

# Expo Posgrados

## EXHIBITOR MANUAL

November 5<sup>th</sup> - 19<sup>th</sup> 2019

Dear Exhibitor,

This manual has been designed to help you make the final preparations for your participation in the Expo Posgrados fairs in Colombia & Mexico and to book any additional services you may require.

You will be able to enter all of your institution information and book your hotels, seminars, scanners and translators (if required) via the [BMI Exhibitor Information System \(EIS\)](#).

Please be aware that [October 5th is the deadline](#) for submitting information in the EIS.

If you have any questions or require special assistance, please do not hesitate to contact Fiorella Cardenas ([fiorella@bmiglobaled.com](mailto:fiorella@bmiglobaled.com)).

**Philippe Person**  
Director

### ORGANIZER AND CONTACT INFORMATION

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Phone: +44 208 952 1392 / Fax: +1 604 357 1505

Fiorella Cardenas - [fiorella@bmiglobaled.com](mailto:fiorella@bmiglobaled.com)

**BMI Colombia (Bogotá):** Calle 61A No. 17-30, código postal 111311 Bogotá - Colombia

Phone: +57 315 315 34 99

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Organizer:



Sponsor:



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# 1. GENERAL EVENT INFORMATION

## TRAVEL INFORMATION

**Currency:** The currencies of fair countries are the Colombian Peso (COP) for Colombia and Mexican Pesos (MXP) for Mexico. Please visit the website [www.oanda.com](http://www.oanda.com) to see updated exchange rate information.

**Flights:** Within Latin America, some major companies offer a wide range of flights. We recommend:

AVIANCA: [www.avianca.com](http://www.avianca.com)

LATAM: [www.latam.com](http://www.latam.com)

**Visa:** Exhibitors are advised to check the latest visa requirements for travel with the consulates located in their own country. BMI can supply a visa invitation letter if required. Please email [fiorella@bmglobalmedia.com](mailto:fiorella@bmglobalmedia.com) with the name of the institution, full name, title, and passport number of the participant.

**Airport Pickup:** BMI does NOT offer pick up services. If you require airport pick up, please contact the hotels directly once you have your reservation number.

## THE EXHIBITOR INFORMATION SYSTEM (EIS)

The EIS is the BMI online Exhibitor Information System where you, as an exhibitor, can input the information required to make your participation as successful as possible.

In the EIS, you will be able to:

- Input your institution's profile for entry into the Official Catalogue which is emailed to every pre-registered visitor
- Tell us the name you would like displayed above your stand on the fascia name board
- Order a translator or assistant to help at your stand
- Request a seminar
- Order local printing services
- Order panel printing for your stand
- Book an advertisement in the show catalogue which is emailed to every pre-registered visitor
- Make hotel reservations at preferential rates in each fair city
- Download shipping labels and provide us tracking information for your shipment

[Please complete each section on the online Exhibitor Information System \(EIS\) by October 5th](#)

## **HOTEL BOOKING**

Hotel reservations will only be accepted when using the online Exhibitor Information System (EIS). Email reservations will not be accepted. Any changes to your reservation, including cancellations, will only be accepted 30 days prior to your scheduled arrival and submitted via the EIS.

We have pre-booked dates in each hotel. The arrival date is the day before the event and the check-out date is the day after. Rooms are subject to availability and will be allocated on a first-come, first-served basis.

**If you are intending to arrive earlier or stay longer in any of the cities, you may be able to stay at the official hotels at the same discounted rate, subject to availability. Please contact the hotel directly to make the reservation outside our booked dates.**

For early check-in, late check-out and airport transfers, please contact the hotel directly. These services are subject to availability.

Please bear in mind that you may need your confirmation number in order to book airport transfers.

If you are not staying in one of the official hotels, please indicate the name of your hotel and contact number on the Other Booking form in the EIS. It is important that we have your contact details in case of any emergency.

## **ADDITIONAL NIGHTS**

Hotel bookings via the EIS are at the specially negotiated block booked rate for the specific periods below.

