INSTITUTE OF INTERNATIONAL EDUCATION
Opening Minds to the World®

IIE U.S. Higher Education Fairs

Asia Series: September - October 2013

SPONSOR & ADVERTISING OPPORTUNITIES

Institute of International Education (IIE)

Founded in 1919, the Institute of International Education (IIE) is an independent nonprofit leader in the international exchange of people and ideas. In collaboration with governments, foundations and other sponsors, IIE creates programs of study and training for students, educators and professionals from all sectors.

These programs include the flagship Fulbright Program and Gilman Scholarships administered for the U.S. Department of State. IIE also conducts policy research, provides resources on international exchange opportunities and offers support to scholars in danger.

IIE also holds an annual fairs series across Asia to provide students and parents in the region to meet official admission representatives of accredited U.S. higher education institutions from across the U.S.

In 2013, IIE's Asia Fairs will be held in 7 countries across Asia, including China, Taiwan, Vietnam, Indonesia, Thailand and India. IIE Hong Kong will host the fairs in Hong Kong and Taiwan.

2013 Fair Dates in Taipei and Hong Kong
Taipei: September 26, 2013 (Thursday) | **Hong Kong:** September 28, 2013 (Saturday)

Target audience:

- Higher income individuals and families that consider overseas education
- Demographics in Hong Kong, Macau and Southern China that have close ties with the U.S.
- Students looking for scholarship options and financial aids

IIE Fairs – the most respected U.S. Higher Education Fairs

What is IIE Fair?

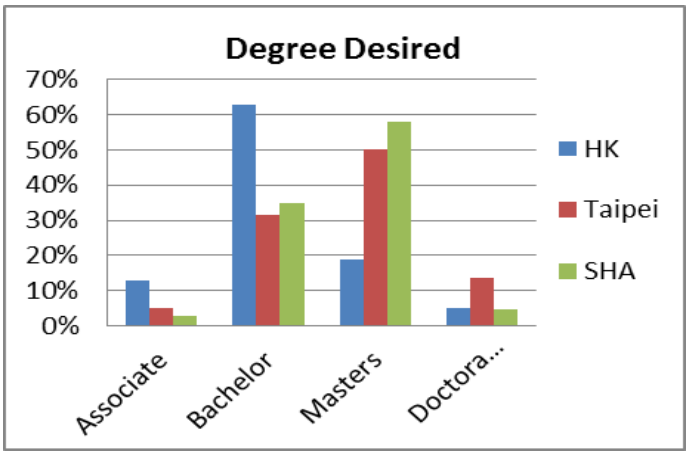
IIE's U.S. Higher Education Fairs across Asia is an annual flagship event for students and families in Asia, who look for official and reliable information about higher education opportunities in the United States.

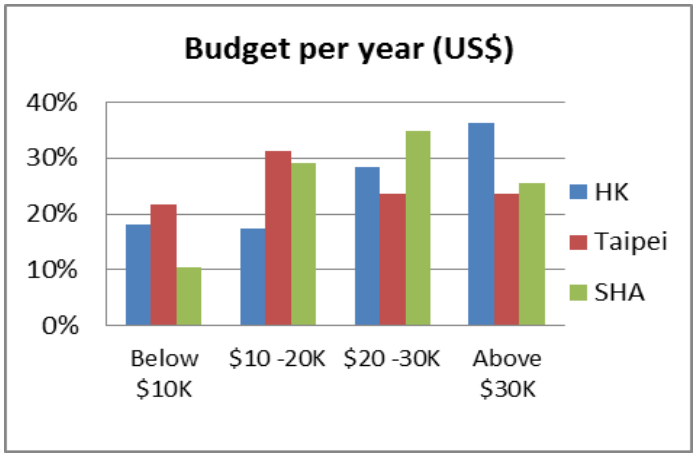
The IIE fairs provide them with a rare opportunity to meet official representatives of accredited U.S. colleges and universities in person and to discuss admission issues in details for free.

IIE has organized U.S. higher education fairs across Asia since 1982 and has excellent credentials among companies and institutions in maximizing their exposure and their reach to potential students and families across Asia. The IIE fairs continue to be the **biggest** and **most respected** U.S. Education Fair across Asia.

