

UAE International Education Week

EXHIBITOR MANUAL

4th - 11th October 2021

Dear Exhibitor,

This manual has been designed to help you make your final preparations for your participation in **The UAE International Education Week** as successful as possible and to book any additional services you may require. **The UAE International Education Week** consists of the Global Education Fairs in Dubai & Abu Dhabi and the Gulf International Schools Forum & Workshop.

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

Please be aware that 19th September is the final day for submitting information in the EIS.

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

Alba Fraile
Project Manager

ORGANISER AND CONTACT INFORMATION

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Organiser:



Global Sponsor:



Sponsor:

THE STAY CLUB
LONDON STUDENT ACCOMMODATION

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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. Entry Screening of participants

All participants at a BMI event will be screened, where required, to meet venue, local, regional or government regulations. This may include temperature checks and any other screening required by local authorities.

2. Online Registration

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

3. BMI Smart Scan Fair App

All visitors to BMI fairs are issued with a name badge which contains a unique QR code. Exhibitors can download the BMI Smart Scan App free of charge, and this allows them to use their phones to scan visitors' badges and retrieve their contact details in a totally safe contact-free & GDPR-compliant manner.

4. Deep cleaning

All BMI venues will be thoroughly cleaned before, during and after each event with special attention to frequent-use areas such as registration & food areas, lifts & escalators, door handles and toilets.

5. Handwashing & sanitising areas

All participants will have access to handwashing facilities and hand sanitising stations in the main event areas. All participants will be encouraged to regularly wash and disinfect their hands throughout the event.

6. Person-to-person transmission

Visitors to BMI events will be required to limit person-to-person transmission, with policies

that ensure that exhibitors and visitors avoid physical contact, such as handshakes and embraces, promoting alternative ways to greet business partners.

7. Social Distancing

All BMI events will ensure that the number of participants within a venue does not exceed the maximum requirements of the venue, local, regional or government regulations. This may include larger aisles, gaps between stands and managed queues to enter an event.

8. Food and beverage Areas

Food and drink will only be served where possible safely, and with adherence to the highest possible hygiene standards and in accordance with all local, regional and government regulations.

9. Face Masks

All participants at BMI events will be asked to wear a face mask when entering an event. However, there will not be a requirement to enforce masks unless mandated by local, regional or government authorities. All BMI staff & subcontractors will be required to wear masks.

10. Quarantine Area

In the unlikely event of a visitor attending an event whilst displaying Covid-19 symptoms, where possible, BMI will provide a separate quarantine area within the venue so that anyone showing symptoms or feeling unwell can be isolated and managed by health professionals.

11. Track & Trace

When required or requested, BMI will liaise with the relevant venue, local or government authorities to always contact participants at our events – following local privacy laws.

TRAVEL INFORMATION

Currency: The currency of the UAE is the United Arab Dirham (AED). Please visit www.oanda.com to see updated exchange rate information.

Visa and Covid Tests requirements: Exhibitors are advised to check the latest covid test and visa requirements for traveling to the United Arab Emirates 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 an email to alba@bmioglobaled.com with the name of your institution, full name of the participant/s (as per the passport), job title, and passport number of the participant/s.

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 6 of this manual.

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 (uae.globaleducationfairs.net), on your profile.
- Tell us the flag and the name you would like displayed above your stand, on the fascia board.
- 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.
- If you are unable to use the BMI Smart Scan on your mobile device, you can order a hand-held scanner to be used at each fair. The BMI SmartScan App is used to capture student data at the student recruitment fairs.

Please complete each online section in the Exhibitor Information System (EIS) by 19th September 2021.

HOTEL BOOKING

Full information about the official hotel and rates are on the next page. However, you must make hotel reservations for all hotels via the **EIS**. Any changes to your reservation, including cancellations, **will only be accepted 30 days prior to your scheduled arrival and submitted via email.** Hotels will permit free cancellation if medical documentation advising against travel is provided, if travel regulations change so that you cannot enter the country to attend the events or if the events are suspended by local or government regulations.

We have block booked rooms in each hotel and the earliest date for booking and check out can be found on the hotel bookings page of the EIS. Please contact the official hotels directly to make the reservation outside of our special blocked dates.

For early check-in, late check-out and airport transfers, please contact the hotel directly. These services are subject to availability.

If you are not staying in one of the official hotels, please enter your hotel and contact number in case of emergency in the hotel page of the EIS.

ADDITIONAL NIGHTS

- Hotel bookings via the EIS are at the specially negotiated block booked rate for the specific periods below.
- All other dates will be charged at the hotel rack rate and must be booked directly with the hotel.
- When calling the hotels, it's important to mention that you are part of the BMI group.

