



# Salão do Estudante



## EXHIBITOR MANUAL

8<sup>th</sup> - 23<sup>rd</sup> March 2023

Dear Exhibitor,

This manual has been designed to help you make your final preparations for participation in **The Salão do Estudante Events** as successful as possible and to book any additional services you may require. The Salão do Estudante events consists of the Salão do Estudante Fairs, the Brazil International Schools Forum & Workshop and the High School visits in Campinas / São Paulo, Brasília, Salvador and Curitiba.

You will be able to enter essential information about your institution, book hotels or translators / stand assistants for all Salão do Estudante events. For the fairs, you will also be able to book seminars and panel printing via the [BMI Exhibitor Information System \(EIS\)](#).

**Please note that February 17<sup>th</sup> is the final day for submitting information in the EIS. After this date, extras services will still be available but will incur an additional 50% charge on their regular prices.**

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

**Ms Priscilla Gomes | Event Director**

Email: [priscilla@bmiglobaled.com](mailto:priscilla@bmiglobaled.com)

Phone: +44 203 972 5028

**Ms Fernanda Benielli | Logistics Manager**

Email: [fernanda@bmiglobaled.com](mailto:fernanda@bmiglobaled.com)

**Mr Fabio Matos | Finance Manager**

Email: [fabio@bmiglobaled.com](mailto:fabio@bmiglobaled.com)

## ORGANISER AND CONTACT INFORMATION

**BMI Head Office - UK (London)**

5<sup>th</sup> Floor, 26 Red Lion Square

London WC1R 4HQ

England, UK

Organisers:



Global Partner:



Media Partners



## CONTENT

1. GENERAL EVENT INFORMATION .....	4
BMI's Covid Secure In-person Event Policy .....	4
Travel Information .....	5
The Exhibitor Information System (EIS) .....	6
Hotel Booking .....	6
Venues, Official Hotels & Timetable .....	8
2. OPTIONAL SERVICES .....	11
Translators / Stand Assistants .....	11
AV Equipment Rental .....	11
Internet .....	11
3. BRANDING YOUR INSTITUTION .....	12
Seminars .....	12
Catalogue Advertising .....	12
Competition Prizes .....	12
4. EQUIPMENT PROVIDED FOR THE SALÃO FAIRS .....	13
Stand Construction .....	13
Full Colour Graphics for Your Stand .....	13
GDPR and the BMI Smart Scan App .....	13
Regulations .....	14
5. SHIPPING INFORMATION .....	15
General Information .....	15
Shipping Options .....	15
Direct Shipping .....	16
Addresses for Shipping .....	18
6. PRINTING IN BRAZIL .....	20
7. PRESS AND PR CAMPAIGN .....	20
8. IMPORTANT DATES AND DEADLINES FOR THE FAIRS .....	21
9. BRAZIL INTERNATIONAL SCHOOLS FORUM & WORKSHOP .....	21
Forum & Workshop Format and Setup .....	21
Welcome Cocktail Reception & Dinner .....	21
Forum & Workshop Agenda .....	22
10. HIGH SCHOOL VISITS: CAMPINAS / SÃO PAULO, BRASÍLIA, SALVADOR & CURITIBA .	24

# 1. EVENT GENERAL 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. Online Registration

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

#### 2. 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.

#### 3. 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.

#### 4. 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.

#### 5. 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.

#### 6. 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.

### 7. 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.

### 8. Face Masks

We strongly recommend that all participants at BMI events wear a face mask when entering an event. In most cities in Brazil, local authorities recommend visitors to wear a mask in closed spaces and at events.

## TRAVEL INFORMATION

**Currency:** The currency of the Brazil is the Real (BRL). Please visit [bit.ly/2RnbiyJ](http://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 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@bmioglobaled.com](mailto:fernanda@bmioglobaled.com) with the name of your institution, full name, title, and passport number of the participant.

**Airport Pickup:** Airport Pickup: BMI does NOT offer pick up services. If you require airport pick up, please contact the official hotels directly. Hotel information is on page 8 of this manual.

**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 18<sup>th</sup>, 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 Mercure Rio Vermelho at 11am and taken by luxury transfer to one of Brazil's most beautiful resort town. 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 17<sup>th</sup> (highlighted in green). Please [click here](#) to confirm your participation.

## THE EXHIBITOR INFORMATION SYSTEM (EIS)

The [EIS](#) is the BMI online [Exhibitor Information System](#) where you, as an exhibitor, can input all the information we require to help make your participation as successful as possible.

