



Seoul Spring 2020 AIEF Education Fair

Optional Services and Preparation Guide

American International Education Foundation (AIEF)

EVENT INFORMATION

Important Dates and Deadlines

Item Description	Deadline
Payment deadline for Fair(s)	February 28 th , 2020. Payment received after this date is subject to a 5% late fee. Last day to register/pay: Friday, February 28 th , 2020
Submit Optional Services Registration Form	February 21 st , 2020 After 2/21, 5% service fee
Fair Guide Information Form	February 21 st , 2020
Artwork for printing services and/or fair advertisements	February 21 st , 2020
Payment deadline for Optional Services	February 28 th , 2020. Payment received after this date is subject to a 5% late fee.

FAIR PACKAGE

Participation in the Seoul fair includes the following items:

1 Representative Admission	Fair Guide Listing	School Sign ("Company Name" in schematic)	Booth (3m x 3m)	2 Tables 3 Chairs	Electrical Outlet
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Exclusive Benefits

AIEF provides the following benefits to Seoul fair participants:

Bilingual Assistant (for additional fee)	Fair Guide Listing (Free)	Printing Services (for additional fee)
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PACKAGE DETAILS

Additional Representatives

The fair registration fee covers one authorized representative for each city you have selected. Representative receives registration packet, an invitation to all AIEF events, and eligibility to request Optional Services offered by AIEF. Additional representative(s) can be registered for an added cost:

- Pre-registered Additional Representative(s) – pre-registered additional representative(s) may be registered for US\$65 per person through Optional Services by **February 21, 2020**. Pre-registered additional representative(s) receive same privileges as the primary representative.
- On-site Representative(s) – receive an authorized fair name badge permitting access to fair venue and booth area. Registration for on-site representative(s) may be requested at the AIEF booth by the primary representative during the fair for KRW 10,000 per person.

There is no limit to the number of badges you may request on-site. However, no more than 4 people (including your bilingual assistant) are recommended at the booth at one time.

