

l'Étudiant

Vous avez rendez-vous avec l'avenir.

Study abroad fair *(Salon Étudier à l'étranger)*

GUEST OF HONOUR IN 2023

Study UK

Paris – Porte de Versailles

26th edition

7 & 8 October 2023

Online 15 days before + 3 days after



An optimal organisation, a guaranteed visibility

With over a hundred fairs organised every year in France, our teams are on the cutting edge of organisation. No doubt they master conditions and timelines!

A fair with strong partners

Organised under the patronage of the **Ministère du Travail**, the **Ministère de l'Éducation Nationale et de la Jeunesse** and of the **Ministère de l'Enseignement supérieur, de la Recherche et de l'Innovation**.

After Portugal in 2021, Canada in 2022, we are proud to welcome the **UK as the guest of honour in 2023**.



GOVERNEMENT

*Liberté
Égalité
Fraternité*



RÉGION ACADÉMIQUE
ÎLE-DE-FRANCE

*Liberté
Égalité
Fraternité*



BRITISH
COUNCIL



GREAT
BRITAIN & NORTHERN IRELAND

A privileged time for dialogue

By grouping actors from higher education and professionals, this fair is a precious moment for the young. It reflects parents' motivation to integrate their children in a globalised world, and the young French to open to new cultures. Our ambition is to help them integrate a mobility experience in their educational career, discover new sectors, ask their questions... Allow them to develop informed opinions about their future and those they want to build it with, simply.

A qualified and curious public

The fair attracts a well targeted public looking for information about studies abroad. **Highschool, university students, parents** and education & advising **professionals** are present.

Key figures | Study abroad fair October 2022 | Paris

An event that attracts visitors as well as exhibitors¹

3,592 visitors Onsite
8,231 Online or Onsite
(OJS's certified visitorship)

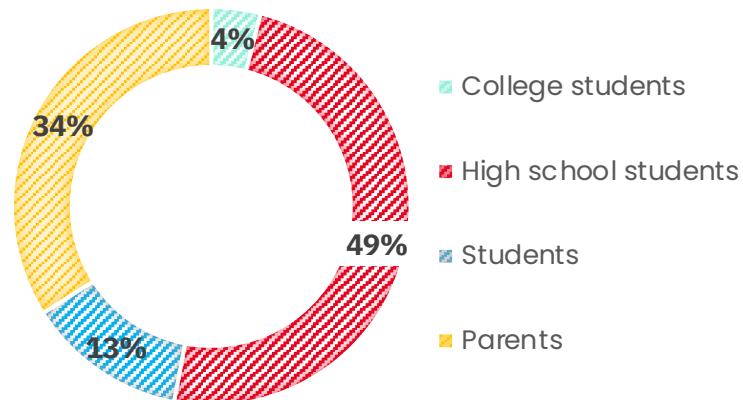
86
Exhibitors

Satisfied visitors : the fair meets their expectations²

85%

of visitors agree that the fair meets their expectations.