All other dates may be charged at higher rates and must be booked directly with the hotels.

Rates are also subject to change over time. When calling the hotels, it is important to mention that you are part of the BMI group - Expo Posgrados.

**VENUES, OFFICIAL HOTELS AND TIMETABLE**

FAIR DATES AND HOURS	FAIR VENUES	HOTEL ACCOMMODATION
<p><b>EXPO POSGRADOS MONTERREY</b></p> <p>Tuesday, November 5</p> <p>Event Time: 2:30pm to 7pm Set Up: 12:30pm to 2:30 pm</p>	<p><b>Camino Real Hotel</b></p> <p>Avenida Diego Rivera 2492, Valle Oriente 66200 San Pedro Garcia N.L Mexico Tel: +52 81 8133 5400</p>	<p><b>Camino Real Monterrey Hotel</b></p> <p>SGL: USD 140.00 + taxes(16%) + state lodging tax (3%) DBL/TWN: USD \$ 155.00 + taxes(16%) + state lodging tax (3%) Breakfast included / Check in: 3pm <b>PAID DIRECTLY TO THE HOTEL</b></p>
<p><b>EXPO POSGRADOS PUEBLA</b></p> <p>Thursday, November 7</p> <p>Event Time: 2:30pm to 7pm Set Up: 12:30pm to 2:30 pm</p>	<p><b>Presidente Intercontinental Puebla</b></p> <p>Boulevard Hermanos Serdán 141, Amor, 72140 Puebla, Mexico Tel: +52 222 213 7000</p>	<p><b>Holiday Inn Express Puebla</b></p> <p>SGL: MXN 1,150.00 + taxes(16%) + state lodging tax (3%) DBL/TWN: MXN 1,150.00 + taxes(16%) + state lodging tax (3%) Breakfast included / Check in: 3pm <b>PAID DIRECTLY TO THE HOTEL</b></p>
<p><b>EXPO POSGRADOS MEXICO CITY</b></p> <p>Sunday, November 10</p> <p>Event Time: 2:30pm to 7pm Set Up: 12:30pm to 2:30 pm</p>	<p><b>Fiesta Americana Reforma Hotel</b></p> <p>Reforma #80 Col. Juarez, Del Cuauhtemoc, CP 06600 Mexico Tel: +52 51 40 4100</p>	<p><b>Fiesta Americana Reforma Hotel</b></p> <p>SGL: MXN 1,600.00+ taxes(16%) + state lodging tax (3%) DBL/TWN: MXN 1,600.00+ taxes(16%) + state lodging tax (3%) Breakfast included / Check in: 3pm <b>PAID DIRECTLY TO THE HOTEL</b></p>

FAIR DATES AND HOURS	FAIR VENUES	HOTEL ACCOMMODATION
<p><b>EXPO POSGRADOS CALI</b></p> <p>Thursday, November 14</p> <p>Event Time: 2:30pm to 7pm Set Up: 12:30pm to 2:30 pm</p>	<p><b>Intercontinental Cali Hotel</b></p> <p>Avenida Colombia #2-72 Cali Tel: +57 2 882 3225</p>	<p><b>Intercontinental Cali Hotel</b></p> <p>SGL: COP\$ 294,500 + taxes(19%) DBL/TWN: COP\$ 363,000 + taxes(19%) Breakfast included / Check in: 3pm <b>PAID DIRECTLY TO THE HOTEL</b></p>
<p><b>EXPO POSGRADOS BOGOTÁ</b></p> <p>Saturday &amp; Sunday November 16 &amp; 17</p> <p>Event Time: 2:30pm to 7pm Set Up on Nov 16: 12:30pm to 2:30 pm Set Up on Nov 17: 2:00pm to 2:30 pm</p>	<p><b>Casa Museo Parque del Chico</b></p> <p>Carrera 7 # 93-01 Bogota Tel: +57 1 623 1066</p>	<p><b>Hilton Hotel Bogotá</b></p> <p>SGL: COP\$ 367,000 + taxes(19%) DBL/TWN: COP\$ 417,000 + taxes(19%) Breakfast included / Check in: 3pm <b>PAID DIRECTLY TO THE HOTEL</b></p>
<p><b>EXPO POSGRADOS MEDELLÍN</b></p> <p>Wednesday, November 19</p> <p>Event Time: 2:30pm to 7pm Set Up: 12:30pm to 2:30 pm</p>	<p><b>Centro de Eventos El Tesoro Medellin (CET)</b></p> <p>Loma El Tesoro con Transversal Superior Carrera 25A # 1A Sur - 45 Tel: +57 321 1010</p>	<p><b>Novotel El Tesoro Medellin</b></p> <p>SGL: COP\$ 229,000 + taxes(19%) DBL/TWN: COP\$ 229,000 + taxes(19%) Breakfast included / Check in: 3pm <b>PAID DIRECTLY TO THE HOTEL</b></p>

