



Fall 2010 American Education Fairs

Optional Services and Preparation Guide - TAIWAN

American International Education Foundation (AIEF)

EVENT INFORMATION

Standard Package

Participation in the Taipei, Kaohsiung, and/or Taichung fairs includes the following services at no additional cost:

Fair City	Booth	Table, Chairs, School Sign	Bilingual Assistant *	Fair Guide Listing	Electrical Outlet
Taipei	✓	✓	✓	✓	✓
Kaohsiung	✓	✓	✓	✓	✓
Taichung	✓	✓	✓	✓	✓

Important Dates and Deadlines

Description	Deadline
Payment deadline for Fair	July 30, 2010 **Payments received after this date are subject to a 5% late fee.
Artwork received by AIEF for UScampus Guide	August 15, 2010
Submit Optional Services Registration Form	August 15, 2010
Fair Guide Information Form	August 15, 2010
Artwork received by AIEF for Printing Service, Banner/Placard Printing and/or Fair Guide Advertisements	August 30, 2010
Cancellation for Hotel and Transportation	August 30, 2010
Submit Flight Schedule for Limo Service (Airport Pickup)	August 30, 2010
Payment deadline for Optional Services	August 30, 2010
Shipping Service Request through OCS	September 9, 2010
Fair Itinerary Final	September 9, 2010

Fair Guide Listing

This service is included for fair participants at no additional cost. To be included in the Fair Guide, please submit the Fair Guide Information online at: http://www.aief-usa.org/services/majortable/signup_majortables.asp. If your information is not received by **August 15, 2010**, 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.

Additional Representatives

The fair(s) registration fee covers one campus-based representative. Additional representatives can be registered for **US\$65 per person per city**. This fee covers registration materials, an invitation to all AIEF events in Taiwan, and eligibility to request optional services through AIEF. On-site helpers may **register on-site for NT350 per person per city** to receive a

name badge. There is no limit to the number of badges you may request for on-site helpers. However, no more than 4 people (including the bilingual assistant) are recommended at the booth at one time. The deadline to register additional representatives is **August 15, 2010**. Registration for helpers is done on-site at the Taiwan venues only.

Bilingual Assistant *

One of AIEF's special features in Taiwan 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 each selected candidate for each fair. The student 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's policy not to allow substitutions of the bilingual assistant with additional school representatives or temporary helpers. Due to insurance 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.

Orientation and Itinerary

Orientation sessions are for attendees who have registered prior to the fair with AIEF's California office and **cannot be substituted** with representatives that sign up on-site. At the orientation, an overview of recruitment strategy and a Q&A session will be conducted by AIEF, American Institute in Taiwan (AIT), Ministry of Education (MOE) and/or local educators. Orientation schedules are specified in the Fair Itinerary, located at: http://www.aief-usa.org/services/optional_service/tw_itinerary10f.pdf

Student Tracking System

In an effort to help schools identify prospective students at the fair, AIEF has implemented the Student Tracking System, an additional service provided to all participating schools at no extra cost. AIEF encourages Taiwan students to register before the fair as well as to register at the AIEF booth during the fair. After the fair, AIEF will send each participant a list containing the available names, E-mails, and major field of study for these prospective students. This system is intended to supplement your own name collecting efforts at your booth.

Cyber Fair Promotion and Directory-Plus Program

Your school's information will be promoted on our Cyber Fair website for six months at no extra cost. The Cyber Fair is not only heavily promoted prior to the fairs, but continues to be promoted after the fairs, so students can contact you at any time. To see how the Cyber Fair works, please visit: www.americaneducationfair.com. Fair participants who are also members of AIEF's Directory Plus program will receive a complimentary link from the Cyber Fair website to their school's profile uscampus.com, which allows students to access detailed information about the school before and after the fair. If you are not a Directory Plus member, please go to: http://www.aief-usa.org/services/directories/directories_internet.htm or call our California office at 714-985-1995.

Booth Decorations and School Materials

Standard booth measures 6' (depth) x 9' (width) and includes a solid back wall (no side walls), two tables with 3 chairs, two floodlights, school sign, and electrical outlet (upon request). The booth decoration schedule is specified in the Fair Itinerary. We strongly recommend 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 also suggested. A placard with local language can be ordered through AIEF for a small fee. If you are shipping your materials, they will be delivered to your booth at the time of booth decoration. Please **bring your own supplies needed** to decorate your booth (i.e. scissors, cutter, tape, adaptors, marker, tablecloth, etc.).