Visitors' profiles¹



Exhibitors ready to start again!²

85%

of exhibitors satisfied with the fair organisation

87%

of exhibitors satisfied and ready to return to the next edition

(1) Fair figures – October 2022 edition (2) All thematic fairs 2022-2023

A hybrid event for more possibilities

All of our fairs are hybrid

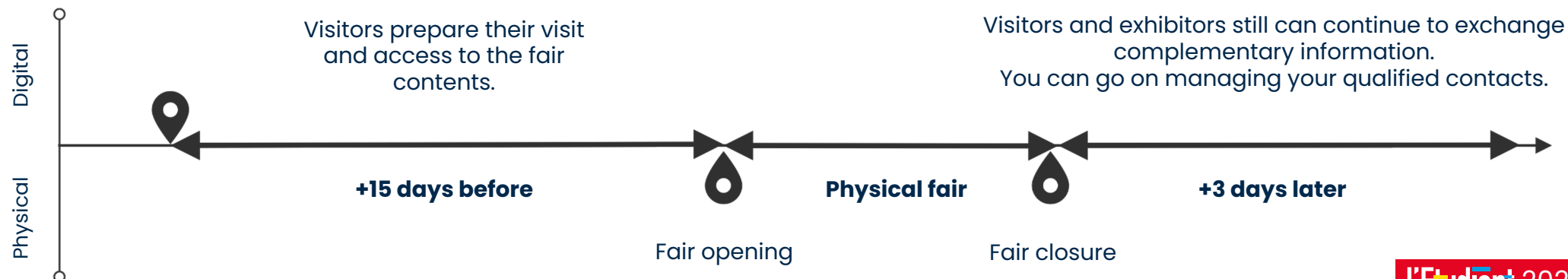
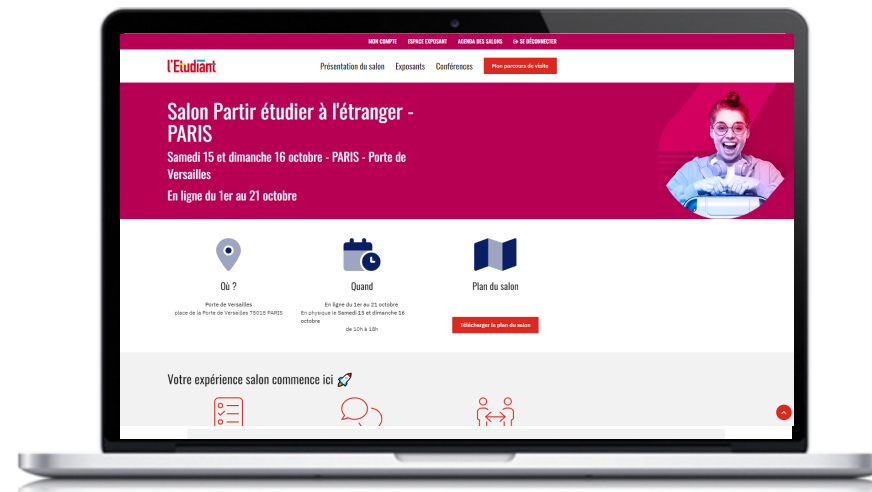
The fair is expanded with an online version accessible before, during and after the event. The online fair is open 10 days before and 3 days after the physical event.

A solution that combines the best of the 2 worlds

With our augmented fairs, you benefit from the physical meeting advantages while enriching the visit experience thanks to its digital version.

An ultra-accessible online fair

Both via letudiant.fr website and via l'Etudiant fairs mobile app (Android and iOS).



5 great benefits of hybrid event

The hybrid fair helps you :

- Increase your results while gaining time
- Contact all 8 231 visitors registered on the entire hybrid event¹

It is the starting point of all visitors for their registering!

1

Optimise your participation before and during the fair

2

Highlight your programs and institution and reach the greatest number of young

3

Be in contact with relevant profiles and expand your recruitment opportunities

4

Keep your list of qualified contacts and measure your performance in real time



(1) Fair figures – October 2022

Conferences : the added value of the fair

Conferences cycle

In order to answer visitors' expectations, it is essential we provide an interesting and useful content. That is the reason why we set up a cycle of conferences. The idea ? Anticipate participants' questions on topics related to students' current issues.

The guest of honour is provided one conference/day. Choice of preferred time and type of conference room.

PROGRAMME DES CONFÉRENCES

SALON PARTIR ÉTUDIER A L'ÉTRANGER
SAMEDI 15 OCTOBRE

11 H 45
Accédez aux meilleures universités mondiales.
Pourquoi étudier à l'étranger ? Quel système éducatif pour quel profil ? Comment choisir la bonne université ? Monter un dossier de candidature en or. L'accompagnement personnalisé selon Study Experience.
Conférence organisée par Study Experience.

13 H 00
Un environnement en anglais, des études en français : le cas de Winnipeg au Canada.
Vous rêvez de faire vos études au Canada ? Découvrez un coin anglophone du Canada où vous pourriez devenir bilingue en anglais très rapidement tout en continuant vos études en français. L'université de Saint-Boniface, située à Winnipeg, bénéficie d'atouts uniques en termes d'excellence de l'éducation et de qualité de niveau de vie. Attention, il est possible que vous ne vouliez plus rentrer chez vous après vos études !
Conférence organisée par l'Université de Saint-Boniface.

14 H 15
Étudier à Montréal : votre ambition n'a pas de frontières.
Conférence organisée par l'Université de Montréal.

15 H 30
Vos études au Portugal.
Pays ensoleillé et riche en traditions académiques.
Conférence organisée par Cap Magellan.

