rooms will be available after this date but please send an email to [fernanda@bmiglobaled.com](mailto:fernanda@bmiglobaled.com) with your preferred check-in and check-out dates and we will advise about availability.

VENUES, OFFICIAL HOTELS AND TIMETABLE

CITY	VENUE	OFFICIAL HOTEL
<p><b>BMI AGENTS &amp; HIGHER EDUCATION WORKSHOP</b> March 4 &amp; 5</p> <p>Wednesday &amp; Thursday</p>	<p><b>Meliá Paulista (Paulista Rooms)</b> Av. Paulista, 2181 Consolação</p> <p>Wednesday: 10am to 6:00pm Thursday: 9am to 5:00pm</p>	<p><b>Meliá Paulista</b> Av. Paulista, 2181 Consolação Tel: +55 11 2104 1600</p> <p>SGL: R\$ 530 / DBL: R\$ 555 Taxes &amp; Breakfast included Check in: 3pm</p>
<p><b>BRAZIL INTERNATIONAL SCHOOLS FORUM &amp; WORKSHOP</b> March 6</p> <p>Friday</p>	<p><b>Meliá Paulista (Paulista Rooms)</b> Av. Paulista, 2181 Consolação</p> <p>Event Time: 8am to 6:00pm</p>	<p><b>Meliá Paulista</b> Av. Paulista, 2181 Consolação Tel: +55 11 2104 1600</p> <p>SGL: R\$ 530 / DBL: R\$ 555 Taxes &amp; Breakfast included Check in: 3pm</p>
<p><b>SÃO PAULO</b> March 7 &amp; 8</p> <p>Saturday &amp; Sunday</p>	<p><b>Centro de Eventos do Colégio São Luis</b> Rua Luis Coelho, 323 Consolação</p> <p>Event Time: 1:30pm - 6:30pm</p> <p>Set Up: Sat: 11am - 1:00pm Sunday: 12:00 - 1:00pm</p>	<p><b>Meliá Paulista</b> Av. Paulista, 2181 Consolação Tel: +55 11 2104 1600</p> <p>SGL: R\$ 530 / DBL: R\$ 555 Taxes &amp; Breakfast included Check in: 3pm</p>
<p><b>RIO DE JANEIRO COPACABANA</b> March 10</p> <p>Tuesday</p>	<p><b>Jockey Club Brasileiro</b> Praça Santos Dumont, 31 Gávea</p> <p>Event Time: 3pm - 7:00pm</p> <p>Set Up: 12pm - 2:30pm</p>	<p><b>Rio Othon Palace Hotel Copacabana</b> Av. Atlântica, 4122 - Copacabana Tel: +55 21 2525 2425</p> <p>SGL: R\$ 562 / DBL: R\$ 573 Taxes &amp; Breakfast included Check in: 3pm</p>
<p><b>RIO DE JANEIRO BARRA</b> March 11</p> <p>Wednesday</p>	<p><b>Windsor Barra Hotel (Queluz Rooms)</b> Av. Lúcio Costa, 2630 Barra da Tijuca</p> <p>Event Time: 3pm - 7:00pm</p> <p>Set Up: 12pm - 2:30pm</p>	<p><b>Windsor Barra Hotel</b> Av. Lúcio Costa, 2630 - Barra da Tijuca Tel: +55 21 2195 5000</p> <p>SGL / DBL: R\$504 Taxes &amp; Breakfast included Check in: 3pm</p>

