Provider Information Pack

1. Venue
The ICEF Berlin Workshop 2015 will take place at the Hotel InterContinental in Berlin:

The address of the InterContinental Berlin is:
Budapester Strasse 2, 10787 Berlin, Germany
Tel +49-30-26020        Fax +49-30-2602 2600
Email ►berlin@ihg.com
Website ►www.berlin.intercontinental.com

2. Hotel Accommodation

Hotel InterContinental, Berlin

Rates
We are pleased to offer you the following preferential rates at the InterContinental Berlin, where the workshop will be taking place:

Superior room (single/double):   € 186
Deluxe room (single/double):      € 225
Junior Suite (single/double):       € 265
Superior Club (single/double):    € 276

Above rates are per room, per night and include VAT and service charges. Breakfast is not included.
The Club room category includes executive lounge access with the following benefits: separate check-in, buffet breakfast, lunch and dinner snack buffet as well as complimentary drinks.

Bookings
Preferential rates are available for bookings from October 29 (check-in) to November 05, 2015 (check-out), subject to room availability. For bookings outside this period, the regular rates become applicable. Please be advised that rooms can be booked until October 08 and will be allocated on a first-come, first-served basis.

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

Amenities
The InterContinental Berlin’s spacious superior rooms are characterised by light and friendly colours. Next to a large bed and a working desk is an additional seating area. A safe, satellite TV and complimentary high-speed Internet are available. The hotel also boasts an impressive 1000 sqm spa with sauna, hamam and whirl pool as well as a fully equipped fitness centre. Further information on the Hotel InterContinental Berlin is available at ►www.berlin.intercontinental.com.

Alternative Hotel Choices

Pullman Berlin Schweizerhof
The Hotel Pullman Berlin Schweizerhof, which is located opposite the Hotel InterContinental, offers the preferential rate of € 162 (classic category) per night for a single room and € 174 per night for a double room. The above rates include VAT and buffet breakfast. Earliest possible check-in time is 14:00 and latest check-out time is 12:00 noon.
The preferential rate is available for bookings from October 30 (check-in) to November 07, 2015 (check-out), subject to availability. For bookings outside this period, the regular room rates become applicable. Please be advised that rooms can be booked until October 08 and will be allocated on a first-come, first-served basis.
Further information on the Hotel Pullman Berlin Schweizerhof is available at ►www.pullmanhotels.com.

Crowne Plaza Berlin
The recently refurbished Crowne Plaza Berlin, within 8 minutes walking distance of the Hotel InterContinental, offers preferential rates of € 139 for a single room and € 149 for a double room per night. The above rates include VAT and breakfast. Earliest possible check-in time is 14:00 and latest check-out time is 12:00 noon.

The preferential rate is available for bookings from October 29 (check-in) to November 07, 2015 (check-out), subject to availability. For bookings outside this period the regular room rates become applicable. Please be advised that rooms can be booked until October 08 and will be allocated on a first-come, first-served basis. Further information on the Crowne Plaza is available at www.cp-berlin.de.

ICEF has arranged a shuttle bus service to bring you from the Crowne Plaza Hotel to the Hotel InterContinental during the workshop. A timetable will be available closer to the event. Download the booking form to make a reservation.

Pestana Berlin Tiergarten
The Pestana Berlin Tiergarten, within 5 minutes walking distance of the Hotel InterContinental, offers preferential rates of € 139 for a single room and € 149 for a double room per night. The above rates include VAT and breakfast. Earliest possible check-in time is 15:00 and latest check-out time is 12:00 noon.

The preferential rate is available for bookings from October 30 (check-in) to November 06, 2015 (check-out), subject to availability. For bookings outside this period the regular room rates become applicable. Please be advised that rooms can be booked until October 08 and will be allocated on a first-come, first-served basis. Further information on the Pestana Berlin Tiergarten is available at www.pestana.com.

Holiday Inn Express (Berlin City Centre-West)
The Holiday Inn Express Berlin City Centre-West is within 5 minutes walking distance of the Hotel InterContinental, and offers rates starting from € 82,00 for a single or double room per night. The above rate includes VAT. Breakfast is not included. Visit the Holiday Inn Express’ online booking system to make a reservation.

