



# Salão do Estudante

UM EVENTO TIMES HIGHER EDUCATION



# EXHIBITOR MANUAL

**2<sup>nd</sup> - 14<sup>th</sup>  
October 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 and the High School visits in Brasília, Rio de Janeiro and São Paulo.

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 September 15<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.

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## ORGANISER AND CONTACT INFORMATION

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Organisers:



Global Partner:



Language Testing Partner:



Media Partners



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# 1. EVENT GENERAL INFORMATION

## 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 e-mail to [fernanda@bmiglobaled.com](mailto:fernanda@bmiglobaled.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 October 11<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 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 Belo Horizonte fair, we therefore recommend that you fly to Belo Horizonte on the first flight on October 12<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 ([salaodestudante.com.br](http://salaodestudante.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. Please [click here](#) to see a sample of our last show catalogue.
- 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 September 15<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. All hotel reservations will only be accepted when using the online [Exhibitor Information System \(EIS\)](#), with a valid credit card and charged directly by BMI. Any changes to your reservation, including cancellations, will only be accepted 15 days prior to your scheduled arrival and submitted via e-mail to [fernanda@bmiglobaled.com](mailto:fernanda@bmiglobaled.com).

**IMPORTANT:** Please note that the hotel reservation will be made by BMI. After we receive the request via [EIS](#), the finance department will send you a link to pay for your accommodation in advance. Only then we will send the reservation request to the hotel. The rates shown on pages 7 & 8 are subject to change due to exchange rate fluctuations. Please check the [EIS](#) for the latest hotel rates.

Please keep in mind that the discounted hotel rates will only be available for booking until **September 15<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 e-mail 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 have an extra cost and are subject to availability. Cancellations will only be accepted by e-mail 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 e-mail 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>HIGH SCHOOL VISIT BRASÍLIA</b> <u>Monday, October 2</u></p> <p>The bus will leave the hotel at 8am and return by 12:30pm</p>	<p><b>Brasília: 2 schools visits</b> The American School of Brasília Escola Canadense de Brasília</p>	<p><b>Hotel Brasil 21 Suites</b> Rates below are available for Check-in from October 1 till Check-out on October 3 Subject to Availability</p>
<p><b>SALÃO DO ESTUDANTE BRASÍLIA</b> <u>Monday, October 2</u></p> <p>Event Time: 2pm to 5:30pm Set Up: 11pm to 1:30pm</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: US\$ 123 / DBL: US\$ 137 Prices per night. Inclusive of breakfast and taxes. Check in: 3pm</p> <p><b>PAID DIRECTLY TO BMI</b></p>
<p><b>SALÃO DO ESTUDANTE RIO DE JANEIRO (Copacabana)</b> <u>Tuesday, October 3</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 October 2 till Check-out on October 6 Subject to Availability</p> <p>SGL: US\$ 411 / DBL: US\$ 422 Prices per night. Inclusive of breakfast and taxes. Check in: 3pm</p> <p><b>PAID DIRECTLY TO BMI</b></p>
<p><b>HIGH SCHOOL VISIT RIO DE JANEIRO</b> <u>Wednesday, October 4</u></p> <p>The bus will leave the hotel at 8am and return by 5pm</p>	<p><b>Rio de Janeiro: 3 schools visits</b> Our Lady of Mercy School The American School of Rio de Janeiro (Barra) The British School</p>	<p><b>Windsor Oceanico</b> Rates below are available for Check-in from October 2 till Check-out on October 6 Subject to Availability</p>
<p><b>SALÃO DO ESTUDANTE RIO DE JANEIRO (Barra)</b> <u>Thursday, October 5</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>SGL: US\$ 214 / DBL: US\$ 245 Prices per night. Inclusive of breakfast and taxes. Check in: 3pm</p> <p><b>PAID DIRECTLY TO BMI</b></p>

