



10th Canadian Education Exhibition, CEE 2024

International University Fair

Montreal, Ottawa, Toronto, Vancouver, Calgary

September 26 – October 6, 2024



**International Student Recruitment
Targeted Marketing**



International Education Establishment
Since 1997

+1 450 227 1111 - Canada
Email: info@2fairs.com
www.2fairs.com

The CEE is a great Success!

3,000 -4,000 students and professionals are expected to visit the CEE 2023
Don't miss this strategic opportunity to market your Institution in the
leading International Student Recruitment Fair! in Canada.



About Exhibition

The 10th Canadian Education Exhibition, CEE 2024, is an excellent opportunity to position your educational institution at the forefront of an emerging trend towards higher education in Canada. Your Institution will obtain the highest return on your international student recruitment investment. The CEE will be buzzing with representatives from leading educational institutions, service providers, and thousands of successful students seeking to make a commitment to advanced education.

Exhibition Venue

- Toronto Convention Centre
- Vancouver Convention Centre
- Ottawa Convention Centre
- Five star hotels in down town area with easy access to public transportation

Exact CEE venues address will be published on our website: www.2fairs.com

Exhibition Statistic

- ▶ 3000- 4000 students and professionals are expected to visit the CEE

Quick Facts and Figures

Population of Canada: 39 Million
 Greater Toronto population: 6.4 Million
 Greater Vancouver populations: 2.66 Million
 Greater Montreal population: 4.3 Million
 Greater Ottawa population: 1.4 Million

Average Family income: \$ 64,8

Extra Services:

- Pre-exhibition newspaper ad campaign to assist your institution with international student recruitment from Canada
- Visits by private schools to the CEE
- Supporting exhibitors with international student applications
- Additional space to host Study Abroad information seminars to promote your institution
- Promoting your institution at the Student Services page on www.2fairs.com

Why Should Your Institution Participate in the CEE 2024 ?

- Canada is emerging as a great market to recruit undergraduate and Master, PHD students.
- CEE attracts serious students and professionals
- Canada's number of qualified students simply overwhelms the education infrastructure in the country
- A very well organized media and marketing campaign

Why Students Want to Study Outside Canada?

- Excellent experience in global economy for students' future careers
- Knowledge diversification in a new country, environment & lifestyle
- A wide selection of distinctive Undergraduate, Master, Ph.D. programs abroad

For more information on students and population statistics please visit our website: www.2fairs.com





Promotion table

Attendees

- 3,000 - 4,000 highly qualified students are expected to seek education opportunities abroad
- Students seeking Undergraduate Programs
- Students seeking master and PHD programs
- Professionals and students seeking MBA/Graduate studies
- Individuals seeking distance learning

Event Marketing

IEE has planned a comprehensive marketing campaign for the CEE 2024

- Advertisements in Social media
- Advertisements in local subway stations
- Advertisements in local newspapers
- Advertisements in Canadian College and University Newspapers (circulation of 107,600 copies)
- Radio advertisements
- Posters and invitations distributed to high schools, colleges and universities
- Advertisements in the "International Education Magazine"
- Website advertisement
- E-mail Promotion

A Word from the Organizer

Our goal in organizing the CEE 2024 is to maximize the return on investment on behalf of our valued exhibitors. We at CANADA INTERNATIONAL-IEE Inc. work hard not only to prepare the event, We also provide ongoing recruiting services even after the exhibition is over. This extra value-added proposition is what distinguishes our education exhibitions from any other. We earn the loyalty of clients by our true commitment to ensure that their institution's investment at our exhibition is worthwhile.

Supported by local government and marketed through a well-organized media campaign, the CEE 2024 represents a great opportunity for your institution.

With the expected participation of leading educational institutions from Canada, USA, UK, Switzerland, Belgium, Italy, Spain, Ireland, New Zealand, Australia, Malaysia, India, UAE and Egypt, the CEE2024 is shaping up to be a great success!