In the [EIS](#), you will be able to:

- Enter your institution's profile for entry into the Official Catalogue which is given to each visitor.
- Enter your logo, the type of courses, languages and areas your school offers - this will be displayed in the official event's website ([salaodoestudante.com.br](http://salaodoestudante.com.br)) on your profile.
- Tell us the flag and the name you would like displayed above your stand, on the fascia board - [Click here](#) to see an example of the fascia board layout;
- Order a translator or stand assistant to help at your stand or request a seminar.
- Order full colour panel printing for your stand.
- Book an advertisement in the show catalogue which is given out to all visitors in every fair city.
- Make hotel reservations at official and venue hotels in each city at discounted rates.
- Download shipping labels and provide us tracking information for your shipment.

**Please complete each online section in the Exhibitor Information System (EIS) by February 17<sup>th</sup>. After this date, extras services will still be available but will incur an additional 50% charge on their regular prices.**

## HOTEL BOOKING

The hotels and preferential rates are on the next page. However, all hotel reservations are made via the [EIS](#) with a valid credit card. **IMPORTANT:** Please note that the Credit card used here is **ONLY TO GUARANTEE THE RESERVATION**. Upon check-in, you will be asked by a member of the hotel staff how you would like to pay for your accommodation.

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@bmioglobaled.com](mailto:fernanda@bmioglobaled.com). Please keep in mind that the discounted hotel rates will only be available for booking until **February 17<sup>th</sup>**. 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 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 by email to [fernanda@bmiglobaled.com](mailto: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](mailto:fernanda@bmiglobaled.com) with your preferred check-in and check-out dates and we will advise about availability.

## VENUES, OFFICIAL HOTELS AND TIMETABLE

EVENT DATES AND HOURS	EVENT VENUE	HOTEL ACCOMMODATION
<p><b>BRAZIL INTERNATIONAL SCHOOLS FORUM &amp; WORKSHOP</b>  <u>Tuesday, March 7</u>            Cocktail Reception and Dinner:            7:30pm to 10pm</p> <p><u>Wednesday, March 8</u>            Workshop &amp; Forum: 8am to 5:30pm</p>	<p><b>Meliá Paulista</b>            Av. Paulista, 2181 - Consolação            Tel: +55 11 2104 1600</p> <p>Room: Paulista Rooms</p>	
<p><b>HIGH SCHOOL VISITS CAMPINAS / SÃO PAULO</b>  <u>Thursday &amp; Friday, March 9 &amp; 10</u></p> <p>The bus will leave the hotel at 8am and return by 5pm</p>	<p><b>Campinas: 3 schools visits</b>            Colégio Etapa - Valinhos            Escola Americana de Campinas            ECC</p> <p><b>São Paulo: 3 schools visits</b>            TBD            Colégio Objetivo            TBD</p>	<p><b>Meliá Paulista</b>            Rates below are available for            Check-in from March 7 till            Check-out on March 13            Subject to Availability</p> <p>SGL: R\$ 865 / DBL: R\$ 907            Inclusive of breakfast and taxes            Check in: 3pm</p> <p><b>PAID DIRECTLY TO THE HOTEL</b></p>
<p><b>SALÃO DO ESTUDANTE SÃO PAULO</b>  <u>Saturday &amp; Sunday, March 11 &amp; 12</u></p> <p>Event Time: 1:30pm to 6:30pm            Set Up on Saturday: 11 am to 1:00pm            Set Up on Sunday: 12pm to 1:00pm</p>	<p><b>Centro de Convenções Frei Caneca</b>            R. Frei Caneca, 569 - Bela Vista            Tel.: +55 11 3472 2020</p> <p>5<sup>th</sup> Floor</p>	
<p><b>SALÃO DO ESTUDANTE RIO DE JANEIRO (Copacabana)</b>  <u>Tuesday, March 14</u></p> <p>Event Time: 3pm to 6:30pm            Set Up: 12pm to 2:30pm</p>	<p><b>Hotel Fairmont Rio de Janeiro Copacabana</b>            Av. Atlântica, 4240 - Copacabana            Tel.: +55 21 2525 1232</p> <p>Room: Rio de Janeiro</p>	<p><b>Hotel Fairmont Rio de Janeiro Copacabana</b>            Rates below are available for            Check-in from March 13 till            Check-out on March 16            Subject to Availability</p> <p>SGL: R\$ 1166 / DBL: R\$ 1287            Inclusive of breakfast and taxes            Check in: 3pm</p> <p><b>PAID DIRECTLY TO THE HOTEL</b></p>



