



# Spring 2012 AIEF Education Fair

## Optional Services and Preparation Guide – SEOUL

American International Education Foundation (AIEF)

### EVENT INFORMATION

#### Important Deadlines

Item Description	Deadline
Payment deadline for Fair(s)	January 30, 2012. Payments received after this date are subject to a 5% late fee.
Optional Services Registration Form	January 30, 2012
Artwork for <i>UScampus Guide</i> advertisement	January 30, 2012
Fair Guide Information Form	February 10, 2012
Artwork for printing services and/or fair advertisements	February 10, 2012
Cancellation for hotel reservation	February 20, 2012
Payment deadline for Optional Services	February 20, 2012. Payments received after this date are subject to a 5% late fee.

#### Registration Package

Participation in the Seoul fair includes the following services at no additional cost

<b>Fair Guide Listing</b>	<b>Cyber Fair Listing</b>	<b>Booth (3m x 3m)</b>	<b>Table, Chairs, School Sign</b>	<b>Electrical Outlet</b>	<b>Bilingual Assistant*</b>	<b>Student Tracking System</b>
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#### Additional Representatives

The fair registration fee covers one campus-authorized representative for each city you have selected. Representative receives registration packet, an invitation to all AIEF events, and eligibility to request Optional Services offered by AIEF. Additional representative(s) can be registered for an added cost:

- Pre-registered Additional Representative(s) – pre-registered additional representative(s) may be registered for US\$65 per person through Optional Services by **January 30, 2012**. Pre-registered additional representative(s) receive same privileges as the primary representative.
- On-site Representative(s) – receive an authorized fair name badge permitting access to fair venue and booth area. Registration for on-site representative(s) may be requested at the AIEF booth during the fair for KRW 10,000 per person.

There is no limit to the number of badges you may request on-site. However, no more than 4 people (including your bilingual assistant) are recommended at the booth at one time.

#### Orientation and Itinerary

The pre-fair orientation in Seoul is open to attendees who have registered prior to the fair with AIEF California office and **cannot be substituted** without obtaining advance written permission from AIEF. During orientation, an overview of recruitment strategy and a Q&A session will be conducted by AIEF, U.S. Embassy, and/or local educators. Orientation schedules are specified in the Fair Itinerary as the events approach. They are located at:

[http://aief-usa.org/services/signup\\_korea.htm](http://aief-usa.org/services/signup_korea.htm)

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## Fair Guide Listing

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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.

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## Cyber Fair Listing and Directory-Plus Program

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Your school will also be listed on our Cyber Fair website for six months at no added 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 and School Materials

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Each booth measures 3m (depth) x 3m (width). The booth includes solid back and full-size side walls with 1 rectangular information table (W39.37"x D19.69in x H29.53"), 1 round table (W39.37" x D31.50" x H29.53"), 3 chairs, two floodlights, school sign. Booth decoration times are specified in the Fair Itinerary. We strongly recommend you decorate your booth as extensively as possible as 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. A placard in the local language can be ordered through AIEF at additional cost. If you are shipping your materials, they will be delivered to your booth at the time of booth decoration. Please **bring your own supplies** to decorate your booth (i.e. scissors, cutter, tape, adaptors, marker, tablecloth, etc.).

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## Electrical Outlet

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

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## Bilingual Assistant\*

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One of AIEF's special features is to provide each participating school with a bilingual assistant at your booth at no additional cost. AIEF recruits students from local schools and provides training to all selected candidates for the fair. The bilingual assistant helps to facilitate communication between your school and fair visitors, helping to collect visitor data, and acting as your school's ambassador at their own campus long after the fairs are over. In order to ensure the quality and consistency of this service, it is AIEF policy not to allow substitutions of the bilingual assistant with additional school representatives. Due to liabilities, bilingual assistants are not permitted to perform duties outside the fair venue.

\*We do our best to ensure that each school booth has a bilingual assistant; however unforeseen circumstances may lead to a shortage of bilingual assistants.

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## Student Database

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In an effort to help schools identify prospective students at the fair, AIEF has implemented the Student Tracking System, a service provided to all participating schools in Seoul. AIEF encourages Korean students to register prior to the fair and through AIEF counseling service during the fair. After the events, AIEF will send each participant a list containing available names, E-mail addresses, and intended field of study from these prospective students. This system is intended to supplement your own contact collecting efforts at your booth.

