



**UAE**  
**Global Education Fair**  
THE UAE'S LEADING STUDENT FAIR

## EXHIBITOR MANUAL

3<sup>rd</sup> – 9<sup>th</sup> March 2020

Dear Exhibitor,

This manual has been designed to help you make the final preparations for your participation in **The UAE Global Education Fair** as successful and to book any additional services you may require.

You will be able to enter essential information about your institution, book hotels for the Global Education Fairs. For the fairs, you will also be able to book seminars, panel printing and translators (if required) via the [BMI Exhibitor Information System \(EIS\)](#). Please be aware that **February 10th, 2020** is the final day for submitting information in the EIS.

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

Samir Zaveri  
**President & CEO**

### ORGANISER AND CONTACT INFORMATION

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Organiser:



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# 1. EVENT GENERAL INFORMATION

## TRAVEL INFORMATION

**Currency:** The currency of the UAE is the United Arab Dirham (AED). Please visit [www.oanda.com](http://www.oanda.com) to see updated exchange rate information.

**Visa:** Exhibitors are advised to check the latest visa requirements for traveling to the United Arab Emirates with the embassy or consulate in their home country. If you require a visa invitation letter, please send an email to [gulfops@bmiglobaled.com](mailto:gulfops@bmiglobaled.com) with the name of your institution, full name of the participant/s (as per the passport), job title, and passport number of the participant/s.

**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 4 of this manual.

## 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:

- Input your institution's profile for entry into the Official Catalogue which is given to each visitor
- Input your logo, the type of courses, languages and areas your school offers - this will be displayed in the official event's website ([uae.globaleducationfairs.net](http://uae.globaleducationfairs.net)), on your profile.
- Tell us the flag and the name you would like displayed above your stand, on the fascia board
- Order a translator or 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 which is given out to all visitors in every fair city.
- Make hotel reservations at preferential discounted rates in each fair city.
- Download shipping labels and provide us tracking information for your shipment.
- If you are not using the BMI Smart Scan on your mobile device, you can order a hand-held scanner to be used at each fair

Please complete each online section in the Exhibitor Information System (EIS) by February 10th, 2020.

## HOTEL BOOKING

Full information about the official hotel and rates are on the next page. However, you must make hotel reservations for all hotels via the **EIS**. Any changes to your reservation, including cancellations, **will only be accepted 30 days prior to your scheduled arrival and submitted via email.**

We have block booked rooms in each hotel and the earliest date for booking and check out can be found on the hotel bookings page of the EIS. Please contact the official hotels directly to make the reservation outside of our special blocked dates.

For early check-in, late check-out and airport transfers, please contact the hotel directly. These services are subject to availability. Cancellations will only be accepted up to the cancellation date.

If you are not staying in one of the official hotels, please indicate in the EIS your hotel and contact number in case of emergency. This can be added on the hotel page.

## ADDITIONAL NIGHTS

- Hotel bookings via the EIS are at the specially negotiated block booked rate for the specific periods below.
- All other dates will be charged at the hotel rack rate and must be booked directly with the hotel.
- When calling the hotels, it's important to mention that you are part of the BMI group.

## VENUES, OFFICIAL HOTELS AND TIMETABLE

EVENT DATES AND HOURS	EVENT VENUE	HOTEL ACCOMMODATION
<b>HIGH SCHOOL VISITS DUBAI</b> March 3 <sup>rd</sup> & 4 <sup>th</sup> (Tuesday & Wednesday) Departure time: 8.15am	<b>Tuesday 3<sup>rd</sup> March</b> Schools to be confirmed <b>Wednesday 4<sup>th</sup> March</b> Schools to be confirmed	<b>Crowne Plaza Dubai</b> SGL/DBL: US\$ 200 Inclusive of breakfast & taxes Check in: 3 pm <b>PAID DIRECTLY TO BMI</b>
<b>GLOBAL EDUCATION FAIRS DUBAI</b> March 6 <sup>th</sup> & 7 <sup>th</sup> (Friday & Saturday) Set Up: 2pm to 4pm Event Time: 4pm to 7:30pm	<b>Crowne Plaza Dubai</b> Sheikh Zayed Road Tel: +971 4 3311111 Room: Al Jumairah Ballroom	<b>Crowne Plaza Dubai</b> SGL/DBL: US\$ 200 Inclusive of breakfast & taxes Check in: 3 pm <b>PAID DIRECTLY TO BMI</b>
<b>GLOBAL EDUCATION FAIRS ABU DHABI</b> March 8 <sup>th</sup> (Sunday) Set Up: 2pm to 4pm Event Time: 4pm to 7:30pm	<b>Sheraton Abu Dhabi Hotel &amp; Resort</b> Corniche Road, Abu Dhabi Tel: +971 2 6773333 Room: Arzanah Ballroom	<b>Sheraton Abu Dhabi Hotel &amp; Resort</b> SGL: US\$ 115 DBL: US\$ 135 Inclusive of breakfast and taxes Check in: 3 pm <b>PAID DIRECTLY TO BMI</b>
<b>HIGH SCHOOL VISITS ABU DHABI</b> March 9 <sup>th</sup> (Monday) Departure time: To be confirmed	Schools to be confirmed	<b>Sheraton Abu Dhabi Hotel &amp; Resort</b> SGL: US\$ 115 DBL: US\$ 135 Inclusive of breakfast and taxes Check in: 3 pm <b>PAID DIRECTLY TO BMI</b>

