

The ICEF North America Workshop - Montréal

Meet quality student recruitment agents from around the world sending students to Canada and the US



Hilton Montréal Bonaventure • April 26 - 28, 2012



Educator and Exhibitor Information Pack

1. Venue

The ICEF North America Workshop - Montréal 2012 will take place in the Montréal Ballroom located on level 1 of the Hilton Montréal Bonaventure.

The address of the Hilton Montréal Bonaventure is:

900 de La Gauchetière W., Montréal, Quebec, Canada H5A 1E4

Tel +1-514-8782332 Fax +1-514-8783881

Website ► www1.hilton.com/en_US/hi/hotel/YULBHFF-Hilton-Montreal-Bonaventure-Quebec/index.do

2. Hotel Accommodation

Hilton Montréal Bonaventure

Rates

We are pleased to offer you a preferential rate of CAN \$ 169 per night per single / double room, inclusive of internet usage and exclusive of breakfast and 19% tax.

Bookings

The preferential rate is available for bookings from April 23 to May 02, 2012 and subject to room availability. For bookings outside this period the regular room rates become applicable. Rooms can be booked subject to availability until **March 27, 2012**. They will be allocated on a first-come, first-served basis. Visit the Hilton Montréal Bonaventure's ► [online booking system](#) to make a reservation or refer to the booking form which can be downloaded ► [here](#).

Check-In / Check-Out

Earliest possible check-in time is 15:00 and latest check-out time is 12:00 noon.

Amenities

The downtown Hilton Montréal Bonaventure Hotel in Quebec, Canada offers warm hospitality and exceptional services suited to please business and leisure travelers alike. In addition, the hotel is home to premier conference facilities specialising in hosting large and small meetings, exhibitions, and conventions. Located on top of Place Bonaventure the hotel features a 2,8 acre roof top garden, extensive terraces and a year-round heated outdoor pool. While staying at the Hilton Montréal Bonaventure Hotel enjoy a wide variety of downtown and local area events and activities. Further information on the Loews Miami Beach Hotel is available at ► www1.hilton.com/en_US/hi/hotel/YULBHFF-Hilton-Montreal-Bonaventure-Quebec/index.do

Alternative Hotel Choice

Residence Inn Marriott

We are pleased to offer you the preferential rate of CAN \$ 151 per night per single / double room (Studio King), inclusive of internet and breakfast for the nights from April 23 to May 01. Rates are subject to 19% taxes. Rooms can be booked subject to availability until **March 27, 2012**. Please use the ► [online booking system](#) or refer to the booking form which can be downloaded ► [here](#).

Further information on the Residence Inn Marriott Hotel is available at ► www.marriott.com/hotels/travel/yulri-residence-inn-montreal-downtown.

Montréal Marriott Château Champlain

We are pleased to offer you the preferential rate of CAN \$ 169 per night per single / double room, exclusive of breakfast for the nights from April 23 to May 02. Rates are subject to 19% taxes. Rooms can be booked subject to availability until April 06, 2012. The Marriott Château Champlain is a convenient 3 minutes walk from the Hilton Bonaventure. Please use the booking form which can be downloaded ► [here](#).

Further information on the Montréal Marriott Château Champlain is available at ► www.marriott.com/yulcc

3. Airport Arrival from Montréal-Trudeau Airport, Dorval (YUL)

Taxis

Taxis are available at the exit of the airport building. A taxi ride to the Hilton Montréal Bonaventure takes approximately 25 minutes and costs on average (depending on traffic) CAN \$ 38.00.

Express Airport Bus 747

There is an express airport bus operated by STM 24 hrs / 7 days a week which stops in front of the Hilton Montréal Bonaventure (Bus stop 5, Rue Manfield). The journey takes approximately 45 minutes. The \$8 fare is payable in cash aboard the bus (coins only, bills are not accepted). Fare cards are sold at the airport at the international arrivals level. For further information and a time table please refer to

► www.admtl.com/Passengers/AccessAndParking/STMBuses.aspx

4. Forwarding of Promotional Material

Please contact a courier of your choice.

