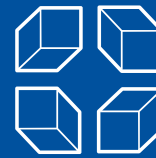


ICEF Products

Rate Sheet in Euro and AU\$



ICEF

Connect. Recruit. Grow.

1

Dates & Locations

Global Workshops

For educators, service providers and agents from all over the world

Agent Roadshows

For international educators and selected agents from key markets

Agent Focus

For educators and service providers focussing on key/emerging markets



Destination Workshops

For educators and service providers from either North America or Australia/New Zealand and agents focussed on these study destinations

Regional Workshops

For educators and service providers from all over the world and agents from specific countries and regions

| 2017 | Workshop/Location | Educators | Agents | Early Rate Expiry |
|-----------------|---|-------------------------|--|-------------------|
| Feb 06 - 08 | ICEF Dubai Workshop | International | Middle East, Africa & South Asia | Aug 31, 2016 |
| Feb 10 - 11 | ICEF Turkey Agent Focus, Istanbul | International | Turkey | Aug 31, 2016 |
| Feb 21 - 23 | ICEF Japan - Korea Agent Roadshow, Tokyo & Seoul | International | Japan & Korea | Aug 31, 2016 |
| Feb 28 - Mar 03 | ICEF Mexico - Colombia Agent Roadshow, Mexico City & Bogotá | International | Mexico & Colombia | Aug 31, 2016 |
| Mar 13 - 14 | ICEF Central Asia Focus, Almaty | International | Central Asia | Aug 31, 2016 |
| Mar 17 - 19 | ICEF Moscow Workshop | International | Russia, Eastern Europe, Central Asia, Caucasus | Aug 31, 2016 |
| Apr 05 - 07 | Australia New Zealand Agent Workshop, Cairns | Australia & New Zealand | International | Aug 31, 2016 |
| Apr 23 - 25 | ICEF North America Workshop - Vancouver | Canada & USA | International | Dec 31, 2016 |
| Jun 14 - 16 | ICEF Southeast Asia Workshop, Ho Chi Minh City | International | Southeast Asia | Dec 31, 2016 |
| Sept 09 - 11 | ICEF Higher Education Workshop, Seville | International | International | Mar 31, 2017 |
| Sept 12 | ICEF Higher Education Partnership Forum, Seville | International | International | Mar 31, 2017 |
| Sept 21 - 23 | ICEF Latin America Workshop, São Paulo | International | Latin America | Mar 31, 2017 |
| Oct 11 - 13 | ICEF Beijing Workshop | International | Asia | Mar 31, 2017 |
| Oct 29 - 31 | ICEF Berlin Workshop | International | International | Mar 31, 2017 |
| Dec 11 - 13 | ICEF North America Workshop - Miami | USA & Canada | International | Aug 31, 2017 |

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Educators

Single Event Booking

| | Workshops | Roadshows | Agent Focus | HE Partnership Forum | Australia/New Zealand Workshop (ANZA) |
|---|----------------|-----------|-------------|----------------------|---------------------------------------|
| First participant | - Early Rate | € 3900 | € 4300 | € 2925 | AU\$ 5600 |
| 1 table & 1 eSchedule PRO account | - Regular Rate | € 4400 | € 4900 | € 3300 | AU\$ 6300 |
| Second participant with eSchedule PRO account | | € 2400 | € 2400 | € 1800 | AU\$ 3400 |

Multiple Event Bookings

Discount

Note: Multibooking excludes HE Partnership Forum. Applies to regular rates only. Does not apply to additional participants or products.

2 Workshops
18%3 Workshops
20%4 Workshops
23%5 Workshops
25%6 Workshops or more
27%

3

Exhibitors

| Exhibition Booths | Berlin Workshop | Other Workshops incl. Roadshow | HE Partnership Forum | North American Workshops (NA) | Australia/New Zealand Workshop (ANZA) |
|--|-----------------|--------------------------------|----------------------|-------------------------------|---------------------------------------|
| Large (2 people/2 eSchedule PRO accounts) | | | | | |
| 12m ² | € 12 000 | | | € 12 000 | AU\$ 10 500 |
| 9m ² (premium position € 1 000 extra - Berlin only) | € 9 000 | | | | |
| Medium (1 person/1 eSchedule PRO account) | | | | | |
| 8m ² | € 8 000 | | | € 8 000 | AU\$ 7 500 |
| 6m ² (premium position € 1 000 extra - Berlin only) | € 6 000 | | | € 6 000 | AU\$ 5 500 |
| Standard (1 person/1 eSchedule PRO account) | | | | | |
| 4.5m ² | € 5 500 | | | € 5 000 | AU\$ 4 500 |
| 4m ² | € 5 000 | | | | |
| 3m ² | € 4 400 | | | | |
| Display Table (1 person/1 eSchedule PRO account)* | | | | | |
| Table* | | € 4 400 | € 1 195 | | |

