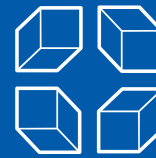


## ICEF Products

Rate Sheet in Euro, US\$/CA\$ and AU\$



ICEF

Connect. Recruit. Grow.

1

Dates &amp; Locations

## Global Workshops

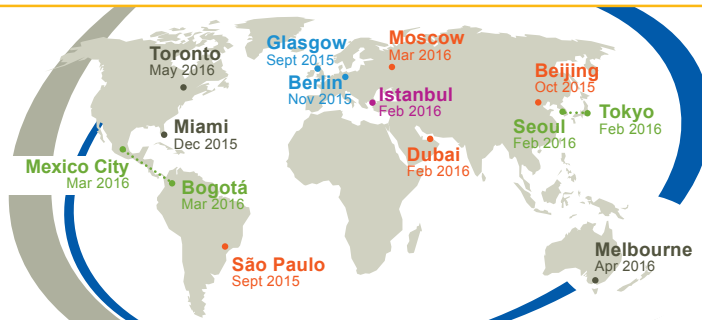
For educators, service providers and agents from all over the world

## 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

| 2015         | Workshop/Location   | Educators               | Agents  | Early Rate Expiry |
|--------------|---|-------------------------|---|-------------------|
| Sept 12 - 14 | The ICEF Higher Education Workshop, Glasgow                     | International           | International                                   | Mar 31, 2015      |
| Sept 24 - 26 | The ICEF Latin America Workshop, São Paulo                      | International           | Latin America                                   | Mar 31, 2015      |
| Oct 14 - 16  | The ICEF Beijing Workshop                                       | International           | Asia  | Mar 31, 2015      |
| Nov 01 - 03  | The ICEF Berlin Workshop  | International           | International                                   | Mar 31, 2015      |
| Nov 01 - 03  | Work & Travel Berlin  | International           | International                                   | Mar 31, 2015      |
| Dec 07 - 09  | The ICEF North America Workshop - Miami                         | USA & Canada            | International                                   | Aug 31, 2015      |
| <b>2016</b>  |   |                         |   |                   |
| Feb 01 - 03  | The ICEF Dubai Workshop   | International           | Middle East, Africa & South Asia                | Aug 31, 2015      |
| Feb 08 - 09  | The ICEF Turkey Agent Focus, Istanbul                           | International           | Turkey  | Aug 31, 2015      |
| Feb 23 - 25  | The ICEF Japan - Korea Agent Roadshow, Tokyo & Seoul            | International           | Japan & Korea                                   | Aug 31, 2015      |
| Mar TBA      | The ICEF Mexico - Colombia Agent Roadshow, Mexico City & Bogotá | International           | Mexico & Colombia                               | Aug 31, 2015      |
| Mar 18 - 20  | The ICEF Moscow Workshop  | International           | Russia, Eastern Europe, Central Asia & Caucasus | Aug 31, 2015      |
| Apr 13 - 15  | The Australia New Zealand Agent Workshop, Melbourne             | Australia & New Zealand | International                                   | Aug 31, 2015      |
| Apr 13 - 15  | Work & Travel ANZA, Melbourne                                   | Australia & New Zealand | International                                   | Aug 31, 2015      |
| May 12 - 14  | The ICEF North America Workshop - Toronto                       | Canada & USA            | International                                   | Dec 31, 2015      |

2

Educators

| Single Event Booking                                   | Workshops  | Roadshows          | Agent Focus        | North American Workshops (NA)      | Australia/New Zealand Workshop (ANZA) |
|--|--|--------------------|--------------------|------------------------------------|---------------------------------------|
| First participant<br>1 table & 1 eSchedule PRO account | - Early Rate<br>€ 3 900<br>- Regular Rate<br>€ 4 400 | € 4 300<br>€ 4 900 | € 2 925<br>€ 3 300 | US\$/CA\$ 5 200<br>US\$/CA\$ 5 900 | AU\$ 5 600<br>AU\$ 6 300              |
| Second participant with eSchedule PRO account          | € 2 400  | € 2 400            | € 1 800            | US\$/CA\$ 3 200                    | AU\$ 3 400                            |

## Multiple Event Bookings

| Discount | 2 Workshops<br>18%<br>€ 3 600 each | 3 Workshops<br>20%<br>€ 3 500 each | 4 Workshops<br>23%<br>€ 3 400 each | 5 Workshops<br>25%<br>€ 3 300 each | 6 Workshops or more<br>27%<br>€ 3 200 each |
|----------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|--|
|----------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|--|

**Note:** When The Australia New Zealand Agent (ANZA) Workshop is included in any multiple booking, the rate for ANZA will be: AU\$ 5 200, AU\$ 5 100, AU\$ 5 000, AU\$ 4 900 and AU\$ 4 800 for 2, 3, 4, 5 and 6 event multiple bookings