16 H 00 - Salle Grandes écoles
Étudier au Canada
Un rêve que nous pouvons vous aider à réaliser !
Conférence organisée par l'Ambassade du Canada.

PROGRAMME DES CONFÉRENCES

SALON PARTIR ÉTUDIER A L'ÉTRANGER
DIMANCHE 16 OCTOBRE

10 H 30
Étudier aux USA.
Où trouver des informations fiables et conseils d'experts.
Conférence organisée par la Commission Fulbright franco-américaine.

11 H 45
Étudier en Australie.
Cursus, sélection, accompagnement, on vous dit tout sur les universités australiennes.
Conférence organisée par StudiesUP et Study in Australia.

13 H 00
Quel programme intégrer à Paris School of Business pour une ouverture à l'international ?
60 doubles diplômes dans plus de 50 pays avec nos partenaires de renommée mondiale : parmi les nombreuses universités prestigieuses aux États-Unis, au Canada, en Chine... Quel sera votre choix ?
Conférence organisée par Paris School of Business.

14 H 15
Venez découvrir l'Université de la Grande Région, une alliance européenne transfrontalière.
Programmes d'études conjoints, flexibles et innovants dans sept universités publiques partenaires en Allemagne, Belgique, France et Luxembourg.
Conférence organisée par l'Université de la Grande Région, Universität der Großregion.

15 H 30
Étudier et se former en Espagne.
Conférence organisée par la SEPE.

16 H 00 - Salle Grandes écoles
Étudier au Canada
Un rêve que nous pouvons vous aider à réaliser !
Conférence organisée par l'Ambassade du Canada.

Conferences : speak to create your own added value

Your conference in a dedicated room

Become an actor of the event and speak for 1h in front of the young, in a fully equipped dedicated room with a 110 seats capacity, on the topic of your choice.

The benefit : your conference is listed in the official program and becomes one of its highlights

Insta Live : your exclusive live show in a connected stage

A dedicated 25 min show. Visitors access the live onsite or in social networks, its replay then remains accessible.

Your show includes a 15 minutes interview + 10 minutes Q&As that can be:

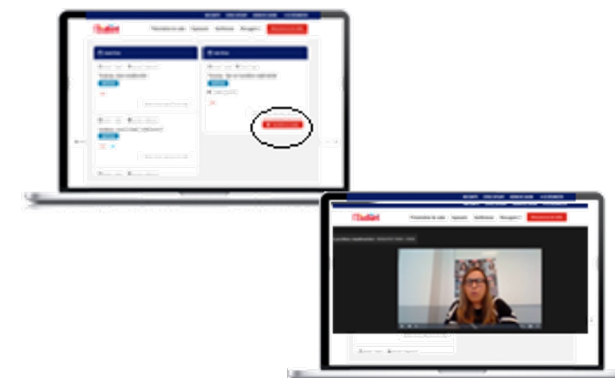
- **presented by a journalist**, enabling to create a meeting between your universe and the young
- or a **live with an influencer**, who makes the 'interview of a well-known person of your choice influencer and makes you benefit from an increased visibility

The benefit : Relays on both l'Etudiant and/or the influencer social networks before the event

Your online conference : shine at 360° !

Organise your **online conference**, included in the event program, **displayed in the online fair** and relayed in **your online stand**. Visitors can access both the **live** onsite and **replay**.

The benefit : you have access to the list of registered listeners(both live and replays) and can target beforehand all potential prospects within the profiles interested by your topic.



STUDY ABROAD FAIR

7 & 8 OCTOBER 2023

DEDICATED SPACE

Study UK



l'Étudiant

SALON PARTIR ÉTUDIER À L'ÉTRANGER

15 ET 16 OCTOBRE

PARIS
PORTE DE VERSAILLES

JE M'INSCRIS ET PRÉPARE MA VISITE SUR LETUDIANT.FR
INSCRIPTION GRATUITE OBLIGATOIRE

ESPACE DÉDIÉ
Étudier au Canada
Un rêve que nous pouvons vous aider à réaliser!

