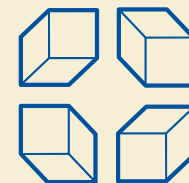


Marketing & Sponsorship with ICEF

- Exhibits and Displays
- Event Sponsorship
- Merchandise Sponsorship
- Advertising Print/Web



ICEF

Connect. Recruit. Grow.



Marketing & Sponsorship with ICEF

ICEF offers a range of services to assist our clients to achieve real results in their student recruitment initiatives.

ICEF Workshops, the industry's premier educator/agent networking events, occur annually in nine locations across the globe. The events enable educators to hold pre-scheduled one-to-one business appointments with relevant and quality student recruitment agents, as well as with other educators.

The workshops set the standard for excellence and attract the leaders in international student recruitment. Almost 5000 industry professionals attended ICEF events in 2008, 15% more than in 2007.

Marketing & Sponsorship with ICEF is an efficient and cost-effective answer to marketing objectives for those in the international education and youth travel sectors.

Attendees of these workshops include:

- **Educators:** universities, colleges, vocational institutions, secondary schools, boarding schools, language schools...
- **Agents:** education agents, language travel agents, study abroad advisers, student recruiters, educational consultants...
- **Service Providers and Industry Bodies:** who complement international education such as student accommodation providers, insurance providers, publishers, Internet providers, telephone card and mobile phone providers, tour operators, tourist boards and attractions, educator and agent associations...

Workshop participants are typically senior members of staff or owners who are involved in decision making and the purchasing of products, programmes and services for their organisation as well as for their student customers.

As such, educators, agents, service providers and industry bodies in attendance are important multipliers since their organisations deal with tens of thousands of international students and young travellers annually.



Exhibits and Displays

Exhibition Space

Description: Book an exhibition space in the centrally located exhibition area of the workshop venue.

Impact: Recommended for service providers, industry bodies and associations. A prominently positioned exhibition stand enables you to showcase your organisation, programmes, products and marketing materials to industry multipliers. Your presence over the duration of the event will allow you to make contact with hundreds of attendees, develop leads and build your brand recognition within the industry.

Details: Table fee includes a table, four chairs, power socket and exhibition space. Booth fee includes a full shell scheme booth with counter, table, four chairs, power socket and literature display rack. ICEF will allocate the location of the exhibition space and comply, as far as possible, with the wishes of the exhibitor. Also included is access to the ICEF version of the eSchedule PRO online appointment scheduling system, allowing you to schedule meetings with all workshop attendees (educators, agents and service providers).

Pricing

	ICEF Work-shops	ICEF Berlin Workshop		
		1 scheduling account	2 scheduling accounts	3 scheduling accounts
Display table	€ 2900	-	-	-
6m ² booth	-	€ 4500	€ 6000	-
9m ² booth	-	€ 5500	€ 7000	-
12m ² booth	-	€ 6500	€ 8000	€ 9000

Literature Display Rack

Description: Display your brochures on a literature display rack in the high-traffic areas of the event.

