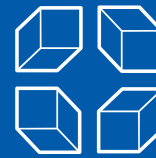


ICEF Products

Rate Sheet in Euro and AU\$



ICEF

Connect. Recruit. Grow.

1

Dates & Locations

Global Workshops

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

Agent Roadshows

For international educators and selected agents from key markets

Agent Focus

For educators and service providers focussing on key/emerging markets



Destination Workshops

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

Regional Workshops

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

2016	Workshop/Location	Educators	Agents	Early Rate Expiry
Jun 14 - 16	ICEF Thailand - Vietnam Agent Roadshow, Bangkok & Ho Chi Minh City	International	Thailand & Vietnam	Dec 31, 2015
Sept 10 - 12	ICEF Higher Education Workshop, Liverpool	International	International	Mar 31, 2016
Sept 13	ICEF Higher Education Partnership Forum, Liverpool	International	International	
Sept 22 - 24	ICEF Latin America Workshop, São Paulo	International	Latin America	Mar 31, 2016
Oct 12 - 14	ICEF Beijing Workshop	International	Asia	Mar 31, 2016
Oct 30 - Nov 01	ICEF Berlin Workshop	International	International	Mar 31, 2016
Dec 05 - 07	ICEF North America Workshop - Miami	USA & Canada	International	Aug 31, 2016
2017				
Feb 06 - 08	ICEF Dubai Workshop	International	Middle East, Africa & South Asia	Aug 31, 2016
Feb 10 - 11	ICEF Turkey Agent Focus, Istanbul	International	Turkey	Aug 31, 2016
Feb 21 - 23	ICEF Japan - Korea Agent Roadshow, Tokyo & Seoul	International	Japan & Korea	Aug 31, 2016
Feb 28 - Mar 03	ICEF Mexico - Colombia Agent Roadshow, Mexico City & Bogotá	International	Mexico & Colombia	Aug 31, 2016
Mar 17 - 19	ICEF Moscow Workshop	International	Russia, Eastern Europe, Central Asia, Caucasus	Aug 31, 2016
Apr 05 - 07	Australia New Zealand Agent Workshop, Cairns	Australia & New Zealand	International	Aug 31, 2016
Apr 23 - 25	ICEF North America Workshop - Vancouver	Canada & USA	International	Dec 31, 2016

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Educators

Single Event Booking

	Workshops	Roadshows	Agent Focus	HE Partnership Forum	Australia/New Zealand Workshop (ANZA)
First participant	€ 3900	€ 4300	€ 2925		AU\$ 5600
1 table & 1 eSchedule PRO account	€ 4400	€ 4900	€ 3300	€ 495	AU\$ 6300
Second participant with eSchedule PRO account	€ 2400	€ 2400	€ 1800	€ 495	AU\$ 3400

Multiple Event Bookings

Discount

Note: Multibooking excludes HE Partnership Forum.
Applies to regular rates only.
Does not apply to additional participants or products.

2 Workshops
18%3 Workshops
20%4 Workshops
23%5 Workshops
25%6 Workshops or more
27%

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Exhibitors

Exhibition Booths	Berlin Workshop	Other Workshops incl. Roadshow	HE Partnership Forum	North American Workshops (NA)	Australia/New Zealand Workshop (ANZA)
Large (2 people/2 eSchedule PRO accounts)					
12m ²	€ 12 000			€ 12 000	AU\$ 10 500
9m ² (premium position € 1 000 extra - Berlin only)	€ 9 000				
Medium (1 person/1 eSchedule PRO account)					
8m ²	€ 8 000			€ 8 000	AU\$ 7 500
6m ² (premium position € 1 000 extra - Berlin only)	€ 6 000			€ 6 000	AU\$ 5 500
Standard (1 person/1 eSchedule PRO account)					
4.5m ²	€ 5 500			€ 5 000	AU\$ 4 500
4m ²	€ 5 000				
3m ²	€ 4 400				
Display Table (1 person/1 eSchedule PRO account)*		€ 4 400	€ 995		
Table*					

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W&T

Work & Travel Providers

	Berlin Workshop	Australia/New Zealand Workshop (ANZA)
1 st person (1 table & 1 eSchedule PRO account) and each additional person	€ 3900	AU\$ 2200
	€ 4400	AU\$ 2500

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Guests

Accompanying Persons & Guests

	Berlin Workshop	Other Workshops incl. Roadshow	HE Partnership Forum	North American Workshops (NA)	Australia/New Zealand Workshop (ANZA)
Per accompanying person	€ 1370 ¹⁾	€ 970	€ 295	€ 1370	AU\$ 1400
Per additional guest (Welcome reception)	€ 100	€ 100		€ 100	AU\$ 150
Per additional guest (Dinner reception)	€ 200	€ 200		€ 200	AU\$ 300

Note: ¹⁾ Per day access to ICEF Berlin Workshop: Day 1 €390, Day 2 €690, Day 3 €490

Notes: For ICEF Berlin Workshop - VAT at 19% may apply
For ANZA Workshop - 10% GST applies
Australian/New Zealand institutions may pay for all event bookings in AU\$/NZ\$ at the prevailing exchange rate
Canadian institutions may pay for all event bookings in CA\$ at the prevailing exchange rate