## VENUES, OFFICIAL HOTELS AND TIMETABLE

EVENT DATES AND HOURS	EVENT VENUE	HOTEL ACCOMMODATION
<p><b>SALÃO DO ESTUDANTE SÃO PAULO</b> <u>Saturday &amp; Sunday, October 7 &amp; 8</u></p> <p>Event Time: 2pm to 6:30pm Set Up on Saturday: 11am to 1:30pm Set Up on Sunday: 12pm to 1:30pm</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>Meliá Paulista</b> Rates below are available for Check-in from October 6 till Check-out on October 9 Subject to Availability</p> <p>SGL: US\$ 214 / DBL: US\$ 231 Prices per night. Inclusive of breakfast and taxes. Check in: 3pm</p> <p><b>PAID DIRECTLY TO BMI</b></p>
<p><b>HIGH SCHOOL VISITS SÃO PAULO</b> <u>Monday, October 9</u></p> <p>The bus will leave the hotel at 8am and return by 5pm</p>	<p><b>São Paulo: 3 schools visits</b> Colégio Pentágono Alphaville Colégio Móbile Colégio Bandeirantes</p>	<p>SGL: US\$ 214 / DBL: US\$ 231 Prices per night. Inclusive of breakfast and taxes. Check in: 3pm</p> <p><b>PAID DIRECTLY TO BMI</b></p>
<p><b>SALÃO DO ESTUDANTE SALVADOR</b> <u>Tuesday, October 10</u></p> <p>Event Time: 3pm to 6:30pm Set Up: 12pm to 2:30pm</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 October 9 till Check-out on October 12 Subject to Availability</p> <p>SGL: US\$ 115 / DBL: US\$ 133 Prices per night. Inclusive of breakfast and taxes. Check in: 3pm</p> <p><b>PAID DIRECTLY TO BMI</b></p>
<p><b>SALÃO DO ESTUDANTE BELO HORIZONTE</b> <u>Thursday, October 12</u></p> <p>Event Time: 2pm to 5:30pm Set Up: 11pm to 1:30pm</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 11 October till Check-out on 13 October Subject to Availability</p> <p>SGL: US\$ 164 / DBL: US\$ 185 Prices per night. Inclusive of breakfast and taxes. Check in: 3pm</p> <p><b>PAID DIRECTLY TO BMI</b></p>



EVENT DATES AND HOURS	EVENT VENUE	HOTEL ACCOMMODATION
<p><b>SALÃO DO ESTUDANTE CURITIBA</b> <u>Saturday, October 14</u></p> <p>Event Time: 2pm to 5:30pm Set Up: 11pm to 1:30pm</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 13 October till Check-out on 15 October Subject to Availability</p> <p>SGL: US\$ 180 / DBL: US\$ 198 Prices per night. Inclusive of breakfast and taxes. Check in: 3pm</p> <p><b>PAID DIRECTLY TO BMI</b></p>

**IMPORTANT**

- The rates shown above are subject to change due to exchange rate fluctuations. Please check the [EIS](#) for the latest hotel rates.
- After the reservation request is made through the [EIS](#), BMI's finance team will send you a link to pay by credit card. After payment is confirmed, we will send the details to the hotel and confirm your reservation. Therefore, rooms in all hotels must be paid directly to BMI and before arrival.
- All above rates include taxes and Breakfast.
- Please note all hotel prices above are in American Dollars.

## 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 e-mail [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, Belo Horizonte and Curitiba 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@bmioglobaled.com](mailto:priscilla@bmioglobaled.com) in PDF Format, High Resolution 300 dpi, before September 15<sup>th</sup>. Please add 0.5 cm and cut marks on each side for bleeding.

SPACE	SIZE	PRICE
Half Page	21 cm (w) x 14.8 cm (h)	US\$ 1,200
Full Page	21 cm (w) x 29.7 cm (h)	US\$ 2,400
Double Page	42 cm (w) x 29.7 cm (h)	US\$ 4,480
Inside Front Cover	21 cm (w) x 29.7 cm (h)	US\$ 3,500
Back Cover	21 cm (w) x 29.7 cm (h)	US\$ 4,000

**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 e-mail [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>
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 **September 22<sup>nd</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 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 [SHIPPING LABEL](#) ATTACHED.**

If you are not using **AIR CONCEPTS** as your shipping company, make sure to use the [shipping labels](#) file.

