Exhibitors' Invitation

ExpoAustralia '16
Czech & Slovak Republics

PILSEN -- APRIL 11 -- 2016
BRNO -- APRIL 12 -- 2016
BRATISLAVA -- APRIL 13 -- 2016
PRAGUE -- APRIL 15-16 -- 2016
Exhibitors' Invitation

We are honoured to invite you to the 13th annual Education ExpoAustralia '16. It will be held in 4 cities: Prague, Brno, Pilsen and Bratislava and is exclusively organised for Australian education providers.

ExpoAustralia is the only education expo of this type in Central Europe. Over the past 12 years ExpoAustralia has always lived up its expectations and built up its reputation through achieved results, which can be calculated in terms of rate of return.

Given the current economic climate, the strength of the Australian dollar and other economic factors which are not favouring export of products and services from Australia, it is more important than ever to increase marketing and promotional activities across regions, with stable export data results over the past several years. Central Europe, where ExpoAustralia takes place, is one of those regions/markets. We believe that this year the Australian government will introduce appropriate measures to help our industry grow again. Participating in a promotion such as our Expo is a good strategy to build indisputable position in Central Europe.

It has always been a key concern for the organisers to improve and develop services for exhibitors. ExpoAustralia 2016 is no different and we will maintain the same level of services we provided for the past 13 years at no additional cost.

The locations of ExpoAustralia 2016 have been carefully chosen based up on various factors, such as number of Universities, demographics data, social and economic situation in those cities etc.

ExpoAustralia '16 will be held in Prague, Brno and Pilsen (Czech Republic), and also in Bratislava (Slovakia). With its many universities and international colleges, all those cities are a centre for students from all over the Czech and Slovak republics. All four venues will be held in one week to accommodate the requirements of educational providers.

The main goal of ExpoAustralia '16 is to reach out only to those who are interested in studying in Australia and help them to take the first step.

ExpoAustralia only focuses on study in Australia. Targeted marketing events are generally regarded as more effective ways of communicating with potential clients from a selected group. Statistically generic education expos such as Gaudeamus, which covers studies all over the world, are less effective.

Extensive analysis of the Australian Education sector lead us to invite such providers, whose product and services are addressing Expo Australia’s targeted market of Central Europe and its typical student.

Statistically, ExpoAustralia attracts approximately 600-800 visitors to all venues across Czech and Slovak Republics.

ExpoAustralia '16 offers enough space and time to all exhibitors, detailed discussions about their courses and services as well as an opportunity to design individual study packages to suit everyone’s needs.

ExpoAustralia '16 offers several presentation options: traditional multimedia presentation accompanied by a variety of additional elements such as lectures, exhibitor booths, seminars regarding visa and immigration requirements, travel and transport options.

Refund guaranteed: If the exhibition participant receives no enrolments, the organisers will refund 80% of the entry fee.

Competition for a 12-week scholarship

<table>
<thead>
<tr>
<th>% Enrolled students</th>
<th>276</th>
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<tbody>
<tr>
<td>4 destinations</td>
<td>Prague, Pilsen, Brno, Bratislava</td>
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<tr>
<td>refund guaranteed</td>
<td>80%</td>
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About us
Education–Immigration Consultancy

23 years of experience

The largest agency in CZ and SK

The only agency with
a registered migration agent
in the Czech Republic

AustraliaOnline offers the most comprehensive and professional services of all other agencies in the Czech and Slovak Republics in the fields of study, travel and immigration to Australia. Since its entry into the Central European market back in 1993, AOL’s founders have become well known by most of the institutions in the industry.

AustraliaOnline has been one of the largest agency in the Czech and Slovak Republics for study in Australia for last 23 years, with a stable market share.

AOL is a team of highly experienced consultants. All key personnel have an Australian university degree and most are holders of a migration license, which provides them with an in-depth understanding of visa regulations and application procedures. AOL is the only company in the Czech and Slovak Republics with prime focus on Australia. Hundreds of clients use AOL services on an annual basis and it is believed that AOL is the single biggest agency in terms of the number of enrolments to Australia. The highly competitive environment in the Czech and Slovak Republics is reflected in the fact that there are currently over 18 registered educational agencies. Yet AOL continues to deliver about the same numbers each year.

