

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 Education UK Exhibition Guide

[£250 for one feature page in one city]

This guide will provide a complete listing of all the UK institutions participating in each of the exhibitions and will be distributed to all visitors at the UK pavilion. The 2015 Education UK Exhibition Guide will feature a new chapter introducing subject specific information as provided by participating institutions. This chapter offers UK institutions a unique opportunity to promote their most exciting courses to Chinese students.

Content may include a brief introduction of your institution and facilities; detailed information on your courses; profiles of academic staff, students and alumni; and other general information about studying at your institution.

A generic list of popular subjects and courses that can be included in this chapter are:

- English language
- GCSEs, A-levels and other equivalents
- Access and foundation level
- Applied and pure sciences
- Architecture, building and planning
- Business and administrative studies
- Computer and mathematical sciences
- Creative arts and design
- Engineering and technology
- Health and medicine
- Humanities
- Law and legal studies
- Social studies and communications
- Tourism, travel and hospitality



The 2015 Education UK Exhibition Guide will be in Chinese language.* Each participating institution is invited to produce an A5 (148mm x 210mm) advertisement with the institution's own branding. This can either be provided as a ready-to-print artwork (preferred), or as text files and photos along with the institution's branding guidelines for the British Council's own graphic designers to finalise. It is suggested that each page should contain the institution's logo and at least one photo to make the page visually attractive.

**We can arrange chargeable, high-quality translation services if required.*

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 Education UK Exhibition Guide	
Deliverables:	
A total of 5,000 copies of the 2015 Education UK Exhibition Guide 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:	
Please tick the appropriate boxes: 2015 Education UK Exhibition Guide <input type="checkbox"/> Beijing <input type="checkbox"/> Chengdu <input type="checkbox"/> Guangzhou <input type="checkbox"/> Shanghai *All prices exclusive of VAT unless otherwise stated	Invoice date: Invoices will be sent once the booklet is published in October 2015



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>