## VENUES, OFFICIAL HOTELS AND TIMETABLE

EVENT DATES AND HOURS	EVENT VENUE	HOTEL ACCOMMODATION
<p><b>SALÃO DO ESTUDANTE RIO DE JANEIRO (Barra)</b> <u>Wednesday, March 15</u></p> <p>Event Time: 3pm to 6:30pm Set Up: 12pm to 2:30pm</p>	<p><b>Windsor Barra Hotel</b> Av. Lúcio Costa, 2630 Barra da Tijuca Tel.: +55 21 2195-5000</p> <p>Room: Louvre</p>	<p><b>Windsor Oceanico</b> Rates below are available for Check-in from March 13 till Check-out on March 16 Subject to Availability</p> <p>SGL: R\$ 565 / DBL: R\$ 645 Inclusive of breakfast and taxes Check in: 3pm</p> <p><b>PAID DIRECTLY TO THE HOTEL</b></p>
<p><b>HIGH SCHOOL VISIT BRASÍLIA</b> <u>Friday, March 17</u></p> <p>The bus will leave the hotel at 8am and return by 1pm</p>	<p><b>Brasília: 2 schools visits</b> School of the Nations COC Brasília</p>	<p><b>Hotel Brasil 21 Suites</b> Rates below are available for Check-in from March 16 till Check-out on March 18 Subject to Availability</p>
<p><b>SALÃO DO ESTUDANTE BRASÍLIA</b> <u>Friday, March 17</u></p> <p>Event Time: 3pm to 6:30pm Set Up: 12pm to 2:30pm</p>	<p><b>Centro de Convenções Brasil 21</b> SHS Q06, L01, Cj. A, Setor Hoteleiro Sul Tel: +55 61 3039 8031</p> <p>Room: Brasil</p>	<p>SGL: R\$ 398 / DBL: R\$ 460 Inclusive of breakfast and taxes Check in: 3pm</p> <p><b>PAID DIRECTLY TO THE HOTEL</b></p>
<p><b>SALÃO DO ESTUDANTE SALVADOR</b> <u>Sunday, March 19</u></p> <p>Event Time: 2pm to 5:30pm Set Up: 11am to 13:30pm</p>	<p><b>Fiesta Convention Center</b> Av. Antônio Carlos Magalhães, 741, Itaigara Tel.: +55 71 3352 0000</p> <p>Room: Lótus</p>	<p><b>Mercure Rio Vermelho</b> Rates below are available for Check-in from March 18 till Check-out on March 21 Subject to Availability</p>
<p><b>HIGH SCHOOL VISIT SALVADOR</b> <u>Monday, March 20</u></p> <p>The bus will leave the hotel at 8am and return by 1pm</p>	<p><b>Salvador: 2 schools visits</b> Land School Colégio Anchieta</p>	<p>SGL: R\$ 443 / DBL: R\$ 495 Inclusive of breakfast and taxes Check in: 3pm</p> <p><b>PAID DIRECTLY TO THE HOTEL</b></p>

## VENUES, OFFICIAL HOTELS AND TIMETABLE

EVENT DATES AND HOURS	EVENT VENUE	HOTEL ACCOMMODATION
<p><b>SALÃO DO ESTUDANTE CURITIBA</b> <u>Tuesday, March 21</u></p> <p>Event Time: 3pm to 6:30pm Set Up: 12pm to 2:30pm</p>	<p><b>Qoya Hotel Curitiba</b> Av. Sete de Setembro, 4211 - Batel Tel: +55 41 3340 4000</p> <p>Room: Paraná</p>	<p><b>Qoya Hotel Curitiba</b> Rates below are available for Check-in from from 20 March till Check-out on 22 March Subject to Availability</p> <p>SGL: R\$ 734 / DBL: R\$ 780 Inclusive of breakfast and taxes Check in: 3pm</p> <p><b>PAID DIRECTLY TO THE HOTEL</b></p>
<p><b>HIGH SCHOOL VISITS CURITIBA</b> <u>Wednesday, March 22</u></p> <p>The bus will leave the hotel at 8am and return by 5pm</p>	<p><b>Curitiba: 3 schools visits</b> Bom Jesus Positivo TBD</p>	<p>SGL: R\$ 734 / DBL: R\$ 780 Inclusive of breakfast and taxes Check in: 3pm</p> <p><b>PAID DIRECTLY TO THE HOTEL</b></p>
<p><b>SALÃO DO ESTUDANTE BELO HORIZONTE</b> <u>Thursday, March 23</u></p> <p>Event Time: 3pm to 6:30pm Set Up: 12pm to 2:30pm</p>	<p><b>Mercure BH Lourdes Hotel</b> Av. do Contorno, 7315 - Lourdes Tel: +55 31 3298 4100</p> <p>Room: Astrônomos</p>	<p><b>Mercure BH Lourdes Hotel</b> Rates below are available for Check-in from from 22 March till Check-out on 24 March Subject to Availability</p> <p>SGL: R\$ 440 / DBL: R\$ 503 Inclusive of breakfast and taxes Check in: 3pm</p> <p><b>PAID DIRECTLY TO THE HOTEL</b></p>

\*Rooms in all hotels must be paid upon check in, directly to the hotel. Above rates include all taxes and fees. The credit card provided in the EIS is only used to guarantee the reservation.