Hong Kong Fair

Students Profiles in 2012 (Hong Kong, Taipei, Shanghai)





Some of our current and previous sponsors include:

Bangkok Bank | Cathay Pacific | Citibank | Continental Airlines | Delta Air Lines | DHL | Education Testing Service (ETS) | International Herald Tribune (IHT) | Northwest Airlines | OCS | Starbucks Coffee | Study in the USA | Standard Chartered | Wells Fargo | United Airlines

INSTITUTE OF INTERNATIONAL EDUCATION
Opening Minds to the World®

How your company can benefit from sponsoring the IIE Fairs

The annual IIE Asia Fairs attract over 10,000 visitors with target demographics across Asia. Your company/organization enjoys the numerous benefits from sponsoring the IIE Fairs:

1. **Meet your customers** - Meet with U.S.-bound students and parents who are eager to learn more about U.S. learning opportunities and related products or services

2. **Business development and evaluation** - Generate new business opportunities through direct contacts with potential customers and targeted market research

3. **PR and Branding** - Build brand awareness among your existing and prospective markets

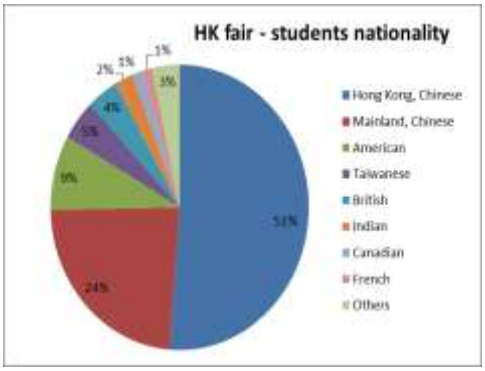
4. **Meet decision makers** - Gain face-to-face exposure with reputed guests from the education and political sectors, decision-makers from the business sectors, as well as senior representatives from U.S. institutions

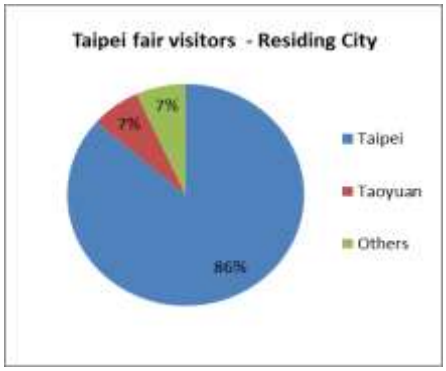
5. **Benefits from local marketing campaigns** - IIE promotes the fairs with sponsor acknowledgement extensively in various mass media and public channels to provide the widest coverage of your company

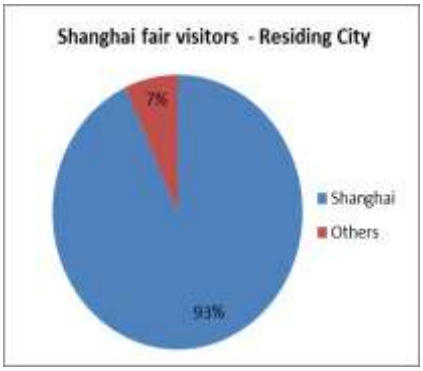
6. **Meet future leaders** - Build relations with future leaders in international business, finance and political sector

7. **Support a non-profit event** - IIE fairs are free of charge for the public. Sponsoring the fairs helps IIE to sustain their operation, and to continue to create more international exchange opportunities for students and education professionals

Students Profile in Hong Kong, Taipei, Shanghai Fairs 2012







Get involved! Become a Sponsor of the IIE Greater China Fairs today!

Sponsorship Packages

Platinum Sponsor

Sponsorship rates (Industry-exclusive):

Single-city rate:	**US$ 12,000** / fair
Double-city rate (per city):	**US$ 9,000** / fair

Platinum sponsor enjoys the industry-exclusive privilege, plus all Gold sponsor benefits and more. We provide tailor-made benefits according to your specific marketing needs, including speaking slot, targeted market research data, etc. Please contact IIE/HK for details.

Gold Sponsor

Sponsorship rates (non- exclusive):

Single-city rate:	**US$ 4,800** / fair
Double-city rate (per city):	**US$ 4,000** / fair

Sponsorship benefits:

- **Sponsor table** – One (1) sponsor table (in the main entrance area) for 2 sponsor staff to introduce your services and products during the fair (all promo activities restricted to booth area)
- **Online promotion –** One (1) e-banner/logo on IIE/HK's fair webpage with hyperlink to sponsor's website
- **Sponsor acknowledgement** – Prominent logo recognition and acknowledgement on fairs' printed & online promotional materials (fair poster, newspaper ads, MTR poster (HK only), online ads and press release, etc.)
- **Logo acknowledgement** – Listing of sponsor logo in the sponsor section of the official IIE Fair Publication *Study America*
- **Free advertisement** – One (1) full-page color ad in the official IIE Fair Publication *Study America*
- **Business Networking** - Two (2) invitations to a networking buffet with U.S. university representatives, guest speakers and IIE corporate sponsors
- **Company promotion** – One (1) page marketing flyer of your company to be given to all visitors
- **Company in brief** – Introduce your company in 100 words in *Study America*

Silver Sponsor*

Sponsorship rates (non- exclusive):

Single-city rate:	**US$ 3,800** / fair
Double-city rate (per city):	**US$ 3,200** / fair

Sponsorship benefits include:

