



Innovative

# Student Recruitment Solutions

## **FPF Edu-Media First Semester 2010 Student Recruitment EXPO Roadshows**

March-April 2010

**MEXICO – BRAZIL – COSTA RICA – COLOMBIA  
ECUADOR – PERU – CHILE – ARGENTINA  
USA – ITALY – SPAIN – SWITZERLAND – GERMANY**

14 countries – 29 cities



**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 Portals and advertising in the EXPO Magazines distributed to students in the Fairs and after the Fairs in local language schools and universities.
- FPP Edu-Media's unique pre-screening process guarantees the highest-quality students; no 'brochure grabbers' nor 'scholarship seekers'.
- Complete service: FPP Edu-Media is happy to take 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.

**FPP Edu-Media Upcoming EXPOs Roadshows**

**March 2010**

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

- Mexico Roadshow
- Brazil Roadshow
- USA Roadshow

**April 2010**

Mon	Tue	Wed	Thu	Fri	Sat	Sun
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

- Latin America Roadshow
- Postgraduate/MBA Roadshow
- Europe Roadshow

## What is included in the price?

- Event Participation (table or stand, depending on the city)
- Agent databases for Agent Meeting Place (see below for details)
- 100-word listing and logo on EXPO Magazine, distributed in all cities. (Deadline to be included is 2 weeks before that start of the Roadshow)
- 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. [www.expo-studyabroad.com](http://www.expo-studyabroad.com)

## 18<sup>th</sup> FPP Edu-Media EXPOs Mexico Roadshow

Languages, Undergrad/Grad, Extension, Certificate/Diploma, MBA Programs

Country	City	Date	Student Fair	Price
MEXICO	<b>Monterrey</b>	Tue – March 2	3pm - 8pm	USD 1750
	<b>Puebla</b>	Thu – March 4	3pm - 8pm	USD 1750
	<b>Mexico City</b>	Sat & Sun – March 6 & 7	3pm - 8pm	USD 3000

### Available Discounts

- **Early Payment Discount - 15%**  
Register and pay by December 30, 2009
- **Early Payment Discount - 5%**  
Register and pay by January 30, 2010
- **Multi-city Discount**  
10% discount when attending all 3 cities

### Optional Fees

**Translator/Stand Assistant:** USD 90 per day of fair

### Accommodation

In the same Hotel that will host the events.

City	5 star Hotels	Price per night	Estimated Nights
<b>Monterrey</b>	Crowne Plaza Hotel	USD 155	2 Nights
<b>Puebla</b>	NH Hotel	USD 120	2 Nights
<b>Mexico City</b>	Sheraton Maria Isabel Hotel	USD 190	3 Nights

### Transportation

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.

Leg	Date	Cost
<b>Monterrey to Puebla</b>	March 3	USD 190
<b>Puebla to Mexico City (bus)</b>	March 5	USD 80

Prices for accommodation and transportation are correct as of November 2009 and are subject to change due to fluctuations in USD currency exchange rates. FPP Edu-Media reserves the right to change the pricing of Accommodation to reflect these fluctuations.

**18<sup>th</sup> FPP Edu-Media EXPOs Brazil Roadshow**  
Languages, Undergrad/Grad, Extension, Certificate/Diploma, MBA Programs

Country	City	Date	Student Fair	Price
BRAZIL	<b>Rio de Janeiro</b>	Wed & Thu – March 10 & 11	4pm - 9pm	USD 3400
	<b>Sao Paulo</b>	Sat & Sun – March 13 & 14	2pm - 7pm	USD 3400
	<b>Brasilia</b>	Tue – March 16	4pm - 9pm	USD 2100
	<b>Belo Horizonte</b>	Thu – March 18	4pm - 9pm	USD 2100
	<b>Porto Alegre</b>	Sun – March 21	2pm - 7pm	USD 2100

#### Available Discounts

- **Early Payment Discount - 15%**  
Register and pay by December 30, 2009
- **Early Payment Discount - 5%**  
Register and pay by January 30, 2010
- **Multi-city Discount**  
10% discount when attending all 5 cities

#### Optional Fees

**Translator/Stand Assistant:** USD 100 per day of fair

#### Accommodation

In the same Hotel that will host the events.

City	5 star Hotels	Price per night	Estimated Nights
<b>Rio de Janeiro</b>	Marriott Hotel	USD 325	3 Nights
<b>Sao Paulo</b>	InterContinental Hotel	USD 292	3 Nights
<b>Brasilia</b>	Mercure Hotel	USD 178	2 Nights
<b>Belo Horizonte</b>	Mercure Lourdes Hotel	USD 230	2 Nights
<b>Porto Alegre</b>	Sheraton Hotel	USD 237	3 Nights

#### Transportation

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.