\*\*Please note all hotel prices above are in Brazilian Reais and include taxes and Breakfast.

## 2. OPTIONAL SERVICES

**Translators / Stand 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 an extra person to help during the peak periods and allow staff to take breaks without missing potential enquiries.

Translators or stand assistants 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 through the [EIS \(Extra Services Section\)](#).

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

**Internet:** Internet in São Paulo and Brasília ONLY should be requested using the [EIS](#). Internet service in Rio de Janeiro Copa and Barra, Salvador, Curitiba and Belo Horizonte is included. COST: The internet in São Paulo is US\$ 100 dollars for both days and in Brasília is US\$ 60 dollars.

### 3. BRANDING YOUR INSTITUTION

**Seminars:** The 30-minute seminars present institutions with a unique opportunity to promote their programs to a mass audience. They are designed to inform the students, parents and executives about the institutions, courses and countries represented at the fairs. The following items are provided: a laptop, projector and screen, microphone and speakers in the seminar room. All seminars can be ordered using the [EIS \(Extra Services Section\)](#) and are subject to availability. The price of a seminar is US\$850 for São Paulo and US\$450 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 \(Required Information Section\)](#).

Your advertising material should be sent to [priscilla@bmiglobaled.com](mailto:priscilla@bmiglobaled.com) in PDF Format, High Resolution 300 dpi, before February 17<sup>th</sup>. Please add 0.5 cm and cut marks on each side for bleeding.

SPACE	SIZE	SALÃO DO ESTUDANTE FAIRS	BRAZIL INT'L SCHOOLS FORUM & WORKSHOP
Half Page	21 cm (w) x 14.8 cm (h)	USD 1,200	N/A
Full Page	21 cm (w) x 29.7 cm (h)	USD 2,400	USD 480
Double Page	42 cm (w) x 29.7 cm (h)	USD 4,480	N/A
Inside Front Cover	21 cm (w) x 29.7 cm (h)	USD 3,500	N/A
Back Cover	21 cm (w) x 29.7 cm (h)	USD 4,000	N/A

**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 FOR THE SALÃO FAIRS

### STAND CONSTRUCTION

**Equipment provided:** Each 6 meters stand will be supplied with: 1 table and 2 chairs; 1 electricity point; 2 spot lights and 1 fascia (name) board above each stand. Corner sites will be open to the aisles with fascia overhead. If you require additional furniture, please email [fabio@bmioglobaled.com](mailto:fabio@bmioglobaled.com) and he will contact the stand construction company and obtain a price for the additional items required. Please remember to bring a travel adaptor or plug converter as we don't provide them.

Unless it is a corner stand, your stand comes fully fitted with 2 side walls and a back wall. Please [click here](#) for further information and a layout diagram of the stand.

**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 each event. No packing materials or goods will be allowed inside the hall after that time. Please keep in mind that panels are 0.95 meters wide x 2.10 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 therefore 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. You can see some typical examples of panel printed stands [here](#).

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.

### GDPR AND THE BMI SMART SCAN 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. You will also be able to add comments and rate the lead. Your database will be ready for follow up the moment you walk out the door of the fair.

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](#).

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

**IMPORTANT:** Manual visitor data scanners will no longer be available to institutions as the scan is not GDPR compliant.

## REGULATIONS

**Cleaning and storage:** Aisles and stands will be cleaned regularly throughout the event.

**Insurance:** Whilst 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 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.**
4. 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.
5. BMI **highly 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

Dina Colantrello or Megan Herbert

Tel: +1 772 219 2525

[dina@airconceptsusa.com](mailto:dina@airconceptsusa.com)

[megan@airconceptsusa.com](mailto:megan@airconceptsusa.com)

## 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 Brazil**. Customs are extremely strict, and it is very important that goods be correctly sent. Please ensure your material is sent to the address in the [shipping label](#).

INSTRUCTIONS	RULES
Each shipment (consignment) <u>should not exceed</u> the weight of:	16 kg
Be sure that your <b>shipping company</b> is aware that your institution is paying for the shipment and <b>no money will be required on delivery</b> .	✓
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 <b>display materials</b> or any terms which <b>are not printed matters like <u>shirts, pens, etc.</u></b>	✓
<b>Airway Bill</b> should be accompanied by a <b>Proforma Invoice</b> , which states the content and a value for customs. The value <b>should not exceed an overall sum per shipment of:</b>	US\$50
On the airway bill, the section: <b>duties</b> and <b>taxes</b> must be marked to indicate that these charges (if applied by customs) will be paid by the <b>Sender</b> .	✓
Send the material for each city to the person and addresses indicated on the <a href="#">Label Form</a> . All materials will be placed on your booth and each box must <b>clearly indicate:</b>	- Institution Name - Name of the Event: <b>SALÃO DO ESTUDANTE</b> or <b>HIGH SCHOOL VISITS</b> ou <b>FORUM &amp; WORKSHOP</b>
Each shipment must be sent on a <b>door-to-door</b> basis with taxes and fees paid by the sender (if applicable).	✓
Allow <b>2-3 days between each shipment</b> as it may be treated as one shipment and will therefore put you over the <b>limit of weight</b> .	✓



