



Spring 2012 AIEF Education Fair

Optional Services and Preparation Guide - TAIWAN

American International Education Foundation (AIEF)

EVENT INFORMATION

Important Dates and Deadlines

Item Description	Deadline
Payment deadline for fair(s)	January 30, 2012. Payment received after this date is subject to a 5% late fee.
Submit Optional Services Registration Form	January 30, 2012
Artwork for UScampus Guide 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 and transportation	February 20, 2012
Flight Schedule for Limo Service (Airport Pickup)	February 20, 2012
Payment deadline for Optional Services	February 20, 2012. Payment received after this date is subject to a 5% late fee.

Registration Package

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

Fair Guide Listing	Cyber Fair Listing	Booth (3m x 2m)	Table, Chairs, School Sign	Bilingual Assistant*	Electrical Outlet	Student Database
---------------------------	---------------------------	------------------------	-----------------------------------	-----------------------------	--------------------------	-------------------------

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) can be registered at US\$65 per person per city through Optional Services by **January 30, 2012**. Pre-registered additional representative(s) receive same privileges as the primary representative.
- **On-site helper(s)** – receive an authorized fair name badge permitting access to fair venue and booth area. Registration for on-site helper(s) may be requested at the AIEF booth during the fair(s) for NT350 per person per city.

There is no limit to the number of badges you may request for on-site helpers. 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 Taipei 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:

American Institution: http://aief-usa.org/services/signup_taiwan.htm

Canadian Institution: http://aief-usa.org/services/signup_taiwanca.htm

Fair Guide Listing

Your school's information will be included in the Fair Guide, which will be distributed to all fair visitors. To be included in the Fair Guide, please submit the Fair Guide Information online at:

American Institution: http://www.aief-usa.org/services/majortable/signup_majortables_us.asp

Canadian Institution: http://aief-usa.org/services/majortable/signup_majortables_ca.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 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 Promotion and Directory-Plus Program

Your school will also be listed on our Cyber Fair website for six months. 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: <http://AIEFEducationFair.com>. Fair participants who are also members of AIEF 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 or contact our California office at (714) 985-1995.

Booth Decorations and School Materials

Each booth measures 3m (width) x 2m (depth) and includes a solid back wall (half-height side walls) with 2 tables, 3 chairs, two floodlights and school sign. The booth decoration schedule is 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 also suggested. A placard with local language may be ordered through AIEF. 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 each booth.

Bilingual Assistant*

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.

Student Database

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 Taiwan. AIEF encourages students to register prior to the fair as well as at the AIEF booth 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 45-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 are 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 session is **January 30, 2012**.

Presentation Session Availability

Taipei Fair		Kaohsiung Fair		Taichung Fair	
Capacity:	80	Capacity:	80	Capacity:	80
Price:	US\$350/45-min session	Price:	US\$250/45-min session	Price:	US\$250/45-min session
Times:	March 31, 2012 1:15pm through 6pm April 1, 2012 1:15pm through 5pm	Times:	April 2, 2012 4:15pm through 8pm	Times:	April 3, 2012 4:15pm through 8pm

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)

Fair Guide – A special AIEF Education Fair supplement, published by AIEF and distributed to all fair attendees at the venue. The Fair Guide will provide information on the fair and presentation schedules, a complete list of the participating schools along with their programs and booth numbers, and articles about education in America. Advertisement spaces are limited and are offered at discounted rates to current fair participants. To place an ad, please submit your request and ad artwork to AIEF by **January 30, 2012**.

Size: One unit – 3.5 in. wide x 5 in. high
Two-unit horizontal - 7.25 in. wide x 5 in. high
Two-unit vertical – 3.5 in. wide x 10.5 in. high

Cost: US\$600.00 per unit

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

Brochure/Handout Printing

For your convenience, AIEF provides a printing service for your school brochures and handouts. The cost is US\$500 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. AIEF can translate your document into Chinese upon request. Please submit your printing service request and originals for printing to AIEF by **January 30, 2012**.

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. Banner size is 0.6m (1.97ft) wide x 1.6m (5.25ft) long. The cost for this service is US\$160 per banner. A vertical banner stand may be included upon request. Submit your request by **January 30, 2012** and artwork by **February 10, 2012** in AI file - oriented vertically, at least 300 dpi.

Placard in Local Language

A placard (approximately 30in wide x 24in long) with local translation may be ordered and placed in your booth, which will make your information easily identifiable to fair visitors. It will list your state, institution type and degrees offered. The cost for this service is US\$60. Please submit your request by **January 30, 2012**.

Equipment and Furniture Rental

Each booth will be equipped with 2 tables and 3 chairs. Additional information desks and chairs may be rented for the Taipei fair only. 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 **January 30, 2012**.

TV/LCD, DVD Rental

Participants may rent a TV/LCD (DVD player included). The cost to rent a TV/LCD is US\$200 per day per city. All requests for rentals must be submitted by **January 30, 2012**.