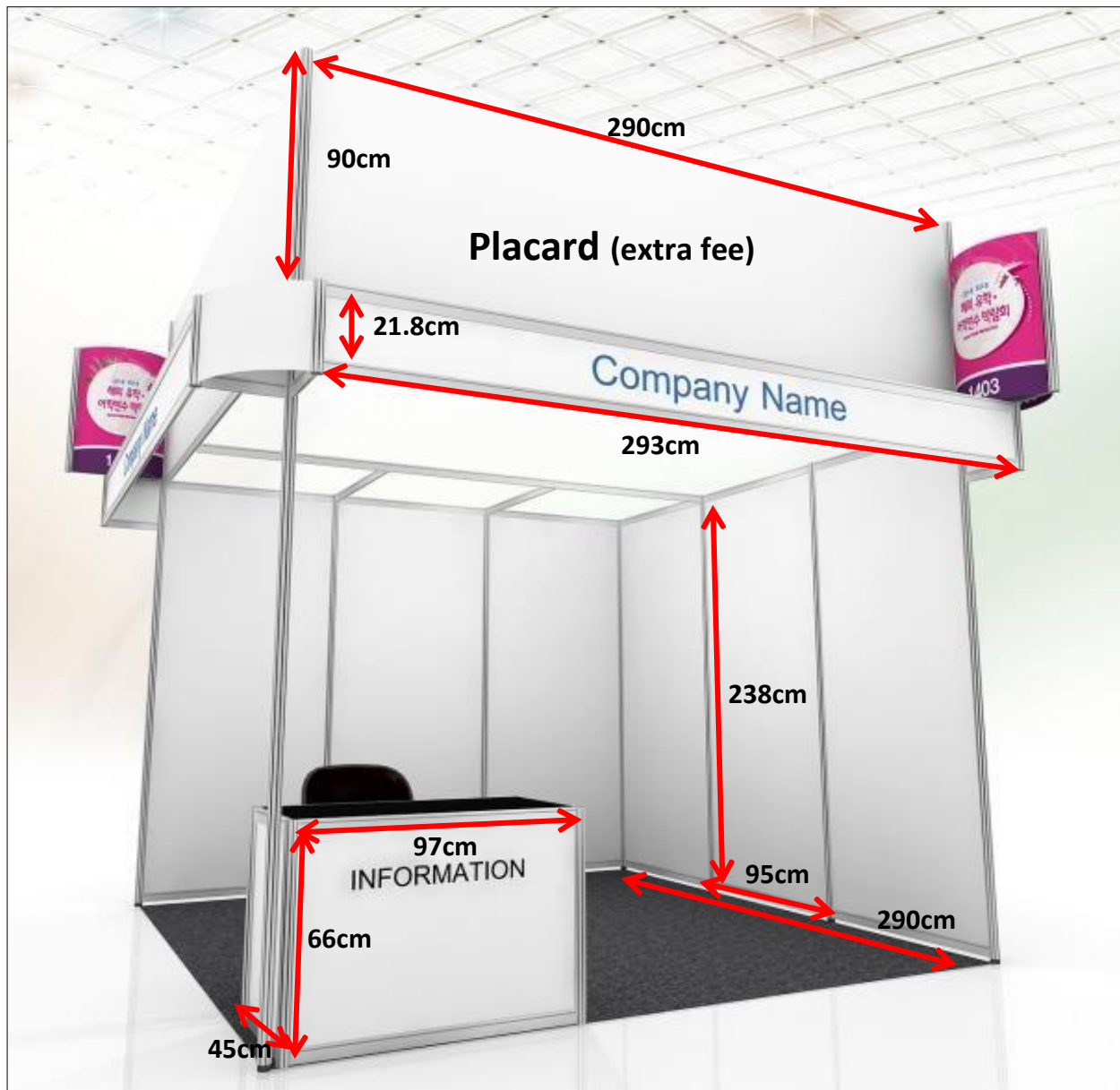
Fair Guide Listing

Your school's information will be included in the Fair Guide, which is distributed to all fair visitors. To be included in the Fair Guide, please complete the registration form online at <https://www.aief-usa.org/register-educational-fair>. If your information is not received by **February 21, 2020**, AIEF will use the information we have on file if applicable. (please contact us to review/update the information we have on file). If we have no information on file, the Fair Guide may be printed without your institution's information.

Booth Amenities/Decorations and School Materials

A-1. Shell Scheme Booth & Placard Installation (Seoul)

1. Booth size guide



Each booth measures 3m (depth) x 3m (width). The booth includes solid back and full-size side walls with 1 rectangular information table (W39.37"x D19.69" x H29.53"), 1 round table (W39.37" x D31.50" x H29.53"), 3 chairs, school sign, and 13-amp electrical outlet. Booth decoration times are specified in the Fair Itinerary. **We strongly recommend you decorate your booth as extensively as possible as highly**

decorated booths tend to attract and retain more prospective students. Eye-catching and informative booth decorations with text in the local language are suggested. A placard in the local language can be ordered through AIEF at additional cost. If you are shipping your materials, they will be delivered to your booth at the time of booth decoration. Please **bring your own supplies** to decorate your booth (i.e. scissors, cutter, tape, adaptors, marker, tablecloth, etc.). **DEADLINE IS February 21, 2020 TO ORDER**

Electrical Outlet

One electrical outlet (220 Volt, 3 prongs) will be provided at each booth. Bring a converter to plug in your phone or laptop.

Bilingual Assistant

The bilingual assistant helps to facilitate communication between your school and fair visitors, helping to collect visitor data, and acting as your school's ambassador at their own campus long after the fairs are over. AIEF provides each participating school (**for those who ORDER one on the optional services form**) with a bilingual assistant for the fair. In order to ensure the quality and consistency of this service, it is AIEF policy not to allow substitutions of the bilingual assistant with additional school representatives. Due to liabilities, bilingual assistants are not permitted to perform duties outside the fair venue.

Orientation and Itinerary

The pre-fair orientation in Seoul is open only to attendees who have registered prior to the fair with AIEF California office and **cannot be substituted** without obtaining advance written permission from AIEF. During orientation, an overview of recruitment strategy and a Q&A session will be conducted. Orientation schedules are specified in the Fair Itinerary as the events approach. They will be attached with an email.