Nous vous accueillons en toute sécurité conformément aux normes sanitaires en vigueur.



l'Étudiant

SALON DE L'ÉTUDIANT

6, 7 ET 8 JANVIER

LYON
EUREXPO

JE M'INSCRIS ET PRÉPARE MA VISITE SUR LETUDIANT.FR
INSCRIPTION GRATUITE OBLIGATOIRE

ESPACE DÉDIÉ
Étudier au Québec



l'Étudiant

SALON Partir étudier à l'étranger

26, 27 ET 28 NOVEMBRE

PARIS
PORTE DE VERSAILLES

ESPACE DÉDIÉ
Vos études au Portugal

Nous vous accueillons en toute sécurité conformément aux normes sanitaires en vigueur. Pass sanitaire et masque obligatoires.



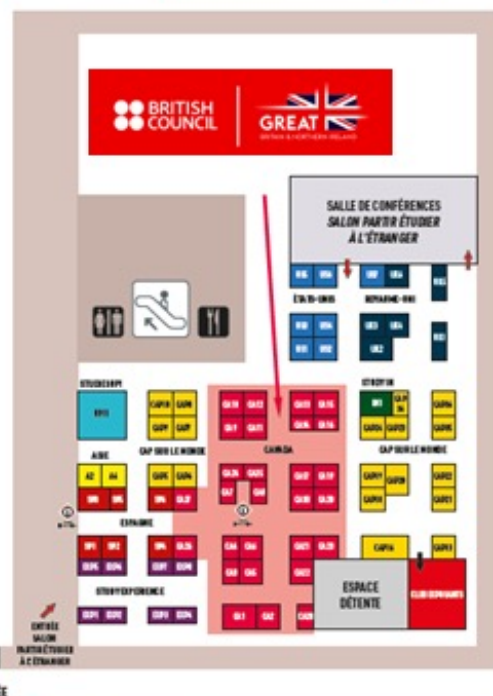
l'Étudiant 2023-2024

SALON PARTIR ÉTUDIER À L'ÉTRANGER 15 ET 16 OCTOBRE PARIS - PORTE DE VERSAILLES

l'Étudiant



PLAN DU SALON



LES SECTEURS

- ASIE
- CANADA
- CAP SUR LE MONDE
- ESPAGNE
- ÉTATS-UNIS
- ROYAUME-UNI
- STUDY IN
- STUDY EXPERIENCE
- STUDIESUP



► Pour une visite personnalisée.
 ► Retrouvez le programme complet de salon.
 ► Ajoutez à votre parcours de visite, les exposants et les conférences qui vous intéressent.

Disponible aussi sur l'App SALONS L'ÉTUDIANT

Study UK PAVILION

Liste alphabétique des exposants

ESPACE EDUCANADA

AMBASSADE DU CANADA EN FRANCE	CA10
AEOC - ACCÈS ÉTUDES QUÉBEC	CA27
AVANTAGE ONTARIO	CA12
CCNB - COLLÈGE COMMUNAUTAIRE DU NOUVEAU-BRUNSWICK	CA22
CENTENNIAL COLLEGE	CA20
COLLEGE UNIVERSEL - CAMPUS GATINEAU	CA21
CONCORDIA UNIVERSITY	CA6
ELLIS - ÉCOLE PRIVÉE D'ÉTUDES SUPÉRIEURES	CA19
ILA C - TORONTO VANCOUVER	CA24
LES CÉGEPs DU QUÉBEC	CA9
POLYTECHNIQUE MONTRÉAL	CA11
QUÉBEC EN TÊTE	CA7
QUÉBEC MÉTIERS D'AVENIR	CA2
UNIVERSITÉ BISHOP'S	CA16
UNIVERSITÉ DE MONCTON	CA5
UNIVERSITÉ DE MONTRÉAL	CA17
UNIVERSITÉ DE SAINT-BONIFACE (CANADA)	CA8
UNIVERSITÉ DE SHERBROOKE	CA23
UNIVERSITÉ DU QUÉBEC À TROIS-RIVIÈRES	CA25
UNIVERSITÉ LAVAL	CA13
UNIVERSITÉ SAINTE-ANNE	CA18
UNIVERSITY OF HEARST	CA28
UQAM UNIVERSITÉ DU QUÉBEC À MONTRÉAL	CA15
UQAR - UNIVERSITÉ DU QUÉBEC À RIMOUSKI	CA14
UQAT - UNIVERSITÉ DU QUÉBEC EN ABITIBI-TÉMISCAMINGUE	CA4