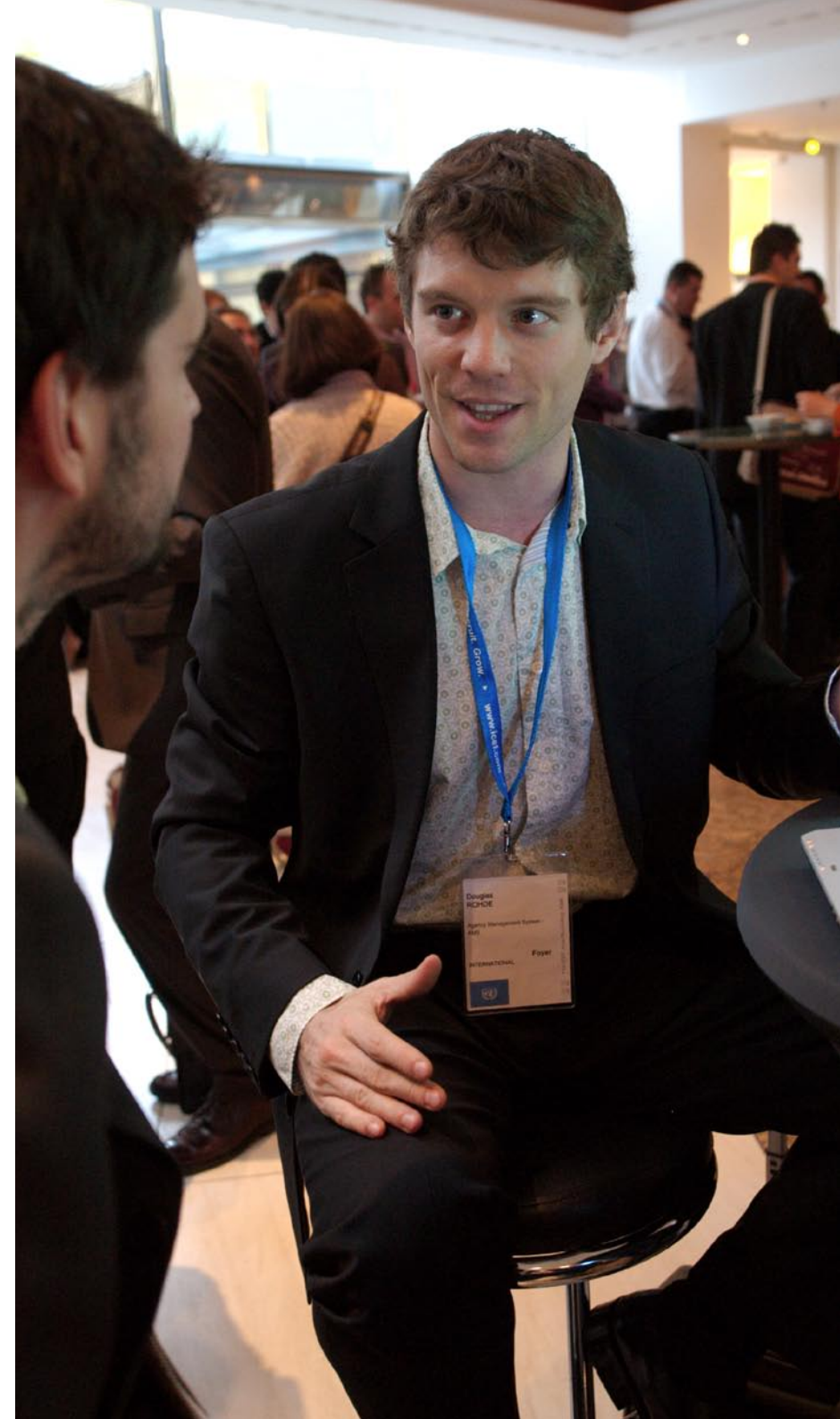
Impact: Your printed materials will be visible and accessible to all workshop attendees as they pass by for refreshments and their next meetings with fellow attendees.

Details: Rack is provided. Sponsor must provide own literature, maximum size A4.



Pricing

ICEF Workshops	ICEF Berlin Workshop
€ 800	€ 1100



Event Sponsorship

Industry Presentations

Description: The opportunity to introduce your organisation or service to groups of workshop participants and to highlight your products and programme offerings.

Impact: During a single time slot presentation (25 minutes) or a back-to-back time slot presentation (50 minutes) you will have a captive audience of event attendees who, by attending your session, have indicated their interest in your product offerings. This is a perfect opportunity to highlight your products, address questions and establish a dialogue with new contacts.

Limit: Available at select ICEF Workshops.

Details: Included in the fee is room rental, technical support, and use of an LCD projector or TV with DVD player. Presenter must bring own laptop.

Pricing

	Select ICEF Workshops	ICEF Berlin Workshop 15.00 - 17.00	ICEF Berlin Workshop 17.00 - 19.00
25 min slot	€ 195	€ 290	€ 390
50 min slot	€ 390	€ 490	€ 590

Refreshment Points

Description: As the refreshment points sponsor you will have prominent branding in the highly trafficked coffee / tea break areas including display banners, signage and recognition in the workshop catalogues.

Impact: As refreshments are provided on an all-day free flow basis throughout the duration of the workshop, these areas are frequented at all times and will guarantee you a striking visual presence throughout the event. Your organisation's display banners will feature prominently in the refreshment break areas, and signage with your company name and logo will be placed directly where coffee and tea are being served. As well, your sponsorship will be recognised in all workshop catalogues.

Limit: One sponsor per workshop.

Details: Sponsor must provide own display banners: maximum three banners at ICEF Workshops; maximum five banners at ICEF Berlin Workshop.

Pricing

ICEF Workshops	ICEF Berlin Workshop
€ 3750	€ 5000



Internet Hub

Description: As the Internet hub sponsor you will have exclusive branding in this popular area including display banners, signage, mouse pads and screen savers.

Impact: With high speed Internet, comfortable chairs and a calm atmosphere, the Internet hub is centrally located and enables workshop attendees to catch up on email communication. Your organisation's display banners will feature exclusively in this room and every user of the computer terminals will see your company branding on the screen saver and on the mouse pads. To capture an even larger audience, signage with your company name and logo will appear on the entrance door for all passers-by to see. This is a premium sponsorship opportunity available only once yearly.

Limit: One sponsor only, exclusively at the ICEF Berlin Workshop.