Exhibition Options and Costs

For the exhibition options and cost, please see the attached registration form

Online Registration: www.2fairs.com

Deadline for Early Bird Rate: May 30th, 2024

Deadline for 10th CEE exhibition Registration: August 30th, 2024

Please contact the organizers for availability



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Past Exhibitors

- Adrian College, USA
- Algoma University College, Canada
- American Association of Naturopathic Medical Colleges, USA
- Auckland University of Technology, New Zealand
- Brunel University, West London, UK
- Coventry University, UK
- Curtin University of Technology, Australia
- Ecole hôtelière de Lausanne, Switzerland
- European School of Economics, Italy
- Ferris State University, USA
- George Brown College, Canada
- Gilon Hotel School, Switzerland
- Griffith University – Queensland, Australia
- Hawaii Pacific University, USA
- IHTTI, School of Hotel Management Neuchatel, Switzerland
- IMI-ITIS International Hotel and Tourism Management, Switzerland
- International Management Institute, Belgium
- Johnson & Wales University, USA
- Lasalle College, Canada
- Liverpool John Moores University, UK
- London Metropolitan University, UK
- London University School of Pharmacy, UK
- Lynn University, USA
- Michigan State University DCL College of Law, USA
- New York Chiropractic College, USA
- Pace University, Pace Law School, USA
- Palmer Chiropractic Colleges, USA
- Queen Margaret University College, Edinburgh, UK
- Queen's University, Belfast
- Regent's College, UK
- Saint Louis University, USA
- SHMS - Swiss Hotel Management School, Switzerland
- South Dakota State University, USA
- Southwest College of Naturopathic Medicine & Health, Canada
- SSSH, Swiss School of Tourism and Hospitality,
- The American University in Cairo, Egypt
- The University of Toledo, UK
- UCL, University College London, UK
- University Medical school of Debrecen, Hungary
- University of Aberdeen, UK
- University of Bath, UK
- University of Buckingham, UK
- University of Calgary, Canada
- University of Central England in Birmingham, UK
- University of Dundee, Scotland
- University of East Anglia, UK
- University of Edinburgh, UK
- University of Gloucestershire, UK
- University of Kent, UK
- University of Leicester, UK
- Loughborough University, UK
- University of London School of Pharmacy, UK
- University of London, UK
- University of Luton, UK
- University of New South Wales, Australia
- University of Phoenix Online, USA
- University of Sheffield, UK
- University of Victoria, Canada
- University of Warwick, UK
- Vrije Universiteit Brussel-Vesalius College, Belgium
- Western New England College School of Law, USA
- Wichita State University, USA

Note: References/testimonials available.

International Education Establishment, IEE

Making the International education markets work for you.

We are a full-service education promotion and student recruitment firm, offering the following services:

- Organizing education recruiting fairs and tours world wide
- Comprehensive consulting in marketing academic institutions world-wide
- Publishing International Education magazine
- Assisting international students pursue post-secondary education around the world



International Education Establishment, IEE

CANADA INTERNATIONAL-IEE Inc.

Client Base Worldwide

Contact us:



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Registration Form - Space Application Contract:

Exhibitor Details:

Contact Name: Mr/Mrs/Ms/Dr. _____ Job Title: _____

Institution / Organization: _____

Address: _____ City: _____

Province/State: _____ Postal Code: _____ Country: _____

Tel: _____ Fax: _____

E-mail: _____ WWW: _____

Will you represent another organization and/or have a local agent at your booth?

- ☐ YES, if yes, please list: _____
☐ NO

Exhibition options and Costs: Please check the appropriate boxes

Cost:

- ☐ Montreal \$ 1,850 USD
☐ Ottawa \$ 1,850 USD
☐ Toronto \$ 2,400 USD
☐ Vancouver \$ 1,850 USD
☐ Calgary \$ 1,850 USD

☐ **Five City Tour \$ 9,800 USD**

The cost include a Skirted 6 ft table with 3 chairs

Extra Services:

- ☐ 30 Minute Seminar: \$ 200 USD
☐ Add logo on the fascia sign: \$ 100
☐ Sponsorship opportunities, please contact the organizers

No exhibit space sharing is allowed

Note: The above cost is based on 2 representatives per per exhibitor (single exhibitor) No booth sharing is allowed

Early Bird Rate: By May 30th, 2024

Booking form and fees must be received by the May 30th, 2024 in order to get the special rate

Cost:

- ☐ Montreal \$ 1,750 USD
☐ Ottawa \$ 1,750 USD
☐ Toronto \$ 2,200 USD
☐ Vancouver \$ 1,750 USD
☐ Calgary \$ 1,750 USD

☐ **Five City Tour \$ 9,200 USD**

Advertisement in the Exhibition Catalogue:

- ☐ Full-Page 4 color-Catalogue cover: \$ 950 USD
☐ Half-page 4 color-Catalogue \$ 750 USD
☐ Full-page Inside pages: \$ 450 USD

All rates are in USD

Grand Total: \$ _____ US Dollars

Payment is due in full with this contract. Payment details are on the back of this contract. An invoice will be sent to the exhibitor once a signed contract is received by the organizers. We hereby confirm our participation at the 10th CEE, International University Fair 2024 and we confirm our acceptance of the rules and regulations printed overleaf which form a part of this contract.

Authorized Signature: _____ Print Name: _____

Job Title: _____ Booking Date: _____

Register online, or Please signed and email the scanned copy to: info@2fairs.com
Tel: +1 450 227 1111 (WhatsApp), Montreal, Canada
www.2fairs.com

Payment:

An invoice with our bank details will be sent to you once we receive your registration form

CANADA INTERNATIONAL-IEE Inc. VALUES YOUR BUSINESS!

Exhibition Contract Terms:

In these conditions, the term Exhibitor includes all employees or agents of such. The term Exhibition is as it is described on the reverse hereof. "The Organizers" means CANADA INTERNATIONAL-IEE Inc.