AOL is proud to introduce its NEW website, which is considered by many to be a portal for study in Australia. The AOL website lists over 140 institutions and 3994 courses across Australia. Besides its core activity, AOL also runs the largest European student centre in Sydney with numerous facilities, such as free computers, free printing and copying etc. It is visited by about 50 students every day. Of course, all services and facilities are free of charge to our students.

NEW

AustraliaOnline.EU student portal
and
the largest European Student Centre

AOL office in Prague, capital of the Czech Republic

AOL Office in Bratislava, capital of Slovak Republic

3 offices in Czech
1 office in Slovakia

HQ in Australia

AustraliaOnline – largest European Student Centre in Sydney
ExpoAustralia '16 will take place in Prague, the capital city of the Czech Republic. Prague has a long history and tradition as a university city with the largest number of universities in the Czech and Slovak Republics. Therefore it is an ideal location for events of this kind. Prague is also very accessible by bus or train for visitors from other cities. Prague ExpoAustralia '16 will be held, as every year, at the Hotel Jalta Congress Hall, at Wenceslas Square 45. This location has been carefully chosen for its great exposure and access to the historical heart of Prague, and its easy access using public transport. The nearest metro stations are within walking distance from the hotel (100 metres). Thanks to the interesting and practical design of Jalta’s interior, it is especially attractive for organising various seminars, congresses, presentations, press conferences, etc.

School representatives presenting their products to students at ExpoAustralia

Photograph of visitors during a seminar about Australian schools

ExpoAustralia '16 will take place in Prague, the capital city of the Czech Republic. Prague has a long history and tradition as a university city with the largest number of universities in the Czech and Slovak Republics. Therefore it is an ideal location for events of this kind. Prague is also very accessible by bus or train for visitors from other cities.

Strategic timing is half the success. This year we decided to run our ExpoAustralia in mid-April, not to be affected by any holiday. The dates are also ideal for HSC students, since their exam term starts at the beginning of June, and for university students, whose final exams start on 31 May 2016. Most of our potential students commence their studies in September/October, meaning they will have plenty of time to plan ahead and think about their future studies over the next few months.

All visitors will be given a No Enrolment FEE voucher, which they can use for enrolments into any presented Education providers for up to a few months after the Expo (usually until the end of August). All education providers participating in ExpoAustralia agree and support such promotional offer and this collective agreement has been in place since 2004. It proves to be very effective and also provides reliable statistical data.

We have a set of conditions, premises, seminars and workshops prepared as the ideal platform of exchanging information with our experts.

Every exhibitor will have their own dedicated space with promotional materials, and a trained team member from AOL will repeatedly present each and every institution in sequence from an elevated platform.

Every exhibitor that supplies us with a digital (computer) presentation will have their presentation projected on a large screen via video projector.

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Pilsen ExpoAustralia ‘16 is our western destination. The city of Pilsen is located in western Bohemia and is among four of the largest cities in the Czech Republic, providing facilities for several thousand students.

Brno ExpoAustralia ‘16 will be held at the Hotel International Brno, located close to our AustraliaOnline office. The premises are located in the heart of the city of Brno, near Svoboda Square.

Bratislava ExpoAustralia ‘16 will be held in new premises at the University of Economics in Bratislava, Dolnozemská cesta 1, Bratislava. The university is located in centre of Bratislava.

No enrolment fee

Our presentations and seminars

Individual approach

Locations

heart of Prague

metro stations

Prague

School representatives presenting their products to students at ExpoAustralia

Photograph of visitors during a seminar about Australian schools

ExpoAustralia benefits

Strategic timing

let us help to grow your business faster

Prague • Pilsen • Brno • Bratislava
ExpoAustralia has always conducted extensive and impressive promotional campaigns. AOL intends to invest a substantial amount of money into media coverage and advertising in order to let everyone know about the uniqueness of ExpoAustralia. The targeted age group is 18-35. The ultimate goal is to attract potential clients for Australia only, rather than “brochures collectors” who are very common visitors to other exhibitions which target several destinations.