# PROMOTION AND RECRUITING AIDS

## School Presentation Sessions

A limited number of presentation slots are available for schools wishing to host a seminar session during the fair. These sessions are ideal for school representatives to meet with students and have an in-depth discussion on specific topics. Each session is available for 50-minutes. An LCD projector and laptop will be provided, however we suggest bringing your own laptop to ensure your presentation compatibility. School names and presentation topics and schedules will be heavily promoted before and during the fair on websites, AIEF E-newsletters, the Fair Guide, and are displayed at the venues. The deadline to reserve a presentation room is **January 30, 2012**.

### Presentation Session Availability

Price	Time	Room Capacity
US\$500 per 50-minute session	April 7, 2012 1:00pm through 4:50pm April 8, 2012 1:00pm through 4:50pm	150

## Print Advertising

**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)

**AIEF American Pavilion Handout** – The handout will be distributed to all fair visitors at the AIEF American Pavilion. The Handout has information on school booth assignments, major programs of participating schools, the presentation seminar schedule, etc. A one-unit color advertisement in the handout measures 3.0 inches wide by 3.0 inches high and costs US\$1,000. Advertisement space is limited. To place an ad in the American Pavilion Handout, please submit your request by **January 30<sup>th</sup>** and your artwork by **February 10<sup>th</sup>**.

**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 COEX. 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 request by **January 30<sup>th</sup>** and your artwork by **February 10<sup>th</sup>**.

**Leaflet** – The Leaflet is a handout with a map of the entire event. It will be distributed to all fair visitors at the entrance of the COEX. A one-unit color advertisement in the Leaflet measures 2.56 inches wide by 2.56 inches high and costs US\$1,200. To place an ad in the Leaflet, please submit your request 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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## Brochure/Handout Printing

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For your convenience, AIEF provides a printing service for your school brochures and handouts. The cost is US\$600 for an order of up to 2,000 copies, color or black and white printing on A4 paper (measuring 8 ¼" wide by 11 ¾" high), double-sided. Please submit your printing service request by **January 30<sup>th</sup>** and originals for printing to AIEF by **February 10<sup>th</sup>** in AI file, at least 300dpi.

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## Banner Printing

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In an effort to help reduce shipping costs and add convenience to your overseas travel, AIEF can have banners (of your design) printed and delivered to your booth. The size of the banner is 0.6m (1.97ft) wide by 1.6m (5.25ft) long. The cost for this service is US\$160 per banner. A vertical banner stand may be included by request only. Please submit your request by **January 30<sup>th</sup>** and your artwork by **February 10<sup>th</sup>** in AI file, at least 300 dpi.

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## Placard in Local Language

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A placard (approximately 30in wide by 24in long) with Korean translation may be ordered and posted in your booth, which will easily identify your school and aid fair visitors. The placard will list the state, institution type and degrees offered. The cost for this service is US\$60. Requests for a placard must be received by **January 30, 2012**.

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## Equipment and Furniture Rental

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The following equipment and/or furniture may be rented. If you would like to request any of these items, please submit your request on the Optional Services Registration Form by **January 30, 2012**. All prices are for full duration of the 2-day fair.

### Pre-Fair Order:

43" PDP/DVD (two-day rental including TV Stand)	Internet Line	Information Desk W39.37" x D19.69" x H29.53"	Round Table D29.53 x H29.53in	Folding Chair
US\$480	US\$160/line	US\$50/table	US\$50/table	US\$20/chair

**On-Site Order:** (Prices are estimated. Item availability is not guaranteed due to unforeseen circumstances.)

43" PDP/DVD (two-day rental including TV Stand)	Internet Line (Hardwire Connection)	Information Desk W39.37" x D19.69" x H29.53"	Round Table D29.53 x H29.53in	Folding Chair
US\$550	Not Available	US\$55/table	US\$55/table	US\$20/chair

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## ACCOMMODATIONS AND TRANSPORTATION

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You may request hotel reservations through AIEF to enjoy a competitive rate. Please submit this request on the Optional Services Registration Form by **January 30, 2012**. If a cancellation or change of reservation is needed, a written notice must be received by AIEF before **February 20, 2012**. If no written notice is received, the hotel has the right to charge a late cancellation fee of one night's stay. If change or cancellation is needed after the February 20<sup>th</sup> deadline, please contact the hotel directly. AIEF requires a credit card number to reserve your room; payments are made directly to the hotel upon arrival.