Electrical

One electrical outlet (110 Volt, 2 prongs) will be provided at no additional cost if request.

PROMOTION AND RECRUITING AIDS

School Presentation Sessions

Limited time slots are available for participant schools to host Presentation Sessions during the fair. These sessions are ideal for school representatives to meet with students to have an in-depth discussion on specific topics. Each room is rented for 50-minute sessions, with multiple sessions available. A LCD projector and a bilingual assistant may be provided upon request. School names, presentation topics, and presentation schedules are heavily promoted before and during the fair on websites, E-news, Fair Guide, and are displayed at the venues. The deadline to reserve a presentation session room is **August 15, 2010**.

Presentation Session Availability (LCD and Interpreter are included upon request)

Taipei Fair		Kaohsiung Fair		Taichung Fair	
Capacity:	80	Capacity:	80	Capacity:	80
Price:	US\$350/50-min session	Price:	US\$250/50-min session	Price:	US\$250/50-min session
Times:	October 9 th : 1 pm – 6 pm October 10 th : 11:00 am – 4 pm	Times:	October 11 th 4 pm – 8 pm	Times:	October 12 th 4 pm – 8 pm

Advertising

UScampus Guide – Placing an Ad or a feature introduction of your school in AIEF's magazine, *UScampus Guide*, will allow you to promote your school throughout the AIEF Fairs in Asia. An estimated 25,000 copies of *UScampus Guide* will be distributed in all AIEF fairs in Taiwan, Korea, China, Singapore, as well as at EducationUSA centers, public libraries and study abroad centers throughout Asia 19 countries. The Guide will include articles and useful information to help students succeed their journey to study in the U.S.A. Advertising opportunities are available at special rates for fair participants. To place an ad, please submit your request and Ad artwork to AIEF's California office by **August 15, 2010**.

Size and Cost: Quarter page vertical – 3.5 inches wide x 5.0 inches high – US\$1,500
Half-page horizontal – 7.25 inches wide x 5.0 inches high – US\$3,000
Half-page vertical - 3.5 inches wide x 10 inches high – US\$3,000
Full page – 7.25 inches wide x 10.6 inches high – US\$4,500

Fair Guide - A special American Education Fair supplement, published by AIEF, will be inserted into the October 6th edition of an elite English newspaper, three days prior to the fair. This insert will reach more than 100,000 subscribers before the fair, as well as distributed to all fair attendees at the venue. This insert provides information on the fair schedule, articles about American education, and a complete list of the participating schools along with their programs and booth numbers. Ad spaces are limited and are offered at discounted rates to current fair participants only. To place an ad, please submit your request by **August 15, 2010**. Artwork is due to AIEF's California office by **August 15, 2010**.

Size: One unit – 5.0 inches wide x 3.5 inches high
Two-unit horizontal - 10 inches wide x 3.5 inches high
Two-unit vertical – 5.0 inches wide x 7 inches high

Cost: US\$600.00 per unit

Format: Please submit all ads in pdf or jpg format (at least 300 dpi)

Equipment and Furniture Rental

Each booth will equip with two information desks and 3 chairs. Additional information desk and chairs in Taipei Fair can be rented. The cost is \$20 for a table, and \$10 for a chair. If you would like to request additional furniture, please submit your request on the Optional Services Registration Form by **August 15, 2010**.

Printing Service

For your convenience, AIEF provides printing service for brochures and handouts. The cost is US\$500 up to 2,000 copies for an order, color or black & white printing on letter size, double sided. AIEF can translate your document into Chinese upon request. Please submit your printing service request by **August 15, 2010**. Originals for printing and/or translation service must be received by **August 30th**.

TV/LCD, DVD Rental

You can rent a TV/LCD (DVD is included) unit for your booth. The cost to rent a TV/LCD is US\$200 per day per city. All requests for rentals must be made by **August 15, 2010**.

Banner Printing

In an effort to help reduce shipping costs and add convenience to your overseas travel, AIEF can have banners (of your design) printed for your school 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 \$150 per banner and a banner stand will be included. All requests for banner printing must be made by **August 15, 2010** and all artwork must be in **AI file** (oriented vertically, at least 300 dpi) and received by AIEF's California office by **August 30, 2010**.

