



# Spring 2012 AIEF Education Fair Optional Services and Preparation Guide – BUSAN

## EVENT INFORMATION

### Important Dates and Deadlines

Item Description	Deadline
Payment for Fair Registration	January 30, 2012. Fair payments not received by this date are subject to a 5% late fee.
Artwork for <i>UScampus Guide</i> advertisement	January 30, 2012
Fair Guide Information Form	February 10, 2012
Optional Services Registration Form	February 10, 2012
Request Reservations for Haeundae Centum Hotel	February 10, 2012

### Standard Package

**\*The Busan fair is managed by local organizers; AIEF representatives might not be present at the event\***

Participation in the Busan fair includes the following items/services at no additional cost:

<b>Fair Guide Listing</b>	<b>Cyber Fair Listing</b>	<b>Booth (3m x 2m)</b>	<b>Table, Chairs, School Sign</b>	<b>Electrical Outlet</b>
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### Fair Guide Listing

Your school's information will be included in the Fair Guide, which is distributed to all fair visitors. To be included in the Fair Guide, please complete the Fair Guide Information form online at: [http://www.aief-usa.org/services/majortable/signup\\_majortables\\_us.asp](http://www.aief-usa.org/services/majortable/signup_majortables_us.asp) . If your information is not received by **February 10, 2012**, AIEF will use the information we have on file for you (please contact us to review/update the information we have on file). If we have no information on file, the Fair Guide may be printed without your institution's information.

### Cyber Fair Listing and Directory-Plus Program

Your school's information will be promoted on our Cyber Fair website for six months at no additional cost. The Cyber Fair is heavily promoted before, during, and after the events - allowing students to view information on the events and make contact with you directly. You may visit the Cyber Fair at: [www.AmericanEducationFair.com](http://www.AmericanEducationFair.com). Fair participants who are also members of AIEF's Directory Plus program will receive a link from the Cyber Fair website to their school profile on UScampus.com, which allows students to access detailed information about the school before and after the fairs. If you are not yet an AIEF Directory Plus member, please go to: [http://www.aief-usa.org/services/directories/directories\\_internet.htm](http://www.aief-usa.org/services/directories/directories_internet.htm) or contact our California office at (714) 985-1995.

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## Booth Decorations

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Each booth measures 3m (width) x 2m (depth). The booth includes solid back and full size side walls with 1 rectangular information table, 1 square table, 3 chairs, two floodlights, school sign, and electrical outlet. Additional tables (W1800 x D450 x H750) can be rented for \$30 each; additional chairs (W450 x D480 x H760) are available to rent for US\$10 each; for more details please refer to the “Equipment and Furniture Rental” section of this Preparation Guide. Booth decoration times are specified in the Fair Itinerary. We strongly suggest that you decorate your booth as extensively as possible. It has been our experience that highly decorated booths tend to attract and retain more prospective students. Eye-catching and informative booth decorations with text in the local language are suggested. If you are shipping your materials, the shipment will be delivered to your booth at the time of booth decoration. For more information on shipping, please refer to the “Shipping” section of this Preparation Guide. Please bring your own supplies needed to decorate your booth (i.e. adapters, tablecloth, scissors, tape, etc.).

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## Electrical

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One electrical outlet (220 Volt, 3 prongs) will be provided at each booth.

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## Interpreter

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Participants may request an interpreter for the duration of the fair (8 hours, with 1 hour break for lunch). To request an interpreter, please submit your request on the Busan Optional Services registration form, and also via email to the AIEF California office to Ms. Sarah Vasquez at: [svasquez@aief-usa.org](mailto:svasquez@aief-usa.org) by **February 10, 2012**. The fee for this service is US\$150. Please submit payment directly to Korea Trade Fairs (KTF).