VENUES, OFFICIAL HOTELS AND TIMETABLE

EVENT DATES AND HOURS	EVENT VENUE	HOTEL ACCOMMODATION
<p>GULF INTERNATIONAL SCHOOLS FORUM & WORKSHOP, DUBAI</p> <p><u>Monday 4th October</u> – Welcome Cocktail Reception Time: 19:00 – 20:30</p> <p><u>Tuesday 5th October</u> - Workshop & Forum Event Time: 07:45 - 17:00</p>	<p>Crowne Plaza Dubai Sheikh Zayed Road Tel: +971 4 305 4440</p> <p>Room: Al Jumairah Ballroom</p>	<p>Crowne Plaza Dubai SGL / DBL: 176 USD Inclusive of breakfast and taxes Check in: 3 pm</p> <p>PAID DIRECTLY TO BMI</p>
<p>TALK GLOBAL STUDY (DUBAI GLOBAL EDUCATION FAIR)</p> <p><u>Friday 8th & Saturday 9th October</u> Set Up: 14:00 to 16:00 Event Time: 16:00 to 19:30</p>	<p>Crowne Plaza Dubai Sheikh Zayed Road Tel: +971 4 305 4440</p> <p>Room: Al Jumairah Ballroom</p>	<p>Crowne Plaza Dubai SGL / DBL: 176 USD Inclusive of breakfast and taxes Check in: 3 pm</p> <p>PAID DIRECTLY TO BMI</p>
<p>TALK GLOBAL STUDY (ABU DHABI GLOBAL EDUCATION FAIR)</p> <p><u>Monday 11th October</u> Set Up: 14:00 to 16:00 Event Time: 16:00 to 19:30</p>	<p>Marriott Downtown Abu Dhabi Sheikh Rashid Bin Saeed Street Tel: +971 2 304 7777</p> <p>Room: Grand Ballroom</p>	<p>Marriott Downtown Abu Dhabi SGL: 157 USD DBL: 163 USD Inclusive of breakfast and taxes Check in: 3 pm</p> <p>PAID DIRECTLY TO BMI</p>

* Rooms in all hotels must be paid to BMI directly and above rates include all taxes and fees. BMI will charge for your accommodation to the credit card provided in the EIS.

2. OPTIONAL SERVICES

Translators/Stand Assistants: Translators have proved very popular especially for institutions that do not have personnel who speak Arabic. 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. Bilingual students can be arranged at a rate of USD 260 each for Dubai (for two days) and USD 130 for Abu Dhabi. If you are interested in ordering a translator, please order through the EIS (Extra Services Section).

AV Equipment Rental: All AV services must be ordered directly with the venue or hotel where the event takes place.

Internet: Internet is included in all venues. Please approach a member of the BMI staff during the set up and ask for the network details.

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 for a seminar in each city is USD 350 for Dubai, and USD 250 for Abu Dhabi.

Catalogue Advertising: A catalogue is emailed to all pre-registered guests and visitors to the fairs, and widely promoted in our social media accounts. We recommend that you enhance your free listing with an appropriate advertisement, which will give greater impact to your presence at the fairs and 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 in PDF Format, High Resolution 300 dpi, before 19th September 2021. (Please add a 5mm bleed and crop marks).

SPACE	SIZE	UAE GLOBAL EDUCATION FAIRS	GULF INT'L SCHOOLS FORUM & WORKSHOP
Half Page	21 cm (w) x 14.85 cm (h)	USD 1,200	N/A
Full Page	21 cm (w) x 29.7 cm (h)	USD 2,400	USD 480
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

4. EQUIPMENT PROVIDED

STAND CONSTRUCTION

Equipment provided: Each 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 us and we 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 0.95m wide x 2.40m 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 spending time decorating the stand.

International institutions usually ship expensive stand displays or bring them when they travel to the event. Normally, they do not know local suppliers who often cannot issue proper receipts or only accept payment in local currency.

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 Dubai fair, the cost for the panel printing is US\$160 per panel and US\$130 for the Abu Dhabi fairs. This service can be ordered online, using the **EIS**.

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.

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

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

BMI highly recommend the services of Air Concepts, which is used by many educational institutions for shipping of materials to international exhibitions worldwide. Air Concepts will pick up and ensure that your material is delivered direct to the fair venue. Please contact AIR CONCEPTS directly for rates and further instructions.

AIR CONCEPTS USA

Address: 645 SE Central Parkway, 34994 - Stuart, FL – USA. Contact: Dina Colantrello or Jen Jamison. Tel: +1 772 219 2525 Email: dina@airconceptsusa.com / jen@airconceptsusa.com

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

1. We urge all exhibitors to bring all (or as much as possible) of their display and handout material with them when they travel to the UAE.
2. Exhibitors having representative partners in the UAE may wish to ship material directly to the 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 or a local MAIL SERVICE.** Please ensure that the air courier company you use has an official representative in the UAE and that you have the contact details of the representative.

GENERAL INFORMATION

If you are not using AIR CONCEPTS, please note:

1. All boxes should arrive at least 10 days before each fair at the delivery address provided on the [labels form](#)
2. The delivery address details and shipping labels for each city can be found in the **EIS Shipping/Tracking section**
3. If you are not using AIR CONCEPTS, 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;
4. The deadline for sending your tracking numbers and shipping information is 19th September 2021.
5. If we don't have the tracking numbers in the EIS 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 the UAE carries a copy of all the following information:

1. Courier / Airway bill numbers for each box you have shipped.
2. How many boxes were sent and to which fair city.
3. Full contact details of the local handling/courier company in the UAE, and in your home country. If possible, obtain the mobile phone number of the shipping manager in your country and their contact in the UAE.
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 printing it locally.

