

Expanding your horizons

Invitation to the Innovation is GREAT Corner
at China Education Expo 2013

www.educationuk.org/china

Dear partners

The British Council is delighted to invite you to join the **Innovation is GREAT Corner** at the China Education Expo in Beijing, Shanghai and Chengdu in the autumn of 2013.

This year, **China Education Expo 2013** will tour five cities across China from 2nd to 13th November 2013. In line with the ongoing **GREAT Campaign**, the British Council China will take this opportunity to highlight the key aspects and strengths of UK Science and Technology to Chinese stakeholders, partners, media and the general public by organising a dedicated **Innovation is GREAT Corner** at the exhibitions in **Beijing, Shanghai and Chengdu**.

Date and Venue

The Innovation is GREAT Corner will be organised at the exhibition sites and located next to the British Council's stands at the entrance to the UK pavilion. Interactive activities will be organised by the British Council at the Corner to attract visitors' attention and interest.

The Innovation is GREAT Corner shares the same opening time with the China Education Expo in Beijing, Shanghai and Chengdu.

City	Date	Time	Venue
Beijing	2-3 Nov 2013	09:00 - 16:00	China National Convention Centre, Beijing
Shanghai	9-10 Nov 2013	10:00 - 16:00	Shanghai East Asia Exhibition Hall
Chengdu	13 Nov. 2013	13:00 - 17:00	2F, Shangri-La Hotel Chengdu

New Formats and Participation Cost

The Innovation is GREAT Corner will provide chargeable promotional opportunities for your institution to showcase your excellence in **science and technology courses** by showing school or course promotional videos, or using the onsite feature boards to present introductions to courses and inspirational alumni stories. This time we would like to include augmented reality technology to reflect the esprit of technological innovation.

British Council will offer **three chargeable initiatives** to all UK institutions:



1) **A fresh new initiative - Augmented reality feature wall (GBP2000* per institution in Beijing, Shanghai and Chengdu):**

An augmented reality feature wall will form a key part of the showcase and will be available for institution advertisements. UK institution information and images will be turned into an instantaneous digital advertisement by using **augmented reality (AR)*** technology. *AR is a live, direct or indirect, view of a physical, real-world environment with elements augmented by computer-generated sensory input such as sound, video or 3D graphics etc. Examples of this can include professionally taken images or images of past students' work with links to your institution's video clips through AR technology. Please find an easy step guide in the image in Appendix 1.

Why Blippar at exhibition?

- A) This is an advanced tool to give the audience a lasting impression of your science and technology courses. The initial idea for the exhibitors is simple; to provide basic information about your institution and the courses you want to promote, and make it easier for participants to refer back to your institution very quickly when onsite and **at any time** after the exhibition. The visitors can simply scan your institution's logo and access all information right away. The BBC, The Guardian, Virgin Atlantic, Sony, Samsung, Nestle, Disney, L'Oreal, Tesco and Oyster Card and many big names are all using Blippar now. It is the latest trend in a fast-developing technical world, proving to be highly attractive and influential among the younger generation.
- B) A great tool for you to reach a wider range of audiences, with no time or location restrictions, through a **one-year validity** period for all participants who install the 'Blippar' app on their mobiles. Information on your institution can be accessed as soon as your logo is scanned. You may wish to use these functions in your future marketing activities to audiences in other countries and places within the validity period.

For all institutions who register for AR Feature Wall service, we offer **free advertising opportunity** on the UK pavilion Exhibition Guide sheet with your own institution logo and a brief introduction paragraph. In this way, for example, when audience take the exhibition guide sheet away home, they are able to scan your institution logo from the guide sheet and get access to all the information that blip in their mobile phones. The function will last for one-year long.

- C) On the AR feature board, each institution will be offered a place to place a logo for the participants to scan, and **four buttons** will be automatically generated on the screen of a participant's mobile phone, providing them with access to the content below:
- Institution description (could be a pdf document or your institution web page)
 - Science and technology related subject entry requirements (could be a pdf document or a web page)
 - Alumni's work showcase and stories (could be a pdf document or a web page or a video/animation/3D)
 - Additional information, e.g. scholarship information (could be a pdf document or a web page or a video/animation/3D)

All documents in PDF format can be saved into audience's mobiles.

A sample of what this could look like is shown using a real picture taken at the Hong Kong exhibition showed in Appendix 2.

You may wish to view the demo video for this idea on what, how and why to 'blip' from www.blippar.com. Search for the UK tube image (as shown in Appendix 2) and you will see the demo video showing the live advertisement function at an Education UK exhibition in Hong Kong this January.