Motel One Berlin-Tiergarten
The Motel One Berlin-Tiergarten, within 10 minutes walking distance of the Hotel InterContinental, offers rates starting from € 69 for a double or single room per night. The above rates include VAT. Breakfast is not included. Visit the Motel One Berlin-Tiergarten’s online booking system to make a reservation.

Please refer to the Hotel map for the locations of the hotels.

3. Discounted Fares on Star Alliance Airlines
Registered participants plus one accompanying person travelling to the ICEF Berlin Workshop qualify for a discount of up to 20%, depending on fare and class of travel booked.

The participating airlines for this event are: ANA, Adria Airways, Aegean Airlines, Air Canada, Air China, Air India, Air New Zealand, Asiana Airlines, Austrian Airlines, Avianca, Brussels Airlines, Copa Airlines, Croatia Airlines, EVA Airways, EgyptAir, Ethiopian Airlines, LOT Polish Airlines, Lufthansa, SWISS, Scandinavian Airlines, Shenzhen Airlines, Singapore Airlines, South African Airways, TAP Portugal, THAI, Turkish Airlines, United.

Discounts are offered on most published business and economy class fares, excluding website/internet fares, senior and youth fares, group fares and Star Alliance Round the World fares. To obtain the Star Alliance Conventions Plus discounts visit the Conventions Plus online booking tool. Please quote the event code LH41S15 for ticket reservation.

4. Discounted German Rail Tickets
Deutsche Bahn is pleased to offer discounted event tickets if you travel to the ICEF Berlin Workshop by train. The price for a return ticket from any German railway station to Berlin is € 99,00 in the second and € 159,00 in the first class. Tickets, which are valid between October 28 and November 05, 2015 are subject to availability and need to be booked at least three days prior to your departure date. Please note that the event ticket is only valid for the connection you have selected and booked in advance.

To reserve your ticket, please click here or call +49-1806-31 11 53 and provide the booking code “BCO”. Payment will be made by credit card over the phone.

5. Visa Requirements
Germany is part of the borderless region known as the Schengen area and visa requirements vary by nationality. For most nationalities a visa is not required for stays of up to three months. To enter Germany a passport valid for at least three months beyond the period of stay is required.

ICEF offers visa support which provides you with a letter of invitation and company documentation required for your visa appointment.
Important: ICEF can only provide you with a letter of invitation for the duration of the workshop (November 01 to November 04, 2015). If you wish to request this service, please send an email to visasupport@icef.com.
Please check the regulations with your respective embassy as soon as possible. To find out more about country-specific visa requirements visit The German Ministry of Foreign Affairs.

6. Arrival in Berlin

Tegel Airport (TXL)

Tegel is situated approximately 8 km from the city centre, which can be reached in approx. 20 - 30 minutes. **Bus services** 109 and X9 connect the airport with the city centre. The X9 express service stops only at the main underground stations offering you a fast connection to the city. Nearest bus stop is “Zoologischer Garten” from where you can either walk (approx. 10 minutes) or take bus service 200, in the direction “Michelangelo Strasse”. After a few minutes the bus stops directly in front of the Hotel InterContinental, at “Budapester Strasse”.

**Taxi:** The duration of the journey by taxi from the airport to the Hotel InterContinental is approximately 20 minutes. The fare by taxi is around € 20,00.

Schönefeld Airport (SXF)

Schönefeld is situated in the southeast of Berlin, approximately 20 km from the city centre. The airport is connected with the city centre by **Airport Express Trains** RE7 and RB14 that run from/to “Zoologischer Garten” every half an hour with a journey time of 36 minutes. Train tickets cost € 3,30 for zone ABC. Alight at “Zoologischer Garten” from where you can either walk (approx. 10 minutes) or take bus service 200, in the direction “Michelangelo Strasse”. After a few minutes the bus stops directly in front of the Hotel InterContinental, at “Budapester Strasse”.