All rooms are paid on arrival and must be guaranteed with a valid credit card in the EIS.

Cancellation or reduction of nights are allowed up to 30 days before check in date. Full amount of stay will be charged in case of no show or cancellation, either by the hotel or by BMI.

## 2. OPTIONAL SERVICES

**The BMI SmartScan Visitor Data Scanning (FREE):** The app works on a smartphone, tablet or iPad and allows you to collect detailed student information in real time. With one touch, you will have access to the name and full contact details of each scanner student, as well as key information including which course and country the student is interested in and the date they plan to begin their course abroad. You will also be able to add comments and rate the lead by priority. Your database will be ready for follow up the moment you finish the fair. A week prior to the event you will receive a document with full instructions on how to download and use the app.

**Visitor Data Scanning (PAID):** For those who do not wish to use the new FREE app, a limited number of Visitor Data Scanners will also be available to institutions on a first come, first served basis. The pocket-sized scanners (which are about half the size of an iPhone) allow institutions to scan the barcode of students who visit their booth and receive their complete contact details after the fair. To order a scanner, please visit the Optional Services tab in the EIS System. **COST:** Scanner is US\$ 170 in Bogotá (both days) and US\$ 90 for each other city.

**Translators / Stand Assistants:** These have proved very popular for institutions that do not have personnel who speak the local language. They are also invaluable for institutions only sending one person, as you will have an extra person to help during the peak periods and allows stand representatives to take breaks without missing potential enquiries. **COST:** Translators can be arranged at a rate of US\$ 130 per day, except for Bogotá which is US\$ 260 for both days.

**Audio/Video Equipment Rental:** For quotation, please contact each venue/hotel directly.

**Internet:** Internet is included. If you are a guest at the official hotel, your log in details might work in the event room.

### 3. BRANDING YOUR INSTITUTION

**Seminars:** The 30-minute seminars present institutions with a unique opportunity to promote programs to a focused audience. The following items are provided: a laptop projector, large white projection screen and microphone with audio. All seminars can be ordered using the online EIS (Optional Services Section) and are subject to availability. The price of a seminar is USD\$250 for all the fairs.

**Catalogue Advertising:** A catalogue is sent to all pre-registered guests and visitors, and widely promoted in our social media accounts. We recommend that you enhance your free listing with an appropriate advertisement, giving greater impact to your presence at the fairs and which will continue to promote your institution after the event. If you want to book advertising in the catalogue, please do it through the EIS (Required Information Section).

Your advertising material should be sent in PDF Format, High Resolution 300 dpi to [fiorella@bmglobal.com](mailto:fiorella@bmglobal.com), before October 5th. (Please add 0.5 cm and cut marks on each side for bleeding).