## 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 [this link](#). **Please paste the filled labels on each box, in a very clear way. 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 24<sup>th</sup>**;
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.

## 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 must send your material. You can also download the labels by clicking [here](#). Please use the pre-addressed labels provided.

**Please enter your tracking information in the EIS. This will help us track your shipment and try to help in case it gets lost or stuck in customs. Without this information, we will not be able to help you.**

**IF YOU ARE PARTICIPATING IN MORE THAN ONE EVENT, IT IS ESSENTIAL THAT YOU SEND YOUR BOXES TO THE CORRECT LOCATION INDICATED BELOW FOR EACH EVENT. ALL BOXES MUST BE CLEARLY MARKED WITH THE NAME OF THE EVENT AND WITH THE PRE-PRINTED LABEL ATTACHED.**

If you are not using **AIR CONCEPTS** as your shipping company, the addresses for shipping are listed below:

SÃO PAULO FORUM & WORKSHOP  
MCR LOGÍSTICA  
ATT: SR. WAGNER

**(BRAZIL INTL FORUM & WKS 8/03)**

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 HIGH SCHOOL VISITS  
MCR LOGÍSTICA  
ATT: SR. WAGNER

**(HIGH SCHOOL VISITS 9 & 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 11 & 12/03)**

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 14/03)**

Responsável: BMI MEDIA  
CNPJ: 42.835.360/0001-53

R. Prof. Henrique Costa 550, Bl 2 Apto 209 -  
Pechincha  
CEP: 22770-233 / Rio de Janeiro, RJ - Brazil

RIO DE JANEIRO BARRA  
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 209 -  
Pechincha  
CEP: 22770-233 / Rio de Janeiro, RJ - Brazil

BRASÍLIA HIGH SCHOOL VISITS  
ALPHA EXPRESS COLETAS E ENTREGAS

ATT: MÁRIO  
**(HIGH SCHOOL VISITS 17/03)**

Responsável: BMI MEDIA  
CNPJ: 042.835.360/0001-53  
SIBS QD 02 - Conjunto B, Lote 1-B  
CEP: 71736-202 / Brasília, DF - Brazil

BRASÍLIA  
ALPHA EXPRESS COLETAS E ENTREGAS  
ATT: MÁRIO  
**(SALÃO DO ESTUDANTE 17/03)**

Responsável: BMI MEDIA  
CNPJ: 042.835.360/0001-53  
SIBS QD 02 - Conjunto B, Lote 1-B  
CEP: 71736-202 / Brasília, DF - Brazil

SALVADOR  
SOMA EXPRESS  
ATT: ANA PAULA  
**(SALÃO DO ESTUDANTE 19/03)**

Responsável: BMI MEDIA  
CNPJ: 42.835.360/0001-53  
R. São Judas Tadeu, 189, Galpão 11 e 13 -  
Centro  
CEP: 42703-120 / Lauro de Freitas, BA - Brazil

SALVADOR HIGH SCHOOL VISITS  
SOMA EXPRESS  
ATT: ANA PAULA  
**(HIGH SCHOOL VISITS 20/03)**

Responsável: BMI MEDIA  
CNPJ: 42.835.360/0001-53  
R. São Judas Tadeu, 189, Galpão 11 e 13 -  
Centro  
CEP: 42703-120 / Lauro de Freitas, BA - Brazil

CURITIBA  
QOYA HOTEL CURITIBA  
ATT: RAQUEL BARANIUK  
**(SALÃO DO ESTUDANTE 21/03)**

Responsável: BMI MEDIA  
CNPJ: 42.835.360/0001-53  
Av. Sete de Setembro, 4211 - Batel  
CEP: 80250-205 / Curitiba, PR - Brazil

CURITIBA HIGH SCHOOL VISITS  
QOYA HOTEL CURITIBA  
ATT: RAQUEL BARANIUK  
**(HIGH SCHOOL VISITS 22/03)**

Responsável: BMI MEDIA  
CNPJ: 42.835.360/0001-53  
Av. Sete de Setembro, 4211 - Batel  
CEP: 80250-205 / Curitiba, PR - Brazil

BELO HORIZONTE  
HOTEL MERCURE BH LOURDES  
ATT: POLIANA ROCHA  
**(SALÃO DO ESTUDANTE 23/03)**

Responsável: BMI MEDIA  
CNPJ: 42.835.360/0001-53  
Av. do Contorno, 7315 - Lourdes  
CEP: 30110-047 / Belo Horizonte, MG - Brazil

## 6. PRINTING IN BRAZIL

You may also choose to print your material locally in Brazil and have it on your stand when you arrive. BMI currently translates and print brochures for over 80 international institutions.

