



Innovative
**Student Recruitment
Solutions**

1st FPP Edu-Media EXPOs High School Roadshow

September-October 2009

MACEIO, BRAZIL – LIMA, PERU – BOGOTA, COLOMBIA

3 cities

www.fppedumedia.com



FPP Edu-Media
Innovative Student Recruitment Solutions

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FPP Edu-Media Student Recruitment Fairs



Why Attend FPP Edu-Media Recruitment Fairs?

Since 1997, FPP Edu-Media has been helping international educational institutions **increase their student enrollments and exposure in Latin America** through its Student **Recruitment Fairs**.

Since 2007 FPP Edu-Media has expanded into the European market, using the same innovative services that made FPP Edu-Media the **largest Recruitment Fair Organizer in Latin America**.

Language schools, colleges, universities, high schools, IT colleges, business colleges, hotel schools, postgraduate and MBA programs **from more than 30 countries** have experienced **increased enrollments and brand awareness** through FPP Edu-Media's recruitment events.

- Unrivalled pre and post-event support, including free advertising in Latin America's two most-accessed study abroad websites, listings in Latin's America two most subscribed-to newsletters, and advertising in the ever-popular EXPO Magazines.
- FPP Edu-Media's unique pre-screening process guarantees the highest-quality students; no 'brochure grabbers' nor 'scholarship seekers'.
- All-inclusive tours: FPP Edu-Media staff takes care of all your accommodation, transportation, and translator arrangements.
- More returning institutions than any other Latin American educational event.
- Offering a safe and friendly environment at all times.

1st FPP Edu-Media EXPOs High School Roadshow (September-October 2009)

Country	City	Date	Agent meetings (optional)	Student Fair	Price
BRAZIL	Maceio	Tue - September 29	9am – 12noon	2pm - 7pm	USD 1700
PERU	Lima	Fri - October 2	9am – 12noon	3pm - 8pm	USD 1700
COLOMBIA	Bogota	Sun & Mon – October 4 & 5	9am – 12noon	3pm - 8pm	USD 2200

Translator/Stand Assistant: USD 75 per day

Available Discounts

▪ **Early Payment Discount - 10%**

Institutions who register and pay by July 15, receive a 10% discount on any fair price.

▪ **Multi-city Discount**

2 Cities 5% Discount
3 Cities 10% Discount

What is included in the price?

- Event Participation (table or stand, depending on the city)
- Agent databases for Agent Meeting Place
- 100-word listing and logo on EXPO Magazine, distributed in all cities.
- Listing and logo on E-newsletter sent to all registered students.
- Free Online Institution Profile in 5 languages on FPP Edu-Media's award-winning Study Abroad Portals, including 400 USD credit in student leads.

Event Hotels & Accommodation

Accommodation is optional and **in the same Hotel that will host the events**. For limited budgets, FPP Edu-Media can recommend and book cheaper hotels nearby, simply ask your sales representative.

City	5 star Hotels	Price per night	Estimated Nights
Maceio	Ritz Lagoa da Anta Urban Resort	USD 169	3 Nights
Lima	Swissôtel Hotel	USD 225	2 Nights
Bogota	Radisson Hotel	USD 170	3 Nights

Hotel rates apply for single or double occupancy, include breakfast and all taxes

Transportation Package

The transportation package offers a stress-free and safe mode of arriving at each city, where institution representatives travel together as a group with FPP Edu-Media staff. Each leg of the package may be selected individually on the registration form.

Leg	Date	Cost
São Paulo to Maceio	September 28	USD 480
Maceio to São Paulo	October 1	USD 480
Maceio to Lima*	October 1	USD 1194
Lima to Bogota*	October 3	USD 570

*The prices above with * include hotel/airport/hotel transfers.*

Features Unique to FPP Edu-Media EXPO Road Show

Student Quality – Student participants are screened

Student participants are **screened** through online questionnaires to ensure only the highest quality visitors attend the events. Each attendee's capability and desire to study abroad is assessed, ensuring that **invitations are sent only** to those who have the **genuine intention** and the **financial means** to study abroad.

Agent Meeting Place

All participants **are provided with the contact details of agents** who have attended FPP Edu-Media Agent Events in the past 5 years. By contacting the agents prior to the day of the event, **you can arrange and book meetings with them the morning of the events**, at the same venue where student recruitment fairs will take place in the afternoon.

Agents have reported that they feel more comfortable being contacted directly by Institutions and since there is no fixed schedule you can set meetings with agents and make your own schedule.



FPP Edu-Media staff will be always around to give you any support you may need during the time frame we have reserved the room (From 9 am to 12 pm).

FPP Edu-Media offers a coffee/dining station at the venue for such meetings where everyone involved can feel more welcomed and comfortable. These meetings with agents provide institution representatives with a **sound briefing of each city's market** before they meet with the students in the afternoon.

Seminars

4 x 30 minute slots are available during the Student Fairs **for participating institutions to present a seminar**. These seminars are announced before and during the events and create a greater focus on your institution. The seminars take place in rooms holding 50 to 70 people, depending on the venue.

Price: USD 150 each.

Free Portuguese or Spanish Language Course for FPP Edu-Media's Exhibitors

FPP Edu-Media is pleased to offer every client attending the complete Road Show a complimentary 1-week Intensive Portuguese or Spanish course (20 hours per week). Fast Forward Language Institute will provide the language courses to FPP Edu-Media exhibitors. Locations are; Sao Paulo and Maceio, Brazil - Portuguese courses and Buenos Aires, Argentina - Spanish course.