AGENCE IMMOBILIÈRE MONTRÉAL	CA3
AIFS (AMERICAN INSTITUTE FOR FOREIGN STUDY) AU PAIR IN AMERICA	US6
AIR CANADA	CA1
ANGLIA RUSKIN UNIVERSITY	UP11
APPRENDRE L'ESPAGNOL À VALLADOLID, ESPAGNE	SP2
BI NORWEGIAN BUSINESS SCHOOL	CA7
BRITISH COUNCIL IN FRANCE	UK2
CAP MAGELLAN	CA6
CEU UNIVERSITIES - MADRID, BARCELONA, VALENCIA	SP5
CLUB LANGUES & CIVILISATIONS	CA21
COMMISSION FULBRIGHT FRANCO-AMÉRICAINE	US3
DAAD - OFFICE ALLEMAND D'ÉCHANGES UNIVERSITAIRES	CA20
EDMONDS COLLEGE	US4
EF - EDUCATION FIRST	CA16
EF - HULT FRANCE	CA35
EMBA BUSINESS SCHOOL - ISUGA	A2
ERASMUS STUDENT NETWORK PARIS	CA18
EXPAT STUDENT	CA9

EXPERIENCE INTERNSHIP CANADA	CA26
STAGES AU CANADA	CA26
FUTURYSTIC	CA13
GRIFFITH UNIVERSITY - AUSTRALIA	UP11
HIGH POINT UNIVERSITY	US7
HOTELSCHOOL THE HAGUE	CA23
IE UNIVERSITY	SP6
ISMAC	A4
ISPA INTERNATIONAL	US2
JAMES COOK UNIVERSITY SINGAPORE	UP11
LEEDS BECKETT UNIVERSITY (UK)	UK4
MASSEY UNIVERSITY - NEW ZEALAND	UP11
MODUL UNIVERSITY VIENNA	CA19
REGENT'S UNIVERSITY LONDON	EXP8
RÉPUBLIQUE DU CONGO	INT1
RMIT UNIVERSITY VIETNAM	UP11
SAN IGNACIO UNIVERSITY, MIAMI FL	US1
SILC	CA22
SKEMA BUSINESS SCHOOL	CA8
ST MARY'S UNIVERSITY, LONDON	EX P4
STUDIESUP	UP11
STUDY EXPERIENCE	EXP5
STUDY IN IRELAND	CA24
STUDY IN SPAIN - SEPIE	SP3
THE GLOBAL AMERICAN UNIVERSITY, SCHILLER	US5
UFA - UNIVERSITÉ FRANCO-ALLEMANDE	CA20
UIC BARCELONA (UNIVERSITAT INTERNACIONAL DE CATALUNYA)	SP4
UNIVERSIDAD EUROPEA	SP1
UNIVERSITA CATTOLICA DEL SACRO CUORE	CA36
UNIVERSITÉ DE LA GRANDE RÉGION	CA10
UNIVERSITY COLLEGE DUBLIN (UCD)	UP11
UNIVERSITY OF ABERDEEN	EXP7
UNIVERSITY OF BEDFORDSHIRE	UK6
UNIVERSITY OF ESSEX	EXP2
UNIVERSITY OF EXETER	UK1
UNIVERSITY OF PORTSMOUTH	UK5
UNIVERSITY OF SOUTH BOHEMIA	CA34
IN ČESKÉ BUDĚJOVICE (US8)	CA34
UNIVERSITY OF THE WEST OF ENGLAND (UWE BRISTOL)	EXP6
UNIVERSITY OF WESTERN AUSTRALIA	EXP1
UNIVERSITY OF WESTMINSTER	UK3
UNIVERSITY OF WORCESTER	EXP3
UOWD - UNIVERSITY OF WOLLONGONG DUBAI	UP11
VOCABLE	CAP5

www.letudiant.fr

VISITORS GUIDE | LETUDIANT.FR

MON COMPTE ESPACE EXPOSANT AGENDA DES SALONS SE DÉCONNECTER

l'Etudiant Présentation du salon Exposants Conférences **Mon parcours de visite**