**VENUES, OFFICIAL HOTELS AND TIMETABLE**

CITY	VENUE	OFFICIAL HOTEL
<p><b>BRASÍLIA</b> March 13  Friday</p>	<p><b>Centro de Convenções Brasil 21 (Brasil Rooms)</b> SHS Q06, L01, Cj. A, Setor Hoteleiro Sul  Event Time: 3pm - 7:00pm Set Up: 12pm - 2:30pm</p>	<p><b>Hotel Brasil 21 Suites</b> SHS Q. 6 Bloco F, Complexo Brasil 21 Tel: +55 61 3218 4700  SGL: R\$ 267 / DBL: R\$ 325 Taxes &amp; Breakfast included Check in: 3pm</p>
<p><b>SALVADOR</b> March 15  Sunday</p>	<p><b>Fiesta Convention Center (Iris Rooms)</b>  Av. Antônio Carlos Magalhães, 741, Itaigara  Event Time: 2pm - 6:00pm Set Up: 11am - 1:30pm</p>	<p><b>Mercure Salvador Rio Vermelho</b> Rua Fonte do Boi, 215 Tel: +55 71 3172 9200  SGL: R\$ 374 / DBL: R\$ 426 Taxes &amp; Breakfast included Check in: 3pm</p>
<p><b>BELO HORIZONTE</b> March 17  Tuesday</p>	<p><b>Mercure BH Lourdes Hotel (Astrônomos Rooms)</b> Av. do Contorno, 7315 Lourdes  Event Time: 3pm - 7:00pm Set Up: 12pm - 2:30pm</p>	<p><b>Mercure BH Lourdes Hotel</b> Av. do Contorno, 7315 Lourdes Tel: +55 31 3298 4100  SGL: R\$ 300 / DBL: R\$ 331 Taxes &amp; Breakfast included Check in: 3pm</p>
<p><b>CURITIBA</b> March 19  Thursday</p>	<p><b>Four Points by Sheraton (Paraná Rooms)</b> Av. Sete de Setembro, 4211, Água Verde  Event Time: 3pm - 7:00pm Set Up: 12pm - 2:30pm</p>	<p><b>Four Points by Sheraton</b> Av. Sete de Setembro, 4211 Água Verde Tel: +55 41 3340 4000  SGL / DBL: R\$ 414 Taxes &amp; Breakfast included Check in: 3pm</p>

**IMPORTANT:** Please note all hotel prices above are in Brazilian Reais and include taxes and Breakfast. We have blocked Delux Rooms in Rio Othon Palace Hotel and Superior Rooms in Mercure Salvador Rio Vermelho.

## 2. OPTIONAL SERVICES

### TRANSLATORS / ASSISTANTS

Translators have proven very popular, especially for institutions that do not have personnel who speak Portuguese. 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 US\$130 per day (except for São Paulo - US\$260 for both days). If you are interested in ordering a translator, please order the service using the **EIS (Optional Services Section)**.

### AV EQUIPMENT RENTAL

AV services must be ordered directly with BMI. Please email [fernanda@bmiglobaled.com](mailto:fernanda@bmiglobaled.com) your request.

### INTERNET

Internet is NOT included. Internet in São Paulo and Brasília should ONLY be requested using the **EIS**. The internet connection has a cost of US\$80 in São Paulo (for both days) and US\$60 in Brasília. The cost includes two devices.

In Belo Horizonte internet is free of charge. In Rio de Janeiro Copacabana, Rio de Janeiro Barra, Curitiba and Salvador, internet service can be ordered directly with the venue or with the department of events at the hotels (the average cost is US\$30 dollars).

Contact details for each hotel/venue can be found on the previous page. If you are a guest at the official hotel, your log in details might work in the event room.



### 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 US\$450 for São Paulo and US\$300 for the other cities.

#### CATALOGUE ADVERTISING

A catalogue is sent to all preregistered guests and visitors, and widely promoted in our social media accounts. For Salão do Estudante, a printed version will be given to all visitors at the entrance of the fair. 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)**.

SPACE	MONO	COLOR	SIZE
FULL PAGE	USD 1,200	USD 2,400	21 cm (w) x 29.7 cm (h)
DOUBLE PAGE	USD 2,160	USD 4,480	42 cm (w) x 29.7 cm (h)
BACK COVER	-	USD 4,000	21 cm (w) x 29.7 cm (h)
INSIDE FRONT COVER	-	USD 3,500	21 cm (w) x 29.7 cm (h)
INSIDE BACK COVER	-	USD 3,000	21 cm (w) x 29.7 cm (h)
HALF PAGE	USD 800	USD 1,200	21 cm (w) x 14.8 cm (h)

Your advertising material should be sent in PDF Format, High Resolution 300 dpi to [advert@bmglobaled.com](mailto:advert@bmglobaled.com), before **February 14th**. (Please add 0.5 cm and cut marks on each side for bleeding).