1. The Organizers have the right to change, or modify the floor plan to accommodate other exhibitors.
2. The Organizers have the right to use any pictures, images, advertisement or articles produced during or after the exhibition in any promotional brochures, advertisements, commercials, website, or any other form of marketing the Organizers may use now or in the future.
3. The Organizers will not be responsible for the safety of any exhibit or property of any Exhibitor, or any other person, for the loss of, or damage, or destruction to same, by theft, or fire, or other cause whatsoever. Or, for any loss or damage what so ever sustained by any Exhibitor, by reason of any defect in a building caused by fire, storm, tempest, lightning, national emergency, war, labor disputes, strikes or lockouts, civil disturbances, explosion, inevitable accident, or any other cause not within the control of the Organizers whether ejusden generis or not, or for any loss or damage occasioned, if by reason of the opening of the exhibition, being prevented or postponed, or abandoned, or a building becomes wholly or partially unavailable, for the holding of the exhibition. The Exhibitor will be liable for third party claims arising from their own stand fittings, and for their proportion of the shell scheme and further more for physical loss or damage to the basic shell scheme stand. As the Organizers will accept no responsibility for any of the matters aforementioned, the Exhibitors are advised to cover themselves by insurance in respect thereof to any extent available.
4. In case of cancellation by the Exhibitor 90 days before to first day of the exhibition or earlier, meaning more than 90 days notice before the first day of the exhibition, the Organizers will issue a credit note for the amount paid to the Organizers to be used for upcoming exhibitions or other services that the Organizers provide.

In case of cancellation before paying the full amount agreed on to the Organizers or less than 90 days before the first day of the exhibition, the Exhibitor agrees to pay the Organizers 90% of the amount agreed on in the contract. The Exhibitor must inform the organizer of any cancellation in writing by fax or email.

In case of cancellation by the Organizers, the Organizers will inform the confirmed Exhibitors in writing by email or fax. The Organizers will make every effort to give the Exhibitors as much notice as possible. In the event of cancellation because of war, or any reason beyond the control of Organizers, the Organizers will issue a credit for the full amount paid by the exhibitor to be applied toward another exhibition or another service provided by the Organizers. The Organizers are not liable or responsible in any way for any losses, airlines or shipping charges.
5. The Exhibitor agrees not to dismantle or vacate their booth before the official end of the exhibition unless authorized in writing by the Organizers. A penalty of a \$2000.00 USD (Two thousand dollars US) will apply for leaving or vacating the booth before the official end of the exhibition.
6. The Exhibitor may not represent any other institution or organization or have agents at their booth without the written authorization from the Organizers.
7. The Exhibitor agrees to pay the full amount due on or before the due date on the invoice. Corner booths are subject to a 15% surcharge. The exhibition rates are based on international exchange rate at the time of the exhibition, The Organizer has the right to add an extra fee on the invoice to compensate for any de-valuation of USD currency compared to official Euro, and Canadian dollar exchange rates. This will be done only in case of severe devaluation of US currency used for billing the exhibitors for the exhibition fees.
8. Interest shall be payable on all overdue amounts at the rate of 18% per annum, calculated semi annually. A minimum of \$ 250 USD late payment charge will be added on the invoice for late payment.
9. Any special arrangement for rate, packages or any other arrangement between the Exhibitor and the Organizers is confidential. The exhibitor must get a written permission from the Organizers to release the content of the special arrangement to a third party. The Exhibitor agrees to pay liquidated damages plus any legal charges that the organizers undertake to enforce this agreement to compensate for not respecting the confidentiality of the agreement.
10. The Exhibitor agrees that any signed agreement sent by fax or confirmation by email is legally binding.
11. Any request for additional equipment and accessories at the exhibition are extra and not included in the exhibition cost. Verbal and written requests for equipment and accessories are legally binding.
12. The Organizers reserve the right to alter, add to, or amend any of these conditions or not. The decision of the Organizers shall be final. No alteration, additions, amendment, or waiver to or of these conditions shall operate to release any Exhibitor from this contract.
13. The Organizer may make rules at its sole discretion for the orderly operation and appearance of the exhibition.
14. Under certain conditions the Organizer has the right to alter the exhibition agenda, floor plan, and/or schedule.
15. The Exhibitor agrees to pay any shipping and/or customs charges paid by the Organizer on the behalf of the Exhibitor plus 15% service charge.
16. In the event of a breach of this agreement, the Organizer at its sole discretion may detain and seize the property of the Exhibitor until such time as any breach is remedied, and if not done so, within 24 hours, the Organizer may sell the property of the Exhibitor and apply the net proceeds toward the Organizer's costs and losses arising from the Exhibitors breach or alternatively the Exhibitor shall pay the Organizer \$ 2,000 USD for additional damages for each breach.
17. The Exhibitor will not have any legal claims against the Organizer under any conditions.

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