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 by governmental organizations
- 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
  - Chengdu and Guangzhou: 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 Chengdu and Guangzhou 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

Show Management Office

Fairlink Exhibition Services Ltd.
Room 1105, Tower B, SOHO New Town,
No. 88, Jinguo Road, Chaoyang District, Beijing 100022, China
Tel: +86-10 8580 0790/87/91
Contact: Ms. Lily ZOU Ms. Sophie ZHOU Mr. Harden DANG
E-mail: Lily@fairlink.com.cn Sophie@fairlink.com.cn HD@fairlink.com.cn
Website: www.ChinaEducationexpo.com or www.jiaoyuzhan.com
Scan the "QR Code" and follow us:

China Education Expo 2020
Part of CACIE - China Annual Conference for International Education & Expo
Oct. 24 – Nov. 1, 2020
Beijing ► Chengdu ► Guangzhou ► Shanghai

主办单位/Hosted by: 中国教育国际交流协会
Country of Honor: Malaysia
www.ChinaEducationExpo.com

主办单位/Hosted by: 中国教育国际交流协会
Country of Honor: Malaysia
www.ChinaEducationExpo.com
TOP 5 Reasons to Participate at CEE 2020

- The world’s largest recruitment market
  The number of Chinese students studying abroad reached 662,100 in 2018, up 8.83 percent from a year earlier. Most of the students funded their studies by themselves, accounting for 90 percent of the total and only 65,800 were sponsored by public funding. A total of 5.86 million Chinese studied abroad from 1978 to the end of 2018.
  — Statistics from the Ministry of Education, PR China.

- Trend barometer for study-abroad sector
  CEE is the platform to showcase your excellent international courses and meet students face-to-face. As China’s leading recruitment fair, you will meet the whole sector and on the personal level in a similar manner nowhere else as at CEE.

- International networks in China
  The most important meeting place for the global education advocates offers the best opportunities to network nationwide and worldwide. Diverse concurrent annual conference, forums and B2B networking etc., offer comprehensive information and possibilities for an intra-sector exchange.

- 20 years of experience makes for a strong exhibitor and visitor engagement
  With more than 20 years of presence in China, CEE is becoming the keyword for study-abroad sector, which keeps attracting tens of thousands of visitors every year and always on the pulse of time, where exhibitors will find new ideas, latest trends and inspiring facts about the future of the leading markets in China.

- The proven platform for image building
  This is where the West meets the East. With more than 50 media reporting covering the whole China, in particular, touring 4 leading cities, CEE offers a powerful PR platform to increase your visibility and generate your exposure.

Exhibiting at CEE 2020

CEE has been a must for overseas institutions accessing and connecting China education market since 2000. It brings together national pavilions, accredited institutions, student services providers, and high-quality, aspirational young students and their families under one roof every year.

Book your space early to ensure your institution can receive more value-added opportunities at Learning Stage at CEE 2020. In addition, a tailor-made promotion activity will also be streamed online via CEE community and social media after your participation.

Make this value offering as part of your marketing packages at CEE 2020!

Besides the basic booth fittings, each booth fee will also cover:
- One online profile with photo 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
- Exposure in the new media outlets
- Four exhibitor badges to access CEE and CACIE (China Annual Conference for International Education)
- One invitation for the Opening Ceremony and Reception (only for Beijing)
- Complimentary drinking water on-site

Tailor-made promotion activity will also be streamed online via CEE community and social media after your participation.

Top 5 Reasons to Participate at CEE 2020

- The world’s largest recruitment market
- Trend barometer for study-abroad sector
- International networks in China
- 20 years of experience makes for a strong exhibitor and visitor engagement
- The proven platform for image building

2020 Country of Honor – Malaysia

Malaysia currently hosts over 100,000 international students from over 150 countries and the numbers are growing, especially from East Asia. Malaysia is known for its diverse and multicultural society, which made up of ethnic Malay, Chinese, Indian and other indigenous groups. Malaysia is also one of the top destinations for those seeking internationally-recognised education. By maintaining high standards in keeping with the region’s education sectors and key industries, Malaysian universities rank highly in global university ranking tables.

Malaysia looks forward to welcoming international students and educators at the CEE and CACIE 2020.

2020 Exhibition Tour

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.24-25</td>
<td>Beijing</td>
<td>Beijing National Convention Center, Beijing</td>
</tr>
<tr>
<td>10.27</td>
<td>Chengdu</td>
<td>Chengdu-La Hotel Chengdu</td>
</tr>
<tr>
<td>10.29</td>
<td>Guangzhou</td>
<td>Guangzhou-La Hotel Guangzhou</td>
</tr>
<tr>
<td>10.31-1.1</td>
<td>Shanghai</td>
<td>Shanghai World Expo Exhibition &amp; Convention Center</td>
</tr>
</tbody>
</table>

Important Dates

- Book Application opens
- Exhibitor online accounts open
- Early bird prices close
- Services applications close

Mark your calendar now!