3

Exhibitors

| Exhibition Booths  | Berlin Workshop | Other Workshops incl. Roadshow | North American Workshops (NA) | Australia/New Zealand Workshop (ANZA) |
|--|-----------------|--------------------------------|-------------------------------|---------------------------------------|
| <b>Large</b> (2 people/2 eSchedule PRO accounts)                   |                 |                                |                               |                                       |
| 12m <sup>2</sup>   | € 12 000        |                                | US\$/CA\$ 14 900              | AU\$ 10 500                           |
| 9m <sup>2</sup> (premium position € 1 000 extra - Berlin only)     | € 9 000         |                                |                               |                                       |
| <b>Medium</b> (1 person/1 eSchedule PRO account)                   |                 |                                |                               |                                       |
| 8m <sup>2</sup>  | € 8 000         |                                | US\$/CA\$ 9 900               | AU\$ 7 500                            |
| 6m <sup>2</sup> (premium position € 1 000 extra - Berlin only)     | € 6 000         |                                | US\$/CA\$ 7 300               | AU\$ 5 500                            |
| <b>Standard</b> (1 person/1 eSchedule PRO account)                 |                 |                                |                               |                                       |
| 4.5m <sup>2</sup>  | € 5 500         |                                |                               |                                       |
| 4m <sup>2</sup>  | € 5 000         |                                | US\$/CA\$ 5 900               | AU\$ 4 500                            |
| 3m <sup>2</sup>  | € 4 400         |                                |                               |                                       |
| <b>Display Table</b> (1 person/1 eSchedule PRO account)*<br>Table* |                 | € 4 400                        |                               |                                       |

**Note:** \* Multiple display table rates (per event) for 2, 3, 4, 5, 6 or more workshops are €3 600, €3 500, €3 400, €3 300, €3 200 respectively (plus VAT/GST if applicable)

4

W&amp;T

| Work & Travel Providers   | Berlin Workshop                                      | Australia/New Zealand Workshop (ANZA) |
|---|--|---------------------------------------|
| 1 <sup>st</sup> person (1 table & 1 eSchedule PRO account) and each additional person | - Early Rate<br>€ 1 900<br>- Regular Rate<br>€ 2 300 | AU\$ 2 200<br>AU\$ 2 500              |

5

Guests

| Accompanying Persons & Guests            | Berlin Workshop       | Other Workshops incl. Roadshow | North American Workshops (NA) | Australia/New Zealand Workshop (ANZA) |
|--|-----------------------|--------------------------------|-------------------------------|---------------------------------------|
| Per accompanying person                  | € 1 370 <sup>1)</sup> | € 970                          | US\$/CA\$ 1 300               | AU\$ 1 400                            |
| Per additional guest (Welcome reception) | € 100                 | € 100                          | US\$/CA\$ 140                 | AU\$ 150                              |
| Per additional guest (Dinner reception)  | € 200                 | € 200                          | US\$/CA\$ 270                 | AU\$ 300                              |

**Note:** <sup>1)</sup> Per day access to ICEF Berlin Workshop: Day 1 €390, Day 2 €690, Day 3 €490

**Notes:** For ICEF Berlin Workshop and Work & Travel Berlin - 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  
North American institutions may pay for all event bookings in US\$/CA\$ at the prevailing exchange rate

6

## Sponsorship Packages

| Sponsorship Packages, included Items:                              | Platinum  | Gold             | Silver  |
|--|---|------------------|---|
| Exhibition Booths - premium location (Berlin / NA /ANZA Workshops) | 9m <sup>2</sup> /12m <sup>2</sup> /12m <sup>2</sup> | 6m <sup>2</sup>  | 4.5m <sup>2</sup> /6m <sup>2</sup> /6m <sup>2</sup> |
| 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                | *   |
| <b>Recognition as Event Sponsor</b>                                |   |                  |   |
| - 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                                     |
| <b>Packages Prices:</b>  | <b>Platinum</b>                                     | <b>Gold</b>      | <b>Silver</b>                                       |
| ICEF Berlin Workshop   | € 22 000  | € 16 000         | € 10 000  |
| Other ICEF Workshops   | € 16 000  | € 11 000         | € 8 000   |
| ICEF North American Workshops (NAW)                                | US\$/CA\$ 24 000                                    | US\$/CA\$ 17 000 | US\$/CA\$ 11 000                                    |
| Australia/New Zealand Workshops (ANZA)                             | AU\$ 22 000   | AU\$ 14 000      | AU\$ 9 000  |