Rechercher un exposant

 ACCÈS ÉTUDES QUÉBEC CA27	 Au Pair IN AMERICA US6	 AIR CANADA CA1	 EduCanada AMBASSADE DU CANADA EN FRANCE CA50	 Valadolid, Espagnol rien par rien SP2	 ARU - ANGLIA RUSKIN UNIVERSITY - CAMBRIDGE, CHELMSFORD, PETERSBOROUGH UK12
 AVANTAGE ONTARIO CA12	 BI NORWEGIAN BUSINESS SCHOOL CAP7	 BRITISH COUNCIL IN FRANCE UK2	 CAP MAGELLAN DEPUIS 1991! CAP6	 CCNB - COLLÈGE COMMUNAUTAIRE DU NOUVEAU-BRUNSWICK CA52	 CENTENNIAL COLLEGE CA20
 CEU UNIVERSITY OF EUROPE HU1	 CLC UNIVERSITY OF CALIFORNIA US1	 ERASMUS UNIVERSEL NL1	 FULBRIGHT France FR1	 Concordia CA1	 DAAD France FR1

MON COMPTE ESPACE EXPOSANT AGENDA DES SALONS SE DÉCONNECTER

l'Etudiant Présentation du salon Exposants Conférences **Mon parcours de visite**

Consultez le programme

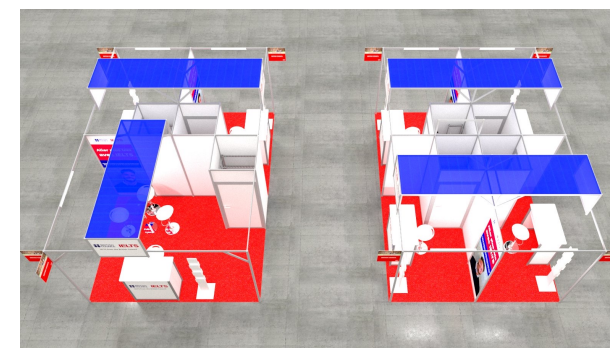
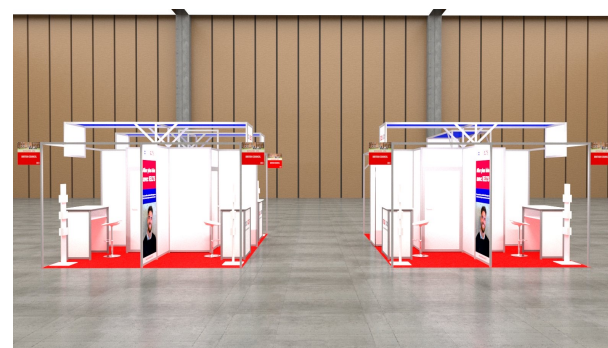
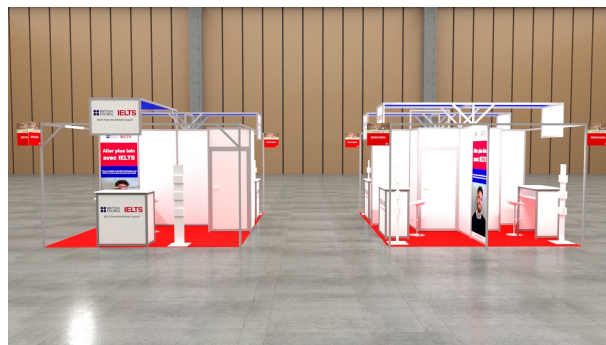
Accédez au programme des conférences, ajoutez-les à votre parcours de visite afin de les retrouver lors de votre venue.

Filtres

Samedi 15 Octobre	Dimanche 16 Octobre
<p>11h45 - 12h45 Salle de conférences</p> <p>Accédez aux meilleures universités mondiales</p> <p>Ajouter à mon parcours de visite</p>	<p>10h30 - 11h30 Salle de conférences</p> <p>Étudier aux USA</p> <p>Ajouter à mon parcours de visite</p>
<p>13h00 - 14h00 Salle de conférences</p> <p>Un environnement en anglais, des études en français : le cas de Winnipeg au Canada</p> <p>Nathalie Roche</p> <p>Ajouter à mon parcours de visite</p>	<p>11h45 - 12h45 Salle de conférences</p> <p>Étudier en Australie</p> <p>Anne-Sophie Morvan</p> <p>Ajouter à mon parcours de visite</p>
	<p>13h00 - 14h00 Salle de conférences</p>

Your STUDY UK VILLAGE at the fair

**Presence of the British Council France, Study UK & IELTS
+ your physical 6sqm stands grouped in a dedicated UK village**



