



20th International Education Fair
Hanoi Capital, Horison Hotel, 12 November 2010
Ho Chi Minh City, Rex Hotel, 14 November 2010

Fair's Venues:

Hanoi Capital:
Horison Hotel (5 stars)
No. 40 Cat Linh Str., Ba Dinh District, Hanoi.

Hochiminh City:
Rex Hotel (5 stars)
No.141 Nguyen Hue Str., District 1, Hochiminh City

Final Booking Deadline: 12 October 2010.

Exhibit Profile:
Universities, Colleges, International Learning Institutions, Language Facilities, Technical Schools, High Schools.

Visitor Profile:
4,000⁺⁺ students from high schools and universities throughout Vietnam, families, professors, teachers, and other academia.

Registration Fees:

Registration	One location: Hanoi or Ho Chi Minh City	Two locations: Hanoi and Ho Chi Minh City
Booth Early-bird discount (full payment before 12 September 2010)	US\$1,400	US\$ 1,600
Booth Full rate (full payment after 12 September 2010)	US\$2,300	US\$ 2,500
Presentation	US\$ 300	US\$ 600
Meeting with VIECA members in Hanoi		US\$ 100

The fee covers the following:

Booth construction and layout (3x1metres), Display area including 2 tables, 6 chairs, 3nos.of spotlight, 1 no. of power point 13 amp/220V, waste paper bin. Your signage (maximum 30 characters) will be on a (30 cm, height) front fascia. All promotions and advertising. Free of airport transfer service and use of an interpreter if required. Production of a Visitors Directory. Welcome party, Lunch buffet and Farewell party and water available on every day of the fair.

Promotion for the event will be as follows:

- Heavy advertisements and editorials on 10 nationwide newspapers, each two issues: Pioneer, Labour, Pupil Flower, Students, Hanoi News, Hochiminh City Youth, Young People, Violate Ink, Hochiminh City Education newspapers, Labourer and others prior to the Fair. Please kindly see attached the newspaper advertisement form for VIECA last fair.
- Advertisements in foreign publications/magazines.
- E-letters of invitation to foreign institutions, international educational organisations and business organisations
- Production and distribution of Fair leaflets at international conferences, fairs.
- Production and distribution of posters and flyers to high schools, colleges, and universities in Vietnam.
- Production and placement of banners in Hanoi and Hochiminh City
- Production and distribution of Vietnam Guide to International Education Book – November 2010 for Fair visitors (students, parents, education officers, related agencies, education officers, etc.)
- Vieca Fair website on the internet.
- Website of Oversea Study : dantri.com.vn; vietnamnet.vn; ngoisao.net; 24h.com.vn; thanhvien.com.vn; tienphongonline.com.vn; vnmedia.vn; vtv.vn; vnexpress.net; 24h.com.vn

Hotel accommodation:

VIECA has been offered special room rates indicated in the booth booking form. Exhibitors should make their hotel booking by sending the hotel booking informations to VIECA and select the room type from the booking form at the time you register for the VIECA Fair.

Contact Address:

Mr. Bui Khac Cu, General Secretary
or Ms. Vu Thanh Huong, Office Manager

VIECA Office
No.64, Lane 84 Ngoc Khanh Street, Ha Noi, Vietnam
Tel/Fax: (84) 4 37712 101/ 37712102
Email: vieca.vietnam@gmail.com

Space Assignment:

VIECA will arrange the spaces according to countries. Institutions with centres located in more than one country please indicate in writing the country where you wish to have your space assigned.

Booth Booking & Booking Deadlines:

Early-bird Booking : **12 September 2010**
Final Booking Deadline : **12 October 2010**
Please complete the Registration Form and email to: vieca.vietnam@gmail.com

Payment and Payment Deadlines:

For early bird program, payment should be made in US dollars and bank transferred by 12 September 2010
Payment for regular registration fees should be made by 12 October 2010 to:

A/C Name	:	LIEN HIEP TU VAN DU HOC VIET NAM- VIECA
A/C Number	:	00 113 703 17902
Bank	:	VIETCOMBANK H.O
Address	:	198 TRAN QUANG KHAI STREET, HA NOI, VIET NAM
Swift code	:	BFTVNVX

Domestic Travel:

There are internal flights daily between Hochiminh City and Hanoi. Please note that you should arrange domestic travel with your airline at the time you make your international travel. We recommend you to arrange your domestic flight at 11.00 – 13.00 with the flight No. VN 215 on 13 November 2010 to enjoy the airport transfer service free of charge.

