



Cambridge
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BINUS SCHOOL SERPONG UNIVERSITY FAIR 2015

EVENT PROFILE

BINUS SCHOOL Serpong's University Fair is an annual event that is conceived as a platform for our students and their parents to seek and gather information about preferred universities and colleges in local and international regions. This will be the 7th University Fair held in BINUS SCHOOL Serpong.

The education providers can use this University Fair to promote their institution and market their programmes or courses. It is an opportunity for colleges or universities and other education providers to establish their brand name as an attractive education destination. This likewise serves as an opportunity to connect and interact directly with prospective clients – parents and students alike.

WHY PARTICIPATE

The university fair is a cost effective option for institution to interact directly with students and parents of BINUS SCHOOL Serpong and promote their programs or courses.

The fair will also provide a one stop destination for students who wish to have more information about colleges, universities, other education providers, and the opportunities they offer in Indonesia and other countries like Singapore, USA, England, Australia, Canada, Germany, Japan, New Zealand amongst others.

Other institutions involved as sponsors will also be able to utilize this university fair as a way of interacting and approaching potential market in BINUS SCHOOL Serpong.

EDUCATION MARKET IN BINUS SCHOOL SERPONG

Over the last six years, there has been a steady growth in the overseas education market in BINUS SCHOOL Serpong. We also witnessed the emergence of new educational destinations vis-a-vis the traditional destinations of local universities and some overseas countries.

Students' preferences of further study in both local and overseas destinations varied relatively year by year. There are new study destinations and new specific majors that BINUS SCHOOL Serpong students prefer to go to.

The current political and economic scenario also have contributed to a higher number of students going abroad with an overall increase in international enrolments.



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DETAILS OF THE EVENT

VENUE : Sjuman Hall, BINUS SCHOOL Serpong

DATE : Tuesday, October 13th , 2015

SCHEDULE

Time	Activity
07.10 - 07.30	CA time in classes + movement to Sjuman Hall.
07.40 - 11.15	Shop Around (booths in Sjuman Hall + presentations in classes)
08.00 - 08.30	Session 1 Presentation in classes
08.45 - 09.15	Session 2 Presentation in classes
09.30 - 10.00	Session 3 Presentation in classes
10.15 - 10.45	Session 4 Presentation in classes
11.15 - 11.30	Closing (wrapping up)

BOOTH SIZE : 2.5 m x 2.5 m

BOOTH COMPONENTS

- 1 long table + 2 chairs for representatives staffing event
- 2 chairs for visiting students or parents
- 1 station electrical connection
- Coffee and tea
- Snack and lunch max. for three pax
- Booth cleaning services

PRESENTATION COMPONENTS

- Class room
- Table and chairs
- 1 LCD projector
- 1 Speaker (sound system)
- 1 Computer

Notes: 4 classrooms are provided for each session of presentation.

1 classroom is for 1 University per session.

Each session of presentation is 30 minutes.

BOOTH PRICE : Rp 2.000.000,-

BOOTH + PRESENTATION : Rp. 2.500.000,-

(Presentation limited to 16 participating universities based on 'first come first serve' basis)



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UNIVERSITY FAIR 2015 REGISTRATION FORM

Institution name : _____
Country : _____
Phone/Fax : _____
Web/ email : _____
Contact Person : _____
: Phone : _____
: Email : _____

We certify that we will participate in BINUS SCHOOL Serpong University Fair scheduled on Tuesday, October 13, 2015 for :

Booth (fee IDR 2.000.000,-)

or

Booth and Presentation (fee IDR 2.500.000,-)

Preference presentation schedule _____
(To be confirmed by BINUS)

For our participation, we will also make a payment via bank transfer to:

Bank : Bank Central Asia (BCA)
Account : 527 097 1778
Beneficiary : YAY BINUS/SCHOOL SERPONG