4

W&T

Work & Travel Providers

| | Berlin Workshop | Australia/New Zealand Workshop (ANZA) |
|---|-----------------|---------------------------------------|
| 1 st person (1 table & 1 eSchedule PRO account) and each additional person | - Early Rate | AU\$ 2200 |
| | - Regular Rate | AU\$ 2500 |

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Guests

Accompanying Persons & Guests

| | Berlin Workshop | Other Workshops incl. Roadshow | HE Partnership Forum | North American Workshops (NA) | Australia/New Zealand Workshop (ANZA) |
|--|----------------------|--------------------------------|----------------------|-------------------------------|---------------------------------------|
| Per accompanying person | € 1370 ¹⁾ | € 970 | € 395 | € 1370 | AU\$ 1400 |
| Per additional guest (Welcome reception) | € 100 | € 100 | | € 100 | AU\$ 150 |
| Per additional guest (Dinner reception) | € 200 | € 200 | | € 200 | AU\$ 300 |

Note: ¹⁾ Per day access to ICEF Berlin Workshop: Day 1 €390, Day 2 €690, Day 3 €490

Notes: For ICEF Berlin Workshop - VAT at 19% may apply
For ANZA Workshop - 10% GST applies
Australian/New Zealand institutions may pay for all event bookings in AU\$/NZ\$ at the prevailing exchange rate
Canadian institutions may pay for all event bookings in CA\$ at the prevailing exchange rate

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Sponsorship Packages

| Sponsorship Packages, included Items: | Platinum | Gold | Silver |
|---|---|-----------------|---|
| Exhibition Booths - premium location (Berlin / NA /ANZA Workshops) | 9m ² / 12m ² / 12m ² | 6m ² | 4.5m ² /6m ² /6m ² |
| Display Tables (excl. Berlin / NA /ANZA Workshops) | 2 | 1 | 1 |
| Number of delegates (incl. eSchedule PRO account) | 2 | 1 | 1 |
| Accompanying person (no eSchedule PRO account) | 2 | 1 | * |
| Recognition as Event Sponsor | | | |
| - Logo on ICEF website | ✓ | ✓ | ✓ |
| - Promotion in event emails | ✓ | ✓ | ✓ |
| - Logo on event catalogue covers | ✓ | ✓ | ✓ |
| Bag insert (paper/USB/other) | ✓ | ✓ | ✓ |
| Full page advertisement in educator catalogue | ✓ | ✓ | ✓ |
| Full page advertisement in agent catalogue | ✓ | ✓ | * |
| Literature Display Rack | 2 | 1 | * |
| Presentation (Berlin 5 - 7 pm, ANZA Platinum only - 30min) | 50 mins | 50 mins | 25 mins |
| Logo on bag | ✓ | * | * |
| Logo on eSchedule PRO | ✓ | ✓ | ✓ |
| ICEF Monitor advert - Skyscraper | 30K impressions | - | - |
| ICEF Monitor advert - Rectangle | - | 20K impressions | 10K impressions |
| Packages Prices: | Platinum | Gold | Silver |
| ICEF Berlin Workshop | € 22 000 | € 16 000 | € 10 000 |
| Other ICEF Workshops | € 16 000 | € 11 000 | € 8 000 |
| Australia/New Zealand Workshops (ANZA) | AU\$ 22 000 | AU\$ 14 000 | AU\$ 9 000 |
| Higher Partnership Forum: Platinum Sponsorship €5 500, Gold Sponsorship €4 000. For full package details please see the HE Partnership Forum brochure or contact your ICEF representative. | | | |

