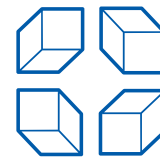


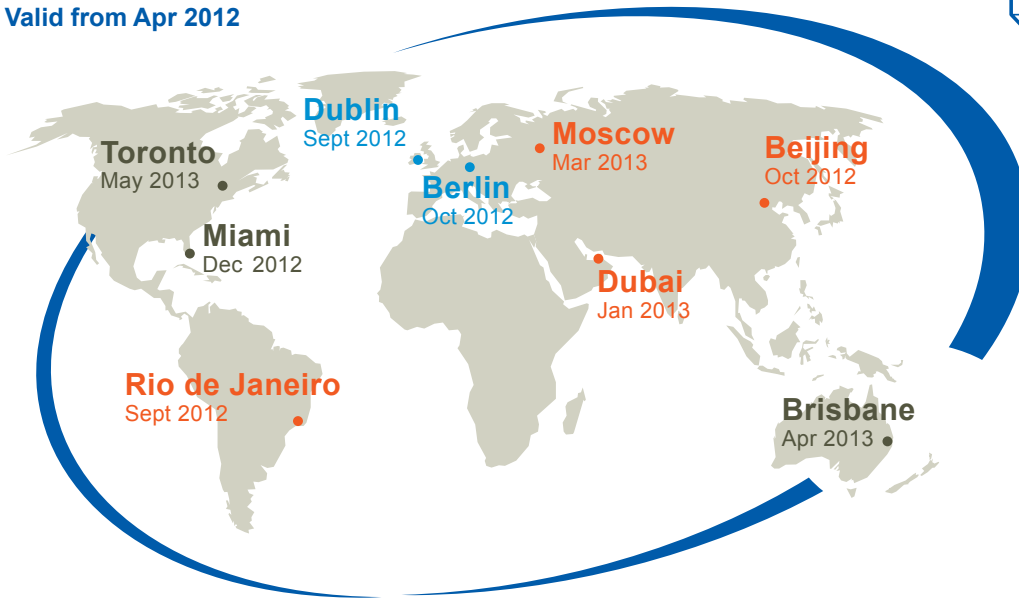
ICEF Workshop Products

Rate Sheet in Euro, US\$/CA\$ and AU\$
Valid from Apr 2012



ICEF

Connect. Recruit. Grow.



Global Workshops

For educators, service providers and agents from all over the world

Regional Workshops

For educators and service providers from all over the world and agents from specific countries and regions

Destination Workshops

For educators and service providers from either North America or Australia/New Zealand and agents focussed on these study destinations

| 2012 | Workshop/Location | Educators | Agents | Early Rate Expiry |
|--------------|--|-------------------------|---|-------------------|
| Sept 08 - 10 | The ICEF Higher Education Workshop, Dublin | International | International | Mar 31, 2012 |
| Sept 19 - 21 | The ICEF Latin America Workshop, Rio de Janeiro | International | Latin America | Mar 31, 2012 |
| Oct 10 - 12 | The ICEF Asia Workshop, Beijing | International | Asia | Mar 31, 2012 |
| Oct 28 - 30 | The ICEF Berlin Workshop, Berlin | International | International | Mar 31, 2012 |
| Oct 28 - 30 | Work & Travel Berlin | International | International | May 31, 2012 |
| Dec 02 - 04 | The ICEF North America Workshop - Miami | USA & Canada | International | Aug 31, 2012 |
| 2013 | | | | |
| Jan 28 - 30 | The ICEF Dubai Workshop, Dubai | International | Middle East, Turkey, Africa & South Asia | Sept 30, 2012 |
| Mar 22 - 24 | The ICEF Moscow Workshop, Moscow | International | Russia, Eastern Europe, Central Asia & Caucasus | Sept 30, 2012 |
| Apr 17 - 19 | The Australia New Zealand Agent Workshop, Brisbane | Australia & New Zealand | International | Aug 31, 2012 |
| Apr 17 - 19 | Work & Travel ANZA, Brisbane | Australia & New Zealand | International | Sept 30, 2012 |
| May 09 - 11 | The ICEF North America Workshop - Toronto | Canada & USA | International | Dec 31, 2012 |

Workshop Participation Prices

Educator Workshop Participation

Single Workshop Booking

| | ICEF Workshops | ICEF North American Workshops | Australia/New Zealand Workshops |
|---|----------------|-------------------------------|---------------------------------|
| First participant (1 table & 1 eSchedule PRO account) | € 3900 | US\$/CA\$ 4900 | AU\$ 5400 |
| - Early Rate | € 4400 | US\$/CA\$ 5500 | AU\$ 6000 |
| - Regular Rate | € 2200 | US\$/CA\$ 2800 | AU\$ 3000 |

Second participant with eSchedule PRO account

Multiple Workshop Bookings (1 person, 1 table & 1 eSchedule PRO account)

| | 2 Workshops € 3400 each | 3 Workshops € 3300 each | 4 Workshops € 3200 each | 5 Workshops € 3100 each | 6 Workshops or more € 3000 each |
|-----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|------------------------------------|
| Cost at Regular Rate: | € 8800 | € 13200 | € 17600 | € 22000 | € 26400 |
| Cost at Multi Booking Rate: | € 6800 | € 9900 | € 12800 | € 15500 | € 18000 |
| Savings (%): | € 2000 (23%) | € 3300 (25%) | € 4800 (27%) | € 6500 (29%) | € 8400 (32%) |

