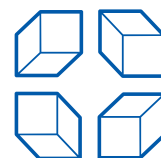


# The ICEF Higher Education Workshop

Meet quality Higher Education-focused student recruitment agents from all over the world



**ICEF**

Connect. Recruit. Grow.

Marriott Rive Gauche Hotel & Conference Center, Paris • September 10 – 12, 2010

## Marketing and Sponsorship

### Company / Institution Details

Company / Institution \_\_\_\_\_

Contact person  Mr  Ms

Last name \_\_\_\_\_ First name \_\_\_\_\_

Street \_\_\_\_\_ P.O. box \_\_\_\_\_

City \_\_\_\_\_ Postal code \_\_\_\_\_

Country \_\_\_\_\_ State \_\_\_\_\_

Tel (incl. area code & extension) \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Web \_\_\_\_\_

### Advertising

#### Logo and Website Link on the eSchedule PRO (Deadline: July 30, 2010)

€ 2200

Exclusive offer for 4 sponsors only.

#### Adverts in the ICEF Event Catalogue (Deadline: August 06, 2010)

With my advertisement I want to target:

	Agents	Educators	Both
<b>1/2 Page advertisement</b> (b/w)	<input type="checkbox"/> € 550	<input type="checkbox"/> € 550	<input type="checkbox"/> € 900
<b>1 Page advertisement</b> (b/w)	<input type="checkbox"/> € 900	<input type="checkbox"/> € 900	<input type="checkbox"/> € 1650
<b>Inside front cover</b> (full colour)	<input type="checkbox"/> € 1650	<input type="checkbox"/> € 1650	<input type="checkbox"/> € 2750
<b>Inside back cover</b> (full colour)	<input type="checkbox"/> € 1650	<input type="checkbox"/> € 1650	<input type="checkbox"/> € 2750
<b>Outside back cover</b> (full colour)	<input type="checkbox"/> € 1950	<input type="checkbox"/> € 1950	<input type="checkbox"/> € 3500

**Copy requirements and printing format:** The catalogue format is DIN A4. Ads must not exceed 210 mm x 297 mm for 1/1 page and 210 mm x 148,5 mm for 1/2 page advertising and have a minimum of 300dpi. Accepted file formats are: EPS (fonts created to outlines), TIFF, PNG or PDF (fonts have to be embedded).

**Conditions:** This application becomes a contract upon review and acceptance by ICEF. ICEF reserves the right to reject or cancel ads at any time without cause. Ads not accepted will be returned, whether or not there is a contract in effect. Upon signing this application, the advertiser accepts ICEF's policies concerning suitability, rates, billing, closing dates, copy requirements and all other stipulations of the ICEF application form.

## Event Sponsorship

### Refreshment Points (Deadline: August 06, 2010)

Exclusive offer for one sponsor only

€ 3750

### Agent Area (Deadline: August 06, 2010)

Exclusive offer for one sponsor only

€3500

## Merchandise Sponsorship

### Workshop Bag Insert (Deadline: August 20, 2010)

One item only, max. size DIN A4, max. of 24 pages

#### Agent Bag

€ 660

#### Educator Bag

€ 660

#### Both Bags

€ 900

### Workshop Note Pads (Deadline: August 20, 2010)

Exclusive offer for one sponsor only.

€ 1500

### Workshop Pens (Deadline: August 20, 2010)

Exclusive offer for one sponsor only.

€ 2100

### Key Card Sleeves (Deadline: July 30, 2010)

Exclusive offer for one sponsor only.

€ 3000

### Workshop Pens & Note Pads (Deadline: August 20, 2010)

Exclusive offer for one sponsor only.

€ 2700

### Neck Cord (Deadline: July 30, 2010)

Exclusive offer for one sponsor only.

€ 3400

### Workshop Bag Branding (Deadline: July 30, 2010)

Exclusive offer for one sponsor only.

€ 6200

### Workshop Bag Tags (Deadline: July 30, 2010)

Exclusive offer for one sponsor only.

€ 2000

## Exhibits and Displays

### Display Table (Deadline: August 20, 2010)

Please see the terms & conditions on page 3.

early rate (valid until March 31, 2010)

€ 2900

regular rate

€ 3300

### Literature Display Rack (Deadline: August 20, 2010)

€ 800

## Total

€ \_\_\_\_\_

## Payment

Invoice

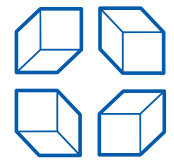
Credit card

By signing we acknowledge the accuracy of information provided and agree to the terms and conditions on the following page.

Signature \_\_\_\_\_ Date and place \_\_\_\_\_

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## Exhibitor Terms & Conditions

### 1. General

Participation is open to organisations in a position to make direct contributions to the subject matter. Participation will be confirmed by ICEF and will be made definitive by forwarding the confirmation and invoice.

### 2. Rescission of contract

The application is considered as binding and becomes effective immediately. Applicants having submitted a binding application form cannot be discharged from their contractual duties. Delegates cancelling their participation by registered mail up to 12 weeks prior to the first day of the event will be charged 20% of the full participation fees. Thereafter the full amount is payable. No refund is available after receipt of the lists of participants, which is considered intellectual property of ICEF.

### 3. Participant details

The participants' details received prior to and during the event are for one-time use only - in connection with the respective ICEF event - and may not be passed on to a third party.

### 4. Allocation of tables

ICEF will allocate the tables and comply, as much as possible, with the wishes of the participants.

### 5. Event catalogues

Event catalogues will be provided to each registered participant.

### 6. Payment

Standard payment terms are 30 days from the invoice date. Payment terms will be as stated on the invoice.

### 7. Transport and delivery of promotional materials

Participants wishing to forward materials to events must employ their own forwarding service. ICEF is not liable for loss or incorrect delivery. Please note that the storage of boxes or any other kind of packing material is prohibited in the event halls due to fire and safety regulations.

### 8. Advertising and promotion during the event

Appointments will take place at tables, identified by name cards, and allocated to educators. Participants must abide by the following, unless written approval from ICEF has been attained:

- The only type of display and advertising materials permitted are small items, such as posters, photographs and laptops, which can be placed on the table or attached to the covering table cloth and do not obstruct the view of other participants' tables.
- Advertising materials must not be distributed outside the allocated space.
- Participants may not organise any hospitality event, seminar or tour which encourages participants to leave the event at any time during the programme. ICEF is entitled to prohibit unauthorised advertising or activities without judicial order.

### 9. Liability and insurance

Participants should be insured against personal liability, fire and theft. ICEF will not be held liable for any loss of or damage to exhibits, materials or equipment as for instance through fire or theft, regardless of whether this damage or loss is sustained prior to, during, or after the event. The participants on their part will be held liable for any damage to persons or objects caused by them, their employees, their representatives or by exhibits or items of their equipment.

### 10. Belongings

While ICEF will take precautions to keep participants' promotional materials safe, ICEF is not liable for any loss or damage. As a precaution, the event halls will be locked or guarded between 19:00h and 08:00h.

### 11. Media waiver

I give permission to ICEF to use photographs or video footage of me, taken at an ICEF event, for ICEF promotional purposes only.

### 12. Concluding provisions

The contract is valid under German law. Venue is Bonn, Germany.