

Education UK Exhibition

Saturday, 7 March 2015

Application Form

Key Details

Date, time and venue	<p>Saturday, 7 March 2015, from 10.30am to 6.00pm</p> <p>Marina Bay Sands Expo & Convention Centre http://www.marinabaysands.com/expo-events-and-convention-centre.html</p> <p>10 Bayfront Avenue, Singapore 018956</p>
Participation fee	<p>Exhibition space for local private education institutions: S\$4,000.00</p> <p>The cost is subject to prevailing government taxes.</p> <p>1. The participation fee for the exhibition includes:</p> <ul style="list-style-type: none"> • Venue hire • Exhibition booth/stall - Modular System Panels at 3mL x 2mD including the following: Fascia names in vinyl sticker cut-out, Paper basket x 1, Fluorescent lights, 13amp power socket (max 500Watt). • Exhibition table/chair - Reception counter x1, Round table with 0.6m diameter x1, White PVC chairs x4 • Advertising/PR Campaign • Refreshments - Two lunch sets per booth • Market briefing - To be held on Friday 6 March 2015 (TBC) • Discounted hotel rates • Wi-Fi <p>Booth sharing will be made available at a premium of twenty per cent on the booth costs.</p> <p>2. Institution Seminar - for a £200 fee, exhibitors are offered a 25 minute slot to present on a topic of their choice during the exhibition. The seminar slot may promote the institution. Topics can be submitted to British Council via a form in the Handbook at a later date.</p>
Payment and Cancellation	<p>Exhibition booth booking deadline: 2 January 2015</p> <p>Cancellation fees will be charged for withdrawal from this event, as of the date of</p>

deadlines	<p>receipt of notice of withdrawal:</p> <ul style="list-style-type: none"> •At 50 per cent of the full exhibition cost for withdrawals received on or after 9 January 2015 •At 100 per cent of the full exhibition cost for withdrawals received on or after 23 January 2015
Maximum number of exhibition booths	60 in total
Target Markets	<p>Target Level</p> <ul style="list-style-type: none"> • GCSE/IB/Alevel and equivalent • Access/Foundation • Undergraduate • Postgraduate • MBA <p>Target Subject Areas</p> <ul style="list-style-type: none"> • Applied and Pure Sciences • Built/Natural Environment • Computing, Math and IT • Education • Engineering and Technology • Health and Medicine • Humanities • Law • Management, Business and Finance • Social Science and Communications • Sport, Leisure, Hospitality, Tourism • Psychology • Visual and Creative Arts
Applications	<p>Please complete the application form and return to us. You will receive confirmation by e-mail once your application has been received.</p> <p>If you wish to stand share with other institutions, this must be clearly stated on your application form in the relevant section.</p> <p>If you have any queries about this event, please contact: richard.jenner@britishcouncil.org.sg</p>

Rationale and aims of the event

The British Council is organising a UK Education Exhibition on Saturday, 7 March 2015 at Marina Bay Sands Expo & Convention Centre.

After the success of the event in previous years, we have chosen to hold the exhibition at Marina Bay Sands, located in the heart of the city. MBS is one of the best-known landmarks in Singapore, and is directly connected to Bayfront MRT station – which provides excellent accessibility to visitors.

We will begin the Exhibition at 1030am until 6pm.

The chosen date falls around the time of the release of major examination results. Hence, we expect to attract at least 3,500 potential students and young adults eager to explore educational opportunities open to them.

As with previous years, private education institutions (PEIs) that offer UK qualifications in Singapore are invited to participate in the exhibition, alongside UK institutions. The exhibition will highlight the prestige and quality of a British education, whether the programme is studied in Singapore or in the UK.

We believe that this event will be effective in raising the profile of your institution and allow you to reach out to prospective students who are genuinely considering their options for further studies. In other words, this event will provide a two-fold opportunity for exhibitors: to strengthen their brand image by associating with the British Council, and also showcase and market their diverse range of UK programmes to a wide variety of genuine enquirers.

Finally, since the British Council is a non-profit organisation, we have kept the participation fee low for exhibitors. Participation fees will go towards covering the cost of the venue hire, advertising and other expenses (printing, part-time staff, etc).