Airport Transportation:

VIECA will pick up you at Hanoi Capital (Noi Bai International Airport) or Hochiminh City (Tan Son Nhat International Airport) at no additional cost. Please inform us your schedule to Vietnam if you need VIECA transportation arrangement. However if you wish to use the airport taxi or hotel taxi to your hotel, please pay directly to driver.

Interpreters:

We will provide you with an interpreter (English language) at no additional cost and no refund can be given should you decide not to use the service. We strongly recommend that you use an interpreter if you are the only exhibitor of your institution. Our interpreters will be the counselors from VIECA Agents, carefully selected and can be a great help during the fair. The interpreters will come to meet you 2 hours prior to the fair.

Representatives:

Each booth entitles two (2) representatives to receive complimentary, registration. Additional representatives will be charged US\$100/person/one location or US\$170/person/two locations for welcome, lunch, dinner, fare-well party and other services.

Scholarships:

Scholarships have proven to be an effective means of providing positive publicity for the VIECA International Education Fair. Institutions are therefore encouraged to provide scholarships. Suggestions for scholarships include:

- Tuition free scholarships for the first term of year of degree programs offered by universities or colleges.
- Tuition free scholarships for a period of at least 3 months of Non-degree programs offered by language school or vocational institutions.

Institutions are encouraged to target socially or economically disadvantaged groups or individuals when determining criteria for scholarships. VIECA staff can assist you with this matter.

Tentative Program:

Date	Time	Venue	Activities
<i>Thur. 11 November 2010</i>	14:30 – 18:00	HANOI	Agents – Institutions Meeting
	18:00 – 19:30		Welcome Party
<i>Fri. 12 November 2010</i>	12:30 – 14:00	HORISON HOTEL	Booth set up
	14:00 – 14:20		Opening Ceremony
	14:20 – 19:30		Fair and Presentation
	19:30		Clear Venue
<i>Sat. 13 November 2010</i>	8:30	HANOI	To Noi Bai Airport
	11:00 - 13:00		Flight to Hochiminh City by VN215
	13:00		Pick up at the airport
<i>Sun.14 November 2010</i>	7:00 – 9:00	HCMC REX HOTEL	Booth set up
	9:00 – 9:20		Opening Ceremony
	9:20 – 17:00		Fair and Presentation
	17:00		Clear Venue
	18:00 – 20:00		Farewell party

Materials:

Institutions should note that only individual institutional material could be distributed from the booth. Only materials for the institution named in the signage can be distributed but the institutions can introduce their representatives in Vietnam at the bottom of the brochures. Non-educational materials or materials for non-participants are not distributed or advertised to the public from within or directly in front of the space.

Mailing Freight:

- Import duty and cultural permit: according to Vietnam Customs law, your promotional materials being imported into Vietnam are subject to import duty and need a cultural permit at the time of entry. The rate for brochures and catalogues are approximately 30% of import duty and 10% of VAT. So please be noted that all taxes and duties will be born by the sender and we will inform you of the exact amount of duty when we receive your shipments.
- Please schedule your boxes of brochures arrive in Hanoi and Ho Chi Minh City at least 2 weeks prior to the Fair. If you send compact disc, it will take time to be carefully checked by Vietnam Customs.
- To avoid problems with Customs in Vietnam, it is essential that all materials are clearly stated “**NO COMMERCIAL VALUE**”
- Please fax the Airway Bill (AWB) number to VIECA contact persons (Hanoi and Ho Chi Minh City) named below so that they can follow up arrival dates of your shipments.
- Do not forward your boxes directly to the venue. The hotels will be unable to advance the import duty and perform custom clearance and handling. Please make sure that each box clearly marked for Hanoi or Ho Chi Minh City and your shipments should be addressed as follow:

In Hanoi: VIECA:

Address: No.64, Lane 84 Ngoc Khanh Street, Hanoi, Vietnam

Tel : (84-4) 37712 101

Fax: (84-4) 37712 102

Email: vieca.vietnam@gmail.com

Contact person: Ms. Vu Thanh Huong

Hand Phone: 090417 8682

In Hochiminh:

Address: 59 Ly Chinh Thang, Ward No.8, District 3, Hochiminh City, Vietnam

Tel: (84) 8 62909 266

Fax: (84) 8 62909 350

Email: lisanguyen@hcm.vnn.vn

Contact person: Ms. Nguyen Thi Thai

Hand Phone: 090378 7882

Cancellations:

- All cancellations or alternations to bookings must be notified in writing.
- In case of a complete cancellation by the Institution, or cancellation of attendance of a representative's accommodation, VIECA reserves the right to impose the following cancellation charge:
 - in respect of cancellation of participation received before 30 September 2010, full refund of the participation fee will be made;
 - in respect of cancellation of participation received after 30 September 2010 but before 12 October, 50% of the full participation fee is forfeit;
 - in respect of cancellation of participation received after 12 October 2010, no refund of the full participation fee;
- VIECA reserves the right, at its sole discretion, to cancel or suspend the Fair or to change the dates and/or venues of the Fair due to causes beyond the reasonable control of VIECA, including without limitation, any act of God, Civil disturbance of industrial action, in which case it is expressly agreed that VIECA's total ability shall be limited to refunding the Participant Charge or any part of which has already been paid to VIECA by the Institution and that VIECA will have no liability for any loss or consequential loss or expense of whatsoever nature arising incurred by the participant.

Rules and Regulations:

In order to enhance the image and reputation of VIECA INTERNATIONAL EDUCATION FAIR 2010 and its participants, and to preserve the focus of the fair on providing information to prospective students, participants will be required to abide by the following conditions of participation:

"The Organizer" means VIECA

"The Participant" means the institution that has leased space at the fair.

"The Space" means that area that has been leased by and allocated to the participant.

- 1 A co-operative approach to colleagues/other participants should be maintained at all time.
- 2 The mounting and dismantling of displays is the responsibility of the participant and unless through unforeseen delays or with the specific permission of the Organizer is to be carried out during the specified time limits.
- 3 The Participant shall ensure that they stay in the booth at all times during the advertised opening hours of the Fair.
- 4 The Participant is responsible for keeping the space clean and tidy.
- 5 Only personnel who can fully represent the Participant must man the Space throughout the advertised opening hours of the fair.
- 6 Only the Participant who has entered into the contract is entitled to occupy that space.
- 7 Only material specific to the Participant can be distributed from the space.
- 8 Exchange of the Space between the Participant at the exhibition may only be made with prior approval of the Organizer.
- 9 The Participant should not paint or alter the floors, ceilings, or walls of the venue of the space without the prior consent of the Organizer. For safety reasons, all electrical work (other than what is provided in the venue) must be organized and carried out only with the approval of the Organizer.
- 10 Decoration of the Space should reflect the educational nature of the Fair and must not prejudice other educational providers.
- 11 The Participant may place displays only within the confines of the Space. Structure/Equipment/Materials may not extend beyond the boundaries of the space allocated. Additional signage may not be placed on the fascia board.
- 12 All audio-visual equipment is to be placed properly and at a volume so as not to cause any inconvenience to other participants or visitors. Such equipment must be installed to meet applicable safety regulations.
- 13 The Participant may not engage in or permit filming, sound or video recording, telecasting or broadcasting at the Fair unless prior approval is obtained from the Organizer.
- 14 The Participant may only advertise or distribute materials to the public from within or directly in front of the Space. The method of distribution should not cause inconvenience to the public or other participants.

Advertising or distribution of promotional material is not to be performed in the immediate vicinity of the venue.

- 15 Non-educational material or material for non-participants may not be distributed or advertised during the Fair without the permission of the Organizer.
- 16 The Organizer shall take all security precautions, in the interest of the Participant and visitors. However, the Organisers shall not be held responsible for any loss, theft or damage to exhibits or any belonging to the Participant during the period of the fair.
- 17 The Organizer may remove from the fair any exhibit or person judged to be causing damage to the fair or its image deemed to dangerous to the fair or the public or deemed to disrepute the fair.
- 18 The Organizer will have the right to arbitrate all complaints and matters that arise during the fair.
- 19 If a dispute should arise, the Participant should contact the Organizer immediately.