



Salão do Estudante

EXHIBITOR MANUAL

March 12th to 23rd, 2022

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 18th 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

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Organizador:



Patrocinador Global:



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1. GENERAL EVENT INFORMATION

BMI'S COVID SECURE IN-PERSON EVENT POLICY

All BMI in-person events will be organised in accordance with BMI's Covid Secure health & safety standards. As one of the world's leading international education event organisers, BMI has developed a set of protocols to ensure the highest possible levels of hygiene at our events so that all participants can be sure of a safe and productive environment.

Furthermore, you can be assured that each BMI event will strictly comply with all government, local authority, regional and venue regulations.

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.

TRAVEL INFORMATION

Currency: The currency of Brazil is the Real (BRL). Please visit bit.ly/2RnbijJ 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

GOL: www.voegol.com.br

AZUL: www.voeazul.com.br

Visa and Covid Tests requirements: Exhibitors are advised to check the latest covid test and visa requirements for traveling to Brazil with the embassy and/or consulate in their home country and be aware of all Covid entry requirements. If you require a visa invitation letter, please send us an email to fernanda@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 19th, the day before 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 10am 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 7:30pm.

There is no cost for this activity. If you are also participating in the Brasília fair, we therefore recommend that you fly to Salvador on the last flight on March 18th (highlighted in green) or on the earliest flight on March 19th. Please [CLICK HERE](#) to confirm your participation.

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, on your profile;
- Tell us the flag, name and courses you would like displayed above your stand, on the fascia board - [CLICK HERE](#) to see how the standard fascia will look like;
- 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 18th**

■ 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

Please keep in mind that the discounted hotel rates will only be available for booking until February 18th.

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 with your preferred check-in and checkout 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 have an extra cost and are subject to availability. Cancellations will only be accepted through the EIS or by email to fernanda@bmiglobaled.com, up to 15 days before 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 the same hotel room rates will be available for the before or after blocked period, but please send an email to 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>BRAZIL INTERNATIONAL SCHOOLS FORUM & WORKSHOP March 9 & 10 Wednesday & Thursday</p>	<p>Meliá Paulista (Paulista Rooms) Av. Paulista, 2181 Consolação Wednesday: 5:30pm to 10pm Thursday: 8am to 5:20pm</p>	<p>Meliá Paulista Av. Paulista, 2181 Consolação Tel: +55 11 2104 1600 SGL: R\$ 567 / DBL: R\$ 604 Taxes & Breakfast included Check in: 3pm</p>
<p>SÃO PAULO March 12 & 13 Saturday & Sunday</p>	<p>Centro de Eventos do Colégio São Luis Rua Luis Coelho, 323 Consolação Event Time: 1:30pm to 6:30pm Set Up: Sat: 11am to 1pm Sunday: 12pm to 1pm</p>	<p>Meliá Paulista Av. Paulista, 2181 Consolação Tel: +55 11 2104 1600 SGL: R\$ 521 / DBL: R\$ 552 Taxes & Breakfast included Check in: 3pm</p>
<p>RIO DE JANEIRO COPACABANA March 15 Tuesday</p>	<p>Hotel Fairmont Rio de Janeiro Copacabana Av. Atlântica, 4240 Copacabana Event Time: 3pm to 7pm Set Up: 12pm to 2:30pm</p>	<p>Hotel Fairmont Rio de Janeiro Copacabana Av. Atlântica, 4240 Copacabana Tel: +55 21 2525 1232 SGL / DBL: R\$ 1278 Taxes & Breakfast included Check in: 3pm</p>
<p>RIO DE JANEIRO BARRA March 16 Wednesday</p>	<p>Windsor Barra Hotel (Segóvia Rooms) Av. Lúcio Costa, 2630 Barra da Tijuca Event Time: 3pm to 7pm Set Up: 12pm to 2:30pm</p>	<p>Windsor Oceânico Hotel R. Martinho de Mesquita, 129 - Barra da Tijuca Tel: +55 21 2195 9950 SGL / DBL: R\$ 489 Taxes & Breakfast included Check in: 3pm</p>
<p>BRASÍLIA March 18 Friday</p>	<p>Centro de Convenções Brasil 21 (Brasil Rooms) SHS Q06, L01, Cj. A, Setor Hoteleiro Sul Event Time: 3pm to 7pm Set Up: 12pm to 2:30pm</p>	<p>Hotel Brasil 21 Suites SHS Q. 6 Bloco F, Complexo Brasil 21 Tel: +55 61 3218 4700 SGL: R\$ 378 / DBL: R\$ 428 Taxes & Breakfast included Check in: 3pm</p>