Placard in Local Language

A placard (30 inches wide by 24 inches long) in local language can be ordered and posted in your booth, which will easily identify your school and aid students/parents looking for a specific institution type or degree. The placard will list the state, institution type and degrees offered. The cost for this service is \$50. Requests for a placard must be received by **August 30, 2010**.

****To request or reserve above services, please go to: http://www.aief-usa.org/services/signup_taiwan.htm**

ACCOMMODATIONS AND TRANSPORTATION

You may make your hotel reservations through AIEF to enjoy a competitive room rate. Please complete the Optional Services Registration Form by **August 15, 2010**. If a cancellation or a change of your reservation occurs, a written notice must be received by AIEF before **August 30, 2010**. If no written notice is received, the hotel has the right to charge a late cancellation fee of one night's stay. If a last minute change or cancellation occurs, please contact Hotel directly according to the information provided below. Hotel payments can be made directly to AIEF prior to the fair (if paid by check) or directly to the hotel upon arrival (if paid by credit card). For either payment method, AIEF will need a credit card number to reserve the room.

All rates are subject to 10% hotel tax.

	Taipei	Kaohsiung	Taichung
Hotel Name	Taipei Fullerton Hotel 41 Fu Hsin S. Rd, Section 2	Grand Hi Lai Hotel 266 Cheng-Kung 1 st Road	Evergreen Laurel Hotel 6 Taichung Kang Rd, Section 2

	Taipei 106, Taiwan, ROC Ph: 886-2-2703-1234 Fx: 886-2-2706-6161	Kaohsiung 801, Taiwan, ROC Ph: 886-7-213-5799 Fx: 886-7-215-3032	Taichung 407, Taiwan ROC Ph: 886-4-2324-2261 Fx: 886-4-2324-2250
Rate	US\$130/night – Single with one breakfast US\$145/night – Double with two breakfasts	US\$130/night – Single with one breakfast US\$145/night – Double with two breakfasts	US\$130/night – Single with one breakfast US\$145/night – Double with two breakfasts

****AIEF provides free transportation daily round trip between Taipei Fullerton Hotel and CPC venue.**

Airport Pickup Services -

For guests of the Taipei Fullerton Hotel, airport pickup service is available by a private car for approximately US\$50 per person, one-way. The standard service schedule is 5:30 AM – 11 PM. For pick up times outside this standard schedule, this service can be arranged at a cost of approximately US\$60. Travel time from CKS International Airport (airport code – TPE) is approximately 60 minutes. Payment for airport pickup service can be made at the time of service or billed to your room. To request this service, submit your request to AIEF by **August 15, 2010**. To ensure proper pick up, please provide your flight schedule to AIEF by **August 30, 2010**. If flight information is not received by **August 30th**, the airport pick up will not be arranged. **If a last minute change or cancellation occurs, please contact the Hotel directly and get confirmation, or you will be charged for this service.**

By Taxi - From CKS International Airport to the Taipei Fullerton Hotel, taxis are available at a cost of approximately US\$45 per car. Travel time is approximately 60 minutes.

Travel from Taipei to Kaohsiung – Travel with the AIEF group from Taipei to Kaohsiung will by high speed rail and includes ground transportation from Taipei Fullerton Hotel to train station, business class train ticket from Taipei to Kaohsiung, and ground transportation from Kaohsiung train station to Grand Hi-Lai Hotel. The travel time by high speed rail is around 90-120 minutes. Requests to travel with the AIEF group must be received by **August 15, 2010**. Travel itinerary will be announced prior to the fair. Travel cost is US\$150/person. Refunds for cancelled reservations will only be issued if AIEF receives written notice by **August 30th**.

Travel from Kaohsiung to Taichung by Bus – The bus ride is approximately 3 hours. You may bring your luggage on board. The cost is US\$50 per person. Please submit your request by **August 15, 2010**. Refunds for cancelled reservations will only be issued, if AIEF receives written notice by **August 30, 2010**.

Exit from Kaohsiung – If you will exit Kaohsiung to the U.S. directly, you may have your travel agent prearrange a connecting flight from Kaohsiung to CKS International Airport. If you need to return to Taipei after the Kaohsiung fair, high speed rail are available every 5-10 minutes daily, travel information is available through the front desk of the Grand Hi Lai Hotel.