\*Rooms in all hotels must be paid to BMI directly. BMI will charge the stay to the credit card provided in the EIS and all rates include taxes and fees.

## 2. OPTIONAL SERVICES

**Translators / Assistants:** Translators have proved very popular especially for institutions that do not have personnel who speak Arabic. 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. Bilingual students can be arranged at a rate of USD 260 each for Dubai (for two days) and USD 130 for Abu Dhabi. If you are interested in ordering a translator, please order through the **EIS (Extra Services Section)**.

**AV Equipment Rental:** All AV services must be ordered directly with the venue or hotel where the event takes place.

**Internet:** Internet is included in all venues. Please approach a member of the BMI staff during the set up and ask for the network details. Please have in mind that only one connection per stand will be allowed to avoid overloading the Wi-Fi network.

## 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 for a seminar in each city is USD 350 for Dubai, and USD 250 for Abu Dhabi.

**Catalogue Advertising:** A catalogue is emailed to all pre-registered guests and visitors to the fairs, and widely promoted in our social media accounts. We recommend that you enhance your free listing with an appropriate advertisement, which will give greater impact to your presence at the fairs and 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)**.

SPACE	PRICE	SIZE
Full Page	USD 2,400	21 cm (w) X 29.7 cm (h)
Half Page	USD 1,200	21 cm (w) X 14.85 cm (h)
Inside Front Cover	USD 3,500	21 cm (w) X 29.7 cm (h)
Back Cover	USD 4,000	21 cm (w) X 29.7 cm (h)

Your advertising material should be sent in PDF Format, High Resolution 300 dpi, before **10<sup>th</sup> February 2020** (Please add a 5mm bleed and crop marks).

## 4. EQUIPMENT PROVIDED

### STAND CONSTRUCTION

**Equipment provided:** Each stand will be supplied with: 1 table and 2 chairs; 1 electricity point; 2 spot lights and 1 fascia (name) board above each stand. Corner sites will be open to the aisles with fascia overhead. If you require additional furniture, please email us and we will contact the stand construction company and obtain a price for the additional items required.

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 damages 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 0.95m wide x 2.40m tall.**

### FULL COLOUR GRAPHICS FOR YOUR STAND

You may have seen many institutions at recent fairs decorate their stands with full colour graphics printed directly on to the stands. This not only looks very attractive and attracts many more visitors to the stand but also avoids the need to carry or ship display material and spending time decorating the stand.

International institutions usually ship expensive stand displays or bring them to the Middle East. Normally, they do not know local suppliers who often do not speak the language and who cannot issue proper receipts or accept payment only in local currency.

BMI has negotiated with suppliers in each city so that you may take advantage of having full colour printed panels so that your stand is ready when you arrive. For the Dubai fair, the cost for the panel printing is US\$160 per panel and US\$130 for the Abu Dhabi fairs. This service can be ordered online, using the **EIS**.

### 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.

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](#). A few weeks prior to the event you will receive a document with full instructions on how to download and use the app.

## REGULATIONS

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

**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

**BMI highly recommend** the services of Air Concepts, which is used by many educational institutions for shipping of materials to international exhibitions worldwide. Air Concepts will pick up and ensure that your material is delivered direct to the fair venue. Please contact AIR CONCEPTS directly for rates and further instructions.