Delivery Date

Your materials for the ICEF North America Workshop - Montréal 2012 should arrive on Tuesday, **April 24, 2012** in Montréal (but not before) to allow you sufficient time to check if your packages have arrived and been delivered correctly.

Package Preparation

When calculating the amount of promotional materials to send to Montréal, please bear in mind that you will have a maximum of 30 pre-scheduled appointments of 25 minutes each plus other meetings outside workshop hours that may be arranged. Some agencies may prefer to receive your information by e-mail, mail or by using the ICEF Online platform either prior to or after the event (see also the paragraph "Follow Up" at ► [ICEF Workshop Procedures: Guidelines for first-time Participants](#)).

Please refer to the ► [Shipping Instructions & Delivery Label](#) for detailed information, customs requirements and a delivery label template.

The ICEF North America Workshop - Montréal has been acknowledged as an international event and exempted from customs charges. The appointed customs broker is Mendelssohn Event Logistics. If you are shipping to Montréal internationally please complete ► [Mendelssohn's Order Form and Canada Customs Invoice](#) and fax to 1-514-849-3446 or email to the attention of Glen Anderson ganderson@mend.com, Tel: 514-987-2700 ext.22. "3" copies of the Canada Customs Invoice must travel with your shipment (in box 4 of this document after the destination address please write Notify Mendelssohn for customs clearance). Please also send your carrier's tracking number. If you would like to arrange transportation through Mendelssohn please feel free to contact Glen Anderson to receive a shipping quote.

5. Appointment Scheduling

Scheduling Appointments Prior to the Event

Approximately 8 weeks prior to the event you will be supplied with login information to access the eSchedule PRO online appointment scheduling system.

Marcom eSchedule PRO (► www.marcom-education.com) allows you to select potential partners according to geographical origin, programmes, or date of inclusion in the system, as well as to send personalised appointment requests.

Please note that the **deadline for confirming / making appointments is April, 25, 09:00 Montréal time**. If you are using eSchedule PRO for the first time, we recommend to have a look at the ► [Getting Started Information](#) as well as ► [Scheduling Appointments – Useful Hints & Tips](#).

Scheduling Appointments During the Event

In case your appointment schedule is not full at the beginning of the workshop, you will still have the possibility to maximise the number of your appointments on the morning of each workshop day (April 27 and April 28) between 8:30 and 9:00 when additional appointments may be scheduled through personal contacts between participants. You may also utilise the agents' message boxes to leave additional appointment requests.

6. Your Catalogue Entry

Company Profile

Once you have logged on to the eSchedule PRO online appointment scheduling system for the first time, you will be asked to edit your profile, which you may change at a later date. It is very important that you take the time to enter (into the eSchedule PRO system) your company's description that will appear in the catalogue, as agents will use this information

before requesting or confirming appointments with you. If you would like to have your logo and up to two representatives' portrait-style pictures included in the ICEF North America Workshop - Montréal catalogue you will also be able to upload them.

Photos should be uploaded in JPEG format and should have a resolution of at least 148x118 pixels (72 dpi).

Logos should be uploaded in GIF format and should have a resolution of at least 295x591 pixels (72 dpi). If your picture or logo has a different format, please use the following ► [image converter](#).

Please make certain to complete the catalogue entry by **April 05, 2012** to ensure that your complete company profile is included in the printed catalogue.

7. Onsite Registration Procedures

Onsite workshop registration will take place on Thursday, April 26, 2012, from 12:00 to 19:00 at the ICEF hospitality and registration desk located in the foyer area on level 1 of the Hilton Montréal Bonaventure Hotel. There you will receive your registration package including your badge, a print-out of your meeting schedule as well as the workshop catalogues. Participants arriving after the registration period stated above can register on Friday, April 27, 2012 from 08:00 onwards.

