

# CEE 2024

CHINA EDUCATION EXPO (CEE) 2024

## Promotion Kit



*Sponsorship*



*Advertisement*



*Printing*

October 26–November 2, 2024

📍 Guangzhou 📍 Shanghai 📍 Chengdu 📍 Beijing

[www.ChinaEducationExpo.com](http://www.ChinaEducationExpo.com)



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## Why advertise at CEE?

Maximizing your visibility and deepening brand awareness at the biggest student recruitment fair and B2B networking event in China CEE 2024 in Guangzhou, Shanghai, Chengdu and Beijing.

Advertisement and sponsorship opportunities at CEE offer valuable opportunities to reach nearly 500 exhibitors and 40,000 visitors in 4 cities across China. Advertising at CEE will:

- Showcase your excellent international courses
- Highlight your school in the comprehensive CEE exhibition materials
- Build your brand with current and prospective students and parents
- Attract visitors and speed up the networking
- Increase your visibility and generate your exposure in the best possible way

Review different types of CEE advertisement and sponsorship opportunities before, during and after the event. Don't miss out the opportunities! All the advertisements are available on a 'first-come, first-served' basis.

For latest advertisement availability, please check with us first.

### CHINA EDUCATION EXPO (CEE) 2024

Tel +86-10 6609 0069 ext. 8160, 8166  
cee@ceaie.edu.cn

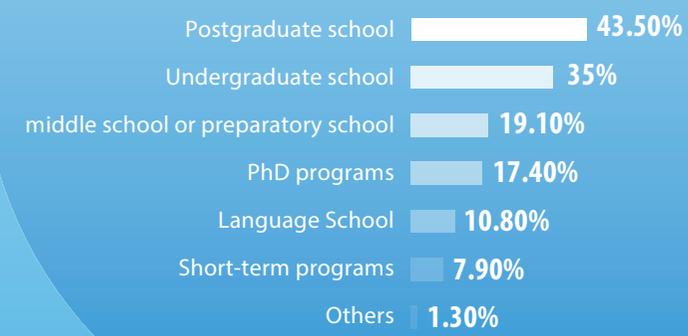
www.ChinaEducationExpo.com  
www.jiaoyuzhan.com

YuanSheng

## CEE 2023 Post Event Statistics

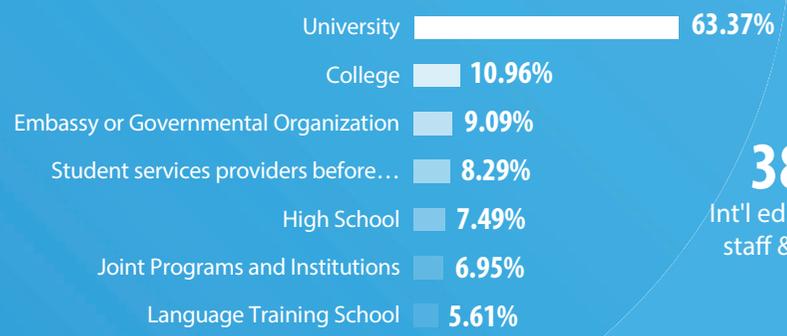


### Target Level for Studying Abroad

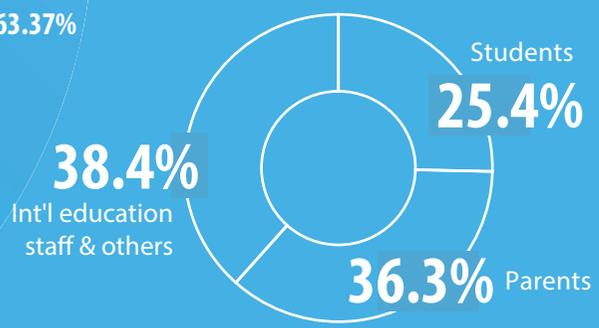


\* Seeking for **higher education** abroad is still the mainstream for Chinese visitors.

### Exhibitor Categories



### Visitor Present Occupation



\* **61.6%** visitors are students and parents.

