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EXPLORE THE

Worldview Education FAIR 2012

Ghana

Venue: Holiday Inn Hotel- Accra
Date: 18 & 19 May 2012

Nigeria

Venue: Sheraton Hotel, Abuja
Date: 21 & 22 May 2012

Venue: Federal Palace Hotel, Lagos
Date: 24 & 25 May 2012

MEDIA PACK

Organised by



In partnership with



WORLDVIEW EDUCATION FAIR 2012

What is it?

Worldview Education Fair 2012 is the only student fair dedicated to helping institutions recruit potential international students in Ghana and Nigeria. It is an open platform with no exclusivity, all institutions around the world looking to recruit student from Nigeria / Ghana will meet a wide pool of potential students.

For many years, recruitment events focused on institutions in one country at a time thereby attracting only students who already have interest in the country of focus. In contrast, the **Worldview Education Fair 2012** will bring institutions from around the world to the same venue. This event will attract a large number of potential applicants as students understand they will have more choices – this is good news because institutions will have a much wider pool of students to sell to. This event will create a competitive advantage for institutions who attend.

When and where does it take place?

Ghana

Holiday Inn Hotel- Accra
Date: 18 & 19 May 2012

Nigeria

Sheraton Hotel Abuja, 21 & 22 May 2012
Federal Palace Hotel, Victoria Island, Lagos 24 & 25 May 2012

Who is it organised by?

Worldview International Group, publisher of Education Worldview Magazine - the most read and widely distributed education magazine in Nigeria; consultant to the Student Support Services at the National Universities Commission, Nigeria and consultant to the National Association of Nigerian Students.



What will make the Worldview Education Fair different?

It is a two day event; the first day is open to the general public, whilst the second day is for scheduled meetings between institutions and students. Students with all the requirements and documentations can make immediate applications to institutions.

We use an innovative appointment system which enables potential students book appointments with institutions of their choice. Details of all registered exhibitors will be imported into the system and potential students will subsequently login to book appointments with exhibitors/institution to take place on the second day of the fair. We maximize opportunities for exhibitors by using our publication; Education Worldview Magazine to provide publicity for exhibitors. Readers of our magazine include stakeholders in the education sectors, parents, secondary and university students and other readers looking to access information on further education. This makes us unique and in the strongest position to gather potential students in both countries. The fair will receive maximum publicity from our publication and other media partners in each region. Our subscription database will also be available for use.

Why should you exhibit?

This is an unrivalled opportunity to recruit and enrol international students face-to-face through a quick and easy process. This is an avenue to establish your presence in Ghana / Nigeria, as we will include names and logos of all participating institutions in the promotional materials which will go out to thousands of potential students.





Why will students attend?

- Because it is an event organised by a reputable company – Worldview. Worldview is positioned as the solution to challenges facing the education sector.
- Because it is the only exhibition in the region that features institutions from around the world and not just from specific western regions.
- To learn about educational opportunities available around the world, from undergraduate courses to post graduate degrees directly from institutions.
- To attend “free” seminars that answer their most pressing questions about studying abroad.
- To learn about scholarship opportunities available to them.

How will students know about the fair?

A comprehensive marketing campaign is already underway. Activity include: •

- 250,000 promotional flyers,
- A number of print adverts in Education Worldview magazine,
- Adverts in local newspapers / TV,
- Radio Jingles,
- Twelve e-newsletters to over 300,000 students from the Worldview International databases,
- Promotion through the Joint Admission and Matriculation Board,
- Promotion through the student union governments in various institutions in both Nigeria and Ghana,
- SMS through the Deans of Student Affairs,
- An official invitation to private secondary schools and colleges.

RATES

Date	Location	Rates Inclusive of Accommodation / Transportation	Rates Excluding Accommodation / Transportation
18 & 19 May	Holiday Inn Hotel- Ghana	£ 2,350	£ 1,850
21 & 22 May	Sheraton Hotel, Abuja- Nigeria	£ 2,570	£ 1,970
24 & 25 May	Federal Palace Hotel, Lagos- Nigeria	£ 2,670	£ 2,150
18 - 25 May	Whole Package	£ 7,689	£ 5,870

The Package & Entitlement	Rates Inclusive	Rates Exclusive
Stand (3m x 2m), whole events	√	√
Half page institution profile in the event guild, all location	√	√
Online listing and weblink on our website	√	√
Listing and weblink on all the newsletters to potential students	√	√
3 night Accomodation in Holiday Inn- Accra, Ghana	√	
3 night Accomodation in Sheraton Hotel, Abuja	√	
2 night Accomodation in Federal Palace Hotel, Lagos	√	
Economy air ticket from Accra- Ghana to Lagos- Nigeria	√	
Economy air ticket from Lagos to Abuja- Nigeria	√	
Economy air ticket from Abuja to Lagos- Nigeria	√	

Early Bird Discount

Booked before 9 December 2011 (5% Discount)

Booked Before 17 February 2012 (2% Discount)

Booked After 17 February 2012 (0% Discount)

Worldview Education Fair 2012

Booking Form

Exhibition Package Requested:

Please list the Exhibition items required

	Description	British Pounds (Amount)
EG	Abuja- Nigeria	
1		
2		
3		
	Total Amount:	

Booking & Event Contact

Organisation Name:			
Contact Person			
Position			
Address			
City		Email Address:	
Country		Telephone:	

Exhibition Directory Listing

Please state the organisation name and details as it is to appear in the Program Book and on the Exhibition booth name board (if the same as above write 'As above')

Organisation Name:			
Contact Person			
Position			
Address			
City		Email Address:	
Country		Telephone:	

By signing and forwarding this Booking Form to Worldview International Events, you are deemed to have accepted to buy the package listed above.

