



Salão do Estudante

EXHIBITOR MANUAL

October 11th to 25th, 2022

Dear Exhibitor,

This manual has been designed to help you make the final preparations for your participation in the Salão do Estudante fairs and to book any additional services you may require. You will be able to enter all of your institution information and book your hotels, seminars, scanners and translators (if required) via the [BMI Exhibitor Information System \(EIS\)](#).

Please be aware that September 23rd is the final day for submitting information in the EIS.

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

Samir Zaveri
President & CEO

ORGANISER AND CONTACT INFORMATION

BMI Head Office - UK (London): Elizabeth House, 54-58 High Street, Edgware, HA8 7EJ - UK

Phone: +44 208 952 1392 / Fax: +1 604 357 1505

Contact Information: Priscilla Gomes - priscilla@bmiglobaled.com

Fernanda Benielli - fernanda@bmiglobaled.com

Fabio Matos - fabio@bmiglobaled.com

Organizer:



Global Sponsor:



CONTENT

| | |
|---|----|
| 1. GENERAL EVENT INFORMATION | 3 |
| BMI's Covid Secure In-person Event Policy | 3 |
| Travel Information | 5 |
| The Exhibitor Information System (EIS) | 6 |
| Hotel Booking | 7 |
| Additional Nights | 7 |
| Venues, Official Hotels & Timetable | 8 |
| 2. OPTIONAL SERVICES | 10 |
| Translators/Assistants | 10 |
| AV Equipment Rental | 10 |
| Internet | 10 |
| 3. BRANDING YOUR INSTITUTION | 11 |
| Seminars | 11 |
| Catalogue Advertising | 11 |
| Competition Prizes (Scholarships) | 11 |
| 4. EQUIPMENT PROVIDED | 12 |
| Stands Construction | 12 |
| Full Colour Graphics for Your Stand | 12 |
| Student Scanner App | 13 |
| Visitor Data Scanning | 13 |
| Regulations | 13 |
| 5. SHIPPING INFORMATION | 14 |
| General Information | 14 |
| Shipping Options | 14 |
| Addresses for Shipping | 15 |
| Direct Shipment | 16 |
| Very Important | 17 |
| 6. PRINTING IN BRAZIL | 18 |
| 7. PRESS AND PR CAMPAIGN | 19 |
| 8. IMPORTANT DATES AND DEADLINES | 20 |
| 9. HIGH SCHOOL VISITS: SÃO PAULO, BRASÍLIA & SALVADOR | 21 |
| 10. GDPR AND THE BMI SMART SCAN APP | 23 |

1. GENERAL EVENT INFORMATION

BMI'S COVID SECURE IN-PERSON EVENT POLICY

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 Brazil is the Real (BRL). Please visit bit.ly/2RnbijJ to see updated exchange rate information.

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

Flights: In Brazil, the major airlines are:

LATAM: www.latam.com

GOL: www.voegol.com.br

AZUL: www.voeazul.com.br

Visa and Covid Tests requirements: Exhibitors are advised to check the latest covid test and visa requirements for traveling to Brazil with the embassy and/or consulate in their home country and be aware of all Covid entry requirements. If you require a visa invitation letter, please send us an email to fernanda@bmiglobaled.com with the name of your institution, full name, title, and passport number of the participant.

Airport Pickup: BMI does NOT offer pick up services. If you require airport pick up, please contact the hotels directly. In addition, all airports offer registered taxi services.

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

Salvador Fair Special Activity: On October 23rd, 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 11:00am 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 Salvador on the last flight on October 22nd (highlighted in green). Please [CLICK HERE](#) to confirm your participation.

THE EXHIBITOR INFORMATION SYSTEM (EIS)

The **EIS** is the online **BMI Exhibitor Information System** where you, as an exhibitor, can input the information required to make your participation as successful as possible.

In the **EIS**, you will be able to:

- Input your institution's profile for entry into the Official Catalogue which is given to each visitor;
- Input your logo, the type of courses, languages and areas your school offers, video link - this will be displayed in the official event's website www.salaodoestudante.com.br, on your profile;
- Tell us the flag, name and courses you would like displayed above your stand, on the fascia board - [CLICK HERE](#) to see how the standard fascia will look like;
- Order a translator or assistant to help at your stand;
- Request a seminar;
- Order counters/panel printing, allowing you to professionally decorate your stand. The full colour high-quality graphics are printed and pasted directly onto the panels;
- Book an advertisement in the show catalogue which is given out to all visitors in every fair city;
- Make hotel reservations at preferential discounted rates in each fair city;
- Download shipping labels and provide us tracking information for your shipment.