The labels contain the address and contact information of the individuals designated to receive the boxes for each event. Please **ALWAYS** use the pre-addressed labels provided.

## 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 **September 15<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 **September 15<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>September 15<sup>th</sup></b>	Final day for submitting information and requests services in the EIS.
	Final day to book your hotel accommodation.
	Final day to send your advertisement.
	Final day to request quotation for printing in Brazil.
	Final day to book panel printing for your stand.
	Final day for submitting information for the press and PR campaign.
<b>September 22<sup>nd</sup></b>	Last day for inputting your tracking numbers and shipping information in the EIS.

## 9. HIGH SCHOOL VISITS: BRASÍLIA, RIO DE JANEIRO & SÃO PAULO

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.

### ■ BRASÍLIA

Morning programme (9am to 10:30am)

The American School of Brasilia (Escola Americana de Brasília - EAB) is a leading international school situated in Brasília, the capital city of Brazil, and has been serving its community for over 60 years. Our rich history, depth of experience, and commitment to excellence in education have made us a top choice for families in Brasília. The students, parents, teachers, and staff of EAB work together to positively impact the world through academics, activities, arts, leadership, and service. Website: [www.eabdf.br](http://www.eabdf.br)

Noon programme (11am to 12:30pm)

Escola Canadense de Brasília - The Canadian School of Brasília was created in 2005 with the aim of offering an education of excellence, with an international methodology, for the children of Brasília. Immersion in the English language, world-renowned teaching programs and a strong academic and emotional commitment to our students and their families are part of our history. Simply, since 2005, we have evolved a lot. From 7 children of brave parents, in February 2006, we built one of the largest bilingual schools in Brazil. Innovation in all areas, especially academics, guides our efforts to train young people with appropriate skills to deal with current challenges. The epistemological foundation of Canadian education pedagogy aims at quality education and intends to offer a standard of teaching and learning built on its own curriculum for the formation of children from one year old. The affection and care for students and the school community reflect our local culture of welcoming and building positive behaviors towards oneself and our community. Website: [www.escolacanadensedebrazilia.com.br](http://www.escolacanadensedebrazilia.com.br)

### ■ RIO DE JANEIRO

Morning programme (10am to 11am)

Our Lady of Mercy School - Our Lady of Mercy School (OLM) is an American, Catholic school in the city of Rio de Janeiro which offers cutting edge educational programs open to students of all nationalities. Fully accredited by both the Southern Association of Colleges and Schools and the Secretary of Education for the State of Rio de Janeiro, OLM confers both American

and Brazilian diplomas upon graduation. Serving approximately 580 students from twenty nations in pre-school (2 years old) through high school (12th Grade), Our Lady of Mercy School is situated in the borough of Botafogo, nestled between the Sugar Loaf and Christ the Redeemer Monument, approximately five miles from the city center and one mile from some of the most famous beaches in the world. Our Lady of Mercy School is maintained by the Society of Our Lady of Mercy, a lay association founded by American and British families in 1919 in order to practice the Catholic faith in their own language and provide for the spiritual needs of English-speaking visitors to the city. In 1952, some thirty years after establishing Our Lady of Mercy Catholic Parish, the Society expanded its mission by founding the school, which has been serving international and local families for over 60 years. Website: [www.olmrio.com](http://www.olmrio.com)

Noon programme (12pm to 1pm)

The American School of Rio de Janeiro - Escola Americana do Rio de Janeiro was established in 1937, as an independent, non-profit, day school. The two campuses: Gávea and Barra, provide an American international education to the expatriate and Brazilian communities of Rio de Janeiro that blends high quality academics with co-curricular opportunities. EARJ is an IB World School since 1982, and is accredited by Cognia, International Baccalaureate Organization, and the State Board of Education of Rio de Janeiro. EARJ is now on the road to becoming a full IB Continuum School, by implementing the PYP - Primary Years Programme and the MYP - Middle Years Programme. Website: [www.earj.com.br](http://www.earj.com.br)