**Taxi:** The duration of the journey by taxi from the airport to the Hotel InterContinental is approximately 40 minutes. The fare by taxi is around € 35,00.

Further information on Berlin’s airports can be found at www.berlin-airport.de/EN.

Berlin Central Station (Berlin Hbf)

Berlin’s main railway station is located in the city centre. The city train (“S-Bahn”) connects the main station to the stop “Zoologischer Garten” in only 6 minutes. From there you can either walk (approx. 10 minutes) or take bus service 200, in the direction “Michelangelo Strasse”. After a few minutes the bus stops directly in front of the Hotel InterContinental, at “Budapester Strasse”.

**Taxi:** The duration of the journey by taxi from the station to the Hotel InterContinental is approximately 10 minutes. The fare by taxi is around € 10,00.

7. Forwarding of Promotional Material

Please contact a courier of your choice.

**Delivery Date**

Your materials for the ICEF Berlin Workshop should arrive on **Wednesday, October 28** in Berlin (but not before) to allow you sufficient time to check if your packages have arrived and been delivered correctly.

**Package Preparation**

Please refer to the Shipping Instructions & Delivery Label for detailed information, customs requirements and a delivery label template.

When calculating the amount of promotional materials to send to Berlin, please bear in mind that you will have a maximum of 33 pre-scheduled meetings plus other meetings outside workshop hours that may be arranged.

Some agencies may prefer to receive your information by e-mail or mail either prior to or after the event (see also the paragraph “Follow Up” at ICEF Workshop Procedures: Guidelines for first-time Participants).

NEW: You can now also upload documents into Marcom eSchedule PRO and make them available to agents prior to the event. You can upload up to five files with a maximum size of 5MB for all files, accepted formats are pdf, doc, docx, xls, xlsx, ppt, pptx, pps, ppsx.

8. Scheduling Meetings

**Scheduling Meetings prior to the Event**

Approximately 8 weeks prior to the event you will receive access to the Marcom eSchedule PRO online meeting scheduling system. Marcom eSchedule PRO allows you to select potential partners according to geographical origin, programmes, or date of inclusion in the system, as well as to send personalised meeting requests.
Please note that the **deadline for confirming / requesting meetings is October 30, 2015, 12:00 noon Berlin time.**

If you are using Marcom eSchedule PRO for the first time, we recommend to have a look at the ►Getting Started Information as well as ►Scheduling Meetings – Useful Hints & Tips or have a look at our ►video tutorials.

### Scheduling Meetings during the Event

In case your meeting schedule is not full at the close of Marcom eSchedule PRO, you will still have the possibility to maximise the number of your meetings through **Marcom Onsite**, a web-based application that will enable you to schedule last-minute meetings, message other event participants, view onsite workshop information and make adjustments to your schedule.

If you prefer not to opt into the last-minute scheduling function of Marcom Onsite, you may also arrange additional meetings through personal contacts between participants in the morning of each workshop day (November 02 and 03) between 08:00 and 08:30.

If you are using Marcom Onsite for the first time, we recommend to have a look at our two video tutorials (►Introducing Marcom Onsite, ►Basics of Marcom Onsite).

### 9. Your Catalogue Entry

#### Company Profile

Once you have logged on to Marcom eSchedule PRO 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 your company’s description, as agents will use this information before requesting or confirming meetings with you. Your description will also be used in the ICEF Berlin 2015 Workshop catalogue. If you wish to add a logo and up to two representatives’ portrait-style pictures, please also upload them into your Marcom eSchedule PRO profile.

**Photos and Logos** should have the highest resolution possible (without exceeding the max. size of 4 MB). Logos should be uploaded in GIF format and photos in JPEG format (please make sure the representative’s name appears in the file name). If your files have a different format, please use the following ►image converter.

Please complete the catalogue entry by September 30, 2015 to ensure that your correct company profile is included in the printed catalogue.