Please complete each section on the online Exhibitor Information System by **September 23rd**

■ HOTEL BOOKING

Hotel reservations will only be accepted when using the online **Exhibitor Information System (EIS)**. Email reservations will not be accepted. Any changes to your reservation, including cancellations, will only be accepted 15 days prior to your scheduled arrival and submitted via email to fernanda@bmiglobaled.com

Please keep in mind that the discounted hotel rates will only be available for booking until September 23rd.

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

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

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

If you are not staying in one of the official hotels, please indicate the name of your hotel and contact number on the Alternative Hotels form in the **EIS**. It is important that we have your contact details in case of any emergency.

■ ADDITIONAL NIGHTS

Hotel bookings via the **EIS** are at the specially negotiated block booked rate for the specific periods below.

It is unlikely that the same hotel room rates will be available for the before or after blocked period, but please send an email to fernanda@bmiglobaled.com with your preferred check-in and check-out dates and we will advise about availability.

VENUES, OFFICIAL HOTELS AND TIMETABLE

| CITY | VENUE | OFFICIAL HOTEL |
|---|--|---|
| <p>RIO DE JANEIRO COPACABANA</p> <p>October 11</p> <p>Tuesday</p> | <p>Hotel Fairmont Rio de Janeiro Copacabana</p> <p>Av. Atlântica, 4240 Copacabana</p> <p>Event Time: 3pm to 7pm Set Up: 12pm to 2:30pm</p> | <p>Hotel Fairmont Rio de Janeiro Copacabana</p> <p>Av. Atlântica, 4240 Copacabana</p> <p>Tel: +55 21 2525 1232</p> <p>SGL / DBL: R\$ 1823 Taxes & Breakfast included Check in: 3pm</p> |
| <p>RIO DE JANEIRO BARRA</p> <p>October 13</p> <p>Thursday</p> | <p>Windsor Oceânico Hotel (Europa Rooms)</p> <p>R. Martinho de Mesquita, 129 Barra da Tijuca</p> <p>Event Time: 3pm to 7pm Set Up: 12pm to 2:30pm</p> | <p>Windsor Oceânico Hotel</p> <p>R. Martinho de Mesquita, 129 - Barra da Tijuca</p> <p>Tel: +55 21 2195 9950</p> <p>SGL: R\$ 555 / DBL: R\$ 610 Taxes & Breakfast included Check in: 3pm</p> |
| <p>SÃO PAULO</p> <p>October 15 & 16</p> <p>Saturday & Sunday</p> | <p>Centro de Eventos do Colégio São Luis</p> <p>Rua Luis Coelho, 323 Consolação</p> <p>Event Time: 1:30pm to 6:30pm</p> <p>Set Up: Sat: 11am to 1pm Sunday: 12pm to 1pm</p> | <p>Meliá Paulista</p> <p>Av. Paulista, 2181 Consolação</p> <p>Tel: +55 11 2104 1600</p> <p>SGL: R\$ 683 / DBL: R\$ 703 Taxes & Breakfast included Check in: 3pm</p> |
| <p>SÃO PAULO HIGH SCHOOL VISITS</p> <p>October 17</p> <p>Monday</p> | <p>3 SCHOOL VISITS</p> <p>Escola Móbile Colégio Objetivo TBC</p> <p>Bus leaves the oficial hotel at 8:30 and returns by 5pm</p> | <p>Meliá Paulista</p> <p>Av. Paulista, 2181 Consolação</p> <p>Tel: +55 11 2104 1600</p> <p>SGL: R\$ 596 / DBL: R\$ 617 Taxes & Breakfast included Check in: 3pm</p> |
| <p>BRASÍLIA HIGH SCHOOL VISITS</p> <p>October 18</p> <p>Tuesday</p> | <p>2 SCHOOL VISITS</p> <p>School of Nations COC Brasília</p> <p>Bus leaves the oficial hotel at 8:30 and returns by 1pm</p> | <p>Hotel Brasil 21 Suites</p> <p>SHS Q. 6 Bloco F, Complexo Brasil 21</p> <p>Tel: +55 61 3218 4700</p> <p>SGL: R\$ 372 / DBL: R\$ 425 Taxes & Breakfast included Check in: 3pm</p> |