Exit from Taichung – You may take a bus from the Evergreen Hotel to either CKS International Airport directly or Taipei city. The cost is approximately US\$10 per person to either destination. Tickets can be purchased from the hotel upon your arrival. Buses are available every 20 to 30 minutes throughout the day. Travel time is approximately 2 hours from Taichung to CKS International Airport, and 3 hours from Taichung to Taipei city.

****To request or reserve above services, please go to: http://www.aief-usa.org/services/signup_taiwan.htm**

SHIPPING

For your convenience, fair materials may arrive to the venue no more than 30 days and no less than 7 days prior to the fair. Shipments received more than 30 days in advance may be charged a storage fee. 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 (with the bottom two lines replaced with your specific data). ****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 shipped materials will not be available until the start of each fair.

TAIPEI FAIR

CPC Corporation, Taiwan
3, Songren Rd., Sinyi District
Taipei 110, TAIWAN, ROC
Phone: 886-2-8725-8057
AIEF American Education Fair
October 9-10, 2010
Attn: Mr. Kao-Liang Cheng
FULL INSTITUTION NAME
PACKAGE # OF TOTAL #

KAOHSIUNG FAIR

Grand Hi Lai Hotel
266 Cheng-Kung, 1st Road
Kaohsiung 801, TAIWAN, ROC
Phone: 886-7-213-5799
AIEF American Education Fair
October 11, 2010
Attn: Ms. Joyce Chang
FULL INSTITUTION NAME
PACKAGE # OF TOTAL#

TAICHUNG FAIR

Evergreen Laurel Hotel
6 Taichung Kang Road, Section 2
Taichung 407, TAIWAN, ROC
Phone: 886-4-2324-2261
AIEF American Education Fair
October 12, 2010
Attn: Ms. Teresa Chang
FULL INSTITUTION NAME
PACKAGE # OF TOTAL #

Shipping through OCS –

OCS (Overseas Courier Service) has been selected as AIEF's shipping partner. OCS will be sending each fair participant a shipping kit. If you decide to use OCS, please contact them directly at 877-2222-OCS or 781-933-1130. You can also E-mail them at fairs@shipOCS.com. The shipping deadline for OCS is **September 9, 2010**.

Customs Duty –

Please be aware that your shipments to Taiwan may be subject to customs duty and your shipment will not be cleared by customs until the duty is paid in full. In order to facilitate the customs process, AIEF will pay the customs duty, if any, on your behalf. You should reimburse AIEF in full upon your arrival in Taiwan. AIEF is not responsible for any shipping losses or delays.

PAYMENT AND POLICIES

Invoices should be paid by U.S. check. Please make your check payable to AIEF and mail it to 3350 East Birch Street, Suite 210, Brea, CA 92821. Fair payments are due by **July 30, 2010**. Fair payment received after July 30th is subject to a 5% late fee. Payments for Optional Services are due by **August 30, 2010**. Optional services may not be provided or subject to a 5% late fee if payments is not received by August 30th.

Cancellations: To cancel your fair participation, please email a written statement to 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 July 15, 2010. Cancellations made between July 16 – July 30 will incur a cancellation fee of \$600 per fair city. Cancellations made after July 30, 2010 will incur the full price of the fair(s).

AIEF Fair Policies

- School representatives must staff booth during all fair hours. See Fair Itinerary for fair hours.
- All school representatives at the booth must wear an authorized AIEF standard name badge at all times during the fair. Alumnus and friends, who do not have a name badge, should not work at the booth passing out school information to visitors. On site registration is NT350 per person per city to receive a name badge and fair materials.
- Primary school representatives pre-registered with AIEF are authorized to attend events and programs arranged by AIEF before and during the fair; these representatives cannot be substituted by helpers who sign-up on-site.
- Each fair booth must be represented by at least one primary school representative. The primary school representative must be authorized by a campus-based official and be pre-registered with AIEF California office prior to the fair.
- School representatives must confine all materials and activities to their contracted booth space. Recruiting students in an aisle way or any other location outside of the booth assigned by AIEF is prohibited.
- 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

- 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
- To see information on previous fairs, visit our Cyber Fair site at: <http://www.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>