



Ready for take-off?

Invitation to join 2015 Education UK Exhibition Guide
and 2015 Scholarship Booklet

Call for UK institutions to join promotion for China Education Expo 2015

The British Council China is delighted to invite UK institutions to participate in promotional activities surrounding the China Education Expo 2015, which is organised by the China Education Association for International Exchange and will run from 24 October to 1 November 2015 in Beijing, Chengdu, Guangzhou and Shanghai. This is a great opportunity for UK institutions to build awareness of their educational offering among prospective students, agents and other industry representatives in China, and to increase the overall impact of the UK pavilion's promotion.

2015/16 UK Scholarship Booklet

[Free for scholarship listings, £600 - £800 for advertorial pages]

Benefits

Direct engagement with target audiences

150,000 visitors are expected to attend the exhibition across all four cities and additional awareness will be raised through a digital campaign on scholarships, ensuring strong exposure for participating institutions.

Access to multiple distribution channels

In addition to being promoted at the China Education Expo 2015, promotion and distribution of the booklet will be coordinated with the British Council China's education marketing all year round, including education exhibitions, education agent workshops, and other events. The booklet will also be distributed to related training schools and education agencies across the country to provide specific information to their education consultants.

Cost

FREE for scholarship listings, but chargeable for advertorials

Item	Fee*	Invoice date
Advertorial page on the centrefold (full page size: 210mm x 145mm)	£ 600	<i>Invoices will be sent once the booklet is published in October 2015</i>
Advertorial page on the inside front cover OR the inside back cover (full page size: 210mm x 145mm)**	£ 800	

**All prices are exclusive of VAT unless otherwise stated*

***Limited availability on a first-come, first-served basis*



How to apply

If you would like to post an advertisement or listing in the 2015 Education UK Exhibition Guide or 2015/16 UK Scholarship Booklet, please complete the below application form and return it to Mr Jack Lu, British Council China Exhibition Coordinator, at jack.lu@britishcouncil.org.cn by **18 September 2015**.

We will liaise with individual participating institutions for further arrangements.



Application Form

Services:	
2015 Scholarship Booklet	
Deliverables:	
A total of 10,000 copies of the 2015 Scholarship Booklet will be produced and distributed during the exhibitions.	
UK institution contact details	
Name of institution: <i>(This format will be used in all publicity)</i>	
Main contact:	
Telephone:	
Fax:	
E-mail:	
Postal address:	
Charges and payment schedule:	
<p>Please tick the appropriate boxes:</p> <p>2015 Education UK Exhibition Guide</p> <p><input type="checkbox"/> Beijing <input type="checkbox"/> Chengdu <input type="checkbox"/> Guangzhou <input type="checkbox"/> Shanghai</p> <p>2015/16 UK Scholarship Booklet</p> <p><input type="checkbox"/> Scholarship listing <input type="checkbox"/> Inside front/back cover advertorial <input type="checkbox"/> Centrefold advertorial</p> <p>*All prices exclusive of VAT unless otherwise stated</p>	<p>Invoice date: Invoices will be sent once the booklet is published in October 2015</p>



Terms and conditions

1. Accredited institutions only

All participating institutions must be accredited by a recognised UK authority.

2. Payment schedule

Event participants will be invoiced by the British Council. Payment must be received within 30 days of the invoice date.

3. Cancellation

A participating institution may withdraw from the 2015 Education UK Exhibition Guide and/or 2015/16 Scholarship Booklet by giving advance written notice. If an institution cancels at least 21 days prior to **16 October 2015**, it will not be required to pay the British Council any fees in connection with the cancelled services and any fees already paid in respect of such cancelled services will be refunded by the British Council. If an institution cancels less than 21 days prior to **16 October 2015**, it will be required to pay the British Council a percentage of the charges for such cancelled services as set out below:

<u>Notice period</u>	<u>Percentage of charges payable</u>
15 - 20 calendar days	75 per cent
14 calendar days or less	100 per cent

4. Terms of service

All institution representatives must abide by the British Council Services for International Education Marketing's terms of service, which can be found at <https://siem.britishcouncil.org/terms-service>