VENUES, OFFICIAL HOTELS AND TIMETABLE

| CITY | VENUE | OFFICIAL HOTEL |
|--|--|---|
| <p>BRASÍLIA</p> <p>October 18</p> <p>Tuesday</p> | <p>Centro de Convenções Brasil 21 (Brasil Rooms)</p> <p>SHS Q06, L01, Cj. A, Setor Hoteleiro Sul</p> <p>Event Time: 3pm to 7pm Set Up: 12pm to 2:30pm</p> | <p>Hotel Brasil 21 Suites SHS Q. 6 Bloco F, Complexo Brasil 21 Tel: +55 61 3218 4700</p> <p>SGL: R\$ 372 / DBL: R\$ 425 Taxes & Breakfast included Check in: 3pm</p> |
| <p>CURITIBA</p> <p>October 20</p> <p>Thursday</p> | <p>Qoya Hotel Curitiba (Paraná Rooms)</p> <p>Av. Sete de Setembro, 4211 Batel</p> <p>Event Time: 3pm to 7pm Set Up: 12pm to 2:30pm</p> | <p>Qoya Hotel Curitiba Av. Sete de Setembro, 4211 Batel Tel: +55 41 3340 4000</p> <p>SGL: R\$ 704 / DBL: R\$ 773 Taxes & Breakfast included Check in: 3pm</p> |
| <p>BELO HORIZONTE</p> <p>October 22</p> <p>Saturday</p> | <p>Mercure BH Lourdes Hotel (Astrônomos Rooms)</p> <p>Av. do Contorno, 7315 Lourdes</p> <p>Event Time: 1pm to 5pm Set Up: 10am to 12:30pm</p> | <p>Mercure BH Lourdes Hotel Av. do Contorno, 7315 Lourdes Tel: +55 31 3298 4100</p> <p>SGL: R\$ 409 / DBL: R\$ 482 Taxes & Breakfast included Check in: 3pm</p> |
| <p>SALVADOR</p> <p>October 24</p> <p>Monday</p> | <p>Fiesta Convention Center (Lótus Rooms)</p> <p>Av. Antônio Carlos Magalhães, 741, Itaigara</p> <p>Event Time: 3pm to 7pm Set Up: 12pm to 2:30pm</p> | <p>Mercure Salvador Rio Vermelho Rua Fonte do Boi, 215 Tel: +55 71 3172 9200</p> <p>SGL: R\$ 425 / DBL: R\$ 475 Taxes & Breakfast included Check in: 3pm</p> |
| <p>SALVADOR HIGH SCHOOL VISITS</p> <p>October 25</p> <p>Tuesday</p> | <p>3 SCHOOL VISITS</p> <p>Colégio São Paulo Colégio Anchieta Escola Panamericana</p> <p>Bus leaves the oficial hotel at 7:00 and returns by 4pm</p> | <p>Mercure Salvador Rio Vermelho Rua Fonte do Boi, 215 Tel: +55 71 3172 9200</p> <p>SGL: R\$ 425 / DBL: R\$ 475 Taxes & Breakfast included Check in: 3pm</p> |

IMPORTANT: Please note all hotel prices above are in Brazilian Reais and include taxes and Breakfast. We have blocked superior rooms in all hotels.

2. OPTIONAL SERVICES

TRANSLATORS / ASSISTANTS

Translators have proven very popular, especially for institutions that do not have personnel who speak Portuguese. They are also invaluable for institutions only sending one person, as you will have someone extra to help out during the peak periods and allow staff to take breaks without missing potential enquiries.

Bilingual students can be arranged at a rate of US\$130 per day (except for São Paulo - US\$260 for both days). If you are interested in ordering a translator, please order the service using the **EIS (Optional Services Section)**.

AV EQUIPMENT RENTAL

AV services must be ordered directly with BMI. Please email fernanda@bmiglobaled.com your request.

INTERNET

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

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

3. BRANDING YOUR INSTITUTION

SEMINARS

The 30-minute seminars present institutions with a unique opportunity to promote programs to a focused audience. The following items are provided: a laptop projector, large white projection screen and microphone with audio. All seminars can be ordered using the online **EIS (Optional Services Section)** and are subject to availability. The price of a seminar is US\$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)**.

