



# International Education Consultants Association

## 2023 International Education Fair

### (AUTUMN)

## October 21-22, 2023

Songshan Cultural and Creative Park (Warehouse No.5)

	<a href="http://www.iecatpe.org.tw">http://www.iecatpe.org.tw</a>
	<a href="mailto:fair@iecatpe.org.tw">fair@iecatpe.org.tw</a>
	+886-2-2773-9330





## Introduction

Since 2006, IECA held education fair twice every year, in March and October respectively. IECA aims to establish an opened platform for domestic agencies and overseas educational institutions, which provide a face-to-face communication opportunity for both students and overseas schools to seek suitable options.

## Category

Long-term and short-term study abroad consulting agencies, overseas education institutions, and study abroad related industries. IECA International Education Fair is one of the large scaled integrated marketing events in the Overseas-Study-Consulting industry in Taiwan.

## Structure

- Location: Songshan Cultural and Creative Park (Warehouse No.5)
- Booth Area: 60 booths for 2023 Fair. (40 for IECA Members and 20 for Foreign Exhibitors)
- Information Center: IECA information services
- Presentation Area : Arranging 45-mins study-abroad related topics given by National offices in Taiwan.
- Brochure: Official brochure for each exhibitor to give brief information and shows on official website.



## Agenda:

10/20 Friday

- 14:30~17:30 Booth Setting-up

10/21 Saturday

- 12:00 Opening ceremony
- 12:00~18:00 Exhibition

10/22 Sunday

- 12:00~18:00 Exhibition

## Package

◆Space: 3M (width) \* 2M (depth) \* 2M (height)

◆Equipment:

- 1 x Name board
- 3 x 100W Spotlight
- 1 x 110V socket
- 1 x Information tables (100cm\*50cm\*75cm height)
- 1 x Round table (diameter 60cm\* 75cm height)
- 5 x Chairs

If you need more equipment, additional charge is applied. Please contact IECA office for more information.





## Application

Please apply online : <http://www.iecatpe.org.tw>

Registration: 2023/4/15-2023/6/15 **Payment Deadline: 2023/7/30**

*(In order to confirm your registration, please transfer by the deadline or the registration will be replaced by those on the waiting list.)*

## Payment:

NTD\$ 62000 or USD\$ 2050 (Bank fees included)

## Precautions

1. **Payment Instructions: please make sure full payment is made by 2023/7/30 and can be paid by wire transfer only.**
2. Please indicate the name of your institution and confirm the bank account name and account number and email us a copy of the transfer receipt.
3. your wire transfer to:

Account Name:	International Education Consultants Association
Account Number:	080 001 612725
Swift Code:	<b>BKTWTWTP080</b>
Bank:	Bank of Taiwan
Branch:	Min Sheng Branch
Bank Address:	No 167, Fuxing N. Rd. Taipei 105, Taiwan





IECA provided an impartial platform for agents in the industry to communicate with each other, government agencies and receive input from students, parents and consumers. Target market is higher education students, university students and those who like to enrich themselves.

1. To create face-to-face communication chance for both exhibitors and target market.
2. To shape a positive and professional image of exhibitors.
3. To sculpt IECA fair as a leadership status of international education events.

## Promotion Strategy

1. Advertise on websites to attract visitors.
2. Street light banners suspension on the main road to enhance promotion.
3. Invitations and posters will be delivered to higher education schools, educational institutions, libraries and cultural centers.
4. Exhibition brochure will be available for visitors in 2-days fair.
5. Fair related information will be continuously released on the official website and Facebook page to increase advertising efficiency.
6. Use domestic media to publicize the event from different perspectives or related information of media reports.



## Withdraw

1. Please complete the registration form by using the official name of school/ institution which should be in consistence with the name broad of the booth.
2. The incomplete form will not be accepted.
3. There is no refund once registration and payment have been completed.
4. No booth transfer or name change to any other institution, or the registration will be canceled.
5. Exhibitors are not allowed to promote their own similar fair. IECA reserve the right to cancel the registration.
6. Only entrust IECA member if you need assistance at the booth. None IECA member is prohibited from assisting at the booth, to give or leave brochures and flyers, or your registration will be canceled.



## Booth Distribution

1. Each registration for one booth only.
2. The sequence of booth choosing bases on the time of receipt of registration forms.
3. No booth sharing of two or more exhibitors.
4. Flyers distribution is prohibited if not registered.
5. Blocking the public area is prohibited.
6. Priority registration is reserved for IECA members and foreign institutions.
7. Interpretation is NOT provided as part of the standard package. If you would like the service of an interpreter, please contact IECA when you apply.

## Organizer

中華民國留學服務商業同業公會

International Education Consultants Association

Contact

Official Website: <http://www.iecatpe.org.tw>

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