Media coverage and advertising

An interview with Mr Michal Sestak

There is nothing like Australia

Web Banners

Magazine Advert

Article that has been printed in the most popular newspaper in the Czech Republic on the day when the EduSummit was held

Daily Print Run: 309 000pcs
**Previous ExpoAustralias – things you should know**

In previous years, AOL registered many enrolments during the expo and shortly afterwards. However, a majority of visitors came back to discuss their individual needs and due to the special voucher (no enrolment) available at the Expo, AOL attained a large number of final enrolments way after ExpoAustralia had finished.

**COMMENT FROM ONE OF OUR VISITORS**

“I wish to express my thanks to the organisers of this expo, which I visited last week. It was professionally done and I left with all information needed to finally decide to study in Australia. I will visit the AOL office in Prague next week, where a final decision about the school will be made.”

Jana
EduSummit '08 – Flashback picture gallery

Patrick Kolar presenting student visas.

School representatives assisting EduSummit visitors.

Browns language school stand, represented by Niesha Browns.

Prague EduSummit accommodated over 300 visitors.
EduSummit '09 – Flashback picture gallery

Photograph of visitors during a seminar about Australian schools.

School representatives assisting EduSummit visitors.

Didgeridoo player.

EduSummit 2009 accommodated over 600 visitors.
EduSummit '10 – Flashback picture gallery

Patrick Kolar presenting student visas.

School representatives assisting EduSummit visitors.

School representatives assisting EduSummit visitors.

EduSummit 2011 accommodated over 470 visitors.
ExpoAustralia '11 – Flashback picture gallery

ExpoAustralia 2011 accommodated over 700 visitors.

School representatives assisting ExpoAustralia visitors.

Michal Šesták presenting student visas.
ExpoAustralia '12 – Flashback
picture gallery

ExpoAustralia 2012 accommodated over 800 visitors.

School representatives assisting ExpoAustralia visitors.

School representatives presenting their schools.

Michal Šesták presenting student visas.
ExpoAustralia '13 – Flashback picture gallery

ExpoAustralia 2012 accommodated over 800 visitors.

School representatives assisting ExpoAustralia visitors.

School representatives presenting their schools.

Michal Šesták presenting student visas.
ExpoAustralia '14 – Flashback picture gallery

ExpoAustralia 2014 introduced new schools.

School representatives answering student’s questions.

Michal Šesták presenting student visas.

School representatives assisting ExpoAustralia visitors.
ExpoAustralia '15 – Flashback picture gallery

ExpoAustralia 2015 hosted many Australian partners.

At the dinner: “Thanks to all of our valued partners…”

School representatives assisting ExpoAustralia visitors.

Expo Australia in Brno was a success…
As a result of the immense success of ExpoAustralia’s ‘04 – ‘15, we have decided to maintain the same strategy: Refund guaranteed to all participants. If your institution does not receive any enrolments from ExpoAustralia ‘16 by 31 October 2016, the amount of AUD $2450 will be refunded to you (AUD $940 will be held by SISC as an administration fee).

Your college is automatically included in our ExpoAustralia ‘16 catalogue; its 5000 copies will be distributed free of charge throughout the year to all potential clients.

Catalogue with a DVD presentation featuring the real story of two young students and their journey from the Czech Republic to Australia.

The first event will take place in Pilsen on April 11th, the second in Brno on April 12th, the third in Bratislava on April 13th and the fourth on April 15th – 16th in Prague. All four will be held in the same week.

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### ExpoAustralia ‘16 Summary

**What you are paying for**
- Prague ExpoAustralia ‘16 participation
- Pilsen ExpoAustralia ‘16 participation
- Bratislava ExpoAustralia ‘16 participation
- Brno ExpoAustralia ‘16 participation
- Your school will be included in the ExpoAustralia ‘16 Catalogue, 5000 copies.
- This year’s catalogue will include a DVD about studying in Australia
- Massive poster subway/metro campaign one months before the venue
- Targetted media and internet campaign
- Leaflets and brochures distributed all over universities in the Czech and Slovak Republics
- Workshop area (booth)
- AOL representatives

**Guarantee**
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**Brochure**
Your college is automatically included in our ExpoAustralia ‘16 catalogue; its 5000 copies will be distributed free of charge throughout the year to all potential clients.