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Sponsorship Packages

Sponsorship Packages, included Items:	Platinum	Gold	Silver
Exhibition Booths - premium location (Berlin / NA /ANZA Workshops)	9m ² /12m ² /12m ²	6m ²	4.5m ² /6m ² /6m ²
Display Tables (excl. Berlin / NA /ANZA 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 (Berlin 5 - 7 pm, ANZA Platinum only - 30min)	50 mins	50 mins	25 mins
Logo on bag	✓	*	*
Logo on eSchedule PRO	✓	✓	✓
ICEF Monitor advert - Skyscraper	30K impressions	-	-
ICEF Monitor advert - Rectangle	-	20K impressions	10K impressions
Packages Prices:	Platinum	Gold	Silver
ICEF Berlin Workshop	€ 22 000	€ 16 000	€ 10 000
Other ICEF Workshops	€ 16 000	€ 11 000	€ 8 000
Australia/New Zealand Workshops (ANZA)	AU\$ 22 000	AU\$ 14 000	AU\$ 9 000
Higher Partnership Forum: Platinum Sponsorship €5 500, Gold Sponsorship €4 000. For full package details please see the HE Partnership Forum brochure or contact your ICEF representative.			

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Marketing & Sponsorship

Marketing & Sponsorship (for all participants)	Berlin Workshop	Other Workshops incl. Roadshow	Australia/New Zealand Workshops (ANZA)
Advertisement in Educator or Agent Catalogue (colour)			
Inside cover	€ 2 400	€ 1 850	AU\$ 2 000
Outside cover	€ 2 900	€ 2 150	AU\$ 2 900
Full page	€ 1 400	€ 1 100	AU\$ 1 700
Half page	€ 950	€ 750	AU\$ 1 100
Advertisement in Workshop Guide & Floor plan (colour)			
Inside back cover	€ 2 400		
Outside back cover	€ 2 900		
Display Advertising			
Lift doors - 3 doors (can be purchased individually)	€ 6 000		
Info-Point Sponsorship - 4 x Berlin, 1 x Miami (price per Info-Point)	€ 2 200		
Advertising Panel (1x2.4m)	€ 1 700		
Literature Display Rack	€ 1 300	€ 1 000	AU\$ 1 200
Merchandise Sponsorship			
Note pads (supplied by sponsor)	€ 3 200	€ 1 700	AU\$ 2 000
Pens (supplied by sponsor)	€ 3 900	€ 2 300	AU\$ 2 000
Bag insert - agent or educator bag - paper (supplied by sponsor)	€ 1 100	€ 900	AU\$ 900
Bag insert - agent or educator bag - other (incl. USBs) (limited space)	€ 2 200	€ 1 800	AU\$ 2 200
Bag tags (supplied by sponsor)	€ 3 800	€ 2 200	AU\$ 2 000
Catalogue USB memory cards - branding (supplied by ICEF)	€ 2 900		
Key card sleeves / Key cards (supplied by ICEF)	€ 3 800	€ 3 300	AU\$ 3 300
Neck cords (supplied by ICEF - service providers only)	€ 6 500	€ 3 900	AU\$ 6 500
Hospitality Sponsorship			
Coffee / Tea break (price per day, 2 days available)	€ 4 000	€ 2 500	AU\$ 4 000
Lunch (price per day, 2 days available, ANZA & Berlin 3 days)	€ 4 000	€ 2 500	AU\$ 4 000
Welcome reception	€ 5 000	€ 3 500	AU\$ 6 000
Dinner reception	€ 9 000	€ 5 000	AU\$ 9 000
Services Sponsorship			
Internet hub	€ 5 400		AU\$ 3 000
Wireless internet service (branding on log-in cards)	€ 5 400		AU\$ 2 000
Agent hotel room drop (price per day, contact sales for details)	€ 4 900	€ 3 300	AU\$ 4 000
Agent lounge - dedicated room	€ 7 600	€ 5 400	AU\$ 5 000
Agent lounge - dedicated area		€ 3 900	
Registration - Agents (counter branding, registration packs with A4 insert & logo)	€ 3 500		
Registration - Providers (counter branding, registration packs with A4 insert & logo)	€ 2 400		
Registrations - Both (counter branding, registration packs with A4 insert & logo)	€ 5 300		
Presentations (promote your organisation, services & product offerings)			
50 min slot - (between 2pm - 5pm)	€ 690		
25 min slot - (between 2pm - 5pm)	€ 490		

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ICEF Monitor

Adverts	
Advert - Skyscraper / 300 px width x 600 px height (10 000 page views)	€ 975
Advert - Rectangle / 300 px width x 250 px height (10 000 page views)	€ 475
eNewsletter Banner - Middle Ad (36 000+ weekly subscribers)	€ 695
eNewsletter Banner - Opening Ad (36 000+ weekly subscribers)	€ 1 245
Package - 20% discount	
Adverts - Skyscraper & Rectangle (20 000 page views)	€ 1 160
Full Package (eNewsletter, Adverts Skyscraper & Rectangle 20 000 page views)	€ 2 160