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

Your advertising material should be sent in PDF Format, High Resolution 300 dpi to advert@bmiglobaled.com, before **September 23rd**. (Please add 0.5 cm and cut marks on each side for bleeding).

COMPETITION PRIZES (SCHOLARSHIPS)

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

4. EQUIPMENT PROVIDED

STAND CONSTRUCTION

Equipment provided: Each 6 stand will be supplied with 1 table and 2 chairs; 1 electricity point; 2 spotlights and 1 fascia (name) board. Corner sites will be open to the aisles with fascia overhead. If you require additional furniture, please email us and we will contact the stand construction company and obtain a price for the additional items required.

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

Panels: Double sided tape or similar may be used but must be removed by exhibitors at the end of the exhibition. Under no circumstances must anything be nailed, screwed, glued or painted onto the panels or metal framework of the stand. All damage will be charged to the exhibitor. All stands must be clean and ready 30 minutes before the opening of the event. No packing materials or goods will be allowed inside the hall after that time. Please keep in mind that panels are 0.97 meters wide x 2.12 meters tall.

FULL COLOUR GRAPHICS FOR YOUR STAND

You may have seen many institutions at recent fairs decorate their stands with full colour graphics printed directly on to the stands. This not only looks very attractive and attracts many more visitors to the stand but also avoids the need to carry or ship display material and spend time decorating the stand. International institutions occasionally ship expensive stand displays or bring them to Brazil. Typically, however, local suppliers cannot speak English, issue proper receipts or only accept payment in local currency, meaning our service is far more straightforward and safer.

BMI has negotiated with suppliers in each city so that you may take advantage of having full colour printed panels so that your stand is ready when you arrive. For the São Paulo fair, the cost for the panel printing is US\$135 per panel and US\$120 for the other fairs. The counter printing is US\$200 and includes the printing for the front panel, the counter itself and a stool.

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

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

STUDENT SCANNER APP

Lead management and particularly the contact information you collect at education fairs are crucial components of any student recruitment campaign.

The **BMI SmartScan App** allows you to collect detailed student information in real time. With one touch, you will access the name and full contact details of the student, as well as key information including which course and country the student is interested in and the date, they plan to begin their course abroad. Your database will be ready for follow up the moment you walk out the door of the fair. The application is **FREE OF CHARGE** and is available at the Play and Apple Store.

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

VISITOR DATA SCANNING

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

REGULATIONS

Cleaning and storage: Aisles and stands/tables will be cleaned daily.

Insurance: While we take every precaution to protect your property during the event, we are not responsible for any loss or damage and we recommend that you arrange insurance cover for your travel and participation.

You are also responsible for insuring against any legal liability incurred in respect of injury or damage to property belonging to third parties. In addition, you should protect your expenditure against abandonment and cancellation or curtailment of the event due to reasons beyond our control.

Security: Every reasonable precaution is taken to ensure the safety and security of personnel and equipment. The premises will be locked overnight, but we cannot accept any responsibility whatsoever for any injury, loss or damage or any consequential losses which befall your personnel or their property. BMI recommends that valuables, particularly of a portable nature, are not left unattended on your stand.

5. SHIPPING INFORMATION

GENERAL INFORMATION

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

SHIPPING OPTIONS

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

- 1.** We urge all exhibitors to bring all (or as much as possible) of their display and hand-out material with them when they travel to Brazil.
- 2.** Exhibitors having representative partners in Brazil may wish to ship material directly to the representative.
- 3.** You may ship material direct to each city following the instructions below through DHL, Federal Express, UPS or any other major air courier company. **WE DO NOT RECOMMEND TNT.**

Please ensure that the air courier company you use has an official representative in Brazil and that you have the contact details of the representative.

- 4.** BMI **STRONGLY RECOMMENDS** the services of Air Concepts, used by many educational institutions for shipping materials to international exhibitions in Latin America. Air Concepts will ensure that your material is delivered direct to the fair venue. Please contact AIR CONCEPTS directly for rates and further instructions.