VENUES, OFFICIAL HOTELS AND TIMETABLE

CITY	VENUE	OFFICIAL HOTEL
<p>SALVADOR March 20</p> <p>Sunday</p>	<p>Fiesta Convention Center (Lótus Rooms)</p> <p>Av. Antônio Carlos Magalhães, 741, Itaigara</p> <p>Event Time: 2pm to 6pm Set Up: 11am to 1:30pm</p>	<p>Mercure Salvador Rio Vermelho Rua Fonte do Boi, 215 Tel: +55 71 3172 9200</p> <p>SGL: R\$ 440 / DBL: R\$ 499 Taxes & Breakfast included Check in: 3pm</p>
<p>BELO HORIZONTE March 21</p> <p>Monday</p>	<p>Mercure BH Lourdes Hotel (Astrônomos Rooms)</p> <p>Av. do Contorno, 7315 Lourdes</p> <p>Event Time: 3pm to 7pm Set Up: 12pm to 2:30pm</p>	<p>Mercure BH Lourdes Hotel Av. do Contorno, 7315 Lourdes Tel: +55 31 3298 4100</p> <p>SGL: R\$ 398 / DBL: R\$ 451 Taxes & Breakfast included Check in: 3pm</p>
<p>CURITIBA March 23</p> <p>Wednesday</p>	<p>Hotel Radisson Curitiba (Ametista Rooms)</p> <p>Av. Sete de Setembro, 5190 Batel</p> <p>Event Time: 3pm to 7pm Set Up: 12pm to 2:30pm</p>	<p>Hotel Radisson Curitiba Av. Sete de Setembro, 5190 Batel Tel: +55 41 3351 2222</p> <p>SGL: R\$ 433 / DBL: R\$ 470 Taxes & 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 superior rooms in all hotels.

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 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 Curitiba and Belo Horizonte, as guest at the official hotel, your log in details might work in the event room. In all other cities, internet will be provided by BMI and is free of charge.

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@bmiglobaled.com, before **February 18th**. (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.

[CLICK HERE](#) to see how the stand looks like.

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\$135 per panel and US\$120 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.

If you would like to book this service, please refer to the **EIS** or using [THIS FORM](#), where you can also find further details on how to send the final artwork to us.

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 / 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. WAGNER
(BRAZIL INTL SCHOOLS FORUM & WKS 10/03)
Responsável: BMI MEDIA
CNPJ: 42.835.360/0001-53
R. Gustavo da Silveira, 660 - Vila Santa Catarina
CEP: 04376-004 / São Paulo, SP - Brazil

SÃO PAULO
MCR LOGÍSTICA
ATT: SR. WAGNER
(SALÃO DO ESTUDANTE 12 & 13/03)
Responsável: BMI MEDIA
CNPJ: 42.835.360/0001-53
R. Gustavo da Silveira, 660 - Vila Santa Catarina
CEP: 04376-004 / São Paulo, SP - Brazil

RIO DE JANEIRO COPACABANA
BMI
ATT: LUIZA ANDRADE
(SALÃO DO ESTUDANTE 15/03)
Responsável: BMI MEDIA
CNPJ: 42.835.360/0001-53
R. Prof. Henrique Costa 550, Bl 2 Apto 410 - Pechincha
CEP: 22770-233 / Rio de Janeiro, RJ - Brazil

RIO DE JANEIRO BARRA
BMI
ATT: LUIZA ANDRADE
(SALÃO DO ESTUDANTE 16/03)
Responsável: BMI MEDIA
CNPJ: 42.835.360/0001-53
R. Prof. Henrique Costa 550, Bl 2 Apto 410 - Pechincha
CEP: 22770-233 / Rio de Janeiro, RJ - Brazil

BRASÍLIA
ALPHA EXPRESS COLETAS E ENTREGAS
ATT: MÁRIO
(SALÃO DO ESTUDANTE 18/03)
Responsável: BMI MEDIA
CNPJ: 042.835.360/0001-53
SIBS QD 02 - Conjunto B, Lote 1-B
CEP: 71736-202 / Brasília, DF - Brazil

SALVADOR
BELTRANS
ATT: HUMBERTO/CLEIDE
(SALÃO DO ESTUDANTE 20/03)
Responsável: BMI MEDIA
CNPJ: 42.835.360/0001-53
Rua Rio Nilo, 60 - 1º Andar - São Gonçalo
CEP: 41315-000 / Salvador, BA - Brazil

BELO HORIZONTE
HOTEL MERCURE BH LOURDES
ATT: POLIANA ROCHA
(SALÃO DO ESTUDANTE 21/03)
Responsável: BMI MEDIA
CNPJ: 42.835.360/0001-53
Av. do Contorno, 7315 - Lourdes
CEP: 30110-047 / Belo Horizonte, MG - Brazil

CURITIBA
RADISSON HOTEL CURITIBA
ATT: RAQUEL BARANIUK
(SALÃO DO ESTUDANTE 23/03)
Responsável: BMI MEDIA
CNPJ: 42.835.360/0001-53
Av. Sete de Setembro, 5190 - Batel
CEP: 80240-000 / 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:	16kg
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:	“Publication of no commercial value, for free distribution” or “Publicação sem valor comercial para distribuição gratuita”.
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>	U\$50
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 EIS . All materials will be placed on your booth and each box must clearly <u>indicate</u> :	- Institution Name - Name of the Event: SALÃO DO ESTUDANTE or BRAZIL INTEERNATIONAL SCHOOLS FORUM & WORKSHOP
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 25th**;
- 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 25th.

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 18th**.

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
February 18th	Last date to submit information for Press and PR campaign.
	Final day to send your advertisement.
	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.
February 25th	Last day for inputting your tracking numbers and shipping information in the EIS.
	Final day to request quotation for printing in Brazil.

9. 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 on March 9th and 10th in São Paulo, at the Hotel Meliá Paulista. The event begins with an Opening Networking Cocktail and seminars on the 9th of March. On the following day, you will be able to have private pre-scheduled meetings with 15 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.

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](#).