Note: When The Australia New Zealand Agent (ANZA) Workshop is included in any multiple booking, the rate for ANZA will be: AU\$ 4 620, AU\$ 4 500, AU\$ 4 380, AU\$ 4 260 and AU\$ 4 080 for 2, 3, 4, 5 and 6 event multiple bookings

Work & Travel (Berlin & ANZA)

| | Work & Travel Berlin | Work & Travel ANZA |
|--|----------------------|--------------------|
| First person (1 table & 1 eSchedule PRO account) | € 1595 | AU\$ 2050 |
| - Regular Rate | € 1895 | AU\$ 2450 |
| Second Person with eSchedule PRO account | € 1595 | AU\$ 2050 |
| - Regular Rate | € 1895 | AU\$ 2450 |

Accompanying Persons & Guests

| | ICEF Workshops, Work & Travel Berlin | ICEF North American Workshops | ANZA Workshop, Work & Travel ANZA |
|--|--------------------------------------|-------------------------------|-----------------------------------|
| Per accompanying person | € 880 | US\$/CA\$ 1100 | AU\$ 1100 |
| Per additional guest (evening reception) | € 145 | US\$/CA\$ 180 | AU\$ 180 |
| Per additional guest (welcome reception) | € 50 | US\$/CA\$ 65 | AU\$ 100 |

Notes: The ICEF Berlin Workshop and Work & Travel Berlin - Add 19% VAT
The ICEF Higher Education Workshop, Dublin - Add 23% VAT
The ANZA Workshop and Work & Travel ANZA, Brisbane - Add 10% GST
Australian/New Zealand institutions may pay for all event bookings in AU\$/NZ\$ at the prevailing exchange rate
North American institutions may pay for all event bookings in US\$/CA\$ at the prevailing exchange rate

| Sponsorship Packages | Platinum | Gold | Silver |
|--|---|------------------|---|
| Included Items: | | | |
| Exhibition Booths - premium location (Berlin / ANZA / Miami Workshops) | 9m ² / 12m ² / 12m ² | 6m ² | 4.5m ² / 6m ² / 6m ² |
| Display Tables (excl. Berlin / ANZA / Miami Workshops) | 2 | 1 | 1 |
| Number of delegates (incl. eSchedule PRO account) | 2 | 1 | 1 |
| Accompanying person (no eSchedule PRO account) | 2 | 1 | * |
| Recognition as Event Sponsor | | | |
| - Logo on ICEF website | ✓ | ✓ | ✓ |
| - Promotion in event emails | ✓ | ✓ | ✓ |
| - Logo on event catalogue covers | ✓ | ✓ | ✓ |
| Bag insert (paper/USB/other) | ✓ | ✓ | ✓ |
| Full page advertisement in educator catalogue | ✓ | ✓ | ✓ |
| Full page advertisement in agent catalogue | ✓ | ✓ | * |
| Literature Display Rack | 2 | 1 | * |
| Presentation 5-7 pm (Berlin Workshop only) | 50 mins | 50 mins | 25 mins |
| Presentation (Anza only) | 30 mins | * | * |
| Logo on bag | ✓ | * | * |
| Logo on eSchedule PRO | ✓ | ✓ | ✓ |
| Package Prices: | | | |
| ICEF Berlin Workshop | € 20 000 | € 14 000 | € 9 000 |
| Other ICEF Workshops | € 15 000 | € 10 000 | € 7 000 |
| ICEF North American Workshops | US\$/CA\$ 20 000 | US\$/CA\$ 14 000 | US\$/CA\$ 9 000 |
| Australia/New Zealand Workshops | AU\$ 20 000 | AU\$ 10 000 | AU\$ 7 000 |

Marketing & Sponsorship

| | ICEF Berlin Workshop | Other ICEF Workshops | North American Workshops | Australia / New Zealand Workshops |
|--|----------------------|----------------------|--------------------------|-----------------------------------|
| Exhibition Booths | | | | |
| Large (2 people / 2 eSchedule PRO accounts) | | | | |
| 12m ² | € 12 000 | — | US\$/CA\$ 12 900 | AU\$ 9 500 |
| 9m ² (premium position € 1 000 extra - Berlin only) | € 9 000 | — | — | — |
| Medium (1 person / 1 eSchedule PRO account) | | | | |
| 8m ² | € 8 000 | — | US\$/CA\$ 8 900 | AU\$ 6 500 |
| 6m ² (premium position € 1 000 extra - Berlin only) | € 6 000 | — | US\$/CA\$ 6 900 | AU\$ 5 000 |
| Standard (1 person / 1 eSchedule PRO account) | | | | |
| 4.5m ² | € 4 900 | — | — | — |
| 4m ² | € 4 500 | — | US\$/CA\$ 5 500 | AU\$ 4 000 |
| 3m ² | € 3 900 | — | — | — |

| | | | | |
|---|---|---------|-----------------|---|
| Display Table (1 person / 1 eSchedule PRO account) | | | | |
| Early Rate (see expiry on page 1) | — | € 3 900 | US\$/CA\$ 4 900 | — |
| Regular Rate | — | € 4 400 | US\$/CA\$ 5 500 | — |