#### COMPETITION PRIZES (SCHOLARSHIPS)

We hold competitions in national magazines, newspapers, specialist education publications and radio both prior to and during the event. The students who win these competitions will have the choice of a four-week course, materials included, with or without accommodation. Flights will be paid separately by the student or BMI. These competitions generate huge interest and publicity for participating schools. Many competition winners pay to extend their courses after they finish the initial course. We strongly recommend that your institution benefit from this inexpensive promotional activity. Should you wish to offer a course, please indicate in the **EIS (Required Information Section)** by giving full details of the course in the space provided.

## 4. EQUIPMENT PROVIDED

### STAND CONSTRUCTION

**Equipment provided:** Each 6 stand will be supplied with 1 table and 2 chairs; 1 electricity point; 2 spotlights 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.

**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 0.97 meters wide x 2.12 meters 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 Brazil. 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 safer.

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 São Paulo fair, the cost for the panel printing is US\$160 per panel and US\$130 for the other fairs. The counter printing is US\$200 and includes the printing for the front panel, the counter itself and a stool.

[CLICK HERE](#) to see pictures of decorated stands and counters.

## STUDENT SCANNER APP

Lead management and particularly 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. Your database will be ready for follow up the moment you walk out the door of the fair. The application is **FREE OF CHARGE** and is available at the Play and Apple Store.

[CLICK HERE](#) to check if the app is compatible with your device. Full instructions on how to download and use the app can be found [HERE](#).

## VISITOR DATA SCANNING

For those who do not wish to use the new app, a limited number of visitor data scanners will 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 barcodes of students who visit their booth and receive their complete contact details after the fair. It is not necessary to have internet connection in order to use the scanners. If you are interested in ordering a scanner, this can be done on the Optional Services tab of the **EIS** System. **PRICE:** Scanner is US\$170 for São Paulo (both days) and US\$90 for the other cities.

## REGULATIONS

**Cleaning and storage:** Aisles and stands/tables 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

### GENERAL INFORMATION

All boxes must arrive at least 10 days before each event. Please ensure your delivery company is aware of this date and that the fee will be paid by your institution rather than on delivery.

### SHIPPING OPTIONS

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

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 Brazil.
2. Exhibitors having representative partners in Brazil 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. **WE DO NOT RECOMMEND TNT.**

Please ensure that the air courier company you use has an official representative in Brazil 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)

## ADDRESSES FOR SHIPPING

If you are sending material for your participation in the fairs, you will be able to [download the shipping labels](#), 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.**

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.

SÃO PAULO  
MCR LOGÍSTICA  
ATT: SR. VAGNER  
(BMI AGENTS & HE WORKSHOP 4 & 5/03)  
CNPJ: 08.213.941/0001-15  
R. Gustavo da Silveira, 660 - Vila Santa Catarina  
CEP: 04376-004 / São Paulo, SP - Brazil

SÃO PAULO  
MCR LOGÍSTICA  
ATT: SR. VAGNER  
(BRAZIL INTL SCHOOLS FORUM & WKS 6/03)  
CNPJ: 08.213.941/0001-15  
R. Gustavo da Silveira, 660 - Vila Santa Catarina  
CEP: 04376-004 / São Paulo, SP - Brazil

SÃO PAULO  
MCR LOGÍSTICA  
ATT: SR. VAGNER  
(SALÃO DO ESTUDANTE 7 & 8/03)  
CNPJ: 08.213.941/0001-15  
R. Gustavo da Silveira, 660 - Vila Santa Catarina  
CEP: 04376-004 / São Paulo, SP - Brazil