Printing in Brazil is usually higher than in Europe or North America, but you will make huge savings in shipping costs, avoid any customs issues, 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 17<sup>th</sup>**.

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 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 17<sup>th</sup>**.

## 8. IMPORTANT DATES AND DEADLINES FOR THE FAIRS

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 17<sup>th</sup></b>	Last date to submit information for Press and PR campaign
	Final day to send your advertisement.
	Final day to send your advertisement.
	Final day to send your advertisement.
	Final day for submitting information and requests services in the EIS.
	Final day to request quotation for printing in Brazil.
<b>February 24<sup>th</sup></b>	Last day for inputting your tracking numbers and shipping information in the EIS.

## 9. BRAZIL INTERNATIONAL SCHOOLS FORUM & WORKSHOP

The official hotel and venue for the workshop will be the Meliá Paulista Hotel. The networking sessions, welcome cocktail reception and dinner will happen on the evening of March 7<sup>th</sup>. The meetings and seminars on March 8<sup>th</sup> will be held in the Paulistas rooms.

### ■ FORUM & WORKSHOP FORMAT AND SETUP

Each participating institution is provided with a table and one chair. You may decorate your table in any way you wish but standing or portable displays are strictly prohibited during the workshop.

**Profile** Every participating institution will have its profile listed in the Counsellors Handbook, as well as published on the Marcom e-schedule system, which is used to book your appointments. Therefore, we kindly ask you to fill out this [online form](#).

**Second Participant** Unless you have booked space for two participants, your registration only entitles one person to participate in the workshop. There are no second participant places available in this workshop as it is sold out.

**Online Schedule System (Marcom Connect):** You will receive your login and password for the Marcom eSchedule System on February 3<sup>rd</sup>. On this date, you will be able to login, check and update your profile and familiarise yourself with the Marcom appointment system. On February 10<sup>th</sup>, you will be able to start scheduling meetings. Appointments made outside of the system will not be recorded and may result in conflicting meetings.

Please keep in mind that the Marcom eSchedule system will close on March 5<sup>th</sup>. After that date, you will only be able to request/book additional appointments at the workshop at the BMI desk. **Appointments must not be booked directly with other participants.**

**Internet:** Free Internet is provided in the workshop room for all participants. Extension cords will be available but please remember to bring a travel adaptor or plug converter.

### ■ WELCOME COCKTAIL RECEPTION AND DINNER (Tuesday, March 7<sup>th</sup>)

There will be an informal networking cocktail reception and dinner on March 7<sup>th</sup>. This is only open to delegates taking part in the workshop on March 8<sup>th</sup>. If you wish to invite a guest or colleague that is not registered to participate in the workshop, there is an additional cost of USD 150 per guest. Please use the [online form](#) to request this service.

## FORUM & WORKSHOP AGENDA

DATE	TIME	PROGRAM
Tuesday March 7 <sup>th</sup>	19:00 - 19:15	Registration (collect your badge) at the Meliá Paulista, Paulista Rooms
	19:30 - 22:00	Cocktail reception and Welcome Dinner
Wednesday March 8 <sup>th</sup>		
	07:30 - 08:55	Seminars 2 & 3 - For Counsellors
	09:00 - 09:20	Meeting 1
	09:25 - 09:45	Meeting 2
	09:50 - 10:10	Meeting 3
	10:15 - 10:35	Meeting 4
	<b>10:35 - 10:50</b>	<b>Coffee Break</b>
	10:50 - 11:10	Meeting 5
	11:15 - 11:35	Meeting 6
	11:40 - 12:00	Meeting 7
	12:05 - 12:25	Meeting 8
	<b>12:30 - 13:30</b>	<b>Lunch</b>
	13:30 - 13:50	Seminar 4 - For Counsellors
	13:55 - 14:15	Meeting 9
	14:20 - 14:40	Meeting 10
	14:45 - 15:05	Meeting 11
	<b>15:05 - 15:20</b>	<b>Coffee Break</b>
	15:20 - 15:40	Meeting 12
	15:45 - 16:05	Meeting 13
	16:10 - 16:30	Meeting 14
16:35 - 17:15	Seminar 5 - For Counsellors	
<b>17:20</b>	<b>Workshop Ends</b>	

\*This program is subject to change.