_____ 2015

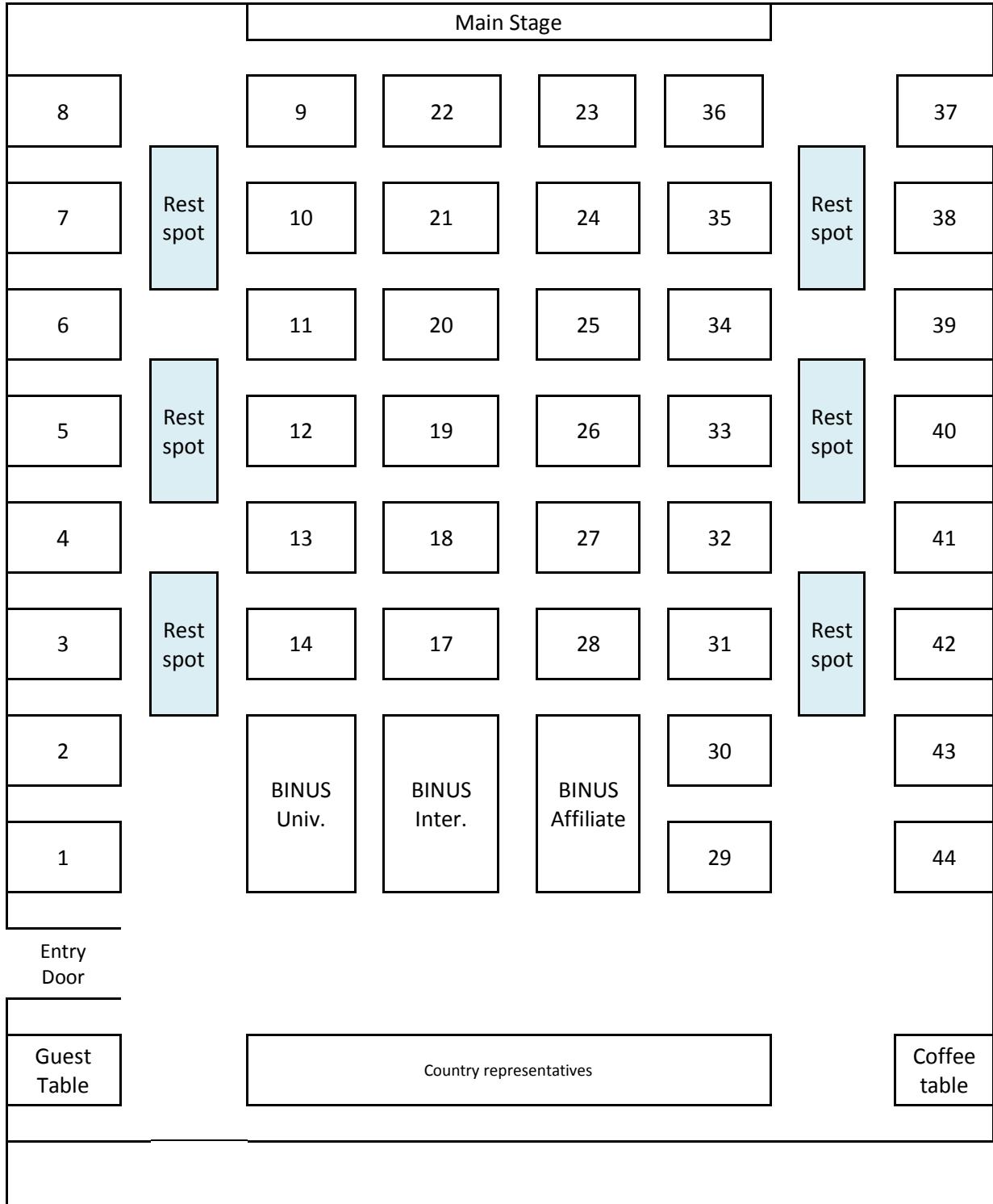
(_____)

*Note: Please send the completed form and the proof of payment no later than **20 August 2015** to
BINUS SCHOOL Serpong, by email to Ms. Sophie sbeatrix@binus.edu*



FLOOR PLAN FOR BOOTH at SJUMAN HALL

(Note: Booth will be placed by BINUS School)





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PRESENTATION SCHEDULE

(Note: Room and session will be placed by BINUS School)

	Room A	Room B	Room C	Room D
08.00 – 08.30	Uni A	Uni B	Uni C	Uni D
08.45 - 09.15	Uni E	Uni F	Uni G	Uni H
09.30 - 10.00	Uni I	Uni J	Uni K	Uni L
10.15 - 10.45	Uni M	Uni N	Uni O	Uni P