



EDUCANADA FAIR 2017 - PHILIPPINES REGISTRATION FORM

September 30 to October 3, 2017

This document is for the purpose of defining the financial responsibility of **BRANDZONE INC.** and _____ [institution] in relation to the EduCanada Fair in the Philippines in September 30 to October 3, 2017.

Brandzone Inc. is the service provider of the **Trade Commissioner Service of the Embassy of Canada** in the Philippines. Organization of events related to this initiative shall be managed by the **Trade Commissioner Service** in line with Global Affairs Canada/EduCanada branding and regulations.

Please ensure to complete this form in full and send an electronic (scanned) copy along with the accompanying documentation requested in Appendix 6 to events@brandzoneadvertising.com with a copy to angel.cachuela@international.gc.ca and alcalanog@gmail.com.

REGISTRATION DEADLINE – AUGUST 30, 2017

INSTITUTION AND PARTICIPANT DETAILS

Institution Name:	
Institution Address:	

Participant #1

Participant Name:	
Title (choose one)	Mr. Ms. Mrs. Dr. Other:
Position:	
Email:	
Tel. No.:	

Participant #2 (if applicable)

Participant Name:	
Title (choose one)	Mr. Ms. Mrs. Dr. Other:
Position:	
Email:	
Tel. No.:	

Note: There is a limit of two (2) participants per institution.



1. Registration Fee

CAD 3,500 (MANILA)

- Includes participation in a 2-day exhibit in Manila in Bonifacio Global City and Ortigas, school visits and a networking event

Scope: coordination, booth set-up and dismantling, signage, inclusion of school profile in exhibit catalogues, online public registration profile, lunch and refreshments from September 30 to October 1, 2017, lunch on October 2 and 3, 2017, digital advertisements in social media and other promotional initiatives (SMS, email blasts, posters and flyers) targeting potential students nationwide, participation in networking event with key education contacts and briefing sessions with the Embassy of Canada, i.e. Trade Commissioner Service (TCS) and Immigration Refugees and Citizenship Canada (IRCC).

2. Responsibilities of the Institution

- Institutions agree to pay in advance for the costs of activities associated with EduCanada Fair 2017 **no later than Wednesday, August 30, 2017.**
- Payment of the agreed costs will be made at the time of registration as per payment instructions below. Payment must be made before the deadline stated in the previous item.
- The institution must cover their representatives' airfare, accommodation, per diem and incidental expenses.
- The institution understands that Brandzone Inc. may hire the services of local suppliers in order to provide the services identified in this agreement. Hiring of local suppliers will be approved by TCS.
- The institution shall be responsible for and will cover the cost of sending its promotional materials to hotels in Manila, based on instructions to be provided by Brandzone Inc.

3. Responsibilities of Brandzone Inc.

- Brandzone Inc. will provide the institution with information regarding schedules, logistics, hotels and visas. Registration costs will cover all activities (unless otherwise noted) detailed in Appendix 2.
- Brandzone Inc. will maintain proper accounts and records of expenditures and ensure that the registration costs charged to the institution represent the most cost-effective option for participants. All expenditures will be reviewed and approved by TCS.
- Brandzone Inc. will decide the location of booths according to the hotel's guidelines and visitors' convenience. Floor layout will be approved by TCS and all collaterals produced will be in line with the EduCanada branding guidelines.

4. Statement of Work

The funds collected by Brandzone Inc. will be used to support the organization costs for the education promotion event, including, but not limited to, advertising, production of promotional material, logistical costs, travel, hospitality, social/cultural activities, or other expenses related to the delivery of the event in line with the objectives of the TCS.



5. Cancellation Policy for Participating Institutions

- a) If the institution formally withdraws its registration prior to the registration deadline of August 30, 2017, Brandzone Inc. shall return the balance of funds after deducting wire transfer fees plus any expenses already incurred.
- b) If the institution formally withdraws its participation after the registration deadline of August 30, 2017, no funds shall be issued by Brandzone Inc.
- c) Formal withdrawal in a) and b) above should be sent to Brandzone Inc. contact as listed below by e-mail or signed facsimile.
- d) If a particular segment(s) of the education tour is cancelled due to unforeseen circumstances or because of a lack of registrations, the institution will be refunded for that segment of the tour only. Institutions may receive only a partial reimbursement of their registration fees if some organizational costs have already been incurred.

6. Notification of Changes

Where required, notice will normally be in writing, by e-mail or by signed facsimile.

7. Unused Funds

After payment of all expenditures associated with the education promotion event, Brandzone Inc. will use any remaining revenues received from the institution to support the education promotion efforts of TCS in the Philippines.

8. Payment Procedure for Participating Institutions

All participation fees must be made by **wire transfer**

Please provide contact information to receive banking instructions:

Name:	
Phone:	
E-mail:	
Amount (CAD \$):	

Brandzone Inc. Payment Contact Information

Name:	Aldrei Calanog
Phone:	+63 917 500 6652 ; +632 831 6561
Email:	events@brandzoneadvertising.com; alcalanog@gmail.com



9. **Signatures** – Association must sign first before sending to Brandzone Inc.
In signing below, the association and Brandzone Inc. are confirming acceptance of the terms of this agreement.

