

The 11th China(Chongqing) International
Education Exhibition

INVITATION

June 30—July 1, 2012

Authorized by:
Chongqing Municipal Education Commission

Sponsored by:
Chongqing Education Association for International Exchange

Organized by:
Chongqing International Expo Center Co.,Ltd

Executed by:
The Organizing Committee of China(Chongqing)International Education Exhibition



» Welcome to the 11th China(Chongqing)International Education Exhibition

China (Chongqing) International Education Exhibition is the largest comprehensive education exhibition in the southwest of China. Since officially approved by the Chongqing Municipal Education Commission in 2004, the annual CQIE has been successfully held ten times, attracted the universities and joint projects from all over the world such as Australia, Belgium, Canada, Germany, Austria, Hungary, Hong Kong(China), Japan, Malaysia, Netherlands, New Zealand, Philippines, Singapore, Switzerland, UK and U.S.A to participate in the exhibition. And hundreds and thousands of people visit the fair.

As the biggest international Education Exhibition in the southwest of China, The CQIE has not only become an important window of providing authoritative information on studying abroad for people in Chongqing and surrounding cities, but also an important platform for strengthening international education cooperation and exchange between Sino-foreign education institutions .CQIE which has been successfully held for eight years, has already become the most influential international education exhibition in the southwest of China

» Exhibitor Profile:

- ◎Education Organization: University、College、Preparatory School、Vocational School、Senior Middle School、Sino-foreign institutes, joint projects and institutions
- ◎Foreign Embassies and Consulates and Government Bureaus
- ◎Study Abroad Agency
- ◎Professional Associations and Foundations
- ◎Credential Evaluation Organizations
- ◎Commercial Entities: Banks, Insurance Companies, Airlines, etc
- ◎Education Publishers and Media, Internet-Based Remote Education Institutions
- ◎Other Education Services

» Why participate?

◆ As the stable development of Chinese economy, China has become the largest students exporter in the world

From 1978 to 2010, total 1,650,000 students chose to have further study in foreign countries, this number has been increased 25.8% annually, while the scale of studying abroad has been enlarged 267 times, among them, 90% students went out by using their own expensive. The trend of studying abroad is more and more popular and the needs of pursuing advanced education are increasing largely.

◆ As the only municipality in Western China and the economic center in upper sides of the Yangtze River, the needs of international education sources for Chongqing is increasing day by day

Till 2010, Chongqing possesses 12509 all kinds of schools including 61 colleges and universities. The total number of students is 760,000, college/university entrance rate has up to 30%. Education development has improved 36.83% of Chongqing's economy development. Nowadays, students have more choice on their study. CQIE is becoming not only the most effective channel for them to get in touch with foreign schools information but also the best enrollment channel for educational institutions, and there are about 150,000 students graduated from high schools every year

◆ A favorable time for recruiting

We choose June 30-July 1 to hold CQIE2012, as that time the college entrance exam has ended, students can make multiple choices of universities by their scores, therefore, it is more favorable for enrollment and promotion of domestic and foreign institutions

◆ An important window of providing authoritative information on studying abroad.

Each CQIE, various organizations and institutions such as Education authorities, Foreign Embassies and Consulates, Foreign institutions, Joint projects of international education, language training center and education agency will comprehensively introduce each country's latest education policies and study abroad trend and provide the most authoritative international education information for students. Therefore, CQIE has already become an important window of

providing information on studying abroad for people in Chongqing.

◆ **Professional organizing institute, normative organizing mode and all-sided steps of audience organizing**

CQIE which have successfully held for eight years with efficient organization has made great influence in Chongqing and other surrounding areas like, YuanNan, Guizhou, SiChuan, and ShanXi, and has good reputation at home and abroad education institutions, and among students and parents.

◆ **High-end platform for international education cooperation and communication**

CQIE is to promote multi-level and multi-channel exchanges between Chinese and foreign institutions through various forms of cultural activities, to create enormous business opportunities through the display and integration of Chinese and foreign education and education service institutes.