## 10. HIGH SCHOOL VISITS: CAMPINAS / SÃO PAULO, BRASÍLIA, SALVADOR AND CURITIBA

Taking place in Brazil's top private high schools, the High School Visits will present you with the opportunity to meet senior students, parents and high school counselors. The event is set up in a table and chairs format, where you may use a pop-up banner (maximum width 2 meters) behind your table, should you be traveling with one.

The event is limited to **ONE person only per institution** and transport is included.

The schedule below is subject to changes.

### CAMPINAS

Morning programme (9:20am to 10:20am)

Escola Americana de Campinas - Escola Americana de Campinas is an academically challenging school. We have small classes and offer the IB Diploma for all students. Our students are very successful studying the IB with 91% earning the IB Diploma. Our school supports the Arts and the Sciences and we have students interested in studying visual arts, music, film, and Business, engineering, medicine. Our students are very involved in Community Service and Athletics. Also, all students participate in MUN and ISEF Science Fair. Our students graduate with a Brazilian Diploma and a US Accredited High School Diploma as well as the IB Diploma. Website: [www.eac.com.br](http://www.eac.com.br)

Noon programme (12:00pm to 2:00pm)

Escola Comunitária de Campinas - ECC is a private institution situated in the city of Campinas/ SP, with around 1500 students from Kindergarten to High School. Escola Comunitária was founded in 1977 with the leadership of a highly qualified professional who had an innovative pedagogic proposal. For this project to be put into practice a new space, a new institution, a new society was founded based on democratic and participative relations in which parents, teachers and employees are all partners. For this new structure the major investment was on the human element - on professionals' development, all in balance with the investment on physical and technological items. These ideas were the foundation for a new school to be created. We are a member of UNESCO Associated Schools Network (ASPnet) and also a Cambridge Preparation Centre – every year our students from the 9th grade Secondary School and 2nd year High School sit for Cambridge exams, from Key for Schools to Proficiency (C2) level. Apart from our regular courses we also offer extracurricular courses in sports, arts, technology and languages, as well as options for full-time education to children from 3 to 10 years old. The school has also implemented a dual diploma (High School) program from Washington Academy (USA), offered to students from the 8th grade (Secondary School) to the 2nd year (High School). Website: [www.ecc.br](http://www.ecc.br)



Afternoon programme (3:30pm to 4:30pm)

Colégio Etapa - Valinhos - Etapa Valinhos is in the countryside of São Paulo. Our school places primary emphasis on preparing students for college-level study and our curriculum reflects this. The students complete all of the content required by the Brazilian high school curriculum during the first and second years of high school. We also provide AP programs and preparatory courses for SAT/ACT and TOEFL/IELTS. Website: [www.colegioetapa.com.br](http://www.colegioetapa.com.br)

## ■ SÃO PAULO

Morning programme (9:00am to 10:30am)

Colégio Pentágono is a private non-religiously affiliated institution founded in 1971. With two campuses located in important neighborhoods in São Paulo capital and one in Santana de Parnaíba, Colégio Pentágono is a traditional school highly committed to academic excellence and to the education of world citizens. The school covers 14 years of education: 3 years in Kindergarten, 5 years in Primary School, 4 years in Elementary School, and 3 years in High School. Colégio Pentágono counts with the expertise of its International Department, which is responsible for the creation and implementation of the exclusive English language programmes, learn&play and Bridges, both designed to improve the students' performance in the language. The International Department promotes, every year, an internal contest, Pentágono. Website: [www.colegiopentagono.com](http://www.colegiopentagono.com)

Noon programme (12:00pm to 2:00pm)

Colégio Objetivo - Colégio Objetivo is part of Objetivo Group and is comprised of 15 school branches in the Greater São Paulo area (colégio Objetivo K-12). The School follows a national curriculum but has created its own Educational Method and material (books) used by over 800 school franchises in the country. Website: [www.objetivo.br](http://www.objetivo.br)

Afternoon programme (3:30pm to 5:30pm)

Colégio São Luís - Colégio São Luís (CSL) is a co-ed, private, non-profit, Catholic Jesuit institution. The school is part of the Global network of Jesuit schools, present in all five continents, having more than 2,000 teaching units in 60 countries, 840 units of basic education, and approximately 800,000 students. In Brazil, it is part of the Network of Jesuit Schools (Rede Jesuíta de Educação or RJE) which comprises 17 schools, 6 universities and focuses on education based on the same identity and sense of apostolic body, with mutual responsibility for the common challenges of the world. Founded in 1867, Colégio São Luís has a history of pioneering and innovation, which are characteristic of the educational tradition of the Society of Jesus. Colégio São Luís is a school in motion, renewing itself and dialoguing with the challenges of the times in order to offer the education that each generation needs. There are over 2,200 students (273 students with full scholarship), 132 teachers and academic departments devoted to working in collaboration

with teachers to improve the quality of teaching and learning in the school. Website: [www.saoluis.org](http://www.saoluis.org)