Registration

Registration forms are available online or in PDF format; simply ask your FPP Edu-Media Sales Representative.

Register online www.fppmedia.com/expo/register/registercommon.asp

There are 3 main steps involved in registering and you will need to provide the following information:

- Institution contact details.
- Institution logo file and 100 word description for the magazine.
- Names of representatives to be shown on name badges.
- If requesting accommodation, check-in and checkout dates.
- If requesting transportation, representatives' passport numbers.

Cities & Market Information

Maceio, Brazil

Maceio is a capital city in North-eastern Brazil. FPP Edu-Media was the first company to open up this market. Our fair last September was quite simply a success, praised highly by all exhibitors. Maceio is a good, strong market contributing to the excellent results. Situated on the coast, Maceio is a vibrant center of entertainment for Brazilian and foreign tourists, built around golden beaches and tropical weather.



Lima, Peru

Lima is the capital and largest city of Peru, today around one-third of the Peruvian population lives in the metropolitan area. Lima is the industrial and financial center of Peru. It contains more than two thirds of its industrial production and most of its tertiary sector, and is home to many national companies. Being the most important city it's a great location for FPP. Our first events were in 2004 and since that, we had very successful fairs, with lot's of attendees and institutions.



Bogota, Colombia

Bogotá is the capital city of Colombia, as well as the most populous city in the country, with 7,033,914 inhabitants (2007). Bogotá and its metropolitan area, had an estimated population of 8,244,980. With its many universities and libraries, Bogotá has become known as "the Athens of South America". Bogotá is Colombia's largest economic center (followed by Medellín, Cali and Barranquilla), and one of the most important in Latin America. Its GDP of US\$86 billion, almost a quarter of Colombia's total, is the fifth highest among cities in South America. Most companies in Colombia have their headquarters in Bogota, it is the site of Colombia's main stock exchange, and it is home to many foreign companies doing business in the greater South American continent. Bogotá is also a major center for the import and export of goods for Colombia and the Andean Community in Latin America. In downtown Bogotá, millions of dollars in domestically produced rough and cut emeralds are bought and sold daily. Bogotá was one of the first destinations of FPP Edu-Media recruitment fairs and throughout the years we have developed the highest student-quality fairs in the country. Bogota has a high student-quality and is a perfect market for any kind of educational institution.



Local Pre-EXPO Marketing

To ensure high-quality visitors FPP Edu-Media is targeting both students and their parents in extensive pre-EXPO advertising and PR campaigns. This includes advertisements in local magazines, newspapers, billboards, internet, and radio. Mainly we are targeting students from these high schools in each city.

Maceio, Brazil

COLÉGIO MARISTA
COLÉGIO SANTA URSULA
COLÉGIO CONTATO
COLÉGIO MOTIVO
COLÉGIO INEI-COC
ESCOLA MONTEIRO LOBATO
COLÉGIO SACRAMENTO
COLÉGIO MARIA MADALENA

Lima, Peru

COLEGIO SANTA ROSA DE LIMA
COLEGIO WALDORF
COLEGIO PESTALOZZI
COLEGIO SAN AGUSTIN DE LIMA
COLEGIO ANTONIO RAIMONDI
COLEGIO MARKHAM
COLEGIO FRANKLIN DELANO ROOSEVELT
COLEGIO ALEXANDER VON HUMBOLDT
COLEGIO AUGUSTO WEBERBAUER
COLEGIO FRANCO PERUANO
COLEGIO HIRAM BINGHAM
COLEGIO AMERICA DEL CALLAO
COLEGIO LEON PINEDO
COLEGIO MARIA ALVARADO
COLEGIO SAN SILVESTRE
COLEGIO LISOF
COLEGIO BERKELEY
NEWTON COLLEGE
COLEGIO MARIA DE LOS ANGELES
AMERICAN ENGLISH SCHOOL
COLEGIO PERUANO BRITANICO
COLEGIO SAN ANDRES
COLEGIO ISAAC NEWTON

Bogota, Colombia

COLEGIO ABRAHAM LINCOLN
COLEGIO SANTA FRANCISCA ROMANA
COLEGIO ANGLO AMERICANO
COLEGIO SANTA MARIA
COLEGIO ANGLO COLOMBIANO
COLEGIO CAMPOALEGRE
GIMNASIO CAMPESTRE-GICEI
GIMNASIO FEMENINO
GIMNASIO FONTANA
COLEGIO COLOMBO GALES
COLEGIO EMILIO VALENZUELA
GIMNASIO LOS CAOBOS
GIMNASIO LOS PINOS
GIMNASIO LOS PORTALES
COLEGIO LOS TREBOLES
GIMNASIO VERMONT
COLEGIO MAYOR DE LOS ANDES
INSTITUTO ALBERTO MERANI
COLEGIO NUEVA YORK
COLEGIO NUEVA INGLATERRA
LICEO CAMBRIDGE
COLEGIO NUEVO REINO DE GRANADA
COLEGIO REFOUS
GIMNASIO COLOMBO BRITANICO
COLEGIO ROCHESTER
COLEGIO SAN JORGE DE INGLATERRA
COLEGIO SAN MATEO APOSTOL
COLEGIO DE SAN PATRICIO
COLEGIO SAN TARSICIO
COLEGIO NUEVA GRANADA
COLEGIO LOS NOGALES
GIMNASION DEL NORTE
GIMNASIO BRITANICO
COLEGIO LA CANDELARIA
COLEGIO CLERMONT
COLEGIO NEWMAN
COLEGIO LOS ALCAPARROS