



Times
Higher
Education



EXHIBITOR MANUAL *BRAZIL*

1st - 16th April 2025

- ✦ São Paulo
- ✦ Campinas
- ✦ Rio de Janeiro
- ✦ Brasília
- ✦ Salvador
- ✦ Recife
- ✦ Maceió

Dear Exhibitor,

This manual has been designed to help you make your final preparations for participation in **The Salão do Estudante Events** as successful as possible and to book any additional services you may require. The Salão do Estudante events consists of the Salão do Estudante Fairs, the Brazil International Schools Forum & Workshop and the High School visits in Campinas, São Paulo, Rio de Janeiro, Brasília and Salvador.

You will be able to enter essential information about your institution, book hotels or translators / stand assistants for all Salão do Estudante events. For the fairs, you will also be able to book seminars and panel printing via the [BMI Exhibitor Information System \(EIS\)](#).

Please note that March 7th is the final day for submitting information in the EIS. After this date, extras services will still be available but will incur an additional 50% charge on their regular prices.

If you have any questions or require any special assistance, please do not hesitate to contact us.

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ORGANISER AND CONTACT INFORMATION

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1. EVENT GENERAL INFORMATION

TRAVEL INFORMATION

Currency: The currency of the Brazil is the Real (BRL). Please visit bit.ly/2RnbijJ to see updated exchange rate information.

Electric plugs: Brazil has significantly different plugs than other countries and please ensure you have the relevant adaptor to use in Brazil.

Flights: In Brazil, the major airlines are:

LATAM: www.latam.com

GOL: www.voegol.com.br

AZUL: www.voeazul.com.br

Visa requirements: Exhibitors are advised to check the latest visa requirements for traveling to Brazil with the embassy and/or consulate in their home country. If you require a visa invitation letter, please send us an e-mail to luis@bmiglobaled.com with the name of your institution, full name, title, and passport number of the participant.

Airport Pickup: Airport Pickup: BMI does NOT offer pick up services. If you require airport pick up, please contact the official hotels directly. Hotel information is on Page 8 of this manual.

Suggest flights: There are many flights between each of the cities in which the fairs take place. However, we would like to recommend the following flights to maximise your time in Brazil and arrange your schedule. Please [click here](#) for the recommended flights.

Transfer from Recife to Maceió: BMI will provide a complimentary bus transfer for exhibitors attending both the Recife and Maceió fairs. The service will depart from the Mar Hotel Conventions in Recife at 7:15pm on April 15, immediately following the conclusion of the Recife fair, and arrive at the Ritz Lagoa da Anta Hotel in Maceió by 11:30pm. To secure your seat, exhibitors must confirm their participation by completing this [online form](#) in advance.

Salvador Fair Special Activity: On April 12th, one day before the Salvador fair, BMI has planned a special activity for those who are participating in that city. All exhibitors will be picked up at the Hotel Mercure Rio Vermelho at 9am and taken by luxury transfer to one of Brazil's most beautiful resort town. You will have time to explore, buy souvenirs, spend time at the beach and natural swimming pools and be provided a full lunch. The transfer will return to the official Hotel at 7:30pm. There is no cost for this activity.

If you are also participating in the Brasília fair, we therefore recommend that you fly to Salvador on the last flight on April 11th, right after the event. Please [click here](#) to confirm your participation.

THE EXHIBITOR INFORMATION SYSTEM (EIS)

The [EIS](#) is the BMI online [Exhibitor Information System](#) where you, as an exhibitor, can input all the information we require to help make your participation as successful as possible.

In the [EIS](#), you will be able to:

- Enter your institution's profile for entry into the Official Catalogue, which is e-mailed to all pre-registered visitors.
- Enter your logo, the type of courses, languages and areas your school offers - this will be displayed in the official event's website (salaodoestudante.com.br) on your profile.
- Tell us the flag and the name you would like displayed above your stand, on the fascia board - [Click here](#) to see an example of the fascia board layout;
- Order a translator or stand assistant to help at your stand or request a seminar.
- Order full colour panel printing for your stand.
- Book an advertisement in the show catalogue. Please [click here](#) to see a sample of our last show catalogue.
- Book hotel reservations at official and venue hotels in each city at discounted rates.
- Download shipping labels and provide us tracking information for your shipment.

Please complete each online section in the Exhibitor Information System (EIS) by March 7th. After this date, extras services will still be available but will incur an additional 50% charge on their regular prices.

HOTEL BOOKING

The hotels and preferential rates are on the next page. All hotel reservations can be booked through the [Exhibitor Information System \(EIS\)](#) with a valid credit card. The payment will be made directly to BMI.

Any changes to your reservation, including cancellations, will only be accepted 15 days prior to your scheduled arrival and submitted via e-mail to luis@bmiglobaled.com.

IMPORTANT: Please note that only after we receive the hotel payment confirmation we will send the reservation request to the hotel. As soon as we receive the confirmation number back from the hotels, we will let you know. The rates shown on pages 7 & 8 are subject to change due to exchange rate fluctuations. Please check the [EIS](#) for the latest hotel rates.

Please keep in mind that the discounted hotel rates will only be available for booking until **March 7th**. We have blocked rooms for exhibitors at all of the official hotels. The blocks allow you to check-in the day before the event and leave the day after the event.

If you wish to arrive earlier or stay longer in any of the cities, you may be able to stay at the official hotels (subject to availability) at the same discounted rate.

Please send an e-mail to luiglobaled.com with your preferred check-in and check-out dates and we will check with the hotel and send you a confirmation or advise if it is not possible.

For early check-in, late check-out and airport transfers, please contact the hotel directly. These services have an extra cost and are subject to availability. Cancellations will only be accepted by e-mail to luiglobaled.com, up to 15 days before arrival. After this, please contact the hotel directly.

If you are not staying in one of the official hotels, please indicate the name of your hotel and contact number on the Alternative Hotels 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.

It is unlikely that the same hotel room rates will be available for the before or after blocked period, but please send an e-mail to luiglobaled.com with your preferred check-in and check-out dates and we will advise about availability.

EVENT DATES, HOURS AND URL	EVENT VENUE	HOTEL ACCOMMODATION
BRAZIL INTERNATIONAL SCHOOLS FORUM & WORKSHOP SÃO PAULO <u>Tuesday, April 1</u> Cocktail Reception and Dinner: 6:45pm to 9pm <u>Wednesday, April 2</u> Workshop & Forum: 9am to 5:00pm	Meliá Paulista Av. Paulista, 2181 - Consolação Tel: +55 11 2104 1600 Room: Paulista Rooms	
HIGH SCHOOL VISITS CAMPINAS <u>Thursday, April 3</u> The bus will leave the hotel at 8am and return by 5pm	Campinas: 3 schools visits Sant'Anna International School Escola Americana de Campinas Colégio Etapa, Valinhos	Meliá Paulista Rates below are available for Check-in from April 1 till Check-out on April 7 Subject to Availability
SALÃO DO ESTUDANTE SÃO PAULO <u>Saturday & Sunday, April 5 & 6</u> Event Time: 2pm to 6:30pm Set Up on Saturday: 11am to 1:30pm Set Up on Sunday: 12pm to 1:30pm Student promotion website: www.salaodoestudante.com.br	Centro de Convenções Frei Caneca R. Frei Caneca, 569 - Bela Vista Tel.: +55 11 3472 2020 5 th Floor	SGL: US\$ 173 / DBL: US\$ 180 Prices per night. Inclusive of breakfast and taxes. Check in: 3pm PAID DIRECTLY TO BMI
HIGH SCHOOL VISITS SÃO PAULO <u>Monday, April 7</u> The bus will leave the hotel at 8am and return by 5pm	São Paulo: 3 schools visits Escola Concept São Paulo Colégio Marista Arquidiocesano Mackenzie Presbyterian School	

EVENT DATES, HOURS AND URL	EVENT VENUE	HOTEL ACCOMMODATION
SALÃO DO ESTUDANTE RIO DE JANEIRO (Copacabana) <u>Tuesday, April 8</u> Event Time: 3pm to 6:30pm Set Up: 12pm to 2:30pm Student promotion website: www.salaodoestudante.com.br	Hotel Fairmont Rio de Janeiro Copacabana Av. Atlântica, 4240 - Copacabana Tel.: +55 21 2525 1232 Room: Rio de Janeiro	Hotel Fairmont Rio de Janeiro Copacabana Rates below are available for Check-in from April 7 till Check-out on April 10 Subject to Availability SGL: US\$ 410 / DBL: US\$ 438 Prices per night. Inclusive of breakfast and taxes. Check in: 3pm PAID DIRECTLY TO BMI
HIGH SCHOOL VISIT RIO DE JANEIRO <u>Wednesday, April 9</u> The bus will leave the hotel at 8am and return by 12:30pm	Rio de Janeiro: 2 schools visits SIS Swiss International School Escola Eleva	Windsor Oceanico Rates below are available for Check-in from April 7 till Check-out on April 10 Subject to Availability
SALÃO DO ESTUDANTE RIO DE JANEIRO (Barra) <u>Wednesday, April 9</u> Event Time: 3pm to 6:30pm Set Up: 12pm to 2:30pm Student promotion website: www.salaodoestudante.com.br	Windsor Oceanico R. Martinho de Mesquita, 129 Barra da Tijuca Tel.: +55 21 2195 9950 Room: Europa	SGL: US\$ 133 / DBL: US\$ 148 Prices per night. Inclusive of breakfast and taxes. Check in: 3pm PAID DIRECTLY TO BMI

EVENT DATES, HOURS AND URL	EVENT VENUE	HOTEL ACCOMMODATION
HIGH SCHOOL VISIT BRASÍLIA <u>Friday, April 11</u> The bus will leave the hotel at 8am and return by 12:30pm	Brasília: 2 schools visits Colégio Marista Asa Sul (Maristão) Escola Canadense de Brasília	Hotel Brasil 21 Suites Rates below are available for Check-in from April 10 till Check-out on April 12 Subject to Availability SGL: US\$ 104 / DBL: US\$ 114 Prices per night. Inclusive of breakfast and taxes. Check in: 3pm PAID DIRECTLY TO BMI
SALÃO DO ESTUDANTE BRASÍLIA <u>Friday, April 11</u> Event Time: 2pm to 5:30pm Set Up: 11pm to 1:30pm Student promotion website: www.salaodoestudante.com.br	CICB - Centro Internacional de Convenções do Brasil St. de Clubes Esportivos Sul Trecho 2 Conjunto 63, Lote 50 - Asa Sul Tel: +55 61 2196 9000 Room: Thrid Floor	SGL: US\$ 104 / DBL: US\$ 114 Prices per night. Inclusive of breakfast and taxes. Check in: 3pm PAID DIRECTLY TO BMI
SALÃO DO ESTUDANTE SALVADOR <u>Sunday, April 13</u> Event Time: 2pm to 5:30pm Set Up: 11pm to 1:30pm Student promotion website: www.salaodoestudante.com.br	Fiesta Convention Center Av. Antônio Carlos Magalhães, 741, Itaigara Tel.: +55 71 3352 0000 Room: Lótus	Mercure Rio Vermelho Rates below are available for Check-in from April 11 till Check-out on April 14 Subject to Availability SGL: US\$ 109 / DBL: US\$ 121 Prices per night. Inclusive of breakfast and taxes. Check in: 3pm PAID DIRECTLY TO BMI
HIGH SCHOOL VISIT SALVADOR <u>Monday, April 14</u> The bus will leave the hotel at 8am and finish by 12:30pm	Salvador: 2 schools visits Land School Colégio Concept Salvador	SGL: US\$ 109 / DBL: US\$ 121 Prices per night. Inclusive of breakfast and taxes. Check in: 3pm PAID DIRECTLY TO BMI

EVENT DATES, HOURS AND URL	EVENT VENUE	HOTEL ACCOMMODATION
SALÃO DO ESTUDANTE RECIFE <u>Tuesday, April 15</u> Event Time: 3pm to 6:30pm Set Up: 12pm to 2:30pm Student promotion website: www.salaodoestudante.com.br	Mar Hotel Conventions Rua Barão de Souza Leão, 451 Boa Viagem Tel: +55 81 3302 4446 Room: Cícero Dias	Atlante Plaza Hotel Rates below are available for Check-in from April 14 till Check-out on April 16 Subject to Availability SGL: US\$ 107 / DBL: US\$ 126 Prices per night. Inclusive of breakfast and taxes. Check in: 3pm PAID DIRECTLY TO BMI
SALÃO DO ESTUDANTE MACEIÓ <u>Wednesday, April 16</u> Event Time: 3pm to 6:30pm Set Up: 12pm to 2:30pm Student promotion website: www.salaodoestudante.com.br	Ritz Lagoa da Anta Av. Brigadeiro Eduardo Gomes de Brito, 546 - Lagoa da Anta Tel: +55 82 2121 4000 Room: Pontes de Miranda	Ritz Lagoa da Anta Rates below are available for Check-in from April 15 till Check-out on April 17 Subject to Availability SGL / DBL: US\$ 173 Prices per night. Inclusive of breakfast and taxes. Check in: 3pm PAID DIRECTLY TO BMI

IMPORTANT

- The rates shown above are subject to change due to exchange rate fluctuations. Please check the [EIS](#) for the latest hotel rates.
- Please note that only after we receive the hotel payment confirmation we will send the reservation request to the hotel. As soon as we receive the confirmation number back from the hotels, we will let you know.
- All above rates include taxes and breakfast.
- Please note all hotel prices above are in American Dollars.

2. OPTIONAL SERVICES

Translators / Stand Assistants: Translators have proven very popular, especially for institutions that do not have personnel who speak Portuguese. They are also invaluable for institutions only sending one person, as you will have an extra person to help during the peak periods and allow staff to take breaks without missing potential enquiries.

Translators or stand assistants can be arranged at a rate of US\$ 130 per day (except for São Paulo - US\$ 260 for both days). If you are interested in ordering a translator, please order through the [EIS \(Extra Services Section\)](#).

AV Equipment Rental: AV services must be ordered directly with BMI. Please e-mail fabio@bmioglobaled.com your request.

Internet: Internet is free and included in all cities. Please look for a BMI staff for the internet password information in each venue.

3. BRANDING YOUR INSTITUTION

Seminars: The 30-minute seminars present institutions with a unique opportunity to promote their programs to a mass audience. They are designed to inform the students, parents and executives about the institutions, courses and countries represented at the fairs.

The following items are provided: a laptop, projector and screen, microphone and speakers in the seminar room. All seminars can be ordered using the [EIS \(Extra Services Section\)](#) and are subject to availability. The price of a seminar is US\$ 850 for São Paulo and US\$ 450 for the other cities.

Catalogue Advertising: A catalogue is e-mailed to all pre-registered 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 to priscilla@bmiglobaled.com in PDF Format, High Resolution 300 dpi, before March 7th. Please add 0.5 cm and cut marks on each side for bleeding.

SPACE	SIZE	PRICE
Half Page	21 cm (w) x 14.8 cm (h)	US\$ 1,200
Full Page	21 cm (w) x 29.7 cm (h)	US\$ 2,400
Double Page	42 cm (w) x 29.7 cm (h)	US\$ 4,480
Inside Front Cover	21 cm (w) x 29.7 cm (h)	US\$ 3,500
Back Cover	21 cm (w) x 29.7 cm (h)	US\$ 4,000

4. EQUIPMENT PROVIDED FOR THE SALÃO FAIRS

■ STAND CONSTRUCTION

Equipment provided: Each 6 meters stand will be supplied with: 1 table and 2 chairs; 1 electricity point; 2 spot lights and 1 fascia (name) board above each stand. Corner sites will be open to the aisles with fascia overhead. If you require additional furniture, please e-mail fabio@bmiglobaled.com and he will contact the stand construction company and obtain a price for the additional items required. Please remember to bring a travel adaptor or plug converter as we don't provide them.

Unless it is a corner stand, your stand comes fully fitted with 2 side walls and a back wall. Please [click here](#) for further information and a layout diagram of the stand.

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 each event. No packing materials or goods will be allowed inside the hall after that time. Please keep in mind that panels are 0.95 meters wide x 2.10 meters 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 Brazil. 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 safer.

BMI has therefore 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 São Paulo fair, the cost for the panel printing is US\$ 135 per panel and US\$ 120 for the other fairs. The counter printing is US\$ 200 and includes the printing for the front panel, the counter itself and a stool. You can see some typical examples of panel printed stands [here](#).

If you would like to book this service, please refer to the [EIS](#) or using [this form](#), where you can also find further details on how to send the final artwork to us.

■ GDPR AND THE BMI SMART SCAN APP

Lead management and particularly the contact information you collect at education fairs are crucial components of any student recruitment campaign.

The BMI SmartScan App allows you to collect detailed student information in real time. With one touch, you will access the name and full contact details of the 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. Your database will be ready for follow up the moment you walk out the door of the fair.

The application is **free of charge** and is available at the Play and Apple Store. [Click here](#) to check if the app is compatible with your device. Full instructions on how to download and use the app can be found [here](#).

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.

The privacy policy for the fair can be found [here](#). One week prior to the event you will receive a document with full instructions on how to download and use the app.

IMPORTANT: Manual visitor data scanners will no longer be available to institutions as the scan is not GDPR compliant.

REGULATIONS

Cleaning and storage: Aisles and stands will be cleaned regularly throughout the event.

Insurance: Whilst 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 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

■ GENERAL INFORMATION

All boxes must arrive at least 10 days before each event. Please ensure your delivery company is aware of this date and that the fee will be paid by your institution rather than on delivery.

■ SHIPPING OPTIONS

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

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 Brazil.
2. Exhibitors having representative partners in Brazil 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. **We do not recommend TNT.**
4. Please ensure that the air courier company you use has an official representative in Brazil and that you have the contact details of the representative.
5. BMI **highly 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

Madison Colantrello or Megan Herbert

Tel: +1 772 219 2525

madison@airconceptsusa.com

megan@airconceptsusa.com

DIRECT SHIPMENT / AIR COURIER OPTIONS

If you prefer to send your materials through a courier company of your choice, **please carefully follow the instructions below when shipping material to Brazil**. Customs regulations can be strict, so it is crucial to follow each step described below. Please ensure your material is sent to the address in the [shipping label](#).

INSTRUCTIONS	RULES
Each shipment (consignment) <u>should not exceed</u> the weight of:	16 kg
Be sure that your shipping company is aware that your institution is paying for the shipment and no money will be required on delivery .	✓
All shipments must read on the content section of the airway bill:	"Publication of no commercial value, for free distribution" or "Publicação sem valor comercial para distribuição gratuita".
Do not ship display materials or any terms which are not printed matters like <u>shirts, pens, etc.</u>	✓
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:	US\$ 50
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 . All materials will be placed on your booth and each box must clearly indicate:	- Institution Name - Name of the Event: SALÃO DO ESTUDANTE or BRAZIL INTL SCHOOLS FORUM or HIGH SCHOOL VISITS
Each shipment must be sent on a door-to-door basis with taxes and fees paid by the sender (if applicable).	✓
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 .	✓

VERY IMPORTANT

1. In each city we use a logistics company to receive and check off all the deliveries. The delivery address details and shipping labels for each city can be found in [this link](#). **Please paste the filled labels on each box, in a very clear way. Do not ship any materials directly to the venue.**
2. All boxes will be transported by BMI to the venue and will be on your stand/table on the day of the event.
3. All boxes should arrive at least 10 days before each fair at the delivery address provided on the labels form.
4. 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. With this information, we can closely track your shipment and inform you if there are any problems during customs clearance. Please note that BMI or the designated parcels' recipients are not responsible for any delays or complications that may arise during customs clearance.
5. The deadline for inputting your tracking numbers and shipping information is **March 14th**.
6. If we don't 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 Brazil 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 Brazil and in your country. If possible, obtain the mobile phone number of the shipping manager in your country and their contact in Brazil.
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.

ADDRESSES FOR SHIPPING

If you are sending material for your participation in the fairs, you will be able to **download the [shipping labels](#)**, with the information of the venue where you must send your material.

You can also download the labels by clicking [here](#).

Please enter your tracking information in the EIS. We will closely track your shipment and inform you if there are any problems during customs clearance. BMI or the designated parcels' recipients are not responsible for any delays or complications that may arise during customs clearance.

IF YOU ARE PARTICIPATING IN MORE THAN ONE EVENT, IT IS ESSENTIAL THAT YOU SEND YOUR BOXES TO THE CORRECT LOCATION INDICATED BELOW FOR EACH EVENT.

ALL BOXES MUST BE CLEARLY MARKED WITH THE NAME OF THE EVENT AND WITH THE PRE-PRINTED [SHIPPING LABEL](#) ATTACHED.

If you are not using **AIR CONCEPTS** as your shipping company, make sure to use the [shipping labels](#) file.

The labels contain the address and contact information of the individuals designated to receive the boxes for each event.

Please ALWAYS use the pre-addressed labels provided.

6. PRINTING IN BRAZIL

You may also choose to print your material locally in Brazil and have it on your stand when you arrive. BMI currently translates and print brochures for over 80 international institutions.

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

If you are interested in printing locally, please fill out the form to request this service through the [EIS](#), in the Printing Service section. We will then get back to you with a quotation or any additional information we may require.

The deadline for this service is **March 7th**.

If you are not sure how many or the type of brochures you should bring/print for the events, BMI has prepared a guideline which will help you to make a more precise decision.

[Click here](#) to read more on how to calculate brochures for the events.

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.

Therefore, we are offering you the opportunity to receive extra promotion prior to the events in the media, at no extra charge. This will then be added to our event media pack and we may contact you for additional information.

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 Brazilians.
- 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.

To submit information, please [click here](#) to complete the online form with the above information by **March 7th**.

8. IMPORTANT DATES AND DEADLINES FOR THE EVENTS

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

DEADLINE	SERVICE
March 7th	Final day for submitting information and requests services in the EIS.
	Final day to book your hotel accommodation.
	Final day to send your advertisement.
	Final day to request quotation for printing in Brazil.
	Final day to book panel printing for your stand.
	Final day for submitting information for the press and PR campaign.
March 14th	Last day for inputting your tracking numbers and shipping information in the EIS.

9. BRAZIL INTERNATIONAL SCHOOLS FORUM & WORKSHOP

The official hotel and venue for the workshop will be the Meliá Paulista Hotel. The networking sessions, welcome cocktail reception and dinner will happen on the evening of April 1st. The meetings and seminars on April 2nd will be held in the Paulistas rooms.

■ FORUM & WORKSHOP FORMAT AND SETUP

Each participating institution is provided with a table and one chair. You may decorate your table in any way you wish but standing or portable displays are strictly prohibited during the workshop.

Profile Every participating institution will have its profile listed in the Counsellors Handbook, as well as published on the Marcom e-schedule system, which is used to book your appointments. Therefore, we kindly ask you to fill out this [online form](#).

Second Participant Unless you have booked space for two participants, your registration only entitles one person to participate in the workshop. Second participant places are available, but also limited.

Online Schedule System (Marcom Connect): You will receive your login and password for the Marcom eSchedule System on March 3rd. On this date, you will be able to login, check and update your profile and familiarise yourself with the Marcom appointment system. On March 10th, you will be able to start scheduling meetings. Appointments made outside of the system will not be recorded and may result in conflicting meetings.

Please keep in mind that the Marcom eSchedule system will close on March 28th. After that date, you will only be able to request/book additional appointments at the workshop at the BMI desk. **Appointments must not be booked directly with other participants.**

Internet: Free Internet is provided in the workshop room for all participants. Extension cords will be available but please remember to bring a travel adaptor or plug converter.

■ WELCOME COCKTAIL RECEPTION AND DINNER (Tuesday, April 1st)

There will be an informal networking cocktail reception and dinner on April 1st. This is only open to delegates taking part in the workshop on April 2nd.

If you wish to invite a guest or colleague that is not registered to participate in the workshop, there is an additional cost of USD 150 per guest. Please use the [online form](#) to request this service.

DATE	TIME	PROGRAM
Tuesday April 1 st	18:20 - 18:45	Registration (collect your badge) at the Meliá Paulista, Paulista Rooms
	18:45 - 21:00	Welcome Cocktail Reception and Dinner
Wednesday April 2 nd		
	09:00 - 09:55	Hall opens for Institutions (table setup)
	10:00 - 10:20	Meeting 1
	10:25 - 10:45	Meeting 2
	10:50 - 11:10	Meeting 3
	11:10 - 11:25	Coffee Break
	11:25 - 11:45	Meeting 4
	11:50 - 12:10	Meeting 5
	12:15 - 12:35	Meeting 6
	12:40 - 13:00	Meeting 7
	13:00 - 14:10	Networking Lunch
	14:10 - 14:30	Meeting 8
	14:35 - 14:55	Meeting 9
	15:00 - 15:20	Meeting 10
	15:20 - 15:35	Coffee Break
	15:35 - 15:55	Meeting 11
	16:00 - 16:20	Meeting 12
	16:25 - 16:45	Meeting 13
	17:00	Workshop Ends

*This program is subject to change.

10. HIGH SCHOOL VISITS: Campinas, São Paulo, Rio De Janeiro, Brasília & Salvador

Taking place in Brazil's top private high schools, the High School Visits will present you with the opportunity to meet senior students, parents and high school counselors. The event is set up in a table and chairs format, where you may use a pop-up banner (maximum width 2 meters) behind your table, should you be traveling with one.

The event is limited to **ONE person only per institution** and transport is included.

The schedule below is subject to changes.

CAMPINAS

Morning programme (10:00am to 12:00pm)

Sant'Anna International School - Sant'Anna International School, founded in 1988, is a private, co-educational day school in Vinhedo, São Paulo. Sant'Anna offers two education programs: the Brazilian Program and the International Program. Sant'Anna holds accreditations from both Cognia and the Brazilian Department of Education. Students enrolled in our International Program pursue a college preparatory American diploma, which encompasses 26 Carnegie units. Furthermore, students with a strong academic foundation in Portuguese, also adhere to the Brazilian diploma requirements. Notably, Sant'Anna proudly ranks among the select group of twenty Brazilian schools honored as Google for Education Reference Schools. By the completion of the High School international program, Sant'Anna students receive a Dual Diploma (Brazilian and International Curriculum Diplomas). Participation in the Student Service Learning Program (extracurricular and volunteer work) is a graduation requirement. The 80-hour expectation is based upon a student studying at Sant'Anna for four years and is prorated for students entering after grade 9. Website: www.santanna.g12.br/en

Noon programme (1:00pm to 2:30pm)

Escola Americana de Campinas - Escola Americana de Campinas is an academically challenging school. We have small classes and offer the IB Diploma for all students. Our students are very successful studying the IB with 91% earning the IB Diploma. Our school supports the Arts and the Sciences and we have students interested in studying visual arts, music, film, and Business, engineering, medicine. Our students are very involved in Community Service and Athletics. Also, all students participate in MUN and ISEF Science Fair. Our students graduate with a Brazilian Diploma and a US Accredited High School Diploma as well as the IB Diploma. Website: www.eac.com.br

Afternoon programme (3:00pm to 4:30pm)

Colégio Etapa, Valinhos - Etapa Valinhos is in the countryside of São Paulo. Our school primarily emphasises preparing students for college-level study and our curriculum reflects this. The students complete all of the content required by the Brazilian high school curriculum during the first and second years of high school. We also provide AP programs and preparatory courses for SAT/ACT and TOEFL/IELTS. Website: www.colegioetapa.com.br

■ SÃO PAULO

Morning programme (9:00am to 10:30am)

Escola Concept São Paulo - Escola Concept is a bilingual project-based institution focused on innovation and entrepreneurship. We offer up to 6 diplomas to our HS students: The Brazilian High School Diploma, Innovation Diploma (partnership with DTech High School), Global Citizen Diploma, AP Capstone Diploma, AP International Diploma, and an additional American High School Diploma in partnership with Providence Country Day High School. Website: www.escolaconcept.com.br

Noon programme (11:30am to 1:30pm)

Colégio Marista Arquidiocesano - Colégio Marista Arquidiocesano is an independent, private, Catholic, nonprofit, college preparatory day school owned and operated in São Paulo, Brazil by the Society of Mary, known as the Marists, since 1867. Students ages range from 2 to 17, enrolling from pre-school to grade 12. Colégio Marista Arquidiocesano offers a comprehensive curriculum designed to challenge and support students at every level. Our programs include advanced math, science, and humanities courses and opportunities for students to explore their interests and talents through electives in art, music, theatre, and athletics. Our 210 teachers are experts in their subject areas, bringing a wealth of knowledge and experience to the classroom. They are skilled at creating engaging and dynamic lessons that challenge and motivate students, and they work closely with their colleagues to ensure that students receive a well-rounded education. Website: www.arquidiocesano.colegiosmaristas.com.br

Afternoon programme (2:30pm to 4:00pm)

Mackenzie Presbyterian School - Founded in 1870, Mackenzie Presbyterian School upholds Reformed Christian values while fostering academic excellence. We educate individuals to become ethical citizens and lifelong learners through a balanced approach that integrates knowledge, faith, and social responsibility. Our evaluation system promotes continuous growth with trimesterly assessments and a 0–10 grading scale, requiring a minimum score of 6.0 for promotion. This framework ensures both academic rigor and personalized support, helping students develop intellectually and personally. We prepare students for Brazil's most competitive university entrance exams with immersive daily classes, study groups, and simulated tests. Beyond academics, we emphasize critical thinking, leadership, and citizenship,

equipping graduates to succeed in their careers and communities. The International Middle School provides bilingual enrichment in science, U.S. history, and innovation, strengthening language skills and cross-cultural competence. For high school students, our partnership with Texas Tech University offers a dual diploma program, allowing them to earn both Brazilian and U.S. credentials, broadening global opportunities.. www.mackenzie.br/colegios/sao-paulo-higienopolis

RIO DE JANEIRO

Early Morning programme (8:00am to 9:30am)

SIS Swiss International School - The Escola Suíço-Brasileira Rio de Janeiro by SIS Swiss International School (or ESB Rio de Janeiro) is a part of the SIS Swiss International School, a group of private day schools in Brazil, Italy, Germany and Switzerland offering bilingual education from kindergarten through to college. Here, teachers have been conducting bilingual lessons for over fifty years, constantly developing and refining their methods. The school has become a benchmark in bilingual education in Brazil, offering it in three tracks: German/Portuguese, French/Portuguese and English/Portuguese. In addition to the Brazilian high school certificate and the preparation for the national exam (ENEM), our students have the opportunity to acquire the IB Diploma, qualifying them for admission to university studies in Brazil or abroad. We prepare them not only for an academic future but also for the challenges of life. Website: www.swissinternationalschool.com.br

Mid-Morning programme (10:30am to 12:30am)

Escola Eleva - Escola Eleva is a premium full-time bilingual school in Brazil, proudly leading the way in high-quality modern education anchored in traditional values. We educate students aged 2 to 18 across four spacious campuses, each offering a bilingual (Portuguese and English) academic environment that enables our learners to exceed their goals, live as successful, well-rounded individuals, and positively contribute to the world by acting as global citizens. Escola Eleva is part of the Inspired Education Group, a global family of premium schools that offers innovative and challenging academic, arts, and international sports programs to more than 70,000+ students across 23 countries. The typical Brazilian high school segment (Ensino Médio) is composed of three years (10th-12th grades) and 9th grade is considered part of the Middle School (Fundamental II) segment, which is composed of 6th-9th grades. Our three-year High School curriculum is structured from the BNCC (Base Nacional Comum Curricular) and the New Brazilian High School, which aims to develop general competencies while providing opportunities to deepen training in chosen areas. We also offer students the option of undertaking the IBO-accredited IB (International Baccalaureate) Diploma Programme or the Certificate in specific IB subjects. By the end of the 9th grade, students are guided to choose their academic track for High School. Website: www.escolaeleva.com.br

BRASÍLIA

Early Morning programme (9:00am to 10:30am)

Colégio Marista Brasília - Colégio Marista Brasília is part of Marista Brasil, a network of 98 schools and colleges spread across 20 states in our country and the Federal District. At the 19 Marist Colleges, students receive a comprehensive education based on the tradition of our values and the academic excellence of meaningful and transformative learning. Colégio Marista de Brasília provides a comprehensive education that combines strong teaching with human development. Our 200-year tradition remains current: with a contemporary pedagogical proposal that encompasses innovative projects, educational technology and differentiated learning spaces. The High School, also known as Maristão, was opened in 1974 on block 615 of Avenida L2 sul. In 2004, three decades after its opening, Maristão revolutionized High School in Brasília with its new facilities. From the few improvised classrooms in wooden sheds, we have made available to the community of Brasília more than 18,000 m2 of modernity and innovation, in addition to the commitment to quality education, a hallmark of Maristão. A major distinguishing feature of the school is its Catholic and confessional structure, with a Pastoral team focused on the integral education of students, cultivating solidarity, peace and love for others. Website: www.brasilia.colegiosmaristas.com.br

Mid-Morning programme (11:00am to 12:30pm)

Escola Canadense de Brasília - The Canadian School of Brasília was created in 2005 with the aim of offering an education of excellence, with an international methodology, for the children of Brasília. Immersion in the English language, world-renowned teaching programs and a strong academic and emotional commitment to our students and their families are part of our history. Simply, since 2005, we have evolved a lot. From 7 children of brave parents, in February 2006, we built one of the largest bilingual schools in Brazil. Innovation in all areas, especially academics, guides our efforts to train young people with appropriate skills to deal with current challenges. The epistemological foundation of Canadian education pedagogy aims at quality education and intends to offer a standard of teaching and learning built on its own curriculum for the formation of children from one year old. The affection and care for students and the school community reflect our local culture of welcoming and building positive behaviors towards oneself and our community. Website: www.escolacanadensedebrasilia.com.br

SALVADOR

Early Morning programme (8:00am to 10:00am)

Land School - Land School is a school that develops a bold pedagogical proposal for students from the 5th grade onwards. The project combines bilingual academic instruction – in Portuguese and English – with the effective and innovative use of space and technological resources. Our teaching proposal is flexible and dynamic, as is the educational action because the instability of the new times requires that school life prepares the individual to constantly

adapt his or her way of learning and interacting with knowledge. For our students to mature such a capacity of adaptation, during Elementary II and High School, the School incorporates into its didactic repertoire, approaches that overlap the integral education of the subjects in the different phases of adolescence. Our pedagogical project organizes its programs by combining academic rigour with a strong commitment to the ethical formation of the subjects. We seek to form agents of change; subjects sensitive to the condition of their peers; individuals committed to social transformation and aware of their responsibility to establish themselves in the world in a sustainable way. Website: www.landschool.com.br

Mid-Morning programme (11:30am to 13:00am)

Escola Concept Salvador - Escola Concept is a bilingual project-based institution focused on innovation and entrepreneurship. We offer up to 6 diplomas to our HS students: The Brazilian High School Diploma, Innovation Diploma (partnership with DTech High School), Global Citizen Diploma, AP Capstone Diploma, AP International Diploma, and an additional American High School Diploma in partnership with Providence Country Day High School. Website: www.escolaconcept.com.br

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