PROMOTION AND RECRUITING AIDS

School Presentation Sessions

A limited number of presentation slots are available for schools wishing to host a seminar session during the fair. These sessions are ideal for school representatives to meet with students and have an in-depth discussion on specific topics. Each session is available for 50-minutes. An LCD projector, TV/VCR, 2 microphones, platform, wireless amplifier, and screen are included. School names with presentation topics and schedules will be heavily promoted before and during the fair on websites, AIEF E-newsletters, the Fair Guide, and are displayed and announced at the venues. The deadline to reserve a presentation room is **February 21, 2020**. Session times are given on a first come first serve basis.

Presentation Session Availability

Price	Time	Room Capacity
US\$500 per 50-minute session	March 28, 2020 1:00pm through 4:50pm March 29, 2020 1:00pm through 4:50pm	100

Print Advertising

American Pavilion Handout – This 2-page handout will be distributed to all fair visitors at the AIEF American Pavilion. The Handout has information on school booth assignments, major programs of participating schools, the presentation seminar schedule, etc.

Fair Guide – The Fair Guide is a booklet containing information on all participating institutions at the event. It will be distributed to all fair visitors at the entrance of the COEX.

Brochure/Handout Printing

For your convenience, AIEF provides a printing service for your school brochures and handouts. The cost is US \$650 for an order of up to 2,000 copies, color or black and white printing on A4 paper (measuring 8 1/4" wide by 11 3/4" high), double-sided. Please submit your printing service request and originals for printing by **Friday, February 21, 2020**.

Banner Printing

In an effort to help reduce shipping costs and add convenience to your overseas travel, AIEF can have banners (of your design) printed and delivered to your booth. The size of the banner is 0.6m (1.97ft) wide x 1.6m (5.25ft) long. The cost for this service is US\$160 per banner. A vertical banner stand may be included upon request. For "Full Wall" banners the cost is \$275 per panel or \$825 to cover one full wall – please see website for example. Please submit your request and your artwork by **Friday, February 21, 2020** in AI file format (minimum resolution 300 dpi).

Placard in Local Language

A placard (approximately 30in wide by 24in long) with Korean translation may be ordered and posted in your booth, which will easily identify your school and aid fair visitors. The placard will list the name, state, and institution type.

Equipment and Furniture Rental

The following equipment and/or furniture may be rented. If you would like to request any of these items, please submit your request on the Seoul Optional Services Registration Form by **Friday, February 21, 2020**. All prices are for full duration of the 2-day fair.

Pre-Fair Order:

43"PDP/DVD (two-day rental including TV Stand)	Information Desk W39.37" x D19.69" x H29.53"	Round Table D29.53 x H29.53in	Extra Chair
US\$500	US\$55/table	US\$50/table	US\$20/chair

On-Site Order: (Prices are estimated. Item availability is not guaranteed due to unforeseen circumstances.)

43"PDP/DVD (two-day rental including TV Stand)	Information Desk W39.37" x D19.69" x H29.53"	Round Table D29.53 x H29.53in	Extra Chair
US\$600	US\$55/table	US\$55/table	US\$20/chair

ACCOMMODATIONS AND TRANSPORTATION

You may request hotel recommendations through AIEF though we do not have any current partnerships. You may submit this request on the Seoul Optional Services Registration Form by, **February 21st, 2020**. If change or cancellation is needed after, **February 28th, 2020**, please contact the hotel directly.

The Oakwood Premier has been selected as the primary hotel for the upcoming fair in Seoul. Each luxurious residence has plenty space to share, it has separate living, dining and sleeping areas, plus its own gourmet kitchen and a washer/dryer. The Oakwood Premier is located directly next to the COEX within a 3 minute walk. Please make your reservation request through the [hotel website](http://www.oakwoodseoul.com/).