## BRASÍLIA

Morning programme (9:20am to 10:30am)

School of the Nations - School of the Nations is a private, not-for-profit, coeducational, dual-language day school. We are accredited internationally by Cognia and nationally by the Secretary of Education of the Federal District. We provide a rigorous bilingual academic curriculum complemented by our moral education program, the arts, and sports. Website: [www.schoolofthenations.com.br](http://www.schoolofthenations.com.br)

Noon programme (11:00am to 12:30pm)

COC Sudoeste - The COC Teaching System combines tradition, pioneering technology and teaching quality, being synonymous with success and a reference in the Brazilian educational sector. Founded in 1963 in Ribeirão Preto (SP), COC has partner schools throughout Brazil. In addition, we are present in the lives of students during all phases of the educational cycle, from early childhood education to pre-university entrance exams. Since 1994, with the arrival of microcomputers in Brazil, the COC Teaching System has already used information technology to explore the full potential of technology in education. Website: [www.cocsudoeste.com.br](http://www.cocsudoeste.com.br)

## SALVADOR

Morning programme (7:30am to 9:30am)

Land School - Land School is a school that develops a bold pedagogical proposal for students from the 5th grade on. The project combines bilingual academic instruction – in Portuguese and English – with the effective and innovative use of space and technological resources. Our teaching proposal is flexible and dynamic, as is the educational action, because the instability of the new times requires that school life prepares the individual to constantly adapt his or her way of learning and interacting with knowledge. Our pedagogical project organizes its programs by combining academic rigor with a strong commitment to the ethical formation of the subjects. We seek to form agents of change; subjects sensitive to the condition of their peers; individuals committed to social transformation and aware of their responsibility to establish themselves in the world in a sustainable way. Website: [www.landschool.com.br](http://www.landschool.com.br)

Noon programme (10:30am to 12:30pm)

Colégio Anchieta - Anchieta Educational Group, founded in 1981, is currently one of the largest educational groups in the State of Bahia - Brazil. Anchieta Group has four schools, Colégio Anchieta / Colégio São Paulo / Colégio Anchieta (ANCHIETINHA - Bela Vista) / Colégio Anchieta (ANCHIETINHAAquarius), and over 3.000 (three thousand) students enrolled from Pre-Nursery through to High School. Our students learn to be committed to the planet and the global society. As a Cambridge Preparation Center, we help our learners to become proficient

in the use of the English and at the same time we certify their level of English and prepare the students for Cambridge English exams. We provide an Education focused on the development of the individual as a whole. Our students are encouraged and guided to become experts and protagonists of their own learning journeys. Website: [www.anchietaba.com.br](http://www.anchietaba.com.br)

## **CURITIBA**

Morning programme (9:20am to 10:20am)

To be decided

Noon programme (12:00pm to 2:00pm)

Colégio Bom Jesus - Colégio Bom Jesus has been operating in Brazil for over 120 years, and is based on Franciscan principles. It is part of the Bom Jesus Educational Group, currently presided over by Friar João Mannes, and linked to the Franciscan Province of the Immaculate Conception in Brazil. The Group is formed by Colégio Bom Jesus, FAE Centro Universitário, Editora Bom Jesus, Gráfica Bom Jesus, Teatro Bom Jesus, Lace Language Center and Valor Brasil - promotional products. Colégio Bom Jesus offers complete training, from Early Childhood Education to High School. With branches located in the states of Santa Catarina, Paraná, São Paulo, Rio de Janeiro and Rio Grande do Sul, Bom Jesus is recognized as one of the most important and traditional educational groups in the country, making children and young people aware of their role as transforming agents of society. Website: [www.bomjesus.br](http://www.bomjesus.br)

Afternoon programme (3:30pm to 4:30pm)

Colégio Positivo - Positivo International School is a private, co-ed, K-12 school certified by the International Baccalaureate Organisation (IBO) for the Primary Years Programme (PYP), the Middle Years Programme (MYP) and the Diploma Programme (DP). The school is part of Grupo Positivo, a holding based in Curitiba, southern Brazil, founded in 1972, which currently owns 16 schools in 7 cities across 2 states. We currently have 758 students from kindergarten to 12th grade. We are a Cambridge Assessment English and SAT authorized exam center and offer the preparatory course for the SAT. Positivo International School is concerned with preparing students for the future and for the world. We firmly believe in a multicultural, interdisciplinary and universal education. Website: [www.colegiopositivo.com.br](http://www.colegiopositivo.com.br)