Targets

The target markets for this Exhibition are:

- Local students (secondary, junior college, polytechnic and ITE)
- International students already present in Singapore (all levels)
- Young working adults, interested in either a postgraduate degree or a professional qualification

Exhibitors will therefore be able to market their entire range of UK programmes, from diplomas to professional courses, undergraduate and postgraduate/MBA degrees.

Seminars

Institutions may choose to conduct seminars to introduce prospective students to various aspects of studying for a UK qualification in Singapore. As seminar sessions are limited, exhibitors can apply for the seminars on a first-come, first-served basis.

Publicity and Advertising

We will launch a publicity campaign, the first strands of which will appear in December 2014. An example of which includes the local BrightMinds magazine, a publication for polytechnic students.

- **Direct Marketing** – Two direct emails to students, enquirers and alumni from the database of British Council Singapore (approximately 14,000 records). These include secondary, JC, polytechnic and international school students, as well as school career counsellors.
- **Online advertisements/social media** – On popular youth-oriented websites, as well as BrightSparks/Brightminds. Listing of event on British Council's Facebook and Twitter account

- **Event announcement** – On News section and Homepage of British Council Singapore website, and on Upcoming Events section of Education UK Singapore website
- **Press advertisements** – Several advertisements to be placed in major local newspapers (e.g. The Straits Times, TODAY, etc.) Some of these adverts will be transnational education (TNE)-specific
- **Radio advertisements** – Advertisements will likely be aired on selected radio channels.
- **Posters and flyers** – Displayed at British Council’s four teaching centres (Napier Road, Toa Payoh, Marsiling and Tampines). Flyers will be handed out at selected schools and at strategic locations.

Exhibitors will also be encouraged to publicise the Exhibition on their respective websites, as well as through their regular advertising channels.

The venue

Marina Bay Sands Expo & Convention Centre will be having a mixed layout of Singaporean PEIs and UK institutions.

There will be a British Council information stand to give general advice and distribute information leaflets to visitors.

Application form

Please complete this application form and return it to the address below.

Name of institution*: _____

(*This format will be used in all publicity and signage prior to, and during the Exhibition)

Main contact for this event: _____

Names of delegates: _____

Telephone: _____

Fax: _____

E-mail: _____

Institution address: _____

I confirm that the above-named institution will take part in the British Council Education Fair on 7 March 2015. I understand that if this application is accepted, the terms and conditions listed in the Exhibition details will form a binding contract between this organisation and the British Council.

Signature and Institution Stamp: _____

Position in institution: _____

Date: _____

Please return this form to:

Richard Jenner
British Council
30 Napier Road
Singapore 258509

Fax: 6472 1010

Email: richard.jenner@britishcouncil.org.sg

Selection criteria

Prior to the application deadline, space is allocated on a first-come, first-served basis. If the Exhibition is oversubscribed, a waiting list will be created. Exhibition space will only be offered to those on the waiting list if there are vacancies due to cancellations.

Exhibition terms and conditions

These are the terms and conditions agreed by:

- 'The Organiser', the British Council, and 'The Exhibitor', the eligible institution or their representative which has made a successful application to the Organiser to participate at the Education Exhibition.
In these conditions:
- 'The Exhibition' or 'The Exhibition' is that mounted by the Organiser specified in the exhibition details;
- 'The Venue' is defined in the Exhibition details.

Promotional literature, displays and handouts

Exhibitors must not display promotional literature or items in any form that do not promote UK qualifications. Exhibitors also agree not to display literature on behalf of institutions that are not participating in the Exhibition. Exhibitors may be asked to submit all promotional materials and displays to the Organiser for approval and to make such changes as shall be agreed. If agreement cannot be reached, the Exhibitor must withdraw the literature, material or display. The Organiser reserves the right to close down any booth not meeting the Organiser's requirements. Agents' promotional literature must not be displayed on the exhibition stand.

Exhibitors agree to approach visitors and distribute promotional material only within their allotted exhibition space. The Organiser will not tolerate any harassment or aggressive behaviour towards its members of staff or visitors to the Exhibition.

Acceptance

The staging of the Exhibition is conditional on the Organiser receiving a sufficient number of applications to make the Exhibition cost-effective.

The Exhibitor will be informed by e-mail whether their application has been accepted or rejected.