Institution / Education organization:

Signature:	Date:
Name and Title:	
Organization:	
Telephone:	Fax:
Email:	

Institution / Education organization (if applicable):

Signature:	Date:
Name and Title:	
Organization:	
Telephone:	Fax:
Email:	

Please complete all required information of the agreement. Failure to complete all requested information may cause delays in confirming your registration for the event.

Questions regarding registration can be directed to:

BRANDZONE INC.:

Name: Aldrei Calanog (events@brandzoneadvertising.com; alcalanog@gmail.com)

Tel: +63 917 500 6652 ; +632 831 6561

Global Affairs Canada:

Name: Angel Cachuela (angel.cachuela@international.gc.ca)



Appendix 2: Dates & Activities during EduCanada Fair in Metro Manila

DAY	COUNTRY	CITY	AM	PM
Saturday, September 30, 2017	Philippines	Bonifacio Global City (Taguig)	TCS Market Briefing, IRCC Briefing on Study Direct Stream and Study Permit Process	Education Fair and Info Seminars
Sunday, October 1, 2017	Philippines	Ortigas, Pasig City		Education Fair and Info Seminars
Monday, October 2, 2017	Philippines	TBC	School Visits	School Visits
Tuesday, October 3, 2017	Philippines	TBC	School Visits	School Visits Networking Event

Appendix 3: Hotel Recommendations during EduCanada Fair

Manila, Philippines:

Shangri La at the Fort, Manila

30th St cor 5th Ave, Bonifacio Global City

Taguig, Metro Manila, Philippines

Phone: +632 820 0888

Fax: +632 555 9899

Email: shelly.angeles@shangri-la.com

Website: www.shangri-la.com/manila/shangrilaatthefort

Estimated rate per Deluxe Room: TBC

Contact Person: Shelly Angeles, Events Manager

Crowne Plaza Hotel

Ortigas Avenue cor Asian Development Bank Avenue

Ortigas Centre, Quezon City, Philippines 1100

Phone: +632 633 7222

Fax: +632 633 2821

Email: Josiah.cacayan@ihg.com

Website: www.crowneplaza.com/galleriamanila

Room Rate: Php 5,000nett Deluxe Single (with breakfast)

Contact Person: Josiah Cacayan, Events Manager



Appendix 4: Services Offered during EduCanada Fair

- Pull Up / Roll Up Banner Printing
- Brochures / Flyers Printing
- Other Printing Services
- Customized Souvenirs and Giveaways
- Customized Transportation Service
- **BOOTH DRESS UP (Customized for your institution)**

For cost estimates please contact:

BRANDZONE INC.:

Name: Aldrei Calanog (events@brandzoneadvertising.com; alcalanog@gmail.com)

Tel: +63 917 500 6652; +632 831 6561

Appendix 5: Additional Information Required to Complete Registration

In order to participate in the EduCanada Fair for the Philippines, the registration form must be completed and submitted, along with accompanying documents requested below, on or before the registration deadline.

1. Institution logo (high resolution)
2. Institution profile

Institutional Profile

Name of institution:	
Full address of institution:	
Website:	
Contact person and title:	
E-mail address of contact person:	
Telephone:	
Fax:	

These will be included in our EduCanada Fair exhibit directory and promotional collaterals.

How would you like the name of your institution to appear on your booth?

Please enter your institution name below as you would like it to appear on your booth signage and in the event catalogue.



Institution Profile

Your profile will be placed in our exhibit directory which will be distributed to all visitors. We suggest you highlight what makes your institution unique.

Please provide a brief description of your institution and the area where it is located (approximately 100 words or 500 characters):

Unique or strong programs (approximately 30 words or 150 characters)

Tuition Fees

Number of Students

_____ Total Population

_____ International Students

_____ Filipino Students

PLEASE CHECK ALL THAT APPLY:

Accommodation

- Homestay
- Dormitory

ESL

- General ESL
- EAP
- Summer Program
- Group
- Seniors
- TOEFL / TOEIC / IELTS
- TESOL Teacher Training
- Language Plus
- Others _____

Scholarships

- Yes
- No



ADDITIONAL INFORMATION

If available, we request that you provide us information that would help us prepare for our events and potentially supplement our promotional efforts for our EduCanada Fairs.

- Video clippings of your school that we can feature in our social media networking pages, and during media interviews/press conferences.
- General press/media release about your school.
- Any specific target groups/markets that you would like to reach in the Philippines (check boxes that apply)

Student Recruitment (profile of students you would like to attract to our exhibits)	
<input type="checkbox"/>	K+12 students
<input type="checkbox"/>	Post-secondary graduates
<input type="checkbox"/>	Professionals
<input type="checkbox"/>	Graduate students
Partnerships (profile of institutions you would like to explore partnerships with)	
<input type="checkbox"/>	K+12 schools (summer programs, exchange programs)
<input type="checkbox"/>	Education agencies
<input type="checkbox"/>	Post-secondary institutions Areas of interest:

- Names and hyperlinks to programs you are planning to highlight during your visit that you would like to promote to potential international students.