* Multiple display table rates (per event) for 2, 3, 4, 5, 6 or more workshops are €3 400, €3 300, €3 200, €3 100, €3 000 respectively (plus VAT/GST if applicable)

| | | | | |
|---|---------|---------|-----------------|------------|
| Additional Participants & Guests | | | | |
| Per additional participant with eSchedule PRO account | € 2 200 | € 2 200 | US\$/CA\$ 2 800 | AU\$ 3 000 |
| Per accompanying person | € 880 | € 880 | US\$/CA\$ 1 100 | AU\$ 1 100 |
| Per additional guest (evening reception) | € 145 | € 145 | US\$/CA\$ 180 | AU\$ 180 |
| Per additional guest (welcome reception) | € 50 | € 50 | US\$/CA\$ 65 | AU\$ 100 |

| | | | | |
|--|---------|---------|-----------------|------------|
| Advertisement in Educator or Agent Catalogue (colour) | | | | |
| Inside cover | € 2 200 | € 1 650 | US\$/CA\$ 2 300 | AU\$ 1 800 |
| Outside cover | € 2 700 | € 1 950 | US\$/CA\$ 2 700 | AU\$ 2 700 |
| Full page | € 1 200 | € 900 | US\$/CA\$ 1 200 | AU\$ 1 500 |
| Half page | € 750 | € 550 | US\$/CA\$ 800 | AU\$ 900 |

| | | | | |
|--|---------|-------|-----------------|------------|
| Display Advertising | | | | |
| Literature Display Rack | € 1 100 | € 800 | US\$/CA\$ 1 100 | AU\$ 1 000 |
| Advertising Panel (1 x 2.4 m) | € 1 500 | — | — | — |
| Info-Point Sponsorship (Price per Info-Point, 4 available) | € 2 000 | — | — | — |

| | | | | |
|--|---------|---------|-----------------|------------|
| Merchandise Sponsorship | | | | |
| Note pads (supplied by sponsor) | € 3 000 | € 1 500 | US\$/CA\$ 2 100 | AU\$ 2 000 |
| Pens (supplied by sponsor) | € 3 700 | € 2 100 | US\$/CA\$ 2 900 | AU\$ 2 000 |
| Educator or Agent Bag inserts (supplied by sponsor) | | | | |
| - Paper | € 880 | € 660 | US\$/CA\$ 900 | AU\$ 600 |
| - Other incl. USB memory sticks (limited availability) | € 2 000 | € 1 600 | US\$/CA\$ 2 000 | AU\$ 2 000 |
| Bag tags (supplied by sponsor) | € 3 500 | € 2 000 | US\$/CA\$ 2 800 | AU\$ 2 000 |
| Logo on catalogue memory sticks (supplied by ICEF) | € 2 700 | — | US\$/CA\$ 2 700 | — |
| Key card sleeves / Key cards (supplied by ICEF) | € 3 500 | € 3 000 | US\$/CA\$ 4 100 | AU\$ 3 000 |
| Neck cords (supplied by ICEF - service providers only) | € 6 000 | € 3 400 | US\$/CA\$ 6 000 | AU\$ 6 000 |

| | | | | |
|---|---------|---------|-----------------|------------|
| Hospitality Sponsorship | | | | |
| Coffee / Tea break (price per day, 2 days available) | € 4 000 | € 2 500 | US\$/CA\$ 5 000 | AU\$ 4 000 |
| Lunch (price per day, 2 days available, ANZA & Berlin 3 days) | € 4 000 | € 2 500 | US\$/CA\$ 5 000 | AU\$ 4 000 |
| Dinner / Dance | € 9 000 | € 5 000 | US\$/CA\$ 9 000 | AU\$ 9 000 |
| Welcome reception | € 5 000 | € 3 500 | US\$/CA\$ 7 000 | AU\$ 6 000 |

| | | | | |
|--|---------|---------|-----------------|------------|
| Services Sponsorship | | | | |
| Internet hub | € 5 000 | — | US\$/CA\$ 6 000 | AU\$ 3 000 |
| Wireless internet service (branding on log-in cards) | € 5 000 | — | — | AU\$ 2 000 |
| Agent lounge - dedicated room | € 7 000 | € 5 000 | US\$/CA\$ 6 000 | AU\$ 5 000 |
| Agent lounge - dedicated area | — | € 3 500 | US\$/CA\$ 6 000 | — |
| Agent hotel room drop (price per day, contact sales for details) | € 4 500 | € 2 900 | US\$/CA\$ 4 000 | AU\$ 4 000 |

| | | | | |
|--|-------|---|---|---|
| Presentations (promote your organisation, services & product offerings) | | | | |
| 25 min slot - (between 3-5pm) | € 290 | — | — | — |
| 50 min slot - (between 3-5pm) | € 490 | — | — | — |