



Innovative Student Recruitment Solutions

17th FPP Edu-Media EXPOs Brazil Roadshow

September 2009

RIO DE JANEIRO – PORTO ALEGRE – FLORIANOPOLIS – GREATER SÃO PAULO – SAO PAULO

5 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 Portals, 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'.
- 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.

17th FPP Edu-Media EXPOs Brazil Roadshow (September 2009)

City	Date	Agent meetings (optional)	Student Fair	Price
Rio de Janeiro	Thu - September 17	9am – 12noon	4pm - 9pm	USD 2000
Porto Alegre	Sun - September 20	9am – 12noon	2pm - 7pm	USD 2000
Florianopolis	Tue - September 22	9am – 12noon	4pm - 9pm	USD 2000
Greater Sao Paulo	Thu - September 24	N/A	4pm - 9pm	USD 2000
Sao Paulo	Sat & Sun - September 26 & 27	9am – 12noon	2pm - 7pm	USD 3000

Translator/Stand Assistant: USD 75 per day

For your information, FPP Edu-Road Shows Fairs in Brazil are known by students as "EXPO Estude No Exterior" which means EXPO "Study Abroad" and It is known by Spanish speaking students in Latin America as "EXPO Cursos En El Exterior" which means EXPO "Courses Abroad".

Available Discounts

▪ Early Payment Discount - 10%

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

▪ Multi-city Discount

2 Cities	4% Discount
3 Cities	8% Discount
4 Cities	12% Discount
5 Cities	16% 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
Rio de Janeiro	JW Marriott Hotel	USD 353	3 Nights
Rio de Janeiro (second option)	Mar Palace Hotel	USD 140	3 Nights
Porto Alegre	Sheraton Hotel	USD 230	2 Nights
Florianopolis	Majestic Palace Hotels	USD 140	2 Nights
Greater Sao Paulo	Mercure Santo Andre	USD 121	2 Nights
Sao Paulo	InterContinental Hotel	USD 245	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
Rio de Janeiro to Porto Alegre	September 19	USD 280
Porto Alegre to Florianopolis	September 21	USD 250
Florianopolis to Geater Sao Paulo	September 23	USD 270
Greater Sao Paulo to São Paulo	September 25	USD 50

The prices above include flights plus hotel/airport/hotel transfers. Transfers included in the price start at Rio de Janeiro Event Hotel and end in Sao Paulo Event Hotel

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

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.

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

Rio de Janeiro

Rio is Brazil's second largest city in population and ranks second highest in the country in terms of income. Known for providing high-quality events for our exhibitors and for being the most internationally diverse, FPP Edu-Media's fairs attract the highest-qualified visitors in Rio. Rio is also the top tourism destination for Brazilians and foreigners, with stunning scenery, famous beaches, cultural attractions and its world famous Carnaval.



Porto Alegre

FPP Edu-Media was the company that started Porto Alegre. Our fair is unequivocally the most well-known study abroad fair in the area and we always appear in the best print and TV media. No other fair surpasses ours in Porto Alegre as far as quantity and quality of visitors. Porto Alegre is one of the most important cultural, political and economic centers of SouthernBrazil..



Florianopolis

The capital city of Santa Catarina state in southern Brazil and a center for tourism and surfing, Florianópolis has also increased in wealth more than any other Brazilian city over the last three decades. Over the past 10 years, Florianopolis has become an important market in Brazil for international recruiters due to the great interest its young population has shown in studying abroad. A government focus on education, from primary to university levels, makes it a model for the rest of the country. There are 108 institutions of higher learning, distributed throughout 28 cities in the region.



Santo Andre, Greater Sao Paulo

Once again FPP Edu-Media explores a previously untapped city. Santo André, a city of about 700,000 inhabitants located just 20 km from downtown Sao Paulo, is part of the greater Sao Paulo area. Together with its neighboring municipalities of Sao Bernardo do Campo and Sao Caetano do Sul, the area is the heart of Brazil's automotive industry, home to Scania, Ford, Volkswagen, Mercedes Benz, and GM, as well other industry leaders such as Pirelli, BASF, IBM, and Black and Decker. In addition to industry, Santo Andre also boasts 13 colleges and universities and a population of approximately 40,000 undergraduate and graduate students.



Sao Paulo

South America's financial capital, Sao Paulo is undoubtedly Brazil's most important city for business. FPP Edu-Media is the only company that effectively screens event visitors, something of great importance for a fair in Sao Paulo, a city with more than 15 million inhabitants.