



EUROPEAN UNION
Delegation to Japan

The Head of Press, Public & Cultural Affairs

Tokyo, 25 November 2013
DELJPN PPCA/SW/RK

Annex 2

Application Guidelines: European Higher Education Fair 2014 Japan (EHEF 2014)

I. Exhibitor eligibility

In order to be eligible to exhibit at the EHEF 2014, the institutions must:

- Be an education institution with their headquarters in one of the states in the European Economic Area/European Free Trade Association, OR
- Be an official representative/agent in Japan of an education institution with their headquarters in one of the states in the European Economic Area/European Free Trade Association OR
- Be an official representative of an embassy in Japan which represents education institutions with their headquarters in one of the states of the European Economic Area/European Free Trade Association.
- Be an official cultural and/or language institute of one of the EU member states or an accredited national education agency

II. Booth allocation

Booths are allocated to eligible education institutions on a first-come, first-served basis, with, in principle, one place guaranteed per country. If after the initial deadline certain places have not been taken up, these will be offered in the first instance to institutions applying through our official co-organizers (Campus France, DAAD), and to EU programmes, prior to being offered to institutions from other countries in the order that applications were received. Should places still be available these will be made available to institutions in all eligible countries on a first come first served basis.

Due to a limited number of booths, priority for participation in the Kyoto event will be given in the first instance to those institutions whose staff will be travelling to Japan especially for the event (i.e. with no permanent representative based in Japan).

Institutions will only be considered on receipt of a complete, signed application form (pdf scan by email), along with a completed Institution Information Sheet by email. The Organizing Committee reserves the right to select institutions to take part in the fair based on the exhibitor selection criteria, as described above. French and German institutions will firstly register participation with Campus France Japan and DAAD Germany.

III. Payment of fees

Once participating institutions have been selected by the Organizing Committee a request for payment of participation fees will be sent by Campus France Japan. Participation is only confirmed when this fee is received.

IV. Services provided at both venues

- Booth rental and set-up
- Internet access
- Lunch/refreshments
- All PR activities related to the fair
- Translation of Institution Information Sheet into Japanese

V. Further points of importance

- It is **NOT** possible to participate only in the Kansai fair.
- Your travel and accommodation costs are **at your own expense**.
- Sharing booths is **NOT** possible.
- Booth interpreters will not be provided at either the Tokyo or Kansai fair
- Presentation slots in Tokyo will be limited, and therefore offered on a first-come first-served basis.
- Exhibitors may bring up to four staff, **BUT** there will only be space for two staff to be behind the booth at any one time.