Exhibition cost

The cost of participation in the Exhibition is given in the Exhibition details.

Payment terms and schedule

The Organiser will invoice Exhibitors once their applications have been accepted and processed. Exhibitors must settle the full amount due within 30 days of the invoice date. Further applications to participate in education exhibitions and other organised programmes of activity cannot be accepted until all outstanding invoices have been paid.

Cancellation

Please refer to the Exhibition details for applicable cancellation fees. Notice of withdrawal must be sent by email or fax.

Exhibition cancelled due to unforeseen circumstances

In case of force majeure, the Exhibition will be cancelled. This will be done summarily or in consultation with participants, depending on conditions. In such circumstances, the Organiser would seek to minimise the Exhibition costs that were unrecoverable and the balance would normally be a charge to the Exhibition participants – this will be done by dividing the total unrecoverable cost equally between all Exhibition participants. In effect, we would refund the Exhibition participation fee less the amount unrecoverable. Institutions will be responsible for any cancellation charges on any other costs they may incur.

There are circumstances where tension and incidents will raise a safety threat but not be sufficient to cancel the Exhibition or warn everyone to stay away. In such circumstances, some individuals or institutions may decide to withdraw from the Exhibition. The Organiser would make every effort to facilitate this with the minimum penalty to the institution. In the event of such a withdrawal, normal cancellation charges will apply, except to the extent that the Organiser is able to reduce the charges without jeopardising the financial viability of the Exhibition.

Loss or damage to Exhibitor's property

The Organiser will not accept any liability for the damage, theft or loss of any Exhibitor's property in any circumstances.

Loss or damage caused by Exhibitor

The Exhibitor will indemnify the Organiser against: all actions, claims, suits, costs, expenses, demands (whether in respect of damage to property, personal injury or otherwise, including all legal costs and other expenses suffered or incurred by the Organiser) which any person may bring or claim arising from and out of the use of the Venue by the Exhibitor, its employees, servants, contractors and invitees; loss and damage to the Venue and to any property therein arising out of the use of Venue by the Exhibitor, its employees, servants, contractors or invitees and in particular but without prejudice to the generality of the foregoing caused by the use or misuse of water, gas or electricity.

Personal accidents

The Exhibitor must occupy and use the Venue and the space allocated to it at its own risk and neither the owner nor the Organiser accepts any liability for any accident, damage or injuries incurred at the Venue by the Exhibitor, its servants, agents, contractors, invitees, members of the public, or any person whatsoever.

Disclaimer

The Organiser accepts no liability for loss or damage suffered by the Exhibitor and caused by:

- the failure of any service or amenities which the Organiser is responsible for providing;
- the failure of any service or amenities to be provided by the Exhibition contractors;
- cancellation or suspension of the Exhibition due to force majeure, including war, earthquake, typhoon, adverse weather, strikes or by reason beyond the Organiser's control.

Use of Venue

The Venue shall not be used for any illegal or immoral purpose and the Organiser reserves the right to remove all material that in its sole opinion may be considered offensive or obscene. The Venue shall not be used for the purpose of betting or gambling.

All goods and property brought into the Venue are brought in at the owner's risk.

Visitors to the Exhibition shall be given priority in the use of passenger lifts and staircases. Exhibitors shall not impede access to the lifts and staircases for any reason.

Disputes

Should the Exhibitor and the Organiser be in dispute on the meaning or interpretation of any of the terms of this agreement, including failure to agree on an event of force majeure, the matter will be referred to an arbitrator to be nominated by the parties.

Termination of agreement

The Organiser is entitled to terminate without notice its agreement with an Exhibitor if:

- the Exhibitor or its designated representative commits any breach of, or fails to observe, any of the conditions or regulations set out in these terms and conditions;
- the Organiser, in its sole and absolute discretion, decides that the agreement shall be terminated;
- the Exhibitor has a receiver appointed over all or part of its assets, enters into liquidation, or commits an act of bankruptcy, whether compulsorily or voluntarily;
- the Exhibitor fails to pay any sum due.

In the event that the Agreement is terminated by the Organiser: unless otherwise agreed between the Organiser and the Exhibitor in writing, the Exhibitor will pay to the Organiser any expenses or loss incurred by the Organiser arising as a consequence of such termination.