STUDY UK booths within the village + online presence + 1 conference/day

≡ Equipped 6sqm booth



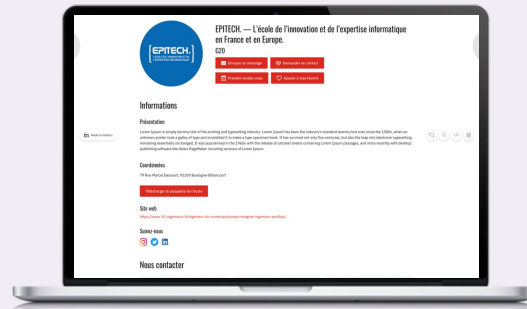
Equipments included :

- 1 bespoke counter
- 1 high stool
- 1 high table and 3 stools
- 1 paper basket
- 1 locker room closing by key
- Overelevated signage and walls to your colours
- Choice of both carpet and velum colors
- LED lightings

Rate
3,800 €* / participant

**exempt from VAT*

≡ + your online presence



Your online stand :

- Presentation 3000 characters
- Illimited videos, documents pdf
- Contact via an included inbox
- Plan your meetings, either physical or online
- Retrieve your visitors' GPRD data

Total rate (booth and online presence)
5,148 € / participant

≡ Conferences STUDY UK



Conferences planned by StudyUK :

- 1 presentation/ day in the Study abroad fair conference room
- 3 x online conferences in the Business Schools fair platform

Want your own conference ?

- **Insta Live : 3,600 €**
- **Conference room : 1,665 €**
- **Online : 600 €**

A large promotion campaign

- A **mix media** that assures a **large promotion** and targets both the young, their parents and their prescribers.



≡ A contextualised communication towards the powerful and qualified letudiant.fr audience

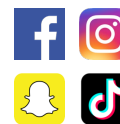
- Communication on letudiant.fr : **display** campaigns with different formats and a contextualised visibility in sections and on the bases of articles
- E-mailings sent to **800 000 registered** in Myletudiant base, per geographic target
- Integration in l'Etudiant weekly **newsletters** sent to the young and their parents

≡ Prescribers, sound visibility relays

- **Institutional actors and local prescribers**
- **Schools** (highschool students) are invited to register groups,
- **The fair multiple partners** offer an additional visibility
- Fairs are referenced in relevant websites

≡ A social media relay to target the young where they are the most !

- Sponsored segmented campaigns are displayed in **social media** : Facebook, Instagram, Snapchat, Tiktok
- **Programmatic displays, and Google Ads campaigns** reinforce communication, still targeted



≡ An essential media coverage

- **TV medias, radio, press** relay the event, thanks to a dedicated PR campaign for each fair

≡ Poster urban and transportation campaigns

- 2 weeks before the fair, they strongly participate in the event outreach

Multiple options to meet the 15-25 years old expectations

Our solutions to increase your visibility.

Sponsor the fair e-invitation

Enjoy the exclusive location on the e-invitations visitors have to freely download to enter the fair, both online and physical. You therefore enjoy the maximal visibility.

Sponsor a conference room

If you want to be visible without having to take a mic, sponsoring a conference room is ideal. With a signage to your colours, no doubt your logo will remain in the memory of the audience.

Communicate on digital screens of the fair

Take the floor with our digital screens located in the heart of the fair (entrance and Exhibitor Club). They relay the information useful for a successful visit trail (conferences, highlights, news, social media ...) And yours!

Distribute flyers / goodies

Be given a little something in the entrance of the fair is always pleasant. If flyers are still popular, goodies make an impression! Distributed by our hostesses, that will speak to all visitors... and give them a reason to smile!

Display a campaign in the online fair

Is it possible to display one own's visual in the fair dedicated page (mobile & desktop) the month before the fair opening ? Not only is it possible, but it also is very useful to draw attention as early as possible. Format Banner with 1/3 shared voices minimum.

Send a qualified post-fair e-mail

For visitors not to forget about you, think about a post-fair e-mailing and go on marking points with the fair participants.

l'Étudiant

Vous avez rendez-vous avec l'avenir.

**Are you interested ?
Contact the fair manager**

Morgane FLAUX
mflaux@letudiant.fr

or email us via our website

BY CLIKING HERE

Find us on
letudiant.fr/espace-pro