Signed		Date	
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Please scan and email the booking form to info@universalimmigration.com or Fax it to 001 416 628 7077

TERMS AND CONDITIONS

1. Definitions:

In these terms and conditions, "organisers" means the Worldview International Group; "exhibitor" means any person, institution or organisation, and staff or agents of that institution taking a stand, booth or space; "event" means the Worldview Education Fair, "venue" means Ghana /Nigeria (Lagos and/or Abuja).

2. Contract:

2.1 The contract completed by an authorised employee of the exhibiting institution, must accompany all bookings. Bookings will not be accepted from agents or third parties. Completion of the booking contract is binding confirmation of your organisation or institution's commitment to take the stand booked and of your acceptance of these terms and conditions including the cancellation policy.

2.2 Should the organisers agree to hold a provisional stand booking, the organisers reserve the right to sell that stand to another exhibitor should the first enquirer be unable to confirm their booking on request.

2.3 By signing the exhibition space contract, the Exhibitor accepts without reservation the following:

2.3.1 the terms of the exhibition space contract;

2.3.2 all regulations contained in these terms and conditions, the exhibitors' manual and any reasonable instructions subsequently issued by the organisers;

2.3.3 all regulations laid down by the local authority applicable to the event;

2.3.4 all regulations laid down by the venue including but not limited to security, health and safety, fire and traffic;

2.3.5 all current Health & Safety regulations.

2.4 The organiser reserves the right at any time to refuse an application from a prospective exhibitor. Any payments which have been made at the time of application will be refunded in full.

3. Exhibition floor plan

3.1 The organisers reserve the right to alter the layout of the exhibition at any time and in any respect with written notification to the exhibitor.

4. Health & Safety

4.1 It is the responsibility of the exhibitor to ensure that his staff and any supplier/contractor working on his behalf are familiar with and abide by all current Ghana /Nigeria health & safety regulations. The exhibitor is responsible for the health and safety of his stand during construction, use and dismantling.

4.2 In order to create and maintain a safe environment during build-up, open periods and breakdown, all exhibitors and contractors must abide by reasonable instructions from safety officers employed by the organisers and/or the venue.

5. Security/insurance

5.2 The organisers and the exhibition venue will provide maximum security and screening at the event venue.

5.1 Each exhibitor is responsible for the insurance and security of his individual stand and its contents.

6. Breakdown

6.1 No items may be removed or stand breakdown commenced before the official closing time of the exhibition.

6.2 Any exhibitor failing to vacate the venue/his stand or failing to remove all items at the prescribed times will be liable to any penalties that may be imposed by the venue.

7. Staff identification

7.1 All exhibitor pre-registered staff and contractors/suppliers must wear the identification badges issued by the organiser at all times. Any additional staff will be permitted on registration and payment of registration fees.

8. Stand fittings

8.1 All materials and stand fittings must be non-flammable or impregnated with fire-proofing solution in a way as to comply with all current safety requirements.

9. Damage

9.1 The organisers reserve the right to charge any exhibitor for any damage to the shell scheme caused by the exhibitor.

9.2 Exhibitors shall not cause any damage to the venue and shall make good any such damage at their own expense.

10. Payment terms

10.1 On receipt of booking contract the organiser will invoice the total stand cost and the following payment terms will apply:

10.1.1 bookings made 3 months to exhibition - 30 days from invoice date

10.1.2 bookings made 2 months to exhibition - 14 days from invoice date

10.1.3 bookings made 6 weeks to exhibition - 7 days from invoice date

10.1.4 bookings made less than 6 weeks to exhibition date - immediate payment

10.2 The organisers reserve the right to re-sell any space which has not been paid for within the specified payment term.

11. Cancellation by the exhibitor

11.1 All cancellations must be submitted in writing to the organisers

11.2 In the event that an exhibitor wishes to cancel his booking, or fails to meet any of the payment obligations (whether as to the amounts or dates of payments), then the organisers reserve the right to apply the following cancellation charges and to re-sell the space:

Cancellation charges

On or before 28 January 2012 20% of the total stand cost

On or between 1 February and 28 March 2012 50% of the total stands cost

On or after 1 April 2012 100% of the total stand cost

11.3 Any payments already made to the organiser over and above the applicable cancellation charges will be refunded. Should monies not at the time of cancellation already have been paid to organiser the cancellation fee will still apply.

12. Bankruptcy or liquidation

12.1 In the event of an exhibitor becoming bankrupt or insolvent or entering into liquidation or having a receiver, administrator, sequestrator or trustee appointed over any of its assets, the organisers shall be at liberty to terminate forthwith the contract with the exhibitor and the terms and conditions relating to cancellation of space set out in clause 11 shall apply.

13. Force majeure

13.1 If the event is abandoned, cancelled or suspended in whole or in part by reason of war, fire, national emergency, labour dispute, strike, lock-out, civil disturbance, inevitable accident or any other cause not within the control of the organisers, the organisers may at their entire discretion, repay the stand rental paid by the exhibitor, or part thereof, but shall be under no obligation to do so. The organisers shall be under no liability to the exhibitor in respect of any actions, claims, losses (including consequential losses), costs or expenses whatsoever which may be brought against or suffered or incurred by the exhibitor, as the result of the happening of such an event.

14. General

14.1 Each exhibitor shall be deemed to have full knowledge of the Terms and Conditions and is bound by them in all respects.