### Visitors Preferred Destinations

1. UK
2. USA
3. Canada
4. Germany
5. France
6. Hong Kong SAR
7. Singapore
8. Australia
9. Spain
10. Ireland
11. Japan
12. The Netherlands
13. New Zealand
14. Thailand
15. Macau SAR

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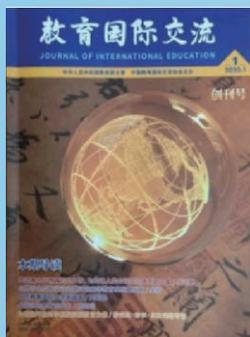


## Visitor's Guide

**Visitor's Guide** will be given to all visitors free of charge during the exhibition. It will be used over and over by more than 40,000 visitors when the exhibition is going on.

It is your pocket guide with exhibitor list, booth number, floor plan, schedule and study abroad seminar information. Visitors and exhibitors use it extensively so it is an ideal place to get your institution noticed.

Back Cover	CNY 22,000
Center Spread	CNY 20,900
Inside Front Cover	CNY 12,100
Inside First Page	CNY 12,100
Inside Back Cover	CNY 10,500 Inside
Full Page	CNY 9,500



## Journal Advert

Journal of International Education is the first journal focusing on international education development trend and hot topics in China. It's bimonthly and will be distributed not only to CEE exhibitors and visitors, but also to media partners, international schools and higher education institutions etc.

Back Cover	CNY 50,000
Inside Front Cover	CNY 35,000
Inside Back Cover	CNY 35,000

欢迎参观  
XXXXXXX展位  
Welcome to booth xx

Exhibitor Banner

展位号

## Carpet Sign

**Carpet Sign** can call attention from visitors when they pass by your stand and increase your exposure and visibility in the exhibition hall with your logo or brand information on the carpet of the main public aisle.

Note: For carpet advert, you could send us your banner or logo and the advert design will be set by us.

Shanghai	CNY 5,500 (1.5m x 1.5m)
Beijing	CNY 5,500 (1.5m x 1.5m)



## CEE Talk

A tailor-made service for CEE exhibitor, which can be launched anywhere and anytime to highlight your branding.

What's CEE Talk?

Please visit our website [www.ChinaEducationExpo.com](http://www.ChinaEducationExpo.com) to learn more.

### For Podcast (20 mins)

CNY3,000 for previous exhibitors  
CNY2,000 for CEE 2024 exhibitors

### For Live Streaming (60 mins)

CNY6,000 for previous exhibitors  
CNY5,000 for CEE 2024 exhibitors

### For Brand Placement

CNY15,000 available from January to August,  
November, December  
CNY20,000 available from September to October

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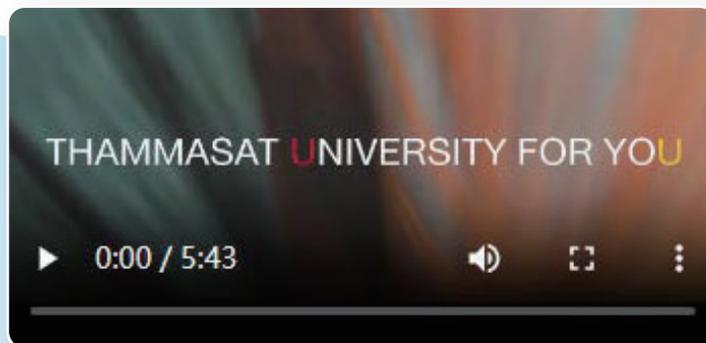


## Splash Ad on Mobile Page

Display your banner and URL on the first view of CEE mobile page and the visitor online registration page.

Price: CNY 20,000

## Short Video (max 5 minutes)



Whether you are looking for the latest news, recruitment updates, or simply want to keep a finger on the pulse of the international education community, CEE has a number of easy ways to stay

Price: CNY20,000



## Visitor Wristband

Visitor Wristband will be free to visitor to wear the whole exhibition and help guide to your booth.

Price: CNY50,000

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## Sponsorship Exhibitor Bag

**Price: CNY 60,000**  
(exclusive production fee)

Sponsor's logo will be printed on one side of the bag provided to each stand. Your brand will be seen from the exhibition hall to the streets.