Details: Sponsor must provide display banners, mouse pads and screen saver file or link.

Pricing

ICEF Berlin Workshop only
€ 5 000

Agent Lounge

Description: As the agent lounge sponsor you will have exclusive branding in this popular room or area including display banners, signage and corporate merchandise.

Impact: With comfortable seating, the agent lounge is a refuge where education agents can relax, collect their thoughts, take notes and connect with one another. Your organisation's display banners will feature exclusively in this room or area for every user to see. You can also place your company branded merchandise such as note pads, pens and mugs for agents to enjoy and take away with them. Lounges with dedicated rooms allow you to capture an even larger audience, with signage with your company name and logo appearing on the entrance door for all passers-by to see.

Limit: One sponsor only. A dedicated room is available at ICEF Berlin, ICEF Moscow and ICEF Higher Education Workshops. A dedicated area is available at all other ICEF Workshops. Availability of the lounge varies per location from 2 days to 2.5 days.

Details: Included in the fee is participation of a person to act as host in the lounge. Sponsor must provide display banners and promotional items.

Pricing

Dedicated room
€ 5 000

Dedicated area
€ 2 500



Merchandise Sponsorship

Workshop Bag Branding

Description: Feature your logo, slogan and/or website address on every workshop bag.

Impact: Your large-format company logo will get maximum exposure during the event as every participant carries the workshop bag around from appointment to appointment. As these high quality bags are kept and used afterwards in the countries of the participants, your company logo will be repeatedly seen and noticed by thousands of individuals over a long duration of time, all over the world.

Limit: One sponsor per workshop.

Details: Production costs are included in price. Sponsor must provide artwork with acceptable vector files EPS, AI, FH or PS.



Pricing

ICEF Workshops € 6 200	ICEF Berlin Workshop € 8 250
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Workshop Bag Insert

Description: Insert your brochure into all agent bags, all educator bags or both.

Impact: Every participant will receive a bag containing your brochure which translates into your company message being read by hundreds of workshop participants. The ability to choose the workshop, as well as the bag in which you insert your materials, enables you to deliver a powerful message to a defined target audience.

Details: Sponsor must provide own literature. Limited to one item, maximum size A4, 24 pages.



Pricing

	Agent Bag	Educator Bag	Both Bags
ICEF Workshops	€ 660	€ 660	€ 900
ICEF Berlin Workshop	€ 880	€ 880	€ 1200

Key Card Sleeves

Description: Feature your company brand on all key card sleeves distributed upon check-in to all workshop guests staying at the workshop hotel.

Impact: As workshop attendees check in to the main workshop hotel the first thing they will see is your company name and brand on the sleeve containing their room key. This is an opportunity to create a strong first impression.

Limit: One sponsor only, exclusively at the ICEF Berlin Workshop. Available at main workshop hotel only.

Details: Production costs are included in price. Sponsor must provide artwork with acceptable vector files EPS, AI, FH or PS.



Pricing

ICEF Berlin Workshop only
€ 3 500

Workshop Pens and Note Pads

Description: Place your company branded pens and/or note pads on every workshop table, in every workshop bag and/or on the registration counter.

Impact: Every attendee will use your company pen and/or note pad and be reminded of your organisation. This is an excellent way of giving your brand a high profile, not only during but also long after the workshop, since the pens and pads will be kept and used on a daily basis in professional working environments.

Limit: One sponsor per workshop.

Details: Sponsor must provide own supply of branded pens and/or note pads.



Pricing

	Pens	Note Pads	Pens & Note Pads
ICEF Workshops	€ 2 100	€ 1 500	€ 2 700
ICEF Berlin Workshop	€ 2 700	€ 2 000	€ 3 500

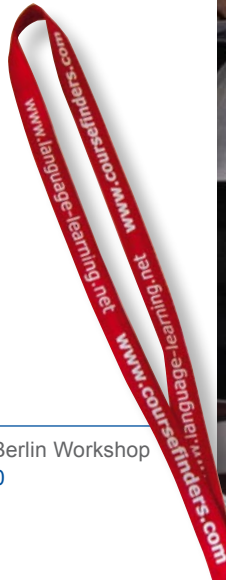
Neck Cord

Description: Feature your company name and/or website address on workshop badge neck cords.

Impact: A powerful name recognition will be achieved as your organisation's name is put at eye level of every participant during the event.

Limit: One sponsor per workshop. Sponsorship is limited to agents, service providers and industry bodies.

Details: Sponsor must provide artwork with acceptable vector files EPS, AI, FH or PS.