As the workshop is a protected trading environment, **anyone not wearing a badge may not be admitted** into the workshop area. Please also understand that for the same reason we cannot allow non-registered family, friends or staff to enter the workshop hall. Please also note, that participants may not organise any hospitality, seminar event or tour which encourages agents to leave the workshop at any time during the programme from registration on Thursday, April 26, at 12:00 through to Saturday, April 28 at 18:00.

If you are new to ICEF Workshops, please have a look at the ► [ICEF Workshop Procedures: Guidelines for first-time Participants](#) with further useful event information.

Educators will be able to access their meeting tables at 8:00 am on Friday, April 27.

Meeting tables

Each meeting table will be covered with a white table cloth and will have access to an electricity outlet. Table signage with name and logo of each institution will be provided.

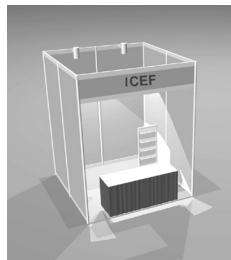
Exhibitors will be able to access their booths / display tables on Friday, April 27 from 8:00 onwards.

Booth equipment

All booths are fully equipped according to their size:

4 sqm:

1 skirted table (122cm x 76cm), 4 chairs, 1 literature display rack, 1 wastebasket, 1 electricity outlet, 2 spotlights, 1 header (2m) with exhibitor name.



6 sqm:

1 skirted table (122cm x 76cm), 4 chairs, 1 literature display rack, 1 wastebasket, 1 electricity outlet, 2 spotlights, 1 header (2.5m) with exhibitor name.



Exhibitor display tables

Each display table (122cm x 76cm) will be covered with a white table cloth and skirting and will have access to an electricity outlet. Table signage with name and logo of each institution as well as a literature display rack will be provided.

8. Seminars

A number of seminars will be held on Thursday, April 26, 2012, between 14:00 and 19:00. The seminar programme includes introductory sessions on "How to maximise your ICEF Workshop Experience" as well as "ICEF Online Services". A detailed seminar programme will be available soon.

9. Refreshments and Lunches

Refreshments will be served on April 27 and April 28 from 08:00 to 9:00, 11:00 to 11:30 and 16:00 to 16:30. Coffee, tea and water stations will be available throughout the workshop day. Lunch will be provided from 13:00 to 14:00 on both workshop days in the Fontaine AB rooms on level 1 of the Hilton Montréal Bonaventure Hotel.

10. Evening Networking Functions

We cordially invite you to attend the following events:

Welcome drinks reception

Thursday, April 26, 2012, from 19:00 to 21:00 in the Castillon Restaurant on level 2.

Evening dinner reception

Friday, April 27, 2012, from 20:00 to 24:00 at the Windsor Ballrooms (1170 Rue Peel, Montréal H3B 4P2)

The dress code for both receptions is smart casual. Please note that participants not wearing their workshop badge may not be admitted.

11. ICEF Online Workshop

► [ICEF Online](#) is the ideal platform to follow-up and collaborate with the educators and exhibitors you meet at ICEF Workshops.

All participants at each event receive a free ICEF Online Workshop membership for this purpose. You will receive logins for your account approx. two weeks before the event. Please contact ► info@icefonline.com for further information, or see an ICEF team member at the workshop to learn more about the features & benefits of your ICEF Online Workshop account.

12. Montréal - General Information

Quick facts

Time Zone: Montréal is 5 hours ahead of GMT.

Temperature: Frequent rainfall can be expected. Temperatures in April range from approx. 3°C in the nights to 11°C during daytime.

Currency: Canadian Dollar (CAN \$). For current exchange rates please see ► [x-rates](#). Credit cards are widely accepted.

Public transportation: Taxis can be hailed on the street. Montréal has also an extensive public transport system.

Electricity: 110 volts.

Plug type:



More information about Montréal can be found at the following website: ► www.tourisme-montreal.org

If you have any questions prior to the workshop, please do not hesitate to contact us.

We look forward to welcoming you in Montréal!

Kind regards,

A handwritten signature in black ink that reads "Mascha Reuter".

Mascha Reuter