**Four venues**
Catalogue with a DVD presentation featuring the real story of two young students and their journey from the Czech Republic to Australia.

The first event will take place in Pilsen on April 11th, the second in Brno on April 12th, the third in Bratislava on April 13th and the fourth on April 15th – 16th in Prague. All four will be held in the same week.
Ground plan of Jalta hotel in Prague

- Presentation about about Australian types of student visas and its requirements
- Presentation about different types of study programs, covering English, VET and University programs
- Presentation about travel around Australia with authentic information from travelers
- Presentation about AOL's office in Sydney, its services and support provided to our students

 Expo Hall
187 m²

- Places to display institution's logo and other promotional materials
- Computer with digital presentation of each institution
- White board for digital overhead projector presentation

Foyer
186 m²

Info Centre

Lecture Room
49 m²

Refreshment
49 m²

Terrace

Wenceslas Square
Requirements for participants

Please pay attention to the following requirements, as the ExpoAustralia ‘16 will be taking place in Europe in 3 months’ time. We need you to provide all 6 of the following items in the prescribed form.

1) Company logo and photos
   Please provide these in electronic form via e-mail to pavlina@australiaonline.cz or submit them directly to www.edusummit.net
   a) These will be used for printing purposes, so make sure the size and format are adequate. We require one of the following formats: AI, EPS, PDF, CDR, JPEG or TIF. The printing size of the logo should be at least 10 cm long. Files in JPEG format from internet presentations are generally too small to be suitable for commercial printing. If you are not sure about this, please consult your graphic designer to get the right format and a good-quality image. The better format you send, the better the quality of your logo we print.
   b) To design the new catalogue, we need high-resolution photos of your school. Pictures need to be suitable for printing purposes! Pictures downloaded from your website are generally too small to be used in the brochure. Pictures of empty classrooms or your reception area do not tell anything about your institution. The best are pictures of your students, school staff, campus or the generic pictures of Australian environment that is closely related to your courses.

2) Brief description of your school
   Please provide this in electronic form via e-mail to pavlina@australiaonline.cz or submit it directly to www.edusummit.net
   This will be displayed in our catalogue which will be available to all visitors. Make sure you point out the advantage and facts which you believe make your institution unique. Please provide the text in a Microsoft Word document or as a plain e-mail message. This description will be translated into Czech and Slovak.

3) Characteristics
   Please provide these in electronic form via e-mail to pavlina@australiaonline.cz or submit them directly to www.edusummit.net
   Please provide up to 5 key points that describe the advantages of your school. For example: authorised TOEIC centre, high number of European students, etc.

4) List of your courses
   Please provide this in electronic form via e-mail to pavlina@australiaonline.cz or submit it directly to www.edusummit.net
   Please provide a list of all your courses accompanied by all the starting dates and prices for Central/Eastern Europe. All visitors will have access to an information point with our custom-made "course search engine."

5) Presentation of your school
   DVD, VCD, CD, PowerPoint, Acrobat Reader or web presentation of your school. This will be available on a computer assigned to your desk.

   Please send the listed documents no later than 19th of February 2016

6) Presentation of your school
   All parcels to be sent to:
   AustraliaOnline, Belehradská 449/51 Praha 2, 120 00, Czech Republic
   contact number: +420 733 123 999

   Please provide at least one ROLL-UP banner with you presentation. You can also send posters, leaflets, brochures or other promotional materials. These will be handed out to those visitors who are interested particularly in your institution. All relevant materials will be used to decorate your booth.

   In order for the materials to be received on time, they must be sent BEFORE 10th of March 2016 to the following address:

   AustraliaOnline
   Miroslav Kubasa
   Belehradská 449/51
   120 00 Praha 2
   Czech Republic

   Mobile: +420 733 123 999
   Tel: +420 222 551 552

   IMPORTANT:
   Please indicate clearly that you are sending promotional materials that have NO VALUE, otherwise the parcel may be charged with duty tax.

   Please provide our telephone numbers on the parcel to avoid any confusion during delivery.

DEADLINE 10th of March 2016