Hotel Information	Oakwood Premier 159 Samseong-dong, Gangnam-Gu, Seoul 135-525, South Korea Ph: 011-82-2-3466-7000 Fx: 011-82-2-3466-7700 http://www.oakwoodseoul.com/
Special Rates	KRW 240,000 – 1 Studio Superior without breakfast KRW 300,000 – 2 Bedroom Apartment without breakfast KRW 19,000 –Breakfast / per person Rates are subject to 10% service charge and 10% government tax



Airport Transportation - Transportation between Incheon International Airport and the Oakwood Premier Hotel is available via the City Air Limousine from Incheon International Airport to "City Air Terminal". Travel time is approximately 1.25 hours. Bus fare is about US\$16 per person, one-way. Bus fare tickets may be purchased at the ticket counter, located outside airport exit 9B. The bus service runs every 20 minutes from 5:30am to 10:20pm daily.

The Oakwood Premier Hotel is located within one hundred yards from the "City Air Terminal" bus stop and is adjacent to the COEX. For your return to the airport, the Oakwood Premier offers discounted bus tickets from City Air Terminal to Incheon International Airport. To purchase tickets, please inquire at the Oakwood Premier reception desk on the 5th floor.

If your flight arrives outside of this service period, you may arrange another type of transportation (i.e. taxi, for a cost of around US \$60) or take the late bus No. 6009, located outside the airport terminal at exit 5A. Bus fare must be purchased using Korean Won. You may get off at Gangnam Station (3rd stop), and a take taxi to the Oakwood Premier Hotel (estimated 10-15 minute ride).

SHIPPING

OCS (Overseas Courier Service) has been selected as AIEF's exclusive shipping partner. Additional questions regarding shipping should be directed to OCS at 877-2222-OCS or 781-933-1130. E-mail: fairs@shipOCS.com. If you need materials prior to the fair day, please hand-carry those items as your shipped materials will not be available until the start of each fair. *AIEF is not responsible for any shipping losses or delays*. If you choose to ship your items on your own please note not to ship them directly to the COEX venue. Please contact AIEF for shipping instructions.

PAYMENT AND POLICIES

Optional Services Payments – Payments should be made by using the online payment system. A U.S. currency check will be considered if addendums are made after registration. Optional services payments are due by, **February 21st, 2020**. Optional services may not be provided or will be subject to a 5% late fee if payments are not received by **February 21st, 2020**.

Fair Cancellations – To cancel your fair participation, please email a written statement to jgu@aief-usa.org. Cancellation will be finalized upon your receiving a confirmation reply from AIEF. No charges will be incurred for cancellations made by **February 16th, 2020**. Cancellations made by between **February 17th – February 29th, 2020** will incur a 50% cancellation fee per fair city. Cancellations made after **March 1st, 2020** will incur the full price of the fair(s).

AIEF Fair Policies

- Fair booths must be chaperoned by school representatives during all fair hours. See fair itinerary for fair hours.
 - Each institution registration includes one primary school representative; this individual must be authorized by a campus-based official prior to the fair and must be present at the fair booth. Primary school representatives are eligible to attend scheduled AIEF events before/during/after the fairs. These representatives may not be substituted by any other representative.
 - Additional representatives may be pre-registered for USD \$65 per person per city to receive an AIEF fair name badge and to attend scheduled AIEF events before/during/after the fairs. On-site helper(s) may also be registered on-site for KRW 10,000 per person per city to receive an AIEF fair name badge.
 - All school representatives at the booth must wear an authorized AIEF standard name badge at all times during the fair. Alumni and friends who do not have a name badge are not permitted to be in the designated booth area at any time during the events.
 - School representatives must confine all materials and activities to their contracted booth space. Recruiting students in an aisle way or any location outside of their assigned booth is prohibited by AIEF.
 - All exhibitors are prohibited from displaying signage or disseminating materials at their booths from other businesses, educational organizations, political organizations, associations, or any other entities without obtaining advance written permission from AIEF.
 - In the event of fire, strike, war, or any other unforeseen occurrence that renders the fulfillment of the fair impossible, AIEF may, at AIEF's option, terminate, cancel, or change the fair dates, venue locations, and fair programs. Under such circumstances, AIEF shall notify the fair participants as early as is practical. AIEF shall not be financially liable for such changes.
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HELPFUL LINKS

- To view all fair related materials (i.e. Fair Guide, Itinerary, Optional Services and Preparation Guide, Online Sign Up Forms, etc.), go to: <https://www.aief-usa.org/busan-seoul-registration-optional-s>