

The ICEF Latin America Workshop

For international educators and student recruitment agents from all over Latin America



Grand Hyatt São Paulo, São Paulo • September 24 – 26, 2015



Educator and Exhibitor Information Pack

1. Venue

The ICEF Latin America Workshop 2015 will take place in the Grand Ballroom on the ground floor of the Grand Hyatt São Paulo Hotel.

The address of the Grand Hyatt São Paulo is:

Avenida das Nações Unidas 13.301, 04578-000 São Paulo, Brazil

Tel +55 11 2838 1234 • Fax +55 11 2838 1235

Email ► reservations.ghsaopaulo@hyatt.com

Website ► www.saopaulo.grand.hyatt.com

2. Hotel Accommodation

Grand Hyatt São Paulo

Rate

We are pleased to offer you the **special event rate** of BRL 598 for a Grand Room per night per single occupancy and BRL 698 per night per double occupancy, BRL 758 for a Club Room per night per single occupancy and BRL 798 per night per double occupancy at the Grand Hyatt São Paulo, where the workshop will be taking place. The above rates are subject to 5% city tax and a tourism tax of BRL 8,50 (per room and day). Breakfast is included and will be served buffet-style in the restaurant and on September 25 and 26 in the Palm Ballroom.

Bookings

Preferential rates are available for bookings from September 22 - 29, 2015 and are subject to availability. Please be advised that these rates are applicable only for reservations made before **August 24, 2015**. Visit the Grand Hyatt's ► [online booking system](#) to make a reservation.

Check-In / Check-Out

Earliest possible check-in time is 16:00 and latest check-out time is 12:00 noon. Please ensure to bring your booking confirmation and reservation number when checking into the hotel.

Amenities

The Grand Hyatt São Paulo is a stylish 5 star hotel ideally located on Avenida das Nações Unidas. The hotel is situated in the heart of the city's prestigious Marginal Pinheiros business and financial quarter in the Berrini district. It offers guests spectacular views of the city's new landmark, Estaiada Bridge, and features luxurious and spacious guest rooms. The hotel also benefits from French, Japanese and Italian fine dining restaurants, two bars, comprehensive event facilities and a full-service fitness centre and spa featuring an indoor as well as an outdoor pool.

Further information on the Grand Hyatt São Paulo is available at ► www.saopaulo.grand.hyatt.com

Blue Tree Premium Morumbi São Paulo

Rate

We are pleased to offer you the preferential rate of BRL 295 for a Deluxe Room per night per single or double occupancy at the Blue Tree Premium Morumbi. The above rates are subject to 5% city tax and a tourism tax of BRL 3,60 (per room and day). Breakfast is included and will be served buffet style in the hotel restaurant.

Bookings

The preferential rate is available for bookings from September 23 - 28, 2015 and subject to availability. Please be advised that these rates are applicable only for reservations made before **August 24, 2015**. **Reservations made after this date will be subject to room availability and the hotel's prevailing rates.** A booking form can be found ► [here](#)

Check-In / Check-Out

Earliest possible check-in time is 15:00 and latest check-out time is 12:00 noon. Please ensure to bring your booking confirmation and reservation number when checking into the hotel.

Amenities

The hotel is located opposite Shopping Morumbi Mall and is close to the business center and offices of the Berrini district. The hotel offers modern and comfortable rooms, plus a complete infrastructure for leisure, business and social events.

Further information on the Blue Tree Premium Morumbi is available at ► www.bluetree.com.br/hotel/blue-tree-premium-morumbi/

A bus transfer to and from the Grand Hyatt São Paulo will be available on September 25 and 26.

Alternative Hotel Options

The Hotel Ibis São Paulo Morumbi (distance to the Grand Hyatt São Paulo: 1,3 km) offers rates starting from BRL 195.00 per single/double room per night. The rate is inclusive of tax and exclusive of breakfast. Rooms can be booked subject to availability. Visit the Ibis São Paulo Morumbi's online booking system to make a reservation: ► <http://ibishotel.ibis.com/pt-br/hotel-5532-ibis-sao-paulo-morumbi/index.shtml>

3. Visa Requirements

Please check travel and visa regulations with your respective embassy well ahead before travelling. A list of Brazilian consulates and embassies can be found [here](#).