Leg	Date	Cost
<b>Rio de Janeiro to Sao Paulo</b>	March 12	USD 145
<b>Sao Paulo to Brasilia</b>	March 15	USD 215
<b>Brasilia to Belo Horizonte</b>	March 17	USD 220
<b>Belo Horizonte to Porto Alegre</b>	March 19	USD 220

Prices for accommodation and transportation are correct as of November 2009 and are subject to change due to fluctuations in USD currency exchange rates. FPP Edu-Media reserves the right to change the pricing of Accommodation to reflect these fluctuations.

**18<sup>th</sup> FPP Edu-Media EXPOs Latin America Roadshow**  
Languages, Undergrad/Grad, Extension, Certificate/Diploma, MBA Programs

Country	City	Date	Student Fair	Price
COLOMBIA	<b>Bogota</b>	Sun & Mon – April 11 & 12	3pm - 8pm	USD 3000
	<b>Medellin</b>	Wed – April 14	3pm - 8pm	USD 1750
COSTA RICA	<b>San Jose</b>	Fri – April 16	3pm - 8pm	USD 1750
ECUADOR	<b>Quito</b>	Mon – April 19	3pm - 8pm	USD 1750
	<b>Guayaquil</b>	Wed – April 21	3pm - 8pm	USD 1750
PERU	<b>Lima</b>	Fri – April 23	3pm - 8pm	USD 1750
CHILE	<b>Santiago</b>	Mon – April 26	3pm - 8pm	USD 1800
ARGENTINA	<b>Buenos Aires</b>	Wed– April 28	3pm - 8pm	USD 1800

#### Available Discounts

- **Early Payment Discount - 15%**

Register and pay by January 17, 2010

- **Early Payment Discount - 5%**

Register and pay by February 17, 2010

- **Multi-city Discount**

10% discount when attending a minimum of 5 cities

15% discount when attending all 8 cities

#### Optional Fees

**Translator/Stand Assistant:** USD 90 per day of fair

#### Accommodation

In the same Hotel that will host the events.

City	5 star Hotels	Price per night	Estimated Nights
<b>Bogota</b>	Radisson Royal Hotel	USD 220	3 Nights
<b>Medellin</b>	San Fernando Plaza Hotel	USD 175	2 Nights
<b>San Jose</b>	Crowne Plaza Hotel	USD 195	3 Nights
<b>Quito</b>	Hilton Hotel	USD 140	2 Nights
<b>Guayaquil</b>	Sheraton Hotel	USD 180	2 Nights
<b>Lima</b>	Swissôtel Hotel	USD 270	2 Nights
<b>Santiago</b>	Crowne Plaza Hotel	USD 265	3 Nights
<b>Buenos Aires</b>	Panamericano Hotel	USD 215	2 Nights

#### Transportation

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.

Leg	Date	Cost
<b>Bogota to Medellin</b>	April 13	USD 170
<b>Medellin to San Jose</b>	April 15	USD 560
<b>San Jose to Quito</b>	April 18	USD 510
<b>Quito to Guayaquil</b>	April 20	USD 120
<b>Guayaquil to Lima</b>	April 22	USD 320
<b>Lima to Santiago</b>	April 24	USD 440
<b>Santiago to Buenos Aires</b>	April 27	USD 390

Prices for accommodation and transportation are correct as of November 2009 and are subject to change due to fluctuations in USD currency exchange rates. FPP Edu-Media reserves the right to change the pricing of Accommodation to reflect these fluctuations.

## FPP Edu-Media EXPOs USA Roadshow

Languages, Undergrad/Grad, Extension, Certificate/Diploma, MBA Programs

Country	City	Date	Student Fair	Price
USA	<b>Athens, Georgia</b>	Tue – April 6	12noon - 6pm	USD 2100
	<b>Washington, DC</b>	Thu – April 8	3pm - 8pm	USD 2100
	<b>New York, NY</b>	Sat– April 10	12noon - 6pm	USD 2100

### Available Discounts

- **Early Payment Discount - 15%**  
Register and pay by January 17, 2010
- **Early Payment Discount - 5%**  
Register and pay by February 17, 2010
- **Multi-city Discount**  
10% discount when attending all 3 cities

### Event Venues

**Athens, GA - Hilton Garden Inn Downtown Hotel. Located 2 blocks away from the University of Georgia**

**Washington, DC - University of California Washington Center**

**New York, NY - Berkeley College**

### Optional Fees

**Translator/Stand Assistant:** USD 100 per day of fair

### Accommodation & Transportation Suggestions

Clients are welcome to book their own hotels and transportation, below we suggest some hotels close to the event venues and some transportation options. **For the hotel in Athens, simple inform them you are part of the FPP Edu-Media event for a special rate of USD 129.**