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Marketing & Sponsorship

| Marketing & Sponsorship (for all participants) | Berlin Workshop | Other Workshops incl. Roadshow | Australia/New Zealand Workshops (ANZA) |
|---|-----------------|--------------------------------|--|
| Advertisement in Educator or Agent Catalogue (colour) | | | |
| Inside cover | € 2 400 | € 1 850 | AU\$ 2 000 |
| Outside cover | € 2 900 | € 2 150 | AU\$ 2 900 |
| Full page | € 1 400 | € 1 100 | AU\$ 1 700 |
| Half page | € 950 | € 750 | AU\$ 1 100 |
| Advertisement in Workshop Guide & Floor plan (colour) | | | |
| Inside back cover | € 2 400 | | |
| Outside back cover | € 2 900 | | |
| Display Advertising | | | |
| Lift doors - 3 doors (can be purchased individually) | € 6 000 | | |
| Info-Point Sponsorship - 4 x Berlin, 1 x Miami (price per Info-Point) | € 2 200 | | |
| Advertising Panel (1x2.4m) | € 1 700 | | |
| Literature Display Rack | € 1 300 | € 1 000 | AU\$ 1 200 |
| Merchandise Sponsorship | | | |
| Note pads (supplied by sponsor) | € 3 200 | € 1 700 | AU\$ 2 000 |
| Pens (supplied by sponsor) | € 3 900 | € 2 300 | AU\$ 2 000 |
| Bag insert - agent or educator bag - paper (supplied by sponsor) | € 1 100 | € 900 | AU\$ 900 |
| Bag insert - agent or educator bag - other (incl. USBs) (limited space) | € 2 200 | € 1 800 | AU\$ 2 200 |
| Bag tags (supplied by sponsor) | € 3 800 | € 2 200 | AU\$ 2 000 |
| Catalogue USB memory cards - branding (supplied by ICEF) | € 2 900 | | |
| Key card sleeves / Key cards (supplied by ICEF) | € 3 800 | € 3 300 | AU\$ 3 300 |
| Neck cords (supplied by ICEF - service providers only) | € 6 500 | € 3 900 | AU\$ 6 500 |
| Hospitality Sponsorship | | | |
| Coffee / Tea break (price per day, 2 days available) | € 4 000 | € 2 500 | AU\$ 4 000 |
| Lunch (price per day, 2 days available, ANZA & Berlin 3 days) | € 4 000 | € 2 500 | AU\$ 4 000 |
| Welcome reception | € 5 000 | € 3 500 | AU\$ 6 000 |
| Dinner reception | € 9 000 | € 5 000 | AU\$ 9 000 |
| Services Sponsorship | | | |
| Internet hub | € 5 400 | | AU\$ 3 000 |
| Wireless internet service (branding on log-in cards) | € 5 400 | | AU\$ 2 000 |
| Agent hotel room drop (price per day, contact sales for details) | € 4 900 | € 3 300 | AU\$ 4 000 |
| Agent lounge - dedicated room | € 7 600 | € 5 400 | AU\$ 5 000 |
| Agent lounge - dedicated area | | € 3 900 | |
| Registration - Agents (counter branding, registration packs with A4 insert & logo) | € 3 500 | | |
| Registration - Providers (counter branding, registration packs with A4 insert & logo) | € 2 400 | | |
| Registrations - Both (counter branding, registration packs with A4 insert & logo) | € 5 300 | | |
| Presentations (promote your organisation, services & product offerings) | | | |
| 50 min slot - (between 2pm - 5pm) | € 690 | | |
| 25 min slot - (between 2pm - 5pm) | € 490 | | |

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ICEF Monitor

| Adverts | |
|--|---------|
| Advert - Skyscraper / 300 px width x 600 px height (10 000 page views) | € 975 |
| Advert - Rectangle / 300 px width x 250 px height (10 000 page views) | € 475 |
| eNewsletter Banner - Middle Ad (36 000+ weekly subscribers) | € 695 |
| eNewsletter Banner - Opening Ad (36 000+ weekly subscribers) | € 1 245 |
| Package - 20% discount | |
| Adverts - Skyscraper & Rectangle (20 000 page views) | € 1 160 |
| Full Package (eNewsletter, Adverts Skyscraper & Rectangle 20 000 page views) | € 2 160 |