<b>Hotel Information</b>	<p align="center"><b>Oakwood Premier</b>  159 Samseong-dong, Gangnam-Gu, Seoul 135-525, South Korea  Ph: 011-82-2-3466-7000  Fx: 011-82-2-3466-7700  <a href="http://www.oakwoodseoul.com/">http://www.oakwoodseoul.com/</a></p>
<b>Special Rates</b>	<p align="center"><b>KRW 215,000</b> – 1 Bedroom Apartment without breakfast  <b>KRW 285,000</b> – 2 Bedroom Apartment without breakfast  <b>KRW 14,000</b> –Breakfast / per person  Rates are subject to 10% service charge and 10% government tax</p>

The Oakwood Premier has been selected as the primary hotel for the upcoming fair in Seoul. Each luxurious residence has separate living, dining and sleeping areas, plus its own gourmet kitchen and a washer/dryer. The Oakwood Premier is located directly next to the COEX within a 5 minute walk. Please refer to their website at the web address listed above.

	
Fully Furnished Oakwood Kitchen	Oakwood Bedroom

**Airport Transportation** - Transportation between Incheon International Airport and the Oakwood Premier Hotel is available via the City Air Limousine from Incheon International Airport to “City Air Terminal”. Travel time is approximately 1.5 hours. Bus fare is about US\$15 per person, one-way. Bus fare tickets may be purchased at the ticket counter, located outside airport exit 10B (see photos below). The bus service runs every 20 minutes from 5:30am to 10:20pm daily. If your flight arrives outside of this service period, please arrange another type of transportation (i.e. taxi). Taxi fare is around US\$60. The Oakwood Premier hotel is located within one hundred yards from the “City Air Terminal” bus stop and is adjacent to the COEX. For your return to the airport, the Oakwood Premier offers discounted bus tickets from City Air Terminal to Incheon International Airport. To purchase tickets, please inquire at the Oakwood Premier reception desk on the 5<sup>th</sup> floor.

	
Exit 10B	City Air Limousine Bus

**To register for Optional Services, please visit:**  
[http://www.aief-usa.org/services/signup\\_korea.htm](http://www.aief-usa.org/services/signup_korea.htm)

## 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,  
SUNGDOG-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-Seoul

Exhibitor Name:

Institution Name:

Booth.: COEX 3F C Hall AIEF American Pavilion

**Additional Cost for Shipment** – In-hall shipment handling in the COEX 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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**Payments** – Payments should be made by U.S. currency check. Fair payments received after **January 30, 2012** will be subject to a 5% late fee. Optional services payments are due by **February 20, 2012**. Optional services may not be provided or will be subject to a 5% late fee if payments are not received by **February 20, 2012**.

**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).

### **AIEF Fair Policies**

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- School representatives must staff their booth during all fair hours. See fair itinerary for fair hours.
- Each institution registration includes one primary school representative; this individual must be authorized by a campus-based official prior to the fair and must be present at the fair booth. Primary school representatives are

eligible to attend scheduled AIEF events before/during/after the fairs. These representatives may not be substituted by any other representative.

- Additional representatives may be pre-registered for USD \$65 per person per city to receive an AIEF fair name badge and to attend scheduled AIEF events before/during/after the fairs. On-site helper(s) may also be registered on-site for KRW 10,000 per person per city to receive an AIEF fair name badge.
- All school representatives at the booth must wear authorized AIEF standard name badge at all times during the fair. Alumni and friends who do not have a name badge are not permitted to be in the designated booth area at any time during the events.
- School representatives must confine all materials and activities to their contracted booth space. Recruiting students in an aisle way or any location outside of their assigned booth is prohibited by AIEF.
- All exhibitors are prohibited from displaying signage or disseminating materials at their booths from other businesses, educational organizations, political organizations, associations, or any other entities without obtaining advance written permission from AIEF.
- In the event of fire, strike, war, or any other unforeseen occurrence that renders the fulfillment of the fair impossible, AIEF may, at AIEF's option, terminate, cancel, or change the fair dates, venue locations, and fair programs. Under such circumstances, AIEF shall notify the fair participants as early as is practical. AIEF shall not be financially liable for such changes.

## 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\\_package.htm](http://www.aief-usa.org/services/signup_package.htm)
- To see information on previous fairs, visit our Cyber Fair site at: <http://americaneducationfair.com>
- To visit our international student-service 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>