### AIR CONCEPTS USA

Address: 645 SE Central Parkway, 34994 - Stuart, FL – USA. Contact: Dina Colantrello or Jen Jamison.  
Tel: +1 772 219 2525 Email: [dina@airconceptsusa.com](mailto:dina@airconceptsusa.com) / [jen@airconceptsusa.com](mailto:jen@airconceptsusa.com)

You may also use one of the following three methods to ship material to the UAE:

1. We urge all exhibitors to bring all (or as much as possible) of their display and handout material with them when they travel to the UAE.
2. Exhibitors having representative partners in the UAE 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 or a local MAIL SERVICE.** Please ensure that the air courier company you use has an official representative in the UAE and that you have the contact details of the representative.

## GENERAL INFORMATION

If you are not using AIR CONCEPTS, please note:

1. All boxes should arrive at least 10 days before each fair at the delivery address provided on the [labels form](#)
2. The delivery address details and shipping labels for each city can be found in the **EIS Shipping/Tracking section**
3. If you are not using AIR CONCEPTS, 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 sending your tracking numbers and shipping information is **10<sup>th</sup> February 2020.**
5. If we don't have the tracking numbers in the EIS 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 the UAE carries a copy of all the following** information:

1. Courier / Airway bill numbers for each box you have shipped.
2. How many boxes were sent and to which fair city.
3. Full contact details of the local handling/courier company in the UAE, and in your home country. If possible, obtain the mobile phone number of the shipping manager in your country and their contact in the UAE.
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 printing it locally.

## **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 the UAE.** UAE customs are extremely strict, and it is very important that goods be correctly sent.

INSTRUCTIONS	RULES
Each shipment (consignment) should not exceed the <b>weight of:</b>	<b>50 kg</b>
No box can exceed the <b>weight of:</b>	<b>5 kg</b>
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>Please include the translation in Arabic:</b> منشورات ليس لها قيمة تجارية وللتوزيع المجاني
Do not ship <b>display materials</b> or any terms which <b>are not printed matters like shirts, pens, etc.</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>	<b>US\$200</b>
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>	✓

INSTRUCTIONS	RULES
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 &amp; The Event Name E.g. BMI Global Education Fair Dubai</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> .	✓

## 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 use the pre-addressed labels provided.

**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.**

If you are not using **AIR CONCEPTS** as your shipping company, the addresses for shipping are listed below:

<p><b>UAE Global Education Fair &amp; High School Visit</b></p> <p><b>CROWNE PLAZA DUBAI</b> Sheikh Zayed Road Dubai, UAE</p> <p>ATTN: Tracey Woutersz</p> <p>Tel: +971 4 305 6354</p>	<p><b>UAE Global Education Fair &amp; High School Visit</b></p> <p><b>SHERATON ABU DHABI &amp; RESORT</b> Corniche Road, P.O. Box 640 Abu Dhabi, UAE</p> <p>ATTN: Shadi Al Mosfi</p> <p>Tel: +971 2 677 3333</p>
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**IF YOU ARE PARTICIPATING IN MORE THAN ON EVENT OF THE UAE GLOBAL EDUCATION FAIRS, IT IS ESSENTIAL THAT YOU SEND IT TO THE CORRECT LOCATION INDICATED ABOVE AND FOR EACH EVENT. ALL BOXES MUST BE CLEARLY MARKED WITH THE NAME OF THE EVENT.**

## 6. PRINTING IN THE UAE

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

Printing in the UAE is usually higher than in Europe, but you will make huge savings in shipping costs, avoid any customs, 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 10th February 2020.**

## 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
- 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 send an email to [samantha@bmiglobaled.com](mailto:samantha@bmiglobaled.com) with the above information by **10<sup>th</sup> February 2020**.

## 8. GEMS UNICONNECT PAVILION

The GEMS UniConnect fair will take place as a featured Pavilion within the UAE Global Education Fair in Dubai and Abu Dhabi. This pavilion will feature institutions who have a signed UniConnect agreement with GEMS Education. Participating exhibitors will receive the following:

- 6msq (3m x 2m) fully fitted exhibition stand including furniture, lighting, electricity and walls
- Special featured branding indicating you are a UniConnect Partner
- Free use of the BMI Smart Scan App to collect leads and data from every student you meet
- Your institution will be featured in the UniConnect section of both the official website and show catalogue
- Maximum of 4 staff allowed