



*Connections
that count*

Sponsorship
Options
2019

www.bmiglobaled.com

Boost your brand at BMI Student Fairs

Sponsorship enables your investment to go further by giving your brand maximum exposure before, during and after our popular fairs.

- Take advantage of our advertising budget with in-country mass media so that when a fair is mentioned, your brand is too
- Get additional attention online through our web and social media activity.
- Make the most of a focused group of students at the fair by enhancing your brand's physical presence throughout the venue.
- Reinforce your message through post-event direct emails to every visitor.

BMI provides you with the perfect opportunity to promote your brand on a global scale in 22 cities around the world, or focus on specific regional opportunities in your target markets.

Connecting you to thousands of students in the final stages of study abroad planning.

BMI Fairs take place in March - April and September - November each year. The above visitor numbers represent an average attendance. Attendance can vary depending on the number of cities in a particular tour, see your account manager for precise details.

BMI Students Fairs:	Average Attendance Per series*
Salao do Estudante (Brazil)	30,000 - 35,000
Expo-Estudiante (Latin America)	15,000 - 20,000
UAE Global Education Fairs (UAE)	6,000 - 6,500
Vietnam Global Education Fairs (Vietnam)	3,000 - 3,500
ExpoPosgrados & ExpoPos (Brazil & Latin America)	15,000
Total per fair season	70,000 - 80,000

Sponsor Benefits	Exclusive Platinum Sponsor	Silver Sponsor (open to 2 organisations)	Remote Sponsor
A fully fitted stand with carpet, lights and furniture in a prominent position	10 metre stand	6 metre stand	—————
Colour advert in the official fair catalogue, distributed by email and to each student at the door	Double page	Single page	Single page
Your logo on all print adverts in local and national media	✓	✓	✓
Your logo on all posters and student flyers, plus VIP invites	✓	✓	✓
Your hyperlinked logo in a prominent position on the fair website	✓	✓	✓
Your logo on the visitor bags, given away at the door	✓		
Your promotional material in all visitor bags	✓	✓	✓
High visibility of your brand throughout the signage in the fair hall	✓	✓	✓
Present one 35-minute seminar at each of the fairs*	✓		
Send a customised email to the entire visitor database after the fairs*	✓		
Send a customised email to your clients inviting them to visit the fair free of charge	✓		✓

* subject to content approval by BMI in advance

Pricing

Salao do Estudante (Brazil)	US\$40,000	US\$30,000	US\$25,000
Expo-Estudante (Latin America)	US\$35,000	US\$25,000	US\$20,000
UAE Global Education Fairs (UAE)	US\$20,000	US\$15,000	US\$10,000
Vietnam Global Education Fairs (Vietnam)	US\$18,000	US\$15,000	US\$12,000
ExpoPosgrados & ExpoPos (Brazil & Latin America)	US\$30,000	US\$20,000	US\$15,000

NOTE: Global sponsorship package pricing available on application.

Student Badges

Every student who enters a BMI fair must wear a student badge with a barcode linked to their student data. Students use their badge to request information during the fair, making it an integral part of the event. Feature your advert on the back of the badge and your logo on the front.



Salao do Estudante (Brazil)	US\$4,000
Expo-Estudiante (Latin America)	US\$3,500
UAE Global Education Fairs (UAE)	US\$3,000
Vietnam Global Education Fairs (Vietnam)	US\$3,000
ExpoPosgrados & ExpoPos (Brazil & Latin America)	US\$3,500
Group Global Buy (includes all above fairs)	US\$15,000

Visitor Bags

By showcasing your logo on the bags given out at the entrance, you'll be the first brand every visitor sees, and the most prominent one they take home.



Salao do Estudante (Brazil)	US\$4,000
Expo-Estudiante (Latin America)	US\$3,500
UAE Global Education Fairs (UAE)	US\$3,000
Vietnam Global Education Fairs (Vietnam)	US\$3,000
ExpoPosgrados & ExpoPos (Brazil & Latin America)	US\$3,500

Show Catalogues

Provided to every student who enters the fair, this is an invaluable guide to the event and continues to be used as a follow-up tool by students once the fair doors close. Students also receive a digital version of the catalogue by email before they arrive.

	1/2 page	Full Page	Inside front cover
Salao do Estudante (Brazil)	US\$1,200	US\$2,200	US\$2,500
Expo-Estudiante (Latin America)	US\$1,200	US\$2,200	US\$2,500
UAE Global Education Fairs (UAE)	US\$800	US\$1,500	US\$1,900
Vietnam Global Education Fairs (Vietnam)	US\$800	US\$1,500	US\$1,900
ExpoPosgrados & ExpoPos (Brazil & Latin America)	US\$1,200	US\$2,200	US\$2,500