### 10. Onsite Registration Procedures

Onsite workshop registration will take place on Sunday, November 01, 2015, from 09:00 to 21:00 at the ICEF hospitality and registration desk located in the InterContinental’s main lobby. There you will receive your registration package including your badge, a print-out of your meeting schedule as well as the workshop catalogue. Participants arriving after the registration period stated above can register on Monday, November 02, 2015 from 08:00 onwards at the ICEF hospitality and registration desk in the main lobby. Onsite workshop registration is sponsored by ►DPMC.

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 halls.

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 or at our ►video tutorials on how to maximise your workshop experience.

### 11. Meeting tables

Meeting tables will be accessible as of 08:00 on November 02, 2015. Each meeting table (120cm x 80cm) will be covered with a white or blue table cloth and will have access to an electricity outlet. Table signage with name and logo of each institution will be provided.

### 12. Exhibitor booths

Exhibitor booths will be accessible as of 09:00 on November 01, 2015. All booths will be furnished with standard equipment according to their size. Please refer to the ►Additional Equipment Booking form for further details.

### 13. Seminars

Recognising the importance of market trends and their impact on student enrolments, the first day of the ICEF Berlin Workshop is dedicated to seminars and industry presentations.
Seminars provide invaluable information and the latest research on market trends. The programme includes an introductory session on "How to maximise your ICEF Workshop Experience". Industry Presentations give institutions the opportunity to showcase their product offerings and unique selling features to a captive audience. A programme overview will be available soon.

14. Networking Breakfast, Refreshments and Lunches
Coffee, tea and water stations will be available throughout the event. On Sunday, November 01, a sandwich & salad lunch - sponsored by Málaga – Costa del Sol Tourist Board - will be served between 12:00 and 14:00 in the Wintergarten. On November 02 and November 03, a light continental networking breakfast will be served between 08:00 and 08:30 in the Wintergarten and in front of the Marlene Bar. Additional refreshment breaks - sponsored by Full Sail University - are scheduled daily from 11:00 - 11:30 and 16:30 - 17:00. Buffet lunch will be provided from 13:00 to 14:00 in various locations throughout the hotel.

15. Evening Networking Receptions
We cordially invite you to attend the following functions:

Welcome Reception (sponsored by Coquitlam School District 43)
Sunday, November 01, 2015, 19:00 to 21:00 in the Pavilion of the Hotel InterContinental.

The ICEF Berlin Workshop Party
Monday, November 02, 2015, from 20:30 onwards in the Wintergarten and L.A. Café.

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

16. Tours and Excursions
For booking one of the tours and excursions in and around Berlin please refer to the ►Tour and Excursion Booking Form and return it as indicated to Severin + Kühn who will handle all tour arrangements prior to October 23, 2015. If you are interested in visiting the opera, a concert or the theatre whilst in Berlin, please contact the concierge in the Hotel InterContinental. The concierge desk also has a list of restaurants and bars available and will be able to assist you with reservations.

17. Berlin - General Information
Berlin is the capital of Germany and one of the country’s 16 federal states. With a population of about 3.4 million it is Germany’s largest city.

Quick facts:
Language: German. English is widely spoken.
Time zone: GMT + 1 hour.
Climate: Temperatures at the beginning of November are between 5 and 10 °C. Rainfall can be expected.
Currency: Euro (€). Credit cards are widely accepted. See this link for the latest rates: ► www.x-rates.com.
Taxis: Taxis can be hailed on the street or you can call one of the following numbers: (+49-30-) 210202 / 210101 / 263000.
Public Transport: Berlin has an extensive public transport system. Trains (S- and U-Bahn) as well as buses run at regular intervals from 05:00 until 01:00. The cost for a single ticket, valid for one trip within the city centre (Zone AB), is € 2.70. The nearest station to the Hotel InterContinental is “Zoologischer Garten”. Further information on Berlin’s public transport system can be found at ►www.bvg.de.
Electricity: 230 volts.
Plug type: Plugs have two round pins. Please bring your own adaptors, if necessary.

More information about Berlin can be found at ►www.visitberlin.de/en.

If you have any questions prior to the workshop, please do not hesitate to contact us. We look forward to welcoming you to Berlin!

Frauke Festersen