RIO DE JANEIRO COPACABANA  
BMI MEDIA  
ATT: SELENE CRUZ  
(SALÃO DO ESTUDANTE 10/03)  
CNPJ: 08.213.941/0001-15  
R. Presidente Carlos de Campos, 258 Apto. 301 -  
Laranjeiras  
CEP: 22231-080 / Rio de Janeiro, RJ - Brazil

RIO DE JANEIRO BARRA  
BMI MEDIA  
ATT: SELENE CRUZ  
(SALÃO DO ESTUDANTE 11/03)  
CNPJ: 08.213.941/0001-15  
R. Presidente Carlos de Campos, 258 Apto. 301 -  
Laranjeiras  
CEP: 22231-080 / Rio de Janeiro, RJ - Brazil

BRASÍLIA  
ALPHA EXPRESS COLETAS E ENTREGAS  
ATT: MÁRIO  
(SALÃO DO ESTUDANTE 13/03)  
Responsável: BMI MEDIA  
CNPJ: 08.213.941/0001-15  
SRIA Quadra E, 34 Conj D, Casa 12 - Guar4 2  
CEP: 71065-042 / Brasília, DF - Brazil

SALVADOR  
BAU EXPRESS E EMPREENDIMENTOS LTDA  
ATT: ALBERTO/FERNANDA  
(SALÃO DO ESTUDANTE 15/03)  
Responsável: BMI MEDIA  
CNPJ: 08.213.941/0001-15  
Rodovia BR-324 / KM 09, N° 5 Galpão 5 (Cond. Sueli  
Center) - Águas Claras  
CEP: 41315-000 / Salvador, BA - Brazil

BELO HORIZONTE  
HOTEL MERCURE BH LOURDES  
ATT: POLIANA ROCHA  
(SALÃO DO ESTUDANTE 17/03)  
Responsável: BMI MEDIA  
CNPJ: 08.213.941/0001-15  
Av. do Contorno, 7315 - Lourdes  
CEP: 30110-047 / Belo Horizonte, MG - Brazil

CURITIBA  
FOUR POINTS SHERATON  
ATT: RAQUEL BARANIUK  
(SALÃO DO ESTUDANTE 19/03)  
Responsável: BMI MEDIA  
CNPJ: 08.213.941/0001-15  
Av. Sete de Setembro, 4211 - Água Verde  
CEP: 80250-210 / Curitiba, PR - Brazil

## DIRECT SHIPMENT

If you prefer to send by your own air courier company, please carefully follow the instructions below when shipping material to Brazil. Customs are extremely strict in Brazil and it is very important that goods be correctly sent.

INSTRUCTIONS	BRAZIL
Each shipment (consignment) <u>should not exceed</u> the weight of:	<b>16kg</b>
Be sure that your shipping company is aware that <u>your institution is paying for the shipment and no money will be required on delivery</u> .	✓
All shipments must read on the content section of the airway bill:	<b>“Publication of no commercial value, for free distribution” or “Publicação sem valor comercial para distribuição gratuita”.</b>
Do not ship display materials or any items which are not printed matter. <u>No shirts, pens, etc.</u>	✓
<u>Airway Bill</u> should be accompanied by a <u>Proforma Invoice</u> , which states the content and a value for customs. <u>The value should not exceed an overall sum per shipment of:</u>	<b>U\$50</b>
On the airway bill, the section <u>Duties and Taxes</u> must be marked to indicate that these charges (if applied by customs) will be paid by the <u>Sender</u> .	✓
Send the material for each city to the person and addresses indicated on the Label Form available in the <b>EIS</b> . All materials will be placed on your booth and each box must clearly <u>indicate</u> :	- Institution Name - Name of the Event: <b>SALÃO DO ESTUDANTE</b> or <b>BMI AGENTS &amp; HE WORKSHOP</b> or <b>BRAZIL INTL SCHOOLS FORUM &amp; WORKSHOP</b>
Each shipment must be sent on a <u>door-to-door</u> basis with taxes and fees paid by the sender (if applicable).	✓
Allow <u>2-3 days between</u> each shipment as it may be treated as one shipment and will therefore put you <u>over the weight limit</u> .	✓