Visas are not required for nationals of the ► [following countries](#) who wish to visit for tourism or for business purposes for stays of up to 90 days.

Important: Please ensure that your passport is valid for at least 6 more months after the date you leave Brazil.

If your country of citizenship is not listed above you will need to apply for a visa in advance. Please access an online application form [here](#).

If you need a visa and require a letter of invitation, please contact Cornelia Wojcik (► cwojcik@icef.com) for further assistance. Please note that ICEF can only provide you with a letter of invitation for the duration of the workshop. **Deadline for invitation letter requests is August 24, 2015.**

4. Airport Arrival

a) Guarulhos International Airport (GRU) or São Paulo International

The Guarulhos International Airport is one of South America's prime airports, it is located 35 km northeast of São Paulo. Used by a large number of airlines flying to and from many international locations, the airport has two terminals. The drive from the airport to the recommended city hotels will take approximately 60 to 90 minutes depending on traffic.

Taxis

Taxis are recommended from Guarulhos Airport into the city. The average cost to the Grand Hyatt Hotel is approx. BRL 175. Official airport taxis are recommended (i.e. Guarucoop: www.guarucoop.com.br/eng/index.html). You will find a number of taxi companies located in booths alongside the rental car companies once you are outside the customs and immigration area. There you will be able to purchase fixed priced taxi vouchers.

Bus shuttle

Please take the Airport Bus Service ► www.airportbusservice.com.br/en/linhas in the direction of Berrini (via Itaim Bibi), the last stop is at the Grand Hyatt. The journey will take about 90 minutes and costs BRL 42,00 per person.

b) Congonhas Airport (CGH)

Located in a very central area of the city, the Congonhas Airport is just 8 km from downtown. This airport should be given preference for domestic flights as it is much closer to the venue than Guarulhos Airport.

Taxis

The journey will take about 30 minutes depending on traffic and costs between BRL 35 to BRL 50.

5. Forwarding of Promotional Material

Please contact a courier of your choice.

Delivery Date

Your materials for the ICEF Latin America Workshop should arrive on Thursday, **September 10, 2015** in São Paulo (packages arriving prior to September 10 will not be accepted by the venue) to allow you sufficient time to check if your packages have arrived and been delivered correctly.

Package Preparation

When calculating the amount of promotional materials to send to São Paulo, please bear in mind that you will have a maximum of 30 pre-scheduled Meetings of 30 minutes each plus other meetings outside workshop hours that may be arranged. Please refer to the ► [Shipping Instructions & Delivery Label](#) for detailed information, customs requirements and a delivery label template.

Some agencies may prefer to receive your information by e-mail or mail either prior to or after the event (see also the paragraph "Follow Up" at ► [ICEF Workshop Procedures: Guidelines for first-time Participants](#)). **NEW:** You can now also upload documents into Marcom eSchedule PRO and make them available to agents prior to the event. You can upload up to five files with a maximum size of 5MB for all files, accepted formats are pdf, doc, docx, xls,xlsx, ppt, pptx, pps, ppsx.

6. Scheduling Meetings

Scheduling Meetings Prior to the Event

Approximately 8 weeks prior to the event you will be given access to the Marcom eSchedule PRO online appointment scheduling system. Marcom eSchedule PRO allows you to select potential partners according to geographical origin, programmes, or date of inclusion in the system, as well as to send personalised meeting requests.

Please note that the **deadline for confirming / requesting meetings is September 23, 09:00 São Paulo time.**

If you are using Marcom eSchedule PRO for the first time, we recommend to take a look at the ► [Getting Started Information](#) as well as ► [Scheduling Meetings – Useful Hints & Tips](#) or have a look at our ► [video tutorials](#).

Scheduling Meetings During the Event

In case your schedule is not full at the close of Marcom eSchedule PRO, you will still have the possibility to maximise the number of your meetings through **Marcom Onsite**, a web-based application that will enable you to schedule last-minute meetings, message other event participants, view onsite workshop information and access your latest schedule.

If you prefer not to opt into the last-minute meeting scheduling function of Marcom Onsite, you may also schedule additional meetings through personal contacts between participants on the morning of each workshop day (September 25 and 26) between 08:00 and 09:00 or utilize the agents' message boxes located in the pre-function area to leave additional meeting requests.