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

The British School - The British School, founded in 1924, is a non-profit, independent and co-educational day school located in the city of Rio de Janeiro, Brazil. The school has two Units, with three sites. The Zona Sul Unit is located in the South Zone of the city and has two Sites: Botafogo and Urca. The Barra Unit is located in the West Zone of the city. Our students acquire both Brazilian (Ensino Fundamental and Ensino Médio) and international qualifications such as the IGCSE and the IB Diploma. It has an international enrolment of over 2000 students with more than 60 different nationalities. Website: [www.britishschool.g12.br](http://www.britishschool.g12.br)

## ■ SÃO PAULO

Morning programme (9:30am to 10:40am)

Colégio Pentágono, Alphaville - 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. Colégio Pentágono is known for its ranks among top schools in the ENEM (National Exam for High School students) and also for high entrance rates to top Brazilian universities. 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 English Olympics, in which students are challenged to deliver presentations according to rigid criteria and are evaluated by an appraisal board. Students who are applying to international universities have the support of counselors and also a college preparatory module as part of Bridges program. Academic excellence. / Open dialogue with families. / Comprehensive Education. / Pleasurable learning environment. / Developing world citizens. Website: [www.colegiopentagono.com.br](http://www.colegiopentagono.com.br)

#### Noon programme (12pm to 2pm)

Escola Móbile - Escola Móbile is a private, co-ed, non-religiously affiliated institution founded in 1975. Aiming at the development of student autonomy, the school's pedagogical approach seeks to prepare active and flexible individuals who can contribute to the construction of a fair democratic society. Móbile is nationally recognized for its academic excellence, for extracurricular diversity, for fostering integral education, which encompasses Natural Sciences and their Technologies, Applied Human and Social Sciences, Mathematics and its Technologies, in addition to Languages and their Technologies (Portuguese Language, Literature, English Language, Spanish Language, Art and Physical Education), and for developing students' moral and intellectual autonomy. Considering schools with more than 100 students enrolled in the last year of high school, Móbile stands out as the best school in the state and in the city of São Paulo, and ranks among the top 10 schools in Brazil, according to the results of ENEM – the National High School Exam. According to PISA-S (Pisa for Schools), a version of the prestigious PISA assessment designed to provide individualized results for schools, in 2021 Móbile students obtained exceptional results in Reading, Mathematics, and Sciences, when compared to the averages of more than 500 Brazilian schools and more than 10,000 schools from countries that are members of the OECD - Organization for Economic Cooperation and Development. Website: [www.escolamobile.com.br](http://www.escolamobile.com.br)

#### Afternoon programme (3:00pm to 4:30pm)

Colégio Bandeirantes - Founded in 1944, Colegio Bandeirantes has a long-standing reputation for excellence and one of the highest entrance rates to top Brazilian universities among secondary schools in São Paulo. Our school has over 140 faculty, of which 41% hold Master's or Doctorate degrees. Last year, we had 600+ acceptances in Brazil and 120+ acceptances ex Brazil (Class of 2026) including acceptances into 10 of U.S News & World Report's Top 20 National Universities. Acceptances into 10+ countries including Canada, Portugal, UK, Japan & more. Bandeirantes is a Brazilian National Curriculum school with 20+ departments: - 7 years of mandatory English, 4 years of mandatory Spanish - 3 years each of Biology, Chemistry and Physics are required - 200+ hours of Math per year in High School - One of first Brazilian schools to offer STEM/STEAM & electives. MISSION: To develop educational practices that promote academic excellence and strengthen humanistic culture and interdisciplinary studies, in an environment that emphasizes ethical conduct, recognition of faculty and staff

as well as profitable economic management. CORE VALUES: Excellence: use of effective strategies developed by excellent professionals Pioneering Spirit: maintain a high degree of restlessness so we are in constant evolution Confidence: permeate our relationships with ethics, justice and integrity Student-centered: educate with knowledge and wisdom in a process of teaching/learning that is as efficient as nurturing Interdependence: strive for an environment of integration, collaboration and cooperation. Website: [www.colband.com.br](http://www.colband.com.br)