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# PROMOTION AND RECRUITING AIDS

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## Advertising

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***UScampus Guide*** – Placing an advertisement in *UScampus Guide* magazine will allow you to promote your school throughout AIEF Fairs in Taiwan, Korea, China, Singapore, as well as at EducationUSA centers, public libraries, and local schools. Tens of thousands of *UScampus Guide* copies will be distributed for free in 16 countries and available to be viewed online. The magazine will include articles and useful information to help students succeed on their journey to study in the U.S. Advertising options are available at special rates for current fair participants. To place an advertisement, please submit your request and ad artwork to AIEF by **January 30, 2012**.

***UScampus Guide* Ad Options and Special Rates for Fair Participants:**

Quarter page	3.5” wide x 5” high	US\$1,500 (\$500 savings)
Half-page horizontal	7.25” wide x 5” high	US\$3,000 (\$1,000 savings)
Half-page vertical	3.5” wide x 10.5” high	US\$3,000 (\$1,000 savings)
Full page	7.25” wide x 10.5” high	US\$4,500 (\$2,000 savings)

***Fair Guide*** – The Fair Guide is a booklet containing information on all participating institutions at the event. It will be distributed to all fair visitors at the entrance of the BEXCO. A one-unit color advertisement in the Fair Guide measures 7.16 inches wide by 10.11 inches high and costs US\$800. To place an ad in the Fair Guide, please submit your email request to AIEF by **January 30<sup>th</sup>** and your artwork by **February 10<sup>th</sup>**.

**Print Advertisement Specifications** – Please submit all ads in pdf or jpg format (at least 300 dpi)

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## Equipment and Furniture Rental

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Additional tables may be rented for US\$30 each. Additional chairs can be rented for US\$10 each. An additional fee of 30% will be charged if ordered on-site. The fee for an Internet line in Busan is US\$80. Internet lines cannot be ordered on-site. If you would like to order the above mentioned furniture or an Internet line please fax the attached request form to Korea Trade Fairs Ltd. (KTF) by **February 10, 2012**. KTF contact information: Phone: 011-82-2-783-8261, Fax: 011-82-2-784-6810, E-mail: [ktfairs@ktfairs.com](mailto:ktfairs@ktfairs.com)

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## ACCOMMODATIONS AND TRANSPORTATION

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Please make hotel reservations directly with the hotel. If you would like to enjoy a discounted rate, please fax the attached request form to Haeundae Centum Hotel by **February 10, 2012**.

<b>Hotel Name</b>	<b>Haeundae Centum Hotel</b> 612-202, 1505 U2-dong, Haeundae-gu, Busan, South Korea Ph: 82-51-720-9000      Fx: 82-51-720-9990 Website: <a href="http://www.centumhotel.co.kr">www.centumhotel.co.kr</a> Email: <a href="mailto:centumhotel@hotmail.com">centumhotel@hotmail.com</a>
<b>Discounted Rate</b>	<b>KRW 110,000</b> – Deluxe Room w/out breakfast Breakfast charge: KRW 16,500 per person Internet charge: KRW 16,500 per day (inclusive of 10% Tax)

**Transportation between Busan and Seoul** – Transportation between cities can be made by either flight or train. There are frequent flights between Kimpo Domestic Airport to Kimhae International Airport; approximately 1 hour and 15 minutes travel time. Taking a Taxi from Busan Airport to BEXCO is about 1 hour and costs around US\$20. There are also frequent trains from Busan to Seoul. The Korea Train Express (KTX) is the fastest, with a 3-hour travel time. Subway by Centrum City St. line #2 is about 100m from BEXCO. For more information, please go to [http://info.korail.com/2007/eng/eng\\_index.jsp](http://info.korail.com/2007/eng/eng_index.jsp). Please arrange your travel ahead of time.

**Airport Transportation** - Transportation between the Haeundae Centum Hotel and Kimhae International Airport is available via the Airport Limousine Bus for about US\$7 or by taxi for about US\$20. Travel time from Haeundae Centum Hotel to Kimhae International Airport to is approximately 40 minutes.