Pricing

ICEF Workshops € 3 400	ICEF Berlin Workshop € 4 500
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Advertising

Adverts in the ICEF Event Catalogues

Description: Feature your organisation or company by placing an advertisement in the workshop catalogues. Advertisement options include:

- 1) 1/2 page (190x130mm), black & white for ICEF Workshops, colour for the ICEF Berlin Workshop
- 2) Full page (190x270mm), black & white for ICEF Workshops, colour for the ICEF Berlin Workshop
- 3) Inside front or back cover (190x270mm), full colour
- 4) Outside back cover (190x270mm), full colour

Impact: All participants receive an event catalogue, which is in constant use during the event and then consulted throughout the year as a reference tool. The ability to choose the workshop, as well as the catalogue in which you place an advert, enables you to deliver a targeted and lasting message.

- Details:** Sponsor must provide artwork:
- resolution of 300dpi
 - full colour in CMYK or black & white in grayscale
 - acceptable file extensions: PSD, TIFF, EPS, JPG, PDF or AI

Pricing

	ICEF Workshops		ICEF Berlin Workshop	
	Agent or Educator Catalogues	Both Catalogues	Agent or Educator Catalogue	Both Catalogues
1)	€ 550	€ 900	€ 750	€ 1200
2)	€ 900	€ 1650	€ 1200	€ 2200
3)	€ 1650	€ 2750	€ 2200	€ 3700
4)	€ 1950	€ 3500	€ 2700	€ 4700

Prices exclusive of 19% VAT for all ICEF events taking place in the EU.

Logo and Website Link on the eSchedule PRO

Description: Include your logo and a link to your website within the eSchedule PRO online appointment scheduling system. It will be seen by all workshop attendees each time they schedule an appointment.

Impact: Each participant logs on to the eSchedule PRO approximately 30 times and remains on the system for a certain duration to learn about other attendees and to schedule appointments. Your organisation will gain significant exposure as your logo and link will be posted prominently on the entry page, at the bottom of every schedule and on every email that is sent within the system.

Limit: Four sponsors per workshop

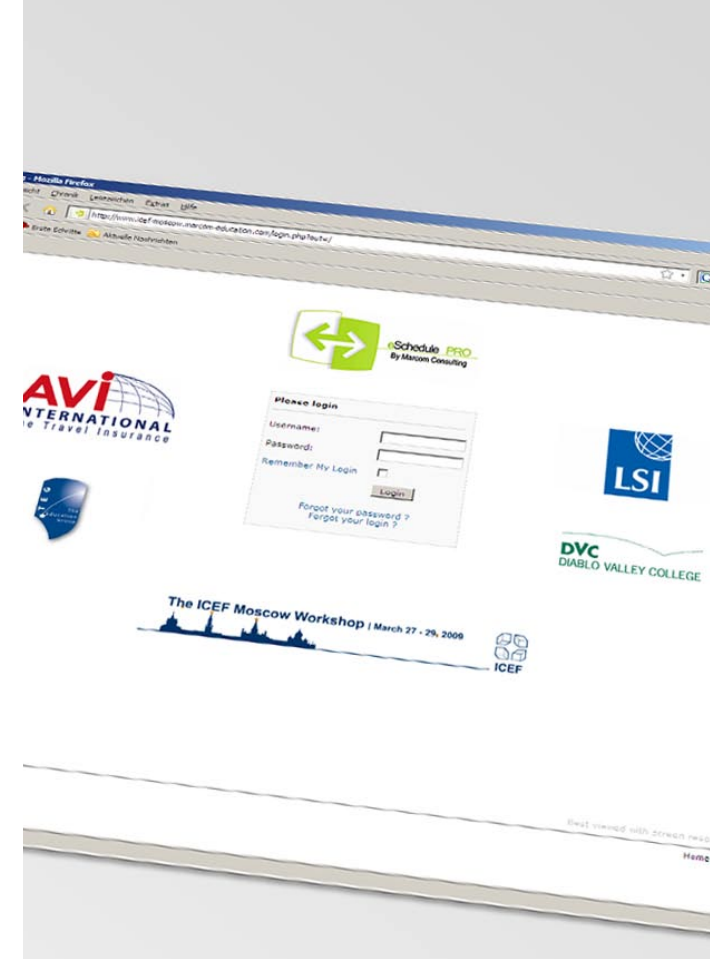
Details: Sponsor must provide artwork:

- resolution of 96 dpi
- size 120 x 120 px
- acceptable file extensions: GIF or JPG



Pricing

ICEF Workshops € 2200	ICEF Berlin Workshop € 2900
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Make the most of your marketing budget – put your company in front of industry multipliers and see your business grow.

Position yourself as a market leader - Contact us to design your own cost-savings sponsorship package which can give you maximum exposure at one event or repeated brand exposure over several events.

Book your marketing and sponsorship now.

Go to www.icef.com/marketing
 Email marketing@icef.com
 Tel +49 228 201 1948