Please note that British Council offers a special rate from Blippar for your institution to own the function for one year. The market price for such function for one case can be as high as GBP6000.

This is a great idea to offer your audience with strong, unique and engaging content. Why not try something new?

2) **Video Show (GBP 400 * per video in each city)**

Promotional films about participating institutions' science and technology courses will be played at the Innovation is GREAT Corner throughout the exhibition.

- Participating institutions will need to provide a complete promotional film of science and technology related areas.
- Each video should be no longer than 5 minutes.
- The British Council will incorporate all the films on to one DVD, which will be played in a loop on the plasma screen at the Innovation is GREAT Corner, during the exhibition.

3) **Alumni stationed on-site (GBP 100 * per person in each city)**

Alumni can share their experiences from doing their science and technology related courses at your institution as well as perform simple live demonstrations. This would be a very important element in order to make this an interactive experience for the visitors.

For all institutions who register for the above service, we offer the following promotional opportunities **free of charge**:

Display of promotional leaflets at the Innovation is GREAT Corner – Participating institutions' promotional materials will be displayed together with British Council's official publications at the Innovation is GREAT Corner

How to Participate?

UK institutions will be required to **complete the enclosed application form** and submit it to Ms. XU Xun (xu.xun@britishcouncil.org.cn), the British Council China Exhibition Coordinator, by **Friday, 20 September 2013**. We will liaise with each registered institution individually for further arrangement details.

We are aiming to successfully collect all promotional videos/texts/images from institutions by **Friday 4 October 2013**.

Enquiries

If you have any enquiries about the Innovation is GREAT Corner, please contact:

British Council China Exhibition Coordinator

Ms. XU Xun

Education Marketing Manager

Cultural and Education Section of the British Embassy (British Council China)

E xu.xun@britishcouncil.org.cn

T +86 (21) 6192 2626 ext 234

(Please go on to next page for the application form)



Application Form

Please complete this application form in print, and return it to **Ms Xu Xun (xu.xun@britsihcouncil.org.cn)**, **British Council China Exhibition Coordinator** by email **by Friday, 20 September 2012.**

Name of institution*: _____

(*This format will be used in all publicity)

Main contact for this event: _____

Name of delegate: _____

Telephone: _____ Fax: _____

E-mail: _____

Please tick which promotional opportunity that you wish to take:

City	Date	Event	Participation Fee *	Please tick for selected items
Beijing	2-3 Nov. 2013	Video Show	GBP 400 *	
		Alumni Stationed On-site	GBP 100 *	
Shanghai	9-10 Nov. 2013	AR Feature Wall GBP 2000 *	Video Show	GBP 400 *
		Alumni Stationed On-site	GBP 100 *	
Chengdu	13 Nov. 2013	Video Show	GBP 400 *	
		Alumni Stationed On-site	GBP 100 *	

Please tick the box if your institution would like to take **AR Feature Wall**

***All prices are exclusive of VAT unless stated otherwise**

Institutions who will apply for AR Feature Wall will benefit the function in all three cities with the once-off cost of GBP 2000 (exclusive of VAT).



Please fill the form below to provide a brief introduction to the materials you plan to submit for the Innovation is GREAT Corner:

<p>If you select “Video Show”:</p> <p>Brief outline of the film</p>	
<p>If you plan to send a delegate (staff/alumni) to the Innovation is GREAT Corner for demonstration:</p> <p>Brief profile of the delegate</p>	

<p>If you select “AR Feature Board”: Please provide:</p> <ul style="list-style-type: none"> • Your institution logo, headline and one-paragraph introduction (less than 100 words) • A PDF document or a URL linked to your institution description page • A PDF document or a URL linked to the entry requirement of your science and technology courses • A PDF document or a URL linked to your alumni story page, picture or video of their works etc • A PDF document or a URL linked to any other additional information you wish to get to the audience, e.g. scholarship information 	<p>*Please note that the four functional buttons will be created around your institution logo (shown in Appendix 2). Each button will link to a pdf document or a web page. PDF document – audience can save them in their mobile phones; pictures can be put into one pdf document for audience to save Web page – audience can explore further if there are more URLs shown on the page, just like using an internet explorer</p>
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Cancellation fees will be charged for withdrawal from the events, as of the date of receipt of *Notice of Withdrawal*:

- 50% of the full participation fee for withdrawals received on or after **27 September 2013**.
- 100% of the full participation fee for withdrawals received on or after **4 October 2013**.

I confirm that the above named organisation would like to take part in the above promotional activities (options ticked above). I understand that if this application is accepted that the terms and conditions listed in the event details will form a binding contract between this organisation and the British Council.

Signature: _____

Date:



Appendix 1



Appendix 2