7. Your Catalogue Entry

Company Profile

Once you have logged on to the Marcom eSchedule PRO online meeting scheduling system for the first time, you will be asked to edit your profile, which you may change at a later date. It is very important that you take the time to enter your company's description, as agents will use this information before requesting or confirming meetings with you. Your description will also be used in the ICEF Latin America Workshop 2015 catalogue. If you wish to add a logo and up to two representatives' portrait-style pictures to your catalogue entry, please also upload them into your profile.

Photos and **Logos** should have the highest resolution possible (without exceeding the max. size of 4 MB). Logos should be uploaded in GIF format and photos in JPEG format (please make sure the representative's name appears in the file name). If your files have a different format, please use an ► [image converter](#).

Please **complete the catalogue entry by August 24, 2015** to ensure that your complete company profile is included in the printed catalogue.

8. Onsite Registration Procedures

Onsite workshop registration will take place on Thursday, September 24, 2015, from 13:00 to 19:00 at the ICEF hospitality and registration desk located in the Palm Foyer on the second floor of the Grand Hyatt São Paulo. There you will receive your registration package including your badge, a print-out of your meeting schedule as well as the workshop catalogues. Participants arriving after the registration period stated above can register on Friday, September 25, 2015 from 08:00 onwards in front of the Grand Ballroom.

Meeting and exhibitor tables (150cm x 100cm) will be accessible as of 08:00 on September 25, 2015. Each table

will be covered with a white table cloth and will have access to an electricity outlet. Table signage with name and logo of each institution will be provided.

As the workshop is a protected trading environment, **anyone not wearing a badge may not be admitted** into the workshop area. Please also understand that for the same reason we cannot allow non-registered family, friends or staff to enter the workshop hall. Please also note, that participants may not organise any hospitality, seminar event or tour which encourages agents to leave the workshop at any time during the programme from registration on Thursday, September 24, at 13:00 through to Saturday, September 26 at 18:00.

If you are new to ICEF Workshops, please have a look at our video tutorials ► [How to maximise your ICEF Workshop Experience](#) as well as the ► [ICEF Workshop Procedures: Guidelines for first-time Participants](#) with further useful event information.

9. Seminars

Recognising the importance of market trends and their impact on student enrolments, the first day of the ICEF Latin America Workshop is dedicated to seminars.

The programme includes an introductory session on “How to Maximise your ICEF Workshop Experience”. A detailed programme will be available soon.

10. Refreshments and Lunches

Refreshments will be served on September 25 and 26 from 08:00 to 09:00, 11:00 to 11:30 and 16:00 to 16:30. Coffee, tea and water will be available throughout the event. Lunch will be provided from 13:00 to 14:00 on September 25 and 26 in the Palm Ballroom and the Argentum, Chromium and Iridium rooms on the second floor.

11. Evening Functions

We cordially invite you to attend the following events:

Welcome reception

Thursday, September 24, 2015, from 19:00 to 21:00 on the Palm Terrace.

Dinner and dance

Friday, September 25, 2015, from 20:00 to 24:00 in the Palm Ballroom.

The dress code for both receptions is smart casual. Please note that participants not wearing their workshop badge may not be admitted.

12. São Paulo - General Information

With an estimated 11 million inhabitants the city of São Paulo is not only the largest city in Brazil, it is also ranked as the second most populous metropolitan area in the Americas. São Paulo is the capital of the state of São Paulo which includes 645 municipalities and has a population of approximately 40 million inhabitants.

Quick facts

Time Zone: Brazil is 3 hours behind GMT.

Currency: Brazilian Reals (BRL). For current exchange rates please see ► [x-rates](#). Credit cards are widely accepted.

Electricity: 110V.

Plug type: Electrical plugs have either two or three round prongs or two or three flat parallel terminals.



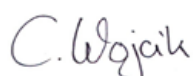
Please remember to bring your own plug adapter if needed!

More information about São Paulo can be found at ► www.braziltour.com

If you have any questions prior to the workshop, please do not hesitate to contact us.

We look forward to welcoming you in São Paulo!

Kind regards,



Cornelia Wojcik