<b>SPACE</b>	<b>COLOR</b>	<b>SIZE</b>
<b>FULL PAGE</b>	USD 2,400	21 cm (w) x 29.7 cm (h)
<b>DOUBLE PAGE</b>	USD 4,480	42 cm (w) x 29.7 cm (h)
<b>BACK COVER</b>	USD 4,000	21 cm (w) x 29.7 cm (h)
<b>INSIDE FRONT COVER</b>	USD 3,500	21 cm (w) x 29.7 cm (h)
<b>INSIDE BACK COVER</b>	USD 3,000	21 cm (w) x 29.7 cm (h)
<b>HALF PAGE</b>	USD 1,200	21 cm (w) x 14.8 cm (h)



## 4. EQUIPMENT PROVIDED

### STAND CONSTRUCTION

**Equipment provided:** Each stand will be supplied with: 1 table and 2 chairs; 1 electricity point; 2 spot lights and 1 fascia (name) board. Corner sites will be open to the aisles with fascia overhead. If you require additional furniture, please email us and we will contact the stand construction company and obtain a price for the additional items required. Please bear in mind that Monterrey, Puebla, Mexico City and Cali fairs will have a Table & Chairs format. Your institution will be provided with one table, two chairs and one electricity point. In case you want to decorate your table, you must bring your pop up banner. You will not be allowed to post or hang anything on the venue walls.

**Panels:** Double sided tape or similar may be used but must be removed by exhibitors at the end of the exhibition. Under no circumstances must anything be nailed, screwed, glued or painted onto the panels or metal framework of the stand. All damage will be charged to the exhibitor. All stands must be clean and ready 30 minutes before the opening of the event. No packing materials or goods will be allowed inside the hall after that time. Please keep in mind that panels are 1m wide x 2.40m tall.

### FULL COLOUR GRAPHICS FOR YOUR STAND

You may have seen many institutions at recent fairs decorate their stands with full colour graphics printed directly on to the stands. This not only looks very attractive and attracts many more visitors to the stand but also avoids the need to carry or ship display material and spend time decorating the stand. International institutions occasionally ship expensive stand displays or bring them to Latin America. Typically, however, local suppliers cannot speak English, issue proper receipts or only accept payment in local currency, meaning our service is far more straightforward and safe.

BMI has negotiated with suppliers in each city so that you may take advantage of having full colour printed panels so that your stand is ready when you arrive. For the full details and prices, please check page 17 of this manual. The maximum number of panels allowed to be printed is 7. This option is not available in Mexican fairs and Cali fair.

### REGULATIONS

**Cleaning and storage:** Aisles and stands will be cleaned daily.

**Insurance:** While we take every precaution to protect your property during the event, we are not responsible for any loss or damage and we recommend that you arrange insurance cover for your travel and participation. You are also responsible for insuring against any legal liability incurred in respect of injury or damage to property belonging to third parties. In addition, you should protect your expenditure against abandonment and cancellation or curtailment of the event due to reasons beyond our control.

**Security:** Every reasonable precaution is taken to ensure the safety and security of personnel and equipment. The premises will be locked overnight, but we cannot accept any responsibility whatsoever for any injury, loss or damage or any consequential losses which befall your personnel or their property. BMI recommends that valuables, particularly of a portable nature, are not left unattended on your stand.

## 5. SHIPPING INFORMATION

BMI highly recommends printing your institution's brochures locally. Please get in contact if you need a quote through our EIS system.

### GENERAL INFORMATION

All boxes must arrive 10 days before each event. We recommend to start shipping 4 weeks in advance. Please ensure your delivery company is aware of this date and that the fee will be paid by your institution rather than on delivery.

### ADDRESSES FOR SHIPPING

If you are sending material for your participation in you will be able to download the shipping labels in the EIS Shipping/Tracking section, with the information of the venue where you have to send your material. You can also download the labels by [clicking here](#).

**Please use the pre-addressed labels provided on the Shipping Labels section on the EIS:**

Once shipped, please enter your tracking information in the EIS. This will help us track your shipment and help you in case it gets lost or stuck in customs. Without this information, we will not be able to help you.