AIR CONCEPTS USA
645 SE Central Parkway
34994 - Stuart, FL – USA

Contact:
Dina Colantrello or Jen Greer
Tel: +1 772 219 2525
Fax: +1 772 219 2534
dina@airconceptsusa.com / jen@airconceptsusa.com

ADDRESSES FOR SHIPPING

If you are sending material for your participation in the fairs, you will be able to [download the shipping labels](#), with the information of the venue where you have to send your material. You can also download the labels by [CLICKING HERE](#). **Please use the pre-addressed labels provided.**

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

**RIO DE JANEIRO COPACABANA
BMI**

**ATT: LUIZA ANDRADE
(SALÃO DO ESTUDANTE 11/10)
Responsável: BMI MEDIA
CNPJ: 42.835.360/0001-53
R. Prof. Henrique Costa 550, Bl 2 Apto 410 - Pechincha
CEP: 22770-233 / Rio de Janeiro, RJ - Brazil**

**RIO DE JANEIRO BARRA
BMI**

**ATT: LUIZA ANDRADE
(SALÃO DO ESTUDANTE 13/10)
Responsável: BMI MEDIA
CNPJ: 42.835.360/0001-53
R. Prof. Henrique Costa 550, Bl 2 Apto 410 - Pechincha
CEP: 22770-233 / Rio de Janeiro, RJ - Brazil**

**SÃO PAULO
MCR LOGÍSTICA
ATT: SR. WAGNER
(SALÃO DO ESTUDANTE 15 & 16/10)**

**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 17/10)**

**Responsável: BMI MEDIA
CNPJ: 42.835.360/0001-53
R. Gustavo da Silveira, 660 - Vila Santa Catarina
CEP: 04376-004 / São Paulo, SP - Brazil**

**BRASÍLIA HIGH SCHOOL VISITS
ALPHA EXPRESS COLETAS E ENTREGAS
ATT: MÁRIO
(HIGH SCHOOL VISITS 18/10)**

**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 18/10)**

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

**CURITIBA
QOYA HOTEL CURITIBA
ATT: RAQUEL BARANIUK
(SALÃO DO ESTUDANTE 20/10)**

**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 22/10)**

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

**SALVADOR
BELTRANS
ATT: HUMBERTO/CLEIDE
(SALÃO DO ESTUDANTE 24/10)**

**Responsável: BMI MEDIA
CNPJ: 42.835.360/0001-53
Rua Rio Nilo, 60 - 1º Andar - São Gonçalo
CEP: 41315-000 / Salvador, BA - Brazil**

**SALVADOR HIGH SCHOOL VISITS
BELTRANS
ATT: HUMBERTO/CLEIDE
(HIGH SCHOOL VISITS 25/10)**

**Responsável: BMI MEDIA
CNPJ: 42.835.360/0001-53
Rua Rio Nilo, 60 - 1º Andar - São Gonçalo
CEP: 41315-000 / Salvador, BA - Brazil**

DIRECT SHIPMENT

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

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

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

VERY IMPORTANT

- 1.** In each city we use a logistics company to receive and check off all the deliveries. The delivery address details and shipping labels for each city can be found in the **EIS** Shipping/Tracking section. Do not ship any materials directly to the venue;
- 2.** All boxes will be transported by BMI to the venue and will be on your stand/table on the day of the event;
- 3.** All boxes should arrive at least 10 days before each fair at the delivery address provided on the labels form.
- 4.** If you are not using the official shipping company, you must input all the information on how you shipped your material along with the airway tracking numbers into the **EIS** system. If you do this, we will be able to track your boxes and immediately act if there is a problem with the delivery. Without this information we are unable to help you if any problems occur with your shipping;
- 5.** The deadline for inputting your tracking numbers and shipping information is **September 30th**;
- 6.** If we don't have the tracking numbers by this date, we will not be able to help you with your shipping and you will need to contact your shipping provider directly to try and solve the problem. BMI staff will not be able to help you on the day of the fair.

If you do not follow the above recommendations exactly as explained, your material may be held up in customs, sent back, lost or destroyed.

It is essential that the person who is travelling to Brazil carries a copy of all the following information:

- 1.** Airway bill numbers for each box you have shipped.
- 2.** How many boxes were sent and to which cities.
- 3.** Full contact details of the courier company in Brazil and in your country. If possible, obtain the mobile phone number of the shipping manager in your country and their contact in Brazil.
- 4.** We also suggest carrying a digital PDF of your material in case of any delay in your shipment, so we may be able to help you by printing it locally.

6. PRINTING IN BRAZIL

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

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

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

The deadline for this service is [September 23rd](#).

If you are not sure how many or the type of brochures you should bring/print for the events, BMI has prepared a guideline which will help you to make a more precise decision.

[CLICK HERE](#) to read more on how to calculate brochures for the events.

7. PRESS AND PR CAMPAIGN

An extensive press and public relations campaign will be conducted for the event in addition to the print, web and direct marketing campaigns.

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

We would welcome information on any of the following subjects:

- Any new courses that you will be promoting;
- Details of courses that are unique to you or will appeal to Brazilians;
- Any special promotions/discounts you may have during the fair;
- Names of any famous past or present students;
- Anything else you would like the media to know or that you feel may be of interest.

To submit information, please [CLICK HERE](#) to complete the [online form](#) with the above information by [September 23rd](#).

8. IMPORTANT DATES AND DEADLINES

Please find below the deadlines for requesting services and sending important information, essential to the success of your participation at the fairs.

| DEADLINE | SERVICE |
|----------------------------------|--|
| September 23rd | Last date to submit information for Press and PR campaign. |
| | Final day to send your advertisement. |
| | Last day to request adicional services and send the panel layout to be printed by BMI. |
| | Final day to book you hotels through the EIS. |
| | Final day for submitting information and requests services in the EIS. |
| | Final day to request quotation for printing in Brazil. |
| September 30th | Last day for inputting your tracking numbers and shipping information in the EIS. |

9. HIGH SCHOOL VISITS: SÃO PAULO, BRASÍLIA & SALVADOR

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.

SÃO PAULO

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

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.

Website: www.escolamobile.com.br

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

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

Graded - The American School of São Paulo (Associação Escola Graduada) is an independent, coeducational, nonsectarian, nonprofit day school that has provided a K-12 education in São Paulo since 1920. Presently, Graded's Learning Lab is engaged in ground-breaking work on the science of learning, focused on providing all students with "deep, enduring, and transferable" learning experiences. Our faculty strives to produce graduates who are clear communicators, critical thinkers, self-motivated learners, and responsible risk-takers. By the time students graduate, they are prepared to enter the global community as true leaders. Accredited by Cognia in the United States and Brazil's Ministry of Education, our students earn a US high school diploma upon graduation and have the option to pursue the International Baccalaureate diploma, as well as a Brazilian diploma. **Website:** www.graded.br

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

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

COC Jardim Botânico - 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.cocjardimbotanico.com.br

SALVADOR

Morning programme (7:30am to 9:30am) / Noon programme (10:30am to 12:30pm)

Colégio Anchieta & Colégio São Paulo - 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. Anchieta Educational Group unites tradition, knowledge, affection, and quality in education. We promote all student's essential skills to deal with the exponential speed of changes, including critical thinking, creativity, decision making, problem solving, and others. 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. **Websites:** www.anchietaba.com.br / www.cspba.com.br

Afternoon programme (1:30pm to 3:00pm)

Escola Panamericana de Salvador - The Pan American School of Bahia (PASB), founded in 1960, is a private, co-educational preschool through 12th-grade institution offering a college preparatory program based upon American curriculum standards and teaching methods. The primary language of instruction is English. PASB awards the American High School Diploma, the Brazilian Diploma, and the International Baccalaureate Diploma, upon completion of the required course work. **Website:** www.pasb.com.br

10. GDPR AND THE BMI SMART SCAN APP

By collecting a student's data via the BMI Smart Scan App, your institution will be receiving all information provided by that specific student in the registration form which they complete before entering the fair. The fair registration form and the process is fully GDPR compliant.

All visiting students and parents are clearly informed that by allowing an institution to scan them at the event, they are allowing you to collect their data for post-fair follow up. This information is clearly printed on the registration site, on the subsequent printed ticket they bring to the fair and on the visitor badge they receive at the entrance to the fair. If they do not wish to share their data, they should not allow you to scan their badge.

Once the student information is collected via the BMI Smart Scan App, your institution may use this data for fair and reasonable follow-up after the fair. However, for ongoing generic marketing communications, your institution must obtain explicit consent from the student as per GDPR data processing compliance rules and regulations.

By using the BMI Smart Scan App your organisation commits to act responsibly, treat this information under GDPR data processing guidelines and exonerates BMI for any misuse or data breaches that may occur from your follow up, or future marketing communication sent to visitors you have scanned at the event.

The privacy policy for the fair can be found [HERE](#).