

# Expo Posgrados

## EXHIBITOR MANUAL

February 29<sup>th</sup> - March 5<sup>th</sup> 2020

Dear Exhibitor,

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

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

Please be aware that February 10th 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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Organizer:



Sponsor:



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# 1. GENERAL EVENT INFORMATION

## TRAVEL INFORMATION

**Currency:** The currency is Mexican Pesos (MXP) for Mexico. Please visit the website [www.xe.com](http://www.xe.com) to see updated exchange rate information.

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

AEROMEXICO: [www.aeromexico.com](http://www.aeromexico.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@bmiglobaled.com](mailto:fiorella@bmiglobaled.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 board and also flag
- Order a translator or assistant to help at your stand
- Request a seminar
- Order local printing services
- Book an advertisement in the show catalogue which is emailed to every pre-registered visitor
- Download shipping labels and provide us tracking information for your shipment



Please complete each section on the online Exhibitor Information System (EIS) by February 10th

## ■ HOTEL BOOKING

Expo Posgrados gets you discounted hotel rates during the fair. Bookings are subject to the hotel availability, policies and terms so please book as soon as possible using this CODE: xxxxxx and directly with them.

**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.

## ■ 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 MEXICO CITY</b></p> <p>Saturday, February 29 Sunday, March 1</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</p> <p>Tel: +52 51 40 4100</p>	<p><b>Fiesta Americana Reforma Hotel</b></p> <p>SGL: USD 102.00 + taxes(16%) + state lodging tax (3%)</p> <p>DBL/TWN: USD 117.00 + taxes(16%) + state lodging tax (3%)</p> <p>Breakfast included / Check in: 3pm</p> <p><b>PAID DIRECTLY TO THE HOTEL</b></p>
<p><b>EXPO POSGRADOS PUEBLA</b></p> <p>Tuesday, March 3</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</p> <p>Tel: +52 222 213 7000</p>	<p><b>Presidente Intercontinental Puebla</b></p> <p>SGL: USD 90.15 + taxes(16%) + state lodging tax (3%)</p> <p>DBL/TWN: USD 99.38 + taxes(16%) + state lodging tax (3%)</p> <p>Breakfast included / Check in: 3pm</p> <p><b>PAID DIRECTLY TO THE HOTEL</b></p>
<p><b>EXPO POSGRADOS MONTERREY</b></p> <p>Thursday, March 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</p> <p>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%)</p> <p>DBL/TWN: USD \$ 155.00 + taxes(16%) + state lodging tax (3%)</p> <p>Breakfast included / Check in: 3pm</p> <p><b>PAID DIRECTLY TO THE HOTEL</b></p>

## 2. PARTICIPATION FEE COVERS

- Participation in Mexico City, Puebla, Monterrey fairs (depending on Booking form)
- 1 table and 2 chairs
- Marketing campaign to promote your institution and destination (BMI will provide you with an exhibitor email (HTML) so you can invite your database, social media images to promote your participation in our fairs.
- Logo, short description of your institution and video in our official fair website (if you complete this in the EIS in advanced)
- Contact details and short description of institution in our online catalogue.
- WIFI internet access during the fair
- Attendant QR Scanning (Free BMI Smart Scan app that you need to download)
- Coffee break for 2 people during the fairs hours (2pm to 7pm - ligh snacks and coffee/tea/water)
- \* Access to discount hotel rates (subject to availability)

NOTE: All other expenses are not included in the participation)

## 3. 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.

**Manual 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 Mexico City (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 Mexico City 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.

## 4. 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@bmiglobal.com](mailto:fiorella@bmiglobal.com), before February 10th. (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)

## 5. EQUIPMENT PROVIDED

### TABLES & CHAIRS FORMAT

**Equipment provided:** Each exhibitor space will be supplied with 1 table and 2 chairs, 1 electricity point and 1 university name on the table.

Please bear in mind that Mexico City, Puebla and Monterrey will have a table & chairs format, so in case you want to decorate your space, you must bring your pull up banner. It is possible you won't be able to stick poster on the walls.

**Exhibitor badges:** The exhibitor badges will be placed on your table when you arrive to the venue. Please keep them for all the cities you will be travelling to.

Note: Please complete in the EIS, how many badges you will need, the exhibitor badges will be with the name of institution.

### 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.





## 6. 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.

**The tracking information of your shipped material, must be send by email to [fiorella@bmiglobaled.com](mailto:fiorella@bmiglobaled.com) before the 20th of February 2020.**

### 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.**

#### 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 Feb 29th & March 1st)

#### 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 March 3rd)

#### MONTERREY

##### HOTEL CAMINO REAL MONTERREY

Atte - Leonardo Barrios Mata  
Gerente de Grupos y Convenciones Cluster  
Av. Diego Rivera 2492 Col Valle Oriente CP 66200 San Pedro Garza Garcia, N.L. México  
(Expo Posgrados March 5th)

## ■ 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 Mexico 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 and 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.	✓

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 February 10th;
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 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.

**BMI or Hotels will not pay customs duty for the liberate of your packages. To avoid the risk that the package will be return to you, please make sure that its value is low and there is nothing else than paper-material in it.**

## 7. 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 February 10th.

## 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
February 10th	Final day to submit your advertisement
February 10th	Final day to request a quotation for printing in Latin America
February 10th	This is the final day for submitting information and request services in the EIS
February 20th	Last day to send by email the tracking numbers of shipping material

## 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.