**We highly recommend institutions to print in country. BMI can provide this service.**

#### MONTERREY

##### HOTEL CAMINO REAL MONTERREY

Atte - Alonso Hernández  
Gerente de Ventas  
Av. Diego Rivera 2492 Col Valle Oriente CP 66200 San Pedro Garza García, N.L. México  
(Expo Posgrados November 05th)

#### PUEBLA

##### HOTEL INTERCONTINENTAL PRESIDENTE PUEBLA

Cinthia Alejandra Jiménez Hernández  
Blvd. Hermanos Serdán # 141, Col. Amor. C.P. 72140, Puebla, México  
TELEF +52 (222) 213.70.13  
(Expo Posgrados November 07th)

#### MEXICO CITY

##### HOTEL FIESTA AMERICANA REFORMA

EDUARDO TERCERO  
GERENTE DE VENTAS  
PASEO DE LA REFORMA 80, COL. JUÁREZ, 06600, Ciudad de México, México  
TELEF. 55 54 00 36 23  
(Expo Posgrados November 10th)

#### CALI

##### HOTEL INTERCONTINENTAL CALI

Atte. Jose Andres Mendoza  
Asistente de Eventos & Banquetes  
Avenida Colombia No #2-72, Cali, Valle del Cauca, Barrio El Peñon, C.P 760003, COLOMBIA  
Tel 57 2 8823225  
(Expo Posgrados November 14th)

#### BOGOTA

##### HILTON BOGOTÁ

KAREN MANTILLA/SUSY RODRIGUEZ  
Gerente de Ventas | Sales Manager  
Carrera 7 # 72 – 41 C.P 111321 Bogotá, Colombia  
Telf. 571 4933415  
(Expo Posgrados November 16th&17th)

#### MEDELLIN

##### Novotel Medellín El Tesoro (Ex Atton)

Zully Bibiana Fontecha  
Jefe de Compras  
Parque Comercial, Carrera 25 A #1A Sur 45, Medellín, Antioquia, C.P. 050021 Colombia  
Telef. +5746052492  
(Expo Posgrados November 19th)

## SHIPPING OPTIONS

You may use one of the following four methods to ship material to Latin America:

- 1.** We urge all exhibitors to bring all (or as much as possible) of their display and hand-out material with them when they travel to Latin America or to print locally.
- 2.** Exhibitors having representative partners in Latin America may wish to ship material directly to the representative.
- 3.** You may ship material direct to each city following the instructions below through DHL, Federal Express, UPS or any other major air courier company. Please ensure that the air courier company you use has an official representative in Colombia and that you have the contact details of the representative.
- 4.** BMI strongly recommends the services of Air Concepts, used by many educational institutions for shipping materials to international exhibitions in Latin America. Air Concepts will ensure that your material is delivered direct to the fair venue. Please contact AIR CONCEPTS directly for rates and further instructions.

AIR CONCEPTS USA  
645 SE Central Parkway  
34994 - Stuart, FL – USA

Contact:  
Dina Colantrello or Jen Greer  
Tel: +1 772 219 2525  
Fax: +1 772 219 2534  
[dina@airconceptsusa.com](mailto:dina@airconceptsusa.com) / [jen@airconceptsusa.com](mailto:jen@airconceptsusa.com)

## DIRECT SHIPMENT

If you prefer to send by your own air courier company, please carefully follow the instructions below when shipping material to Latin America. Customs are extremely strict in Latin America and it is very important that goods be correctly sent.