7

## Marketing &amp; Sponsorship

| Marketing & Sponsorship (for all participants)  | Berlin Workshop | Other Workshops incl. Roadshow | North American Workshops (NA) | Australia / New Zealand Workshops (ANZA) |
|---|-----------------|--------------------------------|-------------------------------|--|
| Advertisement in Educator or Agent Catalogue (colour)                                 |                 |                                |                               |  |
| Inside cover  | € 2 400         | € 1 850                        | US\$/CA\$ 2 700               | AU\$ 2 000                               |
| Outside cover   | € 2 900         | € 2 150                        | US\$/CA\$ 3 200               | AU\$ 2 900                               |
| Full page   | € 1 400         | € 1 100                        | US\$/CA\$ 1 400               | AU\$ 1 700                               |
| Half page   | € 950           | € 750                          | US\$/CA\$ 940                 | 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 sell individually)  | € 6 000         |                                |                               |  |
| Info-Point Sponsorship - 4 x Berlin, 1 x Miami (price per Info-Point)                 | € 2 200         |                                | US\$/CA\$ 2 200               |  |
| Advertising Panel (1x2.4m)  | € 1 700         |                                |                               |  |
| Literature Display Rack   | € 1 300         | € 1 000                        | US\$/CA\$ 1 300               | AU\$ 1 200                               |
| Merchandise Sponsorship   |                 |                                |                               |  |
| Note pads (supplied by sponsor)   | € 3 200         | € 1 700                        | US\$/CA\$ 2 300               | AU\$ 2 000                               |
| Pens (supplied by sponsor)  | € 3 900         | € 2 300                        | US\$/CA\$ 3 100               | AU\$ 2 000                               |
| Bag insert - agent or educator bag - paper (supplied by sponsor)                      | € 1 100         | € 900                          | US\$/CA\$ 1 200               | AU\$ 900                                 |
| Bag insert - agent or educator bag - other (incl. USBs) (limited space)               | € 2 200         | € 1 800                        | US\$/CA\$ 2 200               | AU\$ 2 200                               |
| Bag tags (supplied by sponsor)  | € 3 800         | € 2 200                        | US\$/CA\$ 3 000               | AU\$ 2 000                               |
| Catalogue USB memory cards - branding (supplied by ICEF)                              | € 2 900         |                                | US\$/CA\$ 2 900               |  |
| Key card sleeves / Key cards (supplied by ICEF)                                       | € 3 800         | € 3 300                        | US\$/CA\$ 4 400               | AU\$ 3 300                               |
| Neck cords (supplied by ICEF - service providers only)                                | € 6 500         | € 3 900                        | US\$/CA\$ 6 500               | AU\$ 6 500                               |
| Hospitality Sponsorship   |                 |                                |                               |  |
| Coffee / Tea break (price per day, 2 days available)                                  | € 4 000         | € 2 500                        | US\$/CA\$ 5 000               | AU\$ 4 000                               |
| Lunch (price per day, 2 days available, ANZA & Berlin 3 days)                         | € 4 000         | € 2 500                        | US\$/CA\$ 5 000               | AU\$ 4 000                               |
| Welcome reception   | € 5 000         | € 3 500                        | US\$/CA\$ 7 000               | AU\$ 6 000                               |
| Dinner reception  | € 9 000         | € 5 000                        | US\$/CA\$ 9 000               | AU\$ 9 000                               |
| Services Sponsorship  |                 |                                |                               |  |
| Internet hub  | € 5 400         |                                | US\$/CA\$ 6 600               | 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                        | US\$/CA\$ 4 400               | AU\$ 4 000                               |
| Agent lounge - dedicated room   | € 7 600         | € 5 400                        | US\$/CA\$ 6 600               | AU\$ 5 000                               |
| Agent lounge - dedicated area   |                 | € 3 900                        | US\$/CA\$ 4 400               |  |
| Registration - Agents (counter branding, registration packs with A4 insert & logo)    | € 3 500         |                                | US\$/CA\$ 3 200               |  |
| Registration - Providers (counter branding, registration packs with A4 insert & logo) | € 2 400         |                                | US\$/CA\$ 2 100               |  |
| Registrations - Both (counter branding, registration packs with A4 insert & logo)     | € 5 300         |                                | US\$/CA\$ 4 400               |  |
| Presentations (promote your organisation, services & product offerings)               |                 |                                |                               |  |
| 50 min slot - (between 3-5 pm)  | € 690           |                                |                               |  |
| 25 min slot - (between 3-5 pm)  | € 490           |                                |                               |  |

8

## ICEF Monitor

| Adverts   |         |                 |
|---|---------|-----------------|
| Advert - Skyscraper / 300 px width x 600 px height (10 000 page views)        | € 975   | US\$/CA\$ 1 300 |
| Advert - Rectangle / 300 px width x 250 px height (10 000 page views)         | € 475   | US\$/CA\$ 650   |
| eNewsletter Banner / 600 px width x 90 px height (27 000+ weekly subscribers) | € 1 245 | US\$/CA\$ 1 650 |
| <b>Package - 20% discount</b>   |         |                 |
| Adverts - Skyscraper & Rectangle (20 000 page views)                          | € 1 160 | US\$/CA\$ 1 560 |
| Full Package (eNewsletter, Adverts Skyscraper & Rectangle 20 000 page views)  | € 2 160 | US\$/CA\$ 2 880 |