» **Exhibition Participation**

1> **Participate Fare:**

You can book an exhibition booth:

	Standard Booth (6sq.m)	Raw Spaces (min 18 sq.m)
Price	CNY 13.000 /Booth	CNY 13,00 per sq.m
Equipment Supply	1.White Polywwood Panel walls with aluminum alloy frame(height 2.5m,thickness 4mm) 2. The fascia board, 3. One table, 4.Four folding chairs. 5. One socket with 220V/5A power.6.Two spotlights	No equipment supplied
Notes	An additional 10% booth rental fee shall be imposed for booth with two open sides; No more than 2 institutions can share a standard booth. An additional 50%booth rental fee shall be imposed on shared booth	Exhibitors are allowed to design and build their booths under relevant rules

You can book a Seminar:

(The Enrollment Seminar/ The Program Promotion Seminar)

Duration	Dimension	Quotation
45Minutes/session	60 ersons	CNY 3, 000/Session
Furniture & Equipment Supply: A meeting room, Two microphones, AV Equipment, Projector, Table and folding chairs.		

You can book the advertisement:

Item	Position & Size H x W(mm)	Price
Website	Official Web (www.ciee-cq.com) home page (half of year)	¥6000
Catalogue	Single B/w Page: 118mm (Width) ×215mm (Height)	¥4000
	Single Color Page: 118mm (Width) ×215mm (Height)	¥6000
	Inside Back Cover(Color):118mm (Width) ×215mm (Height)	¥8000
	Back Cover (Color): 118mm (Width) ×215mm (Height)	¥12000
Tickets	Back Page: 210mm (Width) ×95mm (Height)	¥12000

2) Exhibitors can enjoy the extra services for free:

Catalogue: One inside page description in catalogue for each exhibitor. (Within 400 words), and the Catalogue will be supplied to the visitors before the exhibition

Negotiation Conference for Sino-foreign Education Cooperation: We will hold the negotiation conference for Sino-foreign education cooperation during exhibition, and publish your cooperation information in the catalogue for free.

Booth Assistant: We will provide one booth assistant to each exhibitor for free during the exhibition

Exchange Links: Each exhibitor will enjoy the right to make web link exchange on the official web of CQIE (www.ciee-cq.com)

3) Application Procedures

Please ask for the "Application Form" and "Exhibitor Manual" from the organizing committee or download them from our website (www.ciee-cq.com)

Please fill in the **Application Form**, then mail or fax it to the organizing committee before June 15, 2012. After receiving the application and the fees, the committee will allocate the booths in accordance with the principle of first apply, first pay fees and first served and allocated

After the organizing committee received the application form, we will according to the services which you have selected to make the formal invoice, then send the formal invoice to you, the entire sum are to be paid within five days since you got the formal invoice, and then fax the remittance voucher to the organizing committee (0086-23-63063386)

After the confirmation of the remittance, Participation Confirmation will be issued by the organizing committee in three days. Please take the Participation Confirmation with you when you registering

Notice:

1. Booths are allocated according to the time we receive your full payment.
2. Please take the procedure fee of the bank into consideration when processing the Payment; please note that it cannot be deducted from the participation fee.

4) Application Deadline: June. 15, 2012

» Visit

1) Types of Visitors:

- ◆ Students and parents
- ◆ On-job people
- ◆ The president, experts and scholars from all level education institutions
- ◆ Education administrators and teachers
- ◆ The principals of the organization for the educational investment and financing
- ◆ The principals of study abroad agency
- ◆ The officials of foreign embassies and consulates
- ◆ Others

2) Visitors Organization/Promotion Campaign

◆ Promotion Visa Mass Media:

We will publish great deal of plane ads and soft news on Mass Media to extend the influence of this exhibition, and ensure the visitor's amount and quantity.

The main Mass Media in Chongqing are: Chongqing Morning Post, Chongqing Evening News, Chongqing Economic Times, Chongqing Times, Chongqing Youth Daily, West China City Daily, Newoo, CQTV, Chongqing Communication Broadcasting Station

◆ Promotion Visa Professional Media:

We will carry out our promotion on magazines for students, and on educational websites such as Sina.com Go abroad Channel, Sina.com Education Channel, Sohu.com Go abroad Channel, Sohu.com Learning Channel, 163.COM Education Channel, Chuguo Online, Gxonline.com, Chongqing Municipal Education Commission and so on.

◆ Campus Promotion:

Some educational activities will be held before the exhibition. Meanwhile, we have a special team who will carry out campus promotion, such as putting up posters, sending free tickets

◆ Free tickets by mail:

We will send free tickets to students and teachers of all universities and high schools in Chongqing and key high schools in the surrounding areas

◆ Public Places:

We will contact with public libraries, book stores, high-grade office building and training schools etc, and send free tickets to who are interested in study abroad

» Contact Us

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