#### Accommodation

City	Hotel Name	Approx Price Per night	Hotel Website
<b>Athens, Georgia</b>	Hilton Garden Inn Hotel	USD 129	<a href="http://www.hi-athens.com">www.hi-athens.com</a>
<b>Washington, DC</b>	Courtyard Embassy Row Hotel	USD 170	<a href="http://www.courtyardembassyrow.com">www.courtyardembassyrow.com</a>
<b>Washington, DC</b>	Rouge Hotel	USD 220	<a href="http://www.rougehotel.com">www.rougehotel.com</a>
<b>New York, NY</b>	The Roosevelt Hotel	USD 250	<a href="http://www.theroosevelthotel.com">www.theroosevelthotel.com</a>
<b>New York, NY</b>	Holiday Inn Express Fifth Avenue	USD 225	<a href="http://www.hiexpress.com">www.hiexpress.com</a>
<b>New York, NY</b>	YMCA Vandervit (Budget option)	USD 80	<a href="http://www.ymcanyc.org">www.ymcanyc.org</a>

#### Transportation

Leg	Transportation	Approximate Cost	Website
<b>Athens, GA to Washington, DC</b>	Flight – 0:39 hours – GeorgiaSkies (AHN-ATL)	USD 41	<a href="http://www.flygeorgiaskies.com">www.flygeorgiaskies.com</a>
	Flight – 1:20 hours – Delta (ATL-DCA)	USD 138	<a href="http://www.delta.com">www.delta.com</a>
<b>Washington to NYC</b>	Flight – 1:10 hours – Delta (DCA-JFK)	USD 100	<a href="http://www.delta.com">www.delta.com</a>

**FPP Edu-Media EXPOs Postgraduate/MBA Roadshow**  
Only Grad/Post Grad and MBA Programs

Country	City	Date	Student Fair	Price
BRAZIL	<b>Rio de Janeiro</b>	Wed – April 14	4pm - 9pm	USD 2500
	<b>Sao Paulo</b>	Fri – April 16	4pm - 9pm	USD 2500

**Available Discounts**

- **Early Payment Discount - 15%**  
Register and pay by January 17, 2010
- **Early Payment Discount - 5%**  
Register and pay by February 17, 2010
- **Multi-city Discount**  
5% discount when attending both cities

**Optional Fees**

**Translator/Stand Assistant:** USD 100 per day of fair

**Accommodation**

In the same Hotel that will host the events.

City	5 star Hotels	Price per night	Estimated Nights
<b>Rio de Janeiro</b>	Marriott Hotel	USD 325	2 Nights
<b>Sao Paulo</b>	InterContinental Hotel	USD 292	2 Nights

**Transportation**

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.

Leg	Date	Cost
<b>Rio de Janeiro to Sao Paulo</b>	April 15	USD 145

Prices for accommodation and transportation are correct as of November 2009 and are subject to change due to fluctuations in USD currency exchange rates. FPP Edu-Media reserves the right to change the pricing of Accommodation to reflect these fluctuations.

**6<sup>th</sup> FPP Edu-Media EXPOs Europe Roadshow**  
Languages, Undergrad/Grad, Extension, Certificate/Diploma, MBA Programs

Country	City	Date	Student Fair	Price
SPAIN	<b>Madrid</b>	Mon – April 12	3pm – 8pm	EUR 1500
	<b>Barcelona</b>	Tue – April 13	3pm – 8pm	EUR 1500
ITALY	<b>Rome</b>	Thu – April 15	1pm – 6pm	EUR 1500
	<b>Milan</b>	Fri – April 16	1pm – 6pm	EUR 1500
SWITZERLAND	<b>Zurich</b>	Mon – April 19	1pm – 6pm	EUR 1500
GERMANY	<b>Hamburg</b>	Wed – April 21	1pm – 6pm	EUR 1500
	<b>Frankfurt</b>	Fri – April 23	1pm – 6pm	EUR 1500
	<b>Munich</b>	Mon – April 26	1pm – 6pm	EUR 1500

#### Available Discounts

- **Early Payment Discount - 15%**  
Register and pay by January 17, 2010
- **Early Payment Discount - 5%**  
Register and pay by February 17, 2010
- **Multi-city Discount**  
4% discount for every additional city

#### Optional Fees

**Translator/Stand Assistant:** EUR 110 per day of fair

**Accommodation & Transportation Suggestions will be available soon**

## Features Unique to FPP Edu-Media EXPOs Roadshows

### 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 in each of the expo cities at no additional cost. (Not available for USA Roadshow)**

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.

FPP Edu-Media does not organize the agent meetings. We do, however, offer a coffee/dining station at the venue for such meetings where everyone involved can feel more welcomed and comfortable. These meetings with agents may provide institution representatives with a sound briefing of each city's market before they meet with the students in the afternoon.



### Seminars

7 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. (EUR 150 each in Europe)

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

FPP Edu-Media is pleased to offer every client attending the Roadshow a complimentary 1-week Intensive Portuguese 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, Brazi.

## 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](http://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.