INSTRUCTIONS	MEXICO
Each shipment (consignment) should not exceed the <b>weight of:</b>	50 Kg (110 lbs)
No shipment can exceed the <b>measures of:</b>	length 118cms (46in), width 88cms (35in), height 120cms (47in)
Be sure that your <b>shipping company</b> is aware that your Institution is paying for the shipment and <b>no money will be required on delivery.</b>	✓
All shipments must read, <b>“Publication of no commercial value, for free distribution”</b> on the content section of the airway bill.  <b>If you are shipping brochures, please make sure you do not write on the proforma invoice that you are shipping books, but brochures of no commercial value.</b>	Please include the translation in Spanish: <b>Muestras sin valor comercial para repartición gratuita</b>
When declaring value for brochures, estimate between USD 2 to USD 5 per kg (2.2 lb) of printed papers. <b>Do not send pencils, pens are allowed but pencils may result in problems. T-shirts are allowed but no more than 10.</b>	✓
<b>Airway Bill</b> should be accompanied by a <b>Proforma Invoice</b> , which states the content and a value for customs. The value <b>should not exceed an overall sum per shipment of:</b>	US\$ 1000
On the airway bill, the section: <b>duties</b> and <b>taxes</b> must be marked to indicate that these charges (if applied by customs) will be paid by the <b>Sender.</b>	✓
Send the material for each city to the person and addresses indicated on the Label Form available in the EIS. All materials will be placed on your booth and each box must <b>clearly indicate:</b>	<b>- Your Institution Name</b> <b>- BMI Expo Posgrados</b>
Complete and correct information of the recipient is needed, complete address, telephone No. and contact person.	✓
Never declare 0 value, a certain value must be declared for every package sent to Mexico.	✓
Each shipment must be sent on a door-to-door basis with Taxes & Fees paid by the sender (if applicable).	✓

Any shipment coming from China has high chances to have problems. Avoid sending any products that say they are Made in China (t-shirts, pens, tape, etc).	✓
Allow 2-3 days between each shipment as it may be treated as one shipment and will therefore put you over the limit of weight.	✓

INSTRUCTIONS	COLOMBIA
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Each shipment (consignment) should not exceed the weight of:	45kg
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Be sure that your shipping company is aware that your institution is paying for the shipment and no money will be required on delivery. Shipments must be sent on a door-to-door basis.

All shipments must read, "MUESTRAS SIN VALOR COMERCIAL PARA REPARTICIÓN GRATUITA" on the content section of the airway bill.	A minimum value of \$1 USD must be on all non-document shipments. Please be realistic with the value of your brochures.
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Do not ship display materials or any items which are not printed matter, like <u>shirts, pens, etc.</u>	As long as declared properly, these items are acceptable.
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Airway Bill should be accompanied by a Proforma Invoice, which states the content and a value for customs. The value should not exceed an overall sum per shipment of:	USD80
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On the airway bill, the section 'Duties and Taxes' must be marked to indicate that these charges (if applied by customs) will be paid by the Sender.

Send the material for each city to the person and addresses indicated on the Label Form available in the EIS. All materials will be placed in your booth and each box must clearly indicate:	- Institution Name - Expo Posgrados
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Allow 2-3 days between each shipment as it may be treated as one shipment and will therefore put you over the weight limit.

1. The delivery address details and shipping labels for each city can be found in the EIS Shipping/Tracking section;
2. All boxes should arrive at least 10 days before each fair at the delivery address provided on the labels form;
3. If you are not using the official shipping company, you must input all the information on how you shipped your material along with the airway tracking numbers into the EIS system. If you do this, we will be able to track your boxes and immediately act if there is a problem with the delivery. Without this information we are unable to help you if any problems occur with your shipping;
4. The deadline for inputting your tracking numbers and shipping information is October 5th;
5. If we do not have the tracking numbers by this date, we will not be able to help you with your shipping and you will need to contact your shipping provider directly to try and solve the problem. BMI staff will not be able to help you on the day of the fair.

**If you do not follow the above recommendations exactly as explained, your material may be held up in customs, sent back, lost or destroyed.**

It is essential that the person who is travelling to Latin America carries a copy of all the following information:

1. Airway bill numbers for each box you have shipped.
2. How many boxes were sent and to which cities.
3. Full contact details of the courier company in Mexico and Colombia and in your country. If possible, obtain the mobile phone number of the shipping manager in your country and their contact in Latin America.
4. We also suggest carrying a digital PDF of your material in case of any delay in your shipment, so we may be able to help you by printing it locally.

## 6. PRINTING IN LATIN AMERICA

You may also choose to print your material locally in Latin America and have it on your stand when you arrive. BMI currently translates and prints brochures for over 40 international institutions.