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

## VERY IMPORTANT

1. In each city we use a logistics company to receive and check off all the deliveries. The delivery address details and shipping labels for each city can be found in the **EIS** Shipping/Tracking section. Do not ship any materials directly to the venue;
2. All boxes will be transported by BMI to the venue and will be on your stand/table on the day of the event;
3. All boxes should arrive at least 10 days before each fair at the delivery address provided on the labels form.
4. 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;
5. The deadline for inputting your tracking numbers and shipping information is **February 27th**;
6. 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.

**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 Brazil 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 Brazil and in your country. If possible, obtain the mobile phone number of the shipping manager in your country and their contact in Brazil.
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 BRAZIL

You may also choose to print your material locally in Brazil and have it on your table when you arrive. BMI currently translates and prints brochures for over 30 international institutions.

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

If you are interested in printing locally, please fill out the form to request this service through the EIS, in the Printing Service section. We will then get back to you with a quotation or any additional information we may require.

**The deadline for this service is [February 14th](#).**

If you are not sure how many or the type of brochures you should bring/print for the events, BMI has prepared a guideline which will help you to make a more precise decision. [CLICK HERE](#) to read more on how to calculate brochures for the events.



## 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.

**Therefore, we are offering you the opportunity to receive a tone of extra promotion prior to the events in the media, at no extra charge. This will then be added to our event media pack and we may contact you for additional information.**

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 Brazilians;
- 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 [CLICK HERE](#) to complete the [online form](#) with the above information by [February 14th](#).

## 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
<b>February 14<sup>th</sup></b>	Last date to submit information for Press and PR campaign.
	Final day to send your advertisement.
	Final day to request quotation for printing in Brazil.
	Last day to request adicional services and send the panel layout to be printed by BMI.
	Final day to book you hotels through the EIS.
	Final day for submitting information and requests services in the EIS.
<b>February 27<sup>th</sup></b>	Last day for inputting your tracking numbers and shipping information in the EIS.

## 9. THE BMI AGENTS & HIGHER EDUCATION WORKSHOP BRAZIL

The BMI Agents & Higher Education Workshop Brazil allows you to strengthen and build institutional links with major Brazilian Agencies and Higher Education Institutions. These partnerships can be essential in maximising your student numbers from Brazil.

As you have already registered for the Salão do Estudante events, you are eligible to receive a 50% discount and may participate in the workshop for US\$2,500 (regular price is US\$5,000).

Please note the remaining tables will be booked on a first come first serve basis, so please contact your sales manager immediately to avoid disappointment. The BMI Agents & Higher Education Workshop Brazil takes place on March 4th & 5th in São Paulo, at the Hotel Meliá Paulista.

**IMPORTANT:** Those exhibitors who are participating at the event will receive a separate manual by the beginning of February. It will contain detailed information, including contact details of all participating agencies and instructions and how you can make appointments with them.

## 10. THE BRAZIL INTERNATIONAL SCHOOLS FORUM & WORKSHOP

The Brazil International Schools Forum & Workshop is a prime event that offers a unique opportunity to meet with over 50 high school counsellors and principals of the leading private, bilingual & international schools from across Brazil.

The event, which takes place March 6th in São Paulo, at the Hotel Meliá Paulista, begins with an Opening Networking Cocktail on the 5th of March. On the following day, you will be able to have private pre-scheduled meetings with 13 high schools of your choice.

Please note the remaining tables will be booked on a first come first serve basis, so please contact your sales manager immediately to avoid disappointment.

**IMPORTANT:** Those exhibitors who are participating at the event will receive a separate manual by the beginning of February. It will contain detailed information, including contact details of all participating schools and how you can make appointments with them.

## 11. 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](#).