

Thailand International Education Expo 2011 (TIEE 2011)

4– 6 November 2011 (10.00 – 18.00 hrs.) At Royal Paragon Hall, 5<sup>th</sup> Floor, Siam Paragon

---

Dear Sir/Madam,

**Subject: Thailand International Education Expo 2011 (TIEE 2011)**

The Department of Export Promotion (DEP), Ministry of Commerce of the Royal Thai Government, cordially invites you to participate in “**Thailand International Education Expo 2011 (TIEE 2011)**”, which will be held during **4-6 November 2011** at **Royal Paragon Hall**, 5<sup>th</sup> Floor, Siam Paragon, Bangkok, Thailand.

We believe that **Thailand International Education Expo 2011** will provide you with many benefits and a great chance to meet potential education agents, expand your market and promote your institutions as well as your services not only to local consumers but also to prospect students from all over the world. It is expected that there will be approximately 300 booths of domestic and overseas exhibitors, as well as over 20,000 visitors and professionals from the industry.

As an exhibitor in **Thailand International Education Expo 2011** you will receive a free company promotion package of our trade show on Internet (<http://www.thaitradefair.com>).

Enclosed please find information regarding exhibitor participation, including fair information and application form. The application deadline is **1 August 2011**. For further information, please do not hesitate to contact:

**Department Of Export Promotion,**

**Office of Export Promotion Activities**

44/100 Nonhaburi 1 Road, Nonhaburi 11000, THAILAND

Tel : (66) 2 507 8387 to 9  
Fax : (66) 2 547 4285, (66) 2 547 4292  
E-mail : [tiee@depthai.go.th](mailto:tiee@depthai.go.th)  
Website : [www.thaitradefair.com](http://www.thaitradefair.com), [www.depthai.go.th](http://www.depthai.go.th)

We look forward to hearing from you soon.

Sincerely yours,

Mr. Suwipan Thisyamongdol

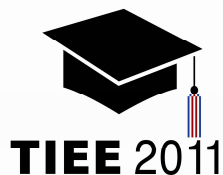
Director of the Office of Export Promotion Activities



Department of Export Promotion, Office of Export Promotion Activities

Tel : (66) 2 507 8387 to 9 Fax : (66) 2 547 4285, (66) 2 547 4292

Email : [tiee@depthai.go.th](mailto:tiee@depthai.go.th) Website: [www.thaitradefair.com](http://www.thaitradefair.com) , [www.depthai.go.th](http://www.depthai.go.th)



Thailand International Education Expo 2011 (TIEE 2011)

4– 6 November 2011 (10.00 – 18.00 hrs.) At Royal Paragon Hall, 5<sup>th</sup> Floor, Siam Paragon

<b>Trade Fair:</b>	<b>Thailand International Education Expo 2011</b>		
<b>Date of Event:</b>	4 – 6 November 2011 (10.00-18.00 hrs.)		
<b>Venue:</b>	Royal Paragon Hall, 5 <sup>th</sup> Floor, Siam Paragon 991 Siam Paragon Shopping Center, Rama 1 Road, Pathumwan, Bangkok 10330, Thailand		
<b>Entrance Fee :</b>	Free of Charge		
<b>Organizer:</b>	Department of Export Promotion, Ministry of Commerce, Royal Thai Government		
<b>Supporters by:</b>	<ol style="list-style-type: none"> <li>1. Ministry of Education</li> <li>2. Office of the Higher Education Commission</li> <li>3. Office of the Basic Education Commission</li> <li>4. International Schools Association of Thailand</li> <li>5. Association of Private Higher Education Institutions of Thailand</li> <li>6. The Association of Private Schools for English Program</li> <li>7. Association of Private School Administrator for Non-formal Education</li> <li>8. Thailand Convention &amp; Exhibition Bureau (Public Organization) (TCEB)</li> <li>9. Thai Real Estate Association</li> </ol>		
<b>Product Segments:</b>	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <input type="radio"/> Pre-school  <input type="radio"/> Primary / Secondary School  <input type="radio"/> Higher Education  <input type="radio"/> Vocational Education  <input type="radio"/> Short Course         </td> <td style="width: 50%; vertical-align: top;"> <input type="radio"/> Others  <input type="checkbox"/> Publishing and Education Material  <input type="checkbox"/> Accommodation Service  <input type="checkbox"/> Health Insurance         </td> </tr> </table>	<input type="radio"/> Pre-school <input type="radio"/> Primary / Secondary School <input type="radio"/> Higher Education <input type="radio"/> Vocational Education <input type="radio"/> Short Course	<input type="radio"/> Others <input type="checkbox"/> Publishing and Education Material <input type="checkbox"/> Accommodation Service <input type="checkbox"/> Health Insurance
<input type="radio"/> Pre-school <input type="radio"/> Primary / Secondary School <input type="radio"/> Higher Education <input type="radio"/> Vocational Education <input type="radio"/> Short Course	<input type="radio"/> Others <input type="checkbox"/> Publishing and Education Material <input type="checkbox"/> Accommodation Service <input type="checkbox"/> Health Insurance		
<b>Number of exhibitors:</b>	Approximately 250 companies/ 300 booths from both domestics and overseas		
<b>Visitor profile:</b>	Education agents, representatives from education institutions, parents and students from domestic and neighboring countries, expatriates and HR department of Multinational Corporation (MNC) in Thailand.		

