

## Participation Guidelines

- Only regionally accredited overseas academic institutions are accepted.
- Institutions shall only be represented by authorized personnel (faculty professor, advisor, lecturer, or recruitment officer) from the institutions themselves.
- As we promote direct communication between overseas schools with Chinese students, we couldn't accept any third party recruiters or agencies or domestic language training organizations or alumni running agency business.

## Exhibitor's Profile

- National pavilions
- Regionally recognized overseas schools, colleges, and universities
- Regionally recognized overseas vocational education schools
- Regionally recognized overseas language training schools and institutions
- Embassies or governmental organizations
- Student services providers before and after studying abroad (banking, accommodations, insurance, airlines, law office, internet plus & career development companies etc.)

## Participation

### • Standard Booth

Beijing and Shanghai	3mW x 2.5mD x 2.5mH
Guangzhou and Chengdu	3mW x 2mD x 2.5mH

The basic fittings shall include:

- Fascia board with exhibitor's E/C names
- Aluminum frame system, white plywood panel walls on all closed sides of the booth
- Booth fully carpeted
- 2 Information counters, 1 table and 5 chairs for Beijing and Shanghai each
- 1 IBM table with tablecloth, 4 chairs for Guangzhou and Chengdu each
- 2 Lights
- 1 Single-phase socket (220V/5A)
- 1 Waste basket

### • Space Only

- Space Only is available with minimum size of 4 standard booths.
- Exhibitors will design and build their own booths at their cost with the assistance of exhibition official booth contractor.

### • Seminar

Price: CNY5,000/session

Inclusive of 30 minutes duration, a 50-people capacity seminar room, laptop, AV equipment and multi-media projector.

For more information and services, please visit the CEE website:

[www.ChinaEducationExpo.com](http://www.ChinaEducationExpo.com)

## Show Management Office

### Fairlink Exhibition Services Ltd.

Room 1105, Tower B, SOHO New Town,  
No. 88, Jianguo Road, Chaoyang District, Beijing 100022, China  
Tel: +86-10 8580 0790/91

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Website: [www.ChinaEducationExpo.com](http://www.ChinaEducationExpo.com) or [www.jiaoyuzhan.com](http://www.jiaoyuzhan.com)

Scan the "QR Code" and follow us:



## CEE 2018 Playback



44,500 visitors in 4 cities



551 exhibitors



17 national pavilions



37 countries and regions



84 study abroad seminars



## China Education Expo 2019

Part of CACIE - China Annual Conference for International Education & Expo

October 19-27, 2019

Beijing > Guangzhou > Chengdu > Shanghai

主宾国: 日本

Country of Honor: Japan



[www.ChinaEducationExpo.com](http://www.ChinaEducationExpo.com)



主办单位/Hosted by:



中国教育国际交流协会  
China Education Association  
for International Exchange





## 2019 Exhibition Tour 巡回展览

**10.19-20**  
**Beijing**

Oct. 19-20, 2019  
(Sat.-Sun. 09:30-16:00)  
China National Convention  
Center, Beijing  
2019年10月19日至20日  
(周六-周日 09:30-16:00)  
北京国家会议中心

**10.22**  
**Guangzhou**

Oct. 22, 2019  
(Tue. 13:00-17:00)  
Shangri-la Hotel Guangzhou  
2019年10月22日  
(周二 13:00-17:00)  
广州香格里拉大酒店

**10.24**  
**Chengdu**

Oct. 24, 2019  
(Thu. 13:00-17:00)  
Chengdu CYNH Hotel  
2019年10月24日  
(周四 13:00-17:00)  
成都世外桃源酒店

**10.26-27**  
**Shanghai**

Oct. 26-27, 2019  
(Sat.-Sun. 10:00-16:00)  
Shanghai World Expo Exhibition  
& Convention Center  
2019年10月26日至27日  
(周六-周日 10:00-16:00)  
上海世博展览馆

### Important Dates

Mark your calendar now!

**January 20**

Booth Application opens

**June 20**

Exhibitor online accounts open

**August 20**

Early bird prices close

**September 10**

Services applications close  
(i.e. advert, visa letter, hotel booking etc.)

### Face-to-Face Counts...

CEE 2019 will connect you to visitors from across the recruitment spectrum – from the parents and students who are planning their study abroad experience to senior level government representatives, school principals, counsellors, and agents.

CEE 2019 will cover such leading markets as Beijing, Guangzhou, Chengdu and Shanghai, presenting an unique option to showcase your educational offering and conduct a face-to-face conversation with prospective students, bringing them one step closer to the enrolment. That's why thousands of overseas schools around the world have relied on CEE for over 20 years and continue to embrace the opportunity to connect in-person with aspirational Chinese students and their families.



### Special Offer for "Go-4-city" Exhibitors!



CEE 2019 Exhibitor will receive 10% discount on booth fees by booking all 4 cities. To reserve your space, complete the online booking form at [www.ChinaEducationExpo.com](http://www.ChinaEducationExpo.com) and make your full payment by 15 days upon the invoice and confirmation letter. Booths are assigned on a first-come, first-served basis and based on the organizer's whole layout.



### Exhibiting at CEE 2019

- Besides the basic booth fittings, each booth fee will also cover:
- One online profile of exhibitor in CEE website and mobile page, which will be linking to exhibitor's home page directly
  - Listing in the Visitor's Guide and information board during CEE
  - Exposure in the new media outlets in China
  - Four exhibitor badges, to access CEE and CACIE.
  - One invitation card for the Opening Ceremony and Reception (Only for Beijing)
  - Complimentary drinking water on-site



### 2019 Country of Honor – Japan

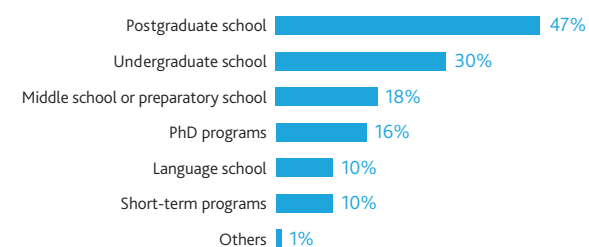


Students and researchers mobility between countries help establish important people-to-people links and contribute to mutual understanding and sharing of values. To promote the educational cooperation between China and Japan, Japan is being appointed as the Country of Honor in 2019.



### What to Know before You Start...

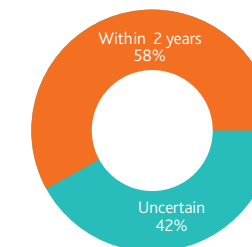
#### TARGET LEVEL FOR STUDYING ABROAD



Visitors looking for undergraduate and postgraduate education are the essential part of visitor portfolio, among that 47% for postgraduate school and 30% for undergraduate school. Plus, percentage of K12 and PhD programs keep rising in recent three years.

Source from CEE 2018 post-event statistics report of Beijing.

#### TIME SCHEDULE TO STUDY ABROAD



58 percent of visitors plan to study abroad within two years.