

## Study UK

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# NACAC 2022

The British Council got approval and funding from the UK government to launch the GREAT-funded Study UK campaign in the USA in 2022/23.

One of our first activities in country will be attending **the NACAC 2022 conference in Houston**, where we'll have a Study UK booth with lots of resources about studying in the UK.

Although we're unable to offer space on a shared booth like we might have under International Education Services (IES), we are keen to coordinate a UK presence for those who are interested.

This will/could include:

- Coordinating the booking booths in a similar area of the conference hall, creating the "UK zone", hopefully with a shared visual identity.
- Producing a Sector guide for counsellors, with contact details for all US Intl. officers/managers (whether you're attending the conference or not).
- Creating a map of all UK institutions at the conference and a calendar of any events/sessions you might be hosting.
- Hosting a UK session/breakfast for counsellors (TBC)

Please [complete this form to register your interest](#) in collaborating/participating in some way.

**This is open to all UK institutions, whether a representative will travel to the conference or not,** as it includes the option for you to include your contact details in our sector guide that we'll have on the booth.

### The "UK Zone"

We have now spoken with Gracy and the team at NACAC and have shared with them the ambition and vision for having a "UK Zone" at the conference and they are highly supportive.

We have now reserved a 20x20 space (533 in diagram below) for the British Council/Study UK. The idea is that the UK Zone can radiate from this crossroads. This position allows for each institution or consortia to choose a booth in either the premium (red - \$2,100) or upgrade (yellow \$1,900) spaces. All booth spaces include two complimentary conference passes.



The horizontal aisle will attract lots of college counsellors heading to the college fair to the left. **We strongly encourage you to book/reserve your booth space with Gracy/NACAC team ASAP if you want to be part of the UK zone.** Here's her email, just in case you don't have it: Gracy Olmeda [golmeda@nacacnet.org](mailto:golmeda@nacacnet.org)

When booking your booth space, just mention that you want to be part of the UK Zone, and the team at NACAC will know what you're referring to.

Additionally, if a UK organisation/institution chooses 537 or 636, next to the Study UK booth (to the "north") then they have the choice to open their floor plan with us, although no pressure to. We have negotiated that if a non-UK organisation requests one of those spaces, the Study UK booth would become an island, and the other exhibitors would be pushed up to 539/638.

## Contact

Any doubts or questions, please get in touch:

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