**Exhibitor Bag Insert**  
(limited number) Price: CNY12,000  
A4-sized (or smaller) flyer/USB

## Sponsorship Exhibitor Badge Holder

**Badge Price: CNY 80,000**

All exhibitors are required to wear an exhibitor badge, and sponsor's logo will display above and can be seen in each city.



## Sponsorship Coffee Cup

**Price: CNY25,000**

Special benefits of sponsoring coffee cup include:

Acknowledgement with logo on the coffee cup and information board at the main entrance.  
50 coffee coupons.

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## Sponsorship Visitor Bag

**Price: CNY 60,000**

Sponsorship in the must-have information source for all visitors will reach your target students during the exhibition and also after the exhibition, continue your exposure in classrooms, dorms as well as to their family members.

**Visitor Bag Insert** (limited number)

Price: CNY12,000

A4-sized (or smaller) flyer/USB



## Sponsorship Water Bottle

**Price: CNY 50,000**

Sponsor's logo or name will be demonstrated on the water bottle for exhibitors. It will be given to selected visitors as well as an event gift or souvenir.



## Sponsorship Visitor Pen

**Price: CNY 35,000**

Sponsor's logo and brief message will be seen by all visitors at the visitor registration counter on-site.



## Important Notice:

- All advertisement must be provided: in PDF or JPG format, 300dpi, with crop marks and bleed if applicable.
- The advert rates are all net and do not include cost for design.
- For sponsorship items, you are only required to submit your logo with information in AI or EPS format.
- 10% off for every two sponsorship items before August 20, 2024.
- The images shown here are indicative only. The actual product may differ.
- For non-exhibitor, an additional 20% surcharge will be added upon the prices.

## Advert Size

Visitor's Guide	Trim Size	Bleed Size
Back Cover	130 × 210 mm	136 × 216 mm
Inside Front Cover		
Inside Back Cover		
Inside First Page		
Inside Full Page		
Center Spread	260 × 210 mm	266 × 216 mm

Journal of International Education (Bimonthly)	Trim Size	Bleed Size
Back Cover	210 × 285 mm	213 × 288 mm
Inside Front Cover		
Inside Back Cover		

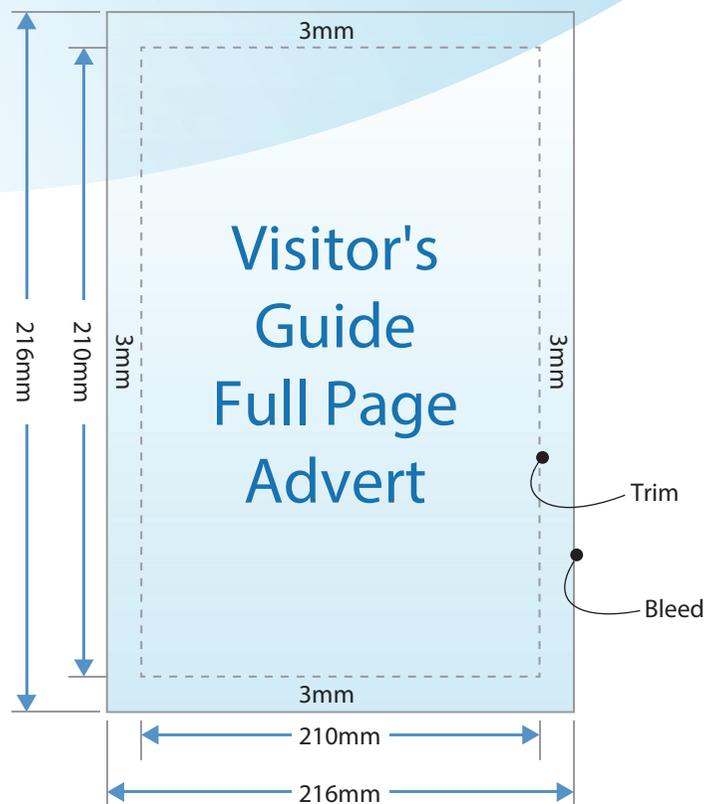
CEE Event Mobile Page	Size
<a href="http://www.ChinaEducationExpo.com">www.ChinaEducationExpo.com</a>	1080 × 1920 pixel

Carpet Sign	Size
Shanghai	1.5 × 1.5 m
Beijing	1.5 × 1.5 m

**To illustrate**  
*In addition to the above,  
 only vector files are guaranteed, regardless of size.*

## Trim vs Bleed Size

Crop Marks at Trim Size



## How to submit your ad files for printing?

Please read carefully and follow instructions to ensure that your advert is received and placed correctly into the printing materials. Trim size is the size of actual page. Bleed size is trim size + 3mm on each side. All images should leave 3mm for bleed on each side to ensure the image isn't lost if the page moves.

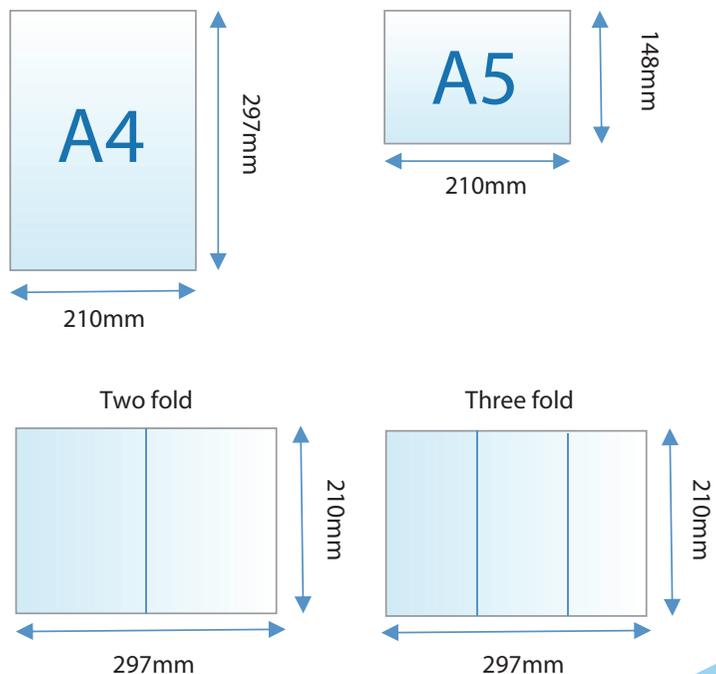
*Email high resolution pdf file to us before September 10, 2024*

### Note:

CEE reserves the right to return electronic submissions that are incompatible with these specification or do not contain all necessary elements.

Any cost to publisher resulting from problems with supplied materials will be billed to the advertiser or agency.

For any questions, please contact us at [cee@ceaie.edu.cn](mailto:cee@ceaie.edu.cn)



## For other printing material services

For the convenience of exhibitors and to save transportation troubles and charges, we highly recommend our exhibitors to choose printing materials services provided by the organizer. The printing material will include various leaflet, folding flyer, brochure and poster etc. The quotation will be sent to exhibitor in 5 working days upon we get the printing specifications.

	size		color - Paper: copperplate paper	b/w - Paper: 80g paper
Leaflet	210 × 297mm	double side price	CNY1800 per 500 copies	CNY1800 per 500 copies
		singe side price	CNY1000 per 500 copies	CNY500 per 500 copies
	210 × 148 mm	double side price	CNY1300 per 500 copies	CNY800 per 500 copies
		singe side price	CNY700 per 500 copies	CNY450 per 500 copies
Two fold	Actual size is 210 x 148.5 mm, full size is 210 x 297mm		CNY1900 per 500 copies	CNY900 per 500 copies
Three fold	Actual size is 210 x 99 mm, full size is 210 x 297m		CNY2300 for 500 copies	CNY1200 per 500 copies

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## Guangzhou

October 26

Guangzhou Yuexiu International  
Congress Center

## Shanghai

October 27

Shanghai World Expo Exhibition &  
Convention Center

## Chengdu

October 29

Chengdu CYNN Hotel

## Beijing

November 1-2

China National Convention  
Center (CNCC)

**60** Presentations

**40** Countries and Regions

**500** Exhibitors

**40,000** Visitors

CEE 2024 Show Management Office

**YuanSheng** YuanSheng Education Ltd.

Tel +86-10 6609 0069 ext. 8160, 8166 Email: [cee@ceaie.edu.cn](mailto:cee@ceaie.edu.cn)

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