ACCOMMODATIONS AND TRANSPORTATION

You may request hotel reservations through AIEF to enjoy a competitive room rate. Please submit this request on the Optional Services Registration Form by **January 30, 2012**. If 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 20th deadline, please contact the hotel directly. Hotel payments can be made to AIEF prior to the fair (if paid by check) or directly to the hotel upon arrival. For either payment method, AIEF requires a credit card number to reserve the room(s). Please note: All rates are subject to 10% hotel tax.

Taipei	Kaohsiung	Taichung
Evergreen Laurel Hotel No. 63, Song Jiang Rd., Taipei City 10455, Taiwan Ph: 886-2-25019988 Fx: 886-2-25019966	Grand Hi Lai Hotel 266 Cheng-Kung 1 st Road Kaohsiung 801, Taiwan, ROC Ph: 886-7-213-5799 Fx: 886-7-215-3032	Evergreen Laurel Hotel 6 Taichung Kang Rd, Section 2 Taichung 407, Taiwan ROC Ph: 886-4-2313-2277 Fx: 886-4-2324-2233
US\$165/night – Single w/ one breakfast US\$195/night – Double w/ two breakfasts	US\$135/night – Single w/ one breakfast US\$145/night – Double w/ two breakfasts	US\$135/night – Single w/ one breakfast US\$145/night – Double w/ two breakfasts

****AIEF provides free transportation daily round trip between Taipei Evergreen Hotel and Taipei venue****

Airport Pickup

Shuttle Bus - Evergreen airport shuttle costs \$5 per person; scheduled every 15 – 20 minutes from 5:30am – 11pm. You do not need to pre-register to take the airport shuttle. The shuttle bus station is located directly outside of the airport terminal. If your arrival time is outside this standard schedule, you may take a taxi to the hotel.

Limo - For guests of the Taipei Evergreen Hotel, airport pickup is available by hotel limo for approximately US\$65 one-way. Payment for limo pickup service will be billed to your room. To request this service, submit your Optional Service registration to AIEF by **January 30, 2012**. Please provide your flight schedule to AIEF by **February 20, 2012** to ensure proper pickup. If flight information is not received by February 20th, your airport pickup 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.

Taxi - From CKS International Airport to the Taipei Evergreen Hotel, taxis are available at a cost of approximately US\$45 per car. Travel time from CKS International Airport (airport code – TPE) is approximately 1 hour.

Travel between Cities

Travel from Taipei to Kaohsiung – Travel with the AIEF group from Taipei to Kaohsiung will be by business class high speed rail and includes ground transportation from Taipei Evergreen Hotel to train station, and ground transportation from Kaohsiung train station to Grand Hi-Lai Hotel. Travel time by high speed rail is around 1.5 – 2 hours. Requests to travel with AIEF group must be received by **January 30, 2012**. The Travel Itinerary will be announced at the Taipei pre-fair orientation session. Travel cost is US\$150 per person. Refunds for cancellation will only be issued if AIEF receives written notice by **February 20, 2012**.

Travel from Kaohsiung to Taichung – A bus ride is available and is approximately 3 hours door-to-door between hotels. You may bring your luggage on board. The cost is US\$50 per person. Please submit your request by **January 30, 2012**. Refunds for cancellation will only be issued if AIEF receives written notice by **February 20, 2012**.

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

Exit from Taichung - You may take a bus or high speed rail from Taichung to either CKS International Airport or Taipei. You can take a bus directly from Taichung Evergreen Hotel. The bus cost is approximately US\$12 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 2.5 hours from Taichung to CKS International Airport, and 3 hours from Taichung to Taipei.

To request or reserve AIEF Optional 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 on the next page (with the bottom two lines replaced with your 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 Label

CPC Corporation, Taiwan
3, Songren Rd., Sinyi District
Taipei 110, TAIWAN, ROC
Phone: 886-2-8725-8057
AIEF Education Fair
March 31-April 1, 2012
Attn: Mr. Kao-Liang Cheng
FULL INSTITUTION NAME
PACKAGE # OF TOTAL #

Kaohsiung Label

Grand Hi Lai Hotel
266 Cheng-Kung, 1st Road
Kaohsiung 801, TAIWAN, ROC
Phone: 886-7-213-5799
AIEF Education Fair
April 2, 2012
Attn: Ms. Joyce Chang
FULL INSTITUTION NAME
PACKAGE # OF TOTAL#

Taichung Label

Evergreen Laurel Hotel
6 Taichung Kang Road, Section 2
Taichung 407, TAIWAN, ROC
Phone: 886-4-2324-2317
AIEF Education Fair
Taichung April 3, 2012
Attn: Ms. Cherry Hsu
FULL INSTITUTION NAME
PACKAGE # OF TOTAL #

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. 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.

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, please authorize your shipping company to pay customs duty on your behalf if duties accrued. You may contact AIEF Taipei for additional assistance: Tel: 02-2705-8840. AIEF is not responsible for any shipping losses or delays.

PAYMENT AND POLICIES

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. 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

- 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 NT350 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

- 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.AIEFEducationfair.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>