

## Important Notice:

Please read before completing the application form:

### ➤ Logistics Package:

The logistics package is developed to ensure efficient access for UK institutions to the exhibition venue. Please note that we managed to negotiate an excellent group rate, in October which is becoming a very high season in Qatar, with [Marriott Marquis City Centre](#), a 5 star hotel located in the West Bay

#### ○ Accommodation:

The price is inclusive of

- 4 nights (check-in on 18<sup>th</sup> October and check-out on 22<sup>nd</sup> October) on Bed & Breakfast basis (Single Deluxe Room) at: **Marriott Marquis City Centre**  
Omar Al Mukhtar Street  
Area 61, Al Dafena, Street #850  
Doha, Qatar  
T: +974 4419 5000
- Complimentary internet access during the entire stay at the hotel
- Complimentary access to SPA facilities
- If you wish to stay more or less nights or you have more than 2 representatives, please select 'Others' and we will e-mail you the modified cost accordingly

#### ○ Transportation:

This service is **only available to delegates staying at Marriott Marquis City Centre hotel** and is inclusive of domestic travel to/from the Convention Centre at the exhibition opening hours (4 trips per day)

#### ○ Freight

Receiving, storing and delivering freight to the Convention Centre will be done in the morning of 18<sup>th</sup> October 2014.

### ➤ Direct Marketing Packages:

The direct marketing packages are built on the basis of multiple institutions sharing the services mentioned in the package unless otherwise stated

#### ○ Digital Marketing

- Silver Package (100 GBP; actual price is 500 GBP): The discounted price is inclusive of Social Media Mentions + Listing on British Council website event page + Listing on the E-shot to be sent to potential students, scholarship providers and school counsellors.
- Gold Package (300 GBP; actual price is 850 GBP): The discounted price is inclusive of the Silver Package + SMS to recent IELTS candidates (1500+) + Single institution social media post. Limited to 4 institutions only.

#### ○ Printed Advertising

- Silver Package (435 GBP; actual price is 1300 GBP): The discounted price is inclusive of a press release in Arabic and English newspapers as well as magazines during or post the event, where institutions will get the chance to include key messages about their institution either via written or oral interview. Limited to 5 institutions only with a minimum of 3 institutions to proceed with the service. This package is highly recommended for institutions who would like to raise their profile in Qatar.
- Gold Package (980 GBP; actual price is 3900 GBP): The discounted price is inclusive of the Silver Package + 2 printed adverts (B&W 1/8 page) on a frequency of 2 days during the college fair. Minimum of 4 institutions to proceed with the service.

### ➤ Business Events/Activities packages

#### ○ Market Briefing

The market briefing will be delivered on Sunday 18<sup>th</sup> October 2015 at 5:00pm to provide you with insights about market trends; suitable for international team members who are new to the Qatari market or who would like to refresh their market information.

#### ○ Sponsoring a table at Qatar UK Alumni Networking Dinner (Welcoming fresh graduates and networking with seasoned alumni)

The British Council Qatar, in partnership with the British Embassy Doha, is currently in the process of establishing a permanent UK alumni network in Qatar, which will have a steering group of senior alumni and an annual programme of activities that we would like to encourage you to be part of. Further details on our alumni engagement strategy and how we can work together to engage with your alumni will be communicated at a later stage. In the meantime, we would like to invite you to book a table to host your alumni at the Qatar-UK Alumni Networking Dinner that aims at welcoming fresh graduates and networking with seasoned alumni. The British Council will be inviting all members in our alumni network (510+). UK institutions are welcome to invite their alumni as well; however, limited seats will be available. The e-invitation will be communicated to you in the week commencing 27<sup>th</sup> September 2015.

Please note that the cost of the Logistics Package and Printed Advertising Package are not subject to VAT.