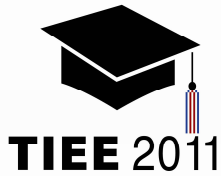
Figure Data	2011 (expected)
1. Number of exhibitors	250 companies / 300 booths
2. Participating countries	Thailand, ASEAN, USA., Canada, Australia, China, India, Taiwan, etc.
3. Exhibition area	5,100 sq.m.
4. Number of visitors	20,000
5. Major visiting countries	ASEAN, China, Japan, Korea, South Asia, Middle East, Europe, etc.



Department of Export Promotion, Office of Export Promotion Activities

Tel : (66) 2 507 8387 to 9 Fax : (66) 2 547 4285, (66) 2 547 4292

Email : tiee@depthai.go.th Website: www.thaitradefair.com , www.depthai.go.th



## APPLICATION FORM

1. **Name of Company** : .....

Address .....

Post Code ..... Country .....

Tel. .... Fax. ....

E-mail ..... Website .....

Contact Person .....Position .....

2. **Type of Company/Business**

- Manufacturer     
  Exporter     
  Importer     
  Representative/Agency     
  Wholesaler/Distributor  
 Services (Please specify).....  Others (Please specify) .....

3. **Previous Experience in Exhibition in Thailand**  No  Yes (Please specify).....

4. **Product Category (Please choose only ONE main product)**

- |   |  |
|---|--|
| <input type="radio"/> Pre-school                          | <input type="radio"/> Others                               |
| <input type="radio"/> Primary / Secondary School          | <input type="checkbox"/> Publishing and Education Material |
| <input type="radio"/> Higher Education                    | <input type="checkbox"/> Accommodation Service             |
| <input type="radio"/> Vocational Education                | <input type="checkbox"/> Health Insurance                  |
| <input type="radio"/> Short Course (Please specify) ..... | <input type="checkbox"/> .....                             |

5. **Space Requirement**

Options of Participation	Unit Price (3m. x 3m.)	Number of Unit (s)	Amount (US \$)
1) Raw Space (At least 2 units)	US \$ 2,000		
2) Raw Space with standard booth package	US \$ 2,300		
<b>Total Amount</b>			

6. **Equipment for the standard booth package consisting of:**

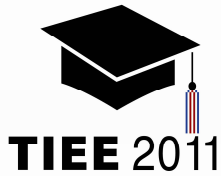
- 6.1) Company Name: Fascia board with a set of company's name
- 6.2) Flooring: Punch carpet, 3 sided system partition with panel 2.50 m. high
- 6.3) Electricity: 3 x 100W of spotlight, 1 socket 5amp (220V), setup fee included
- 6.4) Furnish: 1 desk, 2 chairs, 1 trash can, 1 lockable cabinet and 2 wall shelves

Remark: All the furniture items are subjected to changes without prior notice.

7. **Term of Payment**

1. The total payment (100% of total participation fee) must be paid before August 1, 2011
2. Payment must be made to the **“Department of Export Promotion”** by **Bank Draft only**





Thailand International Education Expo 2011 (TIEE 2011)  
4– 6 November 2011 (10.00 – 18.00 hrs.) At Royal Paragon Hall, 5<sup>th</sup> Floor, Siam Paragon

Please fax or e-mail the completed **Application Form, and picture of your sample product or company brochure** to  
fax: (66) 2 547 4285 , (66) 2 547 4292 or e-mail: [tiee@depthai.go.th](mailto:tiee@depthai.go.th).

After the official invoice has been sent to you, please fax in a photocopy of your **Bank Draft** and send the original **Bank Draft** by registered mail/courier to **Department of Export Promotion**  
**Office of Export Promotion Activities**  
**TIEE 2011**  
**Address: 44/100 Nonthaburi 1 Road, Nonthaburi 11000, THAILAND**

- Remark:**
- (1) I certify that all of the statement and the attached documents are true and correct to the best of my knowledge.
  - (2) I agreed that all the exhibit products should be as stated in the application form including type, quality, product's standard, brand, trade marks and origin. The exhibitor is also responsible for the intellectual property right (IPR) of the exhibit products.
  - (3) In case of violation of the organizer's rules and regulations, I agreed to take all the responsibility for any loss and damage caused on behalf of my exhibit. The organizer has the right to take all the necessary actions following the rules and regulations.

Authorized signature &  
company stamp

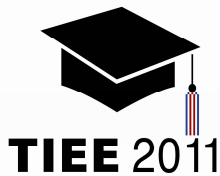
Name of signatory .....

Position : .....

Date : (DD/MM/YY) ...../...../ 2011

For official use only	
Application deadline <b>1 August 2011</b>	◇ 100% payment US\$ _____
By: _____	Received date ___/___/___ Time _____ to _____





## FAIR DIRECTORY ENTRY FORM

### THAILAND INTERNATIONAL EDUCATION EXPO 2011

**COMPANY NAME:** \_\_\_\_\_

**BRAND NAME:** \_\_\_\_\_

**PRODUCT/SERVICE DESCRIPTION:** *(Please describe your product characteristic for promotional information – **MAXIMUM 30 words**)*

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

#### TYPE OF BUSINESS

**Pre-school**

Language in Use
<input type="radio"/> English
<input type="radio"/> Chinese
<input type="radio"/> Other (.....)

**Primary / Secondary School**

Degree	Type of School	Language in Use
<input type="radