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# EXHIBITOR MANUAL *BRAZIL*

*6<sup>th</sup> to 17<sup>th</sup> November 2025*

- ✦ Brasília
- ✦ São Paulo
- ✦ Rio de Janeiro
- ✦ Salvador
- ✦ Florianópolis

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 and the High School visits in Brasília, São Paulo and Rio de Janeiro.

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 October 3<sup>rd</sup> 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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# CONTENT

<b>1. GENERAL EVENT INFORMATION</b>	<b>4</b>
Travel Information	4
The Exhibitor Information System (EIS)	5
Hotel Booking	5
Venues, Timetable, Student Website and Official Hotels	7
<b>2. OPTIONAL SERVICES</b>	<b>10</b>
Translators / Stand Assistants	10
AV Equipment Rental	10
Internet	10
<b>3. BRANDING YOUR INSTITUTION</b>	<b>11</b>
Seminars	11
Catalogue Advertising	11
Competition Prizes	11
<b>4. EQUIPMENT PROVIDED FOR THE SALÃO FAIRS</b>	<b>12</b>
Stand Construction	12
Full Colour Graphics for Your Stand	12
GDPR and the BMI Smart Scan App	12
Regulations	13
<b>5. SHIPPING INFORMATION</b>	<b>14</b>
General Information	14
Shipping Options	14
Direct Shipping	15
Addresses for Shipping	17
<b>6. PRINTING IN BRAZIL</b>	<b>18</b>
<b>7. PRESS AND PR CAMPAIGN</b>	<b>18</b>
<b>8. IMPORTANT DATES AND DEADLINES FOR THE FAIRS</b>	<b>19</b>
<b>9. HS VISITS: BRASÍLIA, SÃO PAULO AND RIO DE JANEIRO</b>	<b>20</b>

# 1. EVENT GENERAL INFORMATION

## TRAVEL INFORMATION

**Currency:** The currency of the Brazil is the Real (BRL). Please visit [bit.ly/2RnbijJ](http://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](http://www.latam.com)

GOL: [www.voegol.com.br](http://www.voegol.com.br)

AZUL: [www.voeazul.com.br](http://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@bmiqlobaled.com](mailto:luis@bmiqlobaled.com) with the name of your 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 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.

**Salvador Fair Special Activity:** On November 14<sup>th</sup>, 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 Rio de Janeiro High School Visits, we therefore recommend that you fly to Salvador on the last flight on November 13<sup>th</sup>, 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](http://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 October 3<sup>rd</sup>. 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](mailto: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 and 9 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 **October 3<sup>rd</sup>**. 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 [luis@bmiglobaled.com](mailto:luis@bmiglobaled.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 [luis@bmiglobaled.com](mailto:luis@bmiglobaled.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 [luis@bmiglobaled.com](mailto:luis@bmiglobaled.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
<p><b>HIGH SCHOOL VISIT</b>  <b>BRASÍLIA</b>  <u>Thursday, November 6</u></p> <p>The bus will leave the hotel at 8 am and return to the convention centre around 2:00 pm</p>	<p><b>Brasília: 2 schools visits</b>  Colégio Marista Asa Sul (Maristão)  School of The Nations</p>	<p><b>Hotel Brasil 21 Suites</b>  Rates below are available for Check-in from November 5 to Check-out on November 7.  Subject to Availability.</p> <p>SGL: US\$159 / DBL: US\$171 including taxes  Category: Superior.</p> <p>Prices per night. Inclusive of breakfast and taxes.  Check in: 3pm</p> <p><b>PAID DIRECTLY TO BMI</b></p>
<p><b>SALÃO DO ESTUDANTE</b>  <b>BRASÍLIA</b>  <u>Thursday, November 6</u></p> <p>Event Time: 3pm to 6:30pm  Set Up: 12pm to 2:30pm</p> <p>Student promotion website:  <a href="http://www.salaodoestudante.com.br">www.salaodoestudante.com.br</a></p>	<p><b>CICB - Centro Internacional de Convenções do Brasil</b>  St. de Clubes Esportivos Sul  Trecho 2 Conjunto 63, Lote 50 - Asa Sul  Tel: +55 61 2196 9000</p> <p>3<sup>rd</sup> Floor</p>	<p><b>PAID DIRECTLY TO BMI</b></p>
<p><b>SALÃO DO ESTUDANTE</b>  <b>SÃO PAULO</b>  <u>Saturday &amp; Sunday, November 8 &amp; 9</u></p> <p>Event Time: 2pm to 6:30pm  Set Up on Saturday: 11am to 1:30pm  Set Up on Sunday: 12pm to 1:30pm</p> <p>Student promotion website:  <a href="http://www.salaodoestudante.com.br">www.salaodoestudante.com.br</a></p>	<p><b>Centro de Convenções Frei Caneca</b>  R. Frei Caneca, 569 - Bela Vista  Tel.: +55 11 3472 2020</p> <p>5<sup>th</sup> Floor</p>	<p><b>Meliá Paulista</b>  Rates below are available for Check-in from November 7 to Check-out on November 10.  Subject to Availability.</p> <p>SGL: US\$292 / DBL: US\$312 including taxes.  Category: Grand Premium.</p> <p>Prices per night. Inclusive of breakfast and taxes.  Check in: 3pm</p> <p><b>PAID DIRECTLY TO BMI</b></p>
<p><b>HIGH SCHOOL VISITS</b>  <b>SÃO PAULO</b>  <u>Monday, November 10</u></p> <p>The bus will leave the hotel at 8am and return by 5pm</p>	<p><b>São Paulo: 3 schools visits</b>  To be decided</p>	<p><b>PAID DIRECTLY TO BMI</b></p>

EVENT DATES, HOURS AND URL	EVENT VENUE	HOTEL ACCOMMODATION
<p><b>SALÃO DO ESTUDANTE</b>  <b>RIO DE JANEIRO (Barra)</b>  <u>Tuesday, November 11</u></p> <p>Event Time: 3pm to 6:30pm  Set Up: 12pm to 2:30pm</p> <p>Student promotion website:  <a href="http://www.salaodoestudante.com.br">www.salaodoestudante.com.br</a></p>	<p><b>Windsor Barra Hotel</b>  Av. Lúcio Costa, 2630  Barra da Tijuca  Tel.: +55 21 2195 5000</p> <p>Room: Louvre</p>	<p><b>Windsor Oceanico</b>  Rates below are available for  Check-in from November 10 to  Check-out on November 13.  Subject to Availability.</p> <p>SGL: US\$142 / DBL: US\$156  including taxes.  Category: Superior.</p> <p>Prices per night. Inclusive of  breakfast and taxes.  Check in: 3pm</p> <p><b>PAID DIRECTLY TO BMI</b></p>
<p><b>SALÃO DO ESTUDANTE</b>  <b>RIO DE JANEIRO (Copacabana)</b>  <u>Wednesday, November 12</u></p> <p>Event Time: 3pm to 6:30pm  Set Up: 12pm to 2:30pm</p> <p>Student promotion website:  <a href="http://www.salaodoestudante.com.br">www.salaodoestudante.com.br</a></p>	<p><b>Hilton Copacabana</b>  Av. Atlântica, 1020 - Copacabana  Tel.: +55 21 3501 8000</p> <p>2<sup>nd</sup> Floor</p>	<p><b>Please note that BMI has not pre-booked rooms at the Hilton Copacabana Hotel. However, there are several hotel options in the Copacabana area. We recommend the following:</b></p> <p><a href="#">Hilton Copacabana</a> - 5 stars  <a href="#">Othon Palace Hotel</a> - 4 stars  <a href="#">Pestana Rio Atlântica</a> - 4 stars</p>
<p><b>HIGH SCHOOL VISIT</b>  <b>RIO DE JANEIRO</b>  <u>Thursday, November 13</u></p> <p>The bus will leave the hotel Windsor Oceanico at 8am  and return by 4:30pm</p>	<p><b>Rio de Janeiro: 3 schools visits</b>  To be decided</p>	<p><b>Windsor Oceanico</b>  Rates below are available for  Check-in from November 10 to  Check-out on November 13.  Subject to Availability.</p> <p>SGL: US\$142 / DBL: US\$156  including taxes.  Category: Superior.</p> <p>Prices per night. Inclusive of  breakfast and taxes.  Check in: 3pm</p> <p><b>PAID DIRECTLY TO BMI</b></p>

EVENT DATES, HOURS AND URL	EVENT VENUE	HOTEL ACCOMMODATION
<p><b>SALÃO DO ESTUDANTE</b>  <b>SALVADOR</b>  <u>Saturday, November 15</u></p> <p>Event Time: 2pm to 5:30pm  Set Up: 11pm to 1:30pm</p> <p>Student promotion website:  <a href="http://www.salaodoestudante.com.br">www.salaodoestudante.com.br</a></p>	<p><b>Fiesta Convention Center</b>  Av. Antônio Carlos Magalhães,  741, Itaigara  Tel.: +55 71 3352 0000</p> <p>Room: Lótus</p>	<p><b>Mercure Rio Vermelho</b>  Rates below are available for  Check-in from November 13 to  Check-out on November 16.  Subject to Availability.</p> <p>SGL: US\$162 / DBL: US\$167  including taxes  Category: Superior Sea View.</p> <p>Prices per night. Inclusive of  breakfast and taxes.  Check in: 3pm</p> <p><b>PAID DIRECTLY TO BMI</b></p>
<p><b>SALÃO DO ESTUDANTE</b>  <b>FLORIANÓPOLIS</b>  <u>Monday, November 17</u></p> <p>Event Time: 3pm to 6:30pm  Set Up: 12pm to 2:30pm</p> <p>Student promotion website:  <a href="http://www.salaodoestudante.com.br">www.salaodoestudante.com.br</a></p>	<p><b>Majestic Palace Hotel</b>  Av. Jorn. Rubéns de Arruda  Ramos, 2746 - Centro  Tel: +55 48 3231 8000</p> <p>Exhibitor Centre</p>	<p><b>Mercure Florianópolis</b>  Rates below are available for  Check-in from November 16 to  Check-out on November 18.  Subject to Availability.</p> <p>SGL: US\$187 / DBL: US\$220  including taxes.  Category: Luxo.</p> <p>Prices per night. Inclusive of  breakfast and taxes.  Check in: 3pm</p> <p><b>PAID DIRECTLY TO BMI</b></p>

**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](mailto: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](mailto:priscilla@bmiglobaled.com) in PDF Format, High Resolution 300 dpi, before October 3<sup>rd</sup>. 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](mailto: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](mailto:madison@airconceptsusa.com)

[megan@airconceptsusa.com](mailto: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 <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 on the content section of the airway bill:	<b>"Publication of no commercial value, for free distribution" or "Publicação sem valor comercial para distribuição gratuita".</b>
Do not ship <b>display materials</b> or any terms which <b>are not printed matters like <u>shirts, pens, etc.</u></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\$50
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 <a href="#">Label Form</a> . All materials will be placed on your booth and each box must <b>clearly indicate:</b>	- Institution Name - Name of the Event: <b>SALÃO DO ESTUDANTE</b> or <b>HIGH SCHOOL VISITS</b>
Each shipment must be sent on a <b>door-to-door</b> basis with taxes and fees paid by the sender (if applicable).	✓
Allow <b>2-3 days between each shipment</b> as it may be treated as one shipment and will therefore put you over the <b>limit of weight</b> .	✓

## 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 **October 10<sup>th</sup>**.
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 **October 3<sup>rd</sup>**.

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 **October 3<sup>rd</sup>**.

## 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
October 3 <sup>rd</sup>	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.
October 10 <sup>th</sup>	Last day for inputting your tracking numbers and shipping information in the EIS.

## 9. HIGH SCHOOL VISITS: BRASÍLIA, SÃO PAULO & RIO DE JANEIRO

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.

### 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 m<sup>2</sup> 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](http://www.brasilia.colegiosmaristas.com.br)

Mid-Morning programme (11:00am to 2:00pm)

School of the Nations - School of the Nations, located in Brasília, Brazil, is an international school dedicated to fostering academic excellence and ethical leadership. Founded in 1980, the school emphasises moral education, service to humanity, and the development of global citizens, reflecting its core values of unity and diversity. The school offers a bilingual education, with classes taught primarily in English, except for Portuguese, ensuring students are fluent in both languages. High school students may graduate with up to four diplomas: the Brazilian High School Diploma, the NEASC-accredited High School Diploma, the AP Capstone Diploma, and the International Baccalaureate (IB) Diploma. In 2024, the school launched the IB Diploma Programme (IBDP) for Grades 11 and 12, complementing its established Advanced Placement (AP) program. This provides students with access to rigorous, globally recognised academic

frameworks that prepare them for challenges in higher education and beyond. In 2024, 87.8% of students taking AP exams scored a 3 or higher. Guided by its mission to educate capable and compassionate world citizens, the School of the Nations integrates academic rigour with community service. Graduates consistently gain admission to top universities worldwide, exemplifying the school's success in preparing students to excel academically and contribute meaningfully to society. Website: [www.schoolofthenations.com.br](http://www.schoolofthenations.com.br)

## **SÃO PAULO**

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

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](http://www.arquidiocesano.colegiosmaristas.com.br)

Noon programme (12:00pm to 2:00pm)

Colégio Objetivo - Colégio Objetivo is a private school located in São Paulo (Brazil) with 14 school units. The school has a K-12 system and follows the national curriculum. It created its own Educational Method and materials (books) used in its units and by over 800 school franchises in the country. We are known for our rigorous college preparatory curriculum, and the 10th and 11th grade content is fully reviewed during the 12th grade to prepare the students for College entrance exams. Some students are invited to be part of Colégio Integrado Objetivo, which consists of a small group of students with a curricular grade composed of 120 extra hours of activities as part of their curriculum due to their academic performance. We prepare the students for Olympiads and competitions all over the world, and the school already have more than 15,000 Scientific Olympiad medals achieved nationally and internationally by them. For several years, the school was ranked as a Top School in Brazil according to ENEM - National Higher Education Entrance Examination, and our goal is to train critical and active citizens in their respective societies while preparing them to succeed in Higher Education. Website: [www.objetivo.br](http://www.objetivo.br)

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

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](http://www.escolaconcept.com.br)

## **RIO DE JANEIRO**

Early Morning programme (9:00am to 11:00am)

The American School of Rio de Janeiro - The American School of Rio de Janeiro was established in 1937 as an independent, non-profit, day school. The two campuses, Gávea and Barra, provide an American international education to the expatriate and Brazilian communities of Rio de Janeiro that blends high-quality academics with co-curricular opportunities. EARJ is an IB World School since 1982, and is accredited by Cognia, the International Baccalaureate Organisation, and the State Board of Education of Rio de Janeiro. EARJ is now on the road to becoming a full IB Continuum School, by implementing the PYP - Primary Years Programme and the MYP - Middle Years Programme. Website: [www.swissinternationalschool.com.br](http://www.swissinternationalschool.com.br)

Mid-Morning programme (12:00pm to 1:30pm)

Escola Eleva Urca - 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](http://www.escolaeleva.com.br)

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

Escola Eleva Barra - 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](http://www.escolaeleva.com.br)



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