DIRECT SHIPMENT / AIR COURIER OPTIONS

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

INSTRUCTIONS	RULES
Each shipment (consignment) should not exceed the weight of:	50 kg
No box can exceed the weight of:	5 kg
Be sure that your shipping company is aware that your institution is paying for the shipment and no money will be required on delivery.	✓
All shipments must read " Publication of no commercial value, for free distribution " on the content section of the airway bill.	Please include the translation in Arabic: منشورات تبين لها قيمة تجارية وللتوزيع المعطني
Do not ship display materials or any terms which are not printed matters like <u>shirts, pens, etc.</u>	✓
Airway Bill should be accompanied by a Proforma Invoice , which states the content and a value for customs. The value should not exceed an overall sum per shipment of:	US\$200
On the airway bill, the section: duties and taxes must be marked to indicate that these charges (if applied by customs) will be paid by the Sender.	✓

INSTRUCTIONS	RULES
Send the material for each city to the person and addresses indicated on the Label Form available in the EIS. All materials will be placed on your booth and each box must clearly indicate :	Your Institution Name & The Event Name E.g. BMI Global Education Fair Dubai
Each shipment must be sent on a door-to-door basis with taxes and fees paid by the sender (if applicable).	✓
Allow 2-3 days between each shipment as it may be treated as one shipment and will therefore put you over the limit of weight .	✓

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 ON EVENT OF THE UAE INTERNATIONAL EDUCATION WEEK, IT IS ESSENTIAL THAT YOU SEND IT 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:

<p>UAE Global Education Fair Dubai</p> <p>CROWNE PLAZA DUBAI Sheikh Zayed Road Dubai, UAE</p> <p>ATTN: Tracey Woutersz</p> <p>Tel: +971 4 305 4440</p>	<p>UAE Global Education Fair Abu Dhabi</p> <p>MARRIOTT DOWNTOWN ABU DHABI Sheikh Rashid Bin Saeed Street Abu Dhabi, UAE</p> <p>ATTN: Cristy Iranzo</p> <p>Tel: +971 2 304 7777</p>
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Gulf International Schools Forum & Workshop

CROWNE PLAZA DUBAI

Sheikh Zayed Road
Dubai, UAE

ATTN: Tracey Woutersz

Tel: +971 4 305 4440

6. PRINTING IN THE UAE

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

Printing in the UAE is usually higher than in Europe, 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 19th September 2021.

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
- 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 **19th September 2021.**

8. GULF INTERNATIONAL SCHOOLS FORUM & WORKSHOP

The official hotel and venue for the workshop will be the Crowne Plaza Dubai. The Welcome cocktail reception on the evening of 4th October and the meetings & seminars on 5th October will both be held in the Al Jumairah Ballroom.

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.

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 SCHEDULING SYSTEM (MARCOS CONNECT): You will receive your login and password for the Marcom eSchedule System on Monday 6th September 2021. The online system should be used to schedule all workshop appointments. Appointments made outside of the system will not be recorded and may result in conflicting meetings.

You will be able to start scheduling meetings from Monday 13th September 2021 but you will receive the logins earlier to give you time to check and update your profile and familiarise yourself with the Marcom appointment system.

Please keep in mind that the Marcom eSchedule system will close on Wednesday 29th September 2021. 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 (Monday 4th October 2021)

There will be a cocktail reception the night before of the workshop on Monday 4th October 2021. The Networking cocktail will begin at 7pm at the Crowne Plaza Dubai and designed to help facilitate networking in a relaxed environment.

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.

FORUM & WORKSHOP AGENDA

DATE	TIME	PROGRAM
Monday 4 th October	19:00 - 19:30	Registration (Collect Badges & Event Handbook)
	19:30 - 20:30	Opening Cocktail Reception
Tuesday 5 th October	07:45 - 8:20	Counsellors & Schools Registration
	08:25 - 08:55	Seminar 1
	09:00 - 09:20	Meeting 1
	09:25 - 09:45	Meeting 2
	09:50 - 10:10	Meeting 3
	10:15 - 10:35	Meeting 4
	10:15 - 10:35	Refreshment Break
	10:50 - 11:10	Meeting 5
	11:15 - 11:35	Meeting 6
	11:40 - 12:00	Meeting 7
	12:05 - 13:00	Networking Lunch
	13:05 - 13:35	Seminar 2
	13:40 - 14:00	Meeting 8
	14:05 - 14:25	Meeting 9
	14:30 - 14:50	Meeting 10
	14:50 - 15:05	Refreshment Break
	15:10 - 15:30	Meeting 11
	15:35 - 15:55	Meeting 12
	16:00 - 16:20	Meeting 13
	16:25 - 16:55	Seminar 3
17:00	Workshop Ends	

*This program is subject to change.