Printing costs in Latin America are usually higher than in North America or Europe but you will make huge savings in shipping costs and avoid any customs, taxes or delivery problems.

If you are interested in the printing option, please email a digital copy of your brochure, with the following information to [fiorella@bmiglobaled.com](mailto:fiorella@bmiglobaled.com) and enter all the requirements in the EIS system in order to process your request.

- Paper weight
- Paper Type
- Quantity required per city
- Delivery (how many per city)

We will then get back to you with a quotation or any additional information we may require. The deadline for this service is October 5th.

## 7. PRESS AND PR CAMPAIGN

An extensive press and public relations campaign will be conducted for the event in addition to the print, web and direct marketing campaigns.

We are offering you the opportunity to receive extra promotion prior to the events in the media, at no charge. We would welcome information on any of the following subjects:

- Any new courses that you will be promoting
- Details of courses that are unique to you or will appeal to Latin American students
- Any special promotions/discounts you may have during the fair
- Names of any famous past or present students
- Anything else you would like the media to know or that you feel may be of interest



## 8. IMPORTANT DATES AND DEADLINES

Please find below the deadlines for requesting services and sending important information, essential to the success of your participation at the fairs.

DEADLINE	SERVICE
October 5th	Last date to submit information for Media and PR Campaign.
October 5th	Final day to submit your advertisement
October 5th	Final day to request a quotation for printing in Latin America
October 5th	Last day to request the service and receive the files for the panel printing (panel decoration)
October 5th	Last day for inputting your tracking numbers and shipping information in the EIS
October 5th	Final day to book your hotels through the EIS
October 5th	This is the final day for submitting information and request services in the EIS

## 9. GDPR AND THE BMI SMART SCAN APP

By collecting a student's data via the BMI Smart Scan App, your institution will be receiving all information provided by that specific student in the registration form which they complete before entering the fair. The fair registration form and the process is fully GDPR compliant.

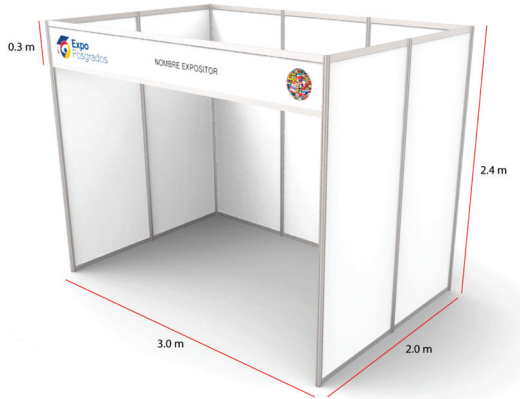
All visiting students and parents are clearly informed that by allowing an institution to scan them at the event, they are allowing you to collect their data for post-fair follow up. This information is clearly printed on the registration site, on the subsequent printed ticket they bring to the fair and on the visitor badge they receive at the entrance to the fair. If they do not wish to share their data, they should not allow you to scan their badge.

Once the student information is collected via the BMI Smart Scan App, your institution may use this data for fair and reasonable follow-up after the fair. However, for ongoing generic marketing communications, your institution must obtain explicit consent from the student as per GDPR data processing compliance rules and regulations.

By using the BMI Smart Scan App your organisation commits to act responsibly, treat this information under GDPR data processing guidelines and exonerates BMI for any misuse or data breaches that may occur from your follow up, or future marketing communication sent to visitors you have scanned at the event.

# Full Colour Graphics for your Stand

We are pleased to offer a new service which allows you to professionally decorate your stand in full colour. Using BMI's managed panel printing service will allow you to attract even more people to your stand and also avoid shipping display material to Latin America and between cities. The full colour high-quality graphics are printed directly onto the panels of your stand. Pricing is based per panel, allowing you the flexibility to print the number of panels that will match your stand design and budget.



## Price Guide:

Bogota - US160 per panel  
Medellin - US130 per panel

## What's Included:

- Colour panel printing
- Mounting of graphic
- Cleaning of panel after use

## What Else Do I Need to Know:

- You must send a different file for each panel
- **Panels are 0.96m wide x 2.34m high and artwork should be exactly this size and must be in PDF 100 DPI**
- No corrections can be made once we receive the files for printing
- If multiple panels are being used, we will need a graphic plan for the whole stand showing the complete design
- Panels cannot be re-used. Each city requires its own set of printed panels and will be charged accordingly
- Payment must be made by credit card at time of placing the order using this form
- Completion of this form authorises us to order this service and charge your card immediately
- If artwork is not provided on time, no refund is possible

FINAL DEADLINE for BMI to receive the files: **October 5th.**

Please contact Fiorella Cardenas at [fiorella@bmioglobaled.com](mailto:fiorella@bmioglobaled.com) for more information.

Cities	Cost per panel	Number of panels required	Total price
Bogota	\$160		
Medellin	\$130		
<b>TOTAL</b>			

I will send my graphics to you by October 5th

Name:

Institution:

Contact Telephone:

Email:

Signature:

Please invoice me

Pay by Credit card

Name on Card:

Card number:

Type of Card:

Expiry Date:

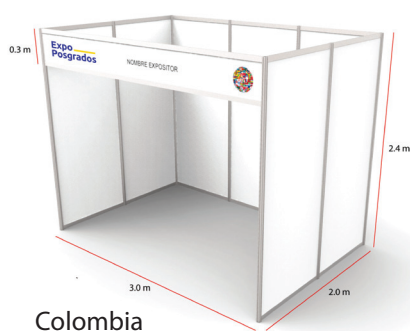
Security No:



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HA8 7EJ England, UK  
Tel: +44 208 952 1392  
[www.bmioglobaled.com](http://www.bmioglobaled.com)

# Gráficos a todo color para su stand

Nos complace ofrecer un nuevo servicio que le permite decorar profesionalmente su stand a todo color. El uso del servicio de impresión del panel administrado por BMI le permitirá atraer aún más personas a su stand y también evita enviar material de visualización a todas las ferias. Los gráficos a todo color de alta calidad se imprimen directamente y se colocan en los paneles de su stand. El precio es por cada panel, lo que le permite flexibilidad de imprimir la cantidad de paneles que coincidirán con el diseño de su stand y presupuesto.



Colombia



## Guía de Precios:

Bogotá - US160 por panel  
Medellín - US130 por panel

## Qué incluye:

- Paneles impresos a color
- Montaje de gráficos
- Limpieza del panel después de usar

## Qué más necesita saber:

- Debe enviar un archivo diferente para cada panel, así como la distribución del diseño final para el montaje.
- **Las medidas de cada panel es 0.96m ancho x 2.34m de alto y el arte debe ser enviado en PDF 100 DPI**
- No se pueden hacer correcciones una vez recibidos los archivos.
- Los paneles no pueden reutilizarse, por lo que deben ser preparados y encargados por ciudad.
- El pago puede ser con tarjeta de crédito o mediante una factura, deben ser pagados por adelantado para realizar la orden y tenerlos a tiempo.
- Si el arte no es enviado a tiempo, no se realiza la devolución del dinero.

FECHA FINAL para el envío del material: **5 de Octubre 2019.**

Por favor contactar a Fiorella Cardenas: [fiorella@bmiglobaled.com](mailto:fiorella@bmiglobaled.com) para mayor información.

Ciudades	Costo por panel	Núm. de paneles requeridos	Precio total
Bogotá	\$160		
Medellín	\$130		
TOTAL			

Enviaré mis gráficos a más tardar el 5 de Octubre.

Nombre:

Institución:

Teléfono de contacto:

Email:

Firma:

Enviarme una factura  Pagar con Tarjeta de Crédito

Nombre en la tarjeta de crédito:

Número de tarjeta de crédito:

Tipo de tarjeta:

Fecha de caducidad:

Código de seguridad



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