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## SHIPPING

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Fair participants may select any courier (i.e. FedEx, DHL, UPS, etc.) to ship materials. Please check with your selected courier for optimal shipping dates for timely arrivals. When labeling your packages, it is critical that you label your package **EXACTLY** as shown in the sample label below. **Please make sure your institution's name on the shipping label is identical to that on your fair registration.** If you need materials prior to the fair day, please hand-carry those items as your shipped materials will not be available until the start of each fair. AIEF is not responsible for any shipping losses or delays.

**KEMI-LEE CO., LTD.**

#277-43, SUNGSOO-DONG 2GA,  
SUNGDONG-GU, SEOUL, KOREA 133-120

Tel: 82-2-565-3727

Fax: 82-2-553-0731

Attn: May Han

Exhibition Title: Korea Study Abroad Fair 2012/Spring-Busan

Exhibitor Name:

Institution Name:

Booth No.: Busan BEXCO, AIEF American Pavilion

**Additional Cost for Shipment** – In-hall shipment handling in the BEXCO must be by the official freight forwarding contractor. Please note the following:

- Freight term has to be DDP (Duty and tax paid by the sender).
- The goods must reach the forwarder's office no later than 7 days before the fair opens.
- Payment of US\$80 (maximum 100kg) for in-hall handling must be paid to the official forwarding contractor prior to the start of the fair.
- Parcel services for each school's materials between Busan and Seoul is arranged by the fair participant.

**Shipping via OCS** – OCS (Overseas Courier Service) has been selected as AIEF's shipping partner. OCS will be sending each fair participant a shipping kit with full details on their services. If you choose to use OCS, please contact directly at 877-2222-OCS or 781-933-1130. E-mail: [fairs@shipOCS.com](mailto:fairs@shipOCS.com). They are offering early bird pricing for items arriving at their facility by **March 1, 2012**. Please refer to the OCS ship kit for more details.

## PAYMENT AND POLICIES

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**Payment Policy** - Orders must be accompanied by payment (by U.S. currency check) in full. Please make checks payable to "**Korea Trade Fairs, Ltd.**" Mail payments to: Korea Trade Fairs, Ltd, Suite 710, Kumsan Bldg. 17-1 Youido-Dong, Youngdeungpo-Ku, Seoul, 150-010, Korea. Orders on-site may be paid in cash or check.

If you have any questions regarding payment, please contact Korea Trade Fairs Ltd. (KTF) at:  
Phone: 011-82-2-783-8261      Fax: 011-82-2-784-6810      E-mail: [ktfairs@ktfairs.com](mailto:ktfairs@ktfairs.com)

**Cancellations** - To cancel your fair participation, please email a written statement to [info@aief-usa.org](mailto:info@aief-usa.org). Written requests are the only accepted method of cancellation. Your cancellation will be finalized upon your receiving a confirmation reply from AIEF. No charges will be incurred for cancellations made by **December 30, 2011**. Cancellations made between **December 31, 2011 – January 30, 2012** will incur a cancellation fee of \$600 per fair city. Cancellations made after **January 30, 2012** will incur the full price of the fair(s).

To cancel any Busan Optional Service request, please email a written statement to [ktfairs@ktfairs.com](mailto:ktfairs@ktfairs.com). To cancel your Busan hotel reservation, please contact the Haeundae Centum Hotel directly.

## HELPFUL LINKS

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- To view all fair related materials (i.e. Fair Guide, Itinerary, Optional Services and Preparation Guide, Online Sign Up Forms, etc.), go to: [http://www.aief-usa.org/services/signup\\_korea.htm](http://www.aief-usa.org/services/signup_korea.htm)
- To see information on previous fairs, visit our Cyber Fair site at: <http://americaneducationfair.com>
- To visit our Student Services website where schools can promote their programs via the Internet, go to: <http://www.uscampus.com>
- Frequently Asked Questions can be found at: <http://www.aief-usa.org/services/faqs.htm>