- **Sponsor table** – One (1) sponsor table (in the main entrance area) for 2 sponsor staff to introduce your services and products during the fair (all promo activities restricted to booth area)
- **Online promotion –** Sponsor's logo on IIE/HK's fair webpage with hyperlink to sponsor's website
- **Sponsor acknowledgement** – Prominent logo recognition and acknowledgement on fairs' printed & online promotional materials (fair poster, newspaper ads, MTR poster (HK only), online ads and press release, etc.)
- **Logo acknowledgement** – Listing of sponsor logo in the sponsor section of the official IIE Fair Publication *Study America*

**After printing deadline: Sponsor logo and acknowledgement will NOT be included in ANY printed and online promotional materials (15% discount will be provided)*

Bronze Sponsor*

Sponsorship rates (non- exclusive):

Single-city rate:	**US$ 3,000**
Double-city rate (per city):	**US$ 2,500**

Sponsorship benefits include:

- **Sample gifts distribution** - A bag of sponsor's gifts/ product samples will be distributed to all visitors at the reception
- **Online promotion –** Sponsor's logo on IIE/HK's fair webpage with hyperlink to sponsor's website
- **Sponsor acknowledgement –** Prominent logo recognition and acknowledgement on fairs' printed & online promotional materials (fair poster, newspaper ads, MTR poster (HK only), online ads and press release, etc.)
- **Logo acknowledgement** in the IIE "*Study America*" Fair Guide

**After printing deadline: Sponsor logo and acknowledgement will NOT be included in ANY printed and online promotional materials (15% discount will be provided)*

Sponsor Benefits Overview

Sponsor Benefits	Platinum	Gold	Silver*	Bronze*
Sponsor booth	yes	yes	yes	-
Online promotion via IIE/HK's fair webpage	yes	yes	yes	yes
Prominent logo recognition and acknowledgement on ALL fair materials (printed & online)	yes	yes	yes	yes
Logo acknowledgement in IIE "*Study America*" Fair Guide	yes	yes	yes	yes
One free, full page ad in "*Study America*" Fair Guide	yes	yes	-	-
Business Networking Buffet	yes	yes	-	-
Company promotion – include company marketing flyer	yes	yes	-	-
Company in brief – Introduce your company in Fair Guide	yes	yes	-	-
Gifts distribution - a bag of sponsor's gifts/ product samples will be distributed to all visitors at the registration table	-	-	-	yes
Exclusive sponsorship in your line of business. Contact IIE for details.	yes	-	-	-
Sponsorship Level	**Platinum**	**Gold**	**Silver***	**Bronze***
1-city rate	$12,000	$4,800	$3,800	$3,000
2-city rate (per city)	$9,000	$4,000	$3,200	$2,500

**After printing deadline: Sponsorship logo and acknowledgement will NOT be included in ANY printed and online promotional materials (15% discount will be provided)*

Registration & Payment Deadlines:

Filled-in Order form, advertising artworks and payment must be submitted by **July 2, 2013.**

Advertising in the official IIE STUDY AMERICA Fair Guide

The fair guide, ***STUDY AMERICA,*** is published by IIE and distributed for free to over thousands of students and parents attending the IIE U.S. Higher Education Fairs in Greater China, additional copies will be available for pick up at the IIE and Education USA offices after the fair.

STUDY AMERICA is considered as an official guidebook for people looking for objective information on US higher Education. Published by IIE, it contains the most updated information and key topics of studying in the US. It is a very popular publication and is sought after year-round.

Top 3 benefits of advertising in the *STUDY AMERICA*

1. **Build your brand** - position your services and products, drive traffic to your site with more exposure of your message to your target markets
2. **Reach your new customers, both local and overseas -** Get more exposure in new market segments in both the local and overseas markets in a very affordable rate
3. **Speak to your target audience -** Advertising in the *STUDY AMERICA* ensures reaching targeted demographics of your business and enthusiasts of American life-styles and culture

Advertising Options

Early Bird Discount - Place your ad before June 29, 2013 and enjoy a 20% discount

Please circle your preferred advertising format(s):

City	Half Page (Color)		Full Page (Color)	
	Original Price (US$)	Early Bird (US$)	Original Price (US$)	Early Bird (US$)
Hong Kong	1,100	880	1,350	1,080
Taipei	1,030	824	1,220	976

Advertisement Specification

Full Page (Color)	Half Page (Color)
Material Size: 257mm (H) x 182mm (W) Bleed Size: 267mm (H) x 192mm (W)	Material Size: 128mm (H) x 182mm (W) Bleed Size: 138mm (H) x 192mm (W)
Artwork Format File Format: PDF/ TIF/ JPEG | Color Format: CMYK | Resolution: 600 dpi	

Registration & Payment Deadlines:

Filled-in Order form, advertising artworks and payment must be submitted by **July 2, 2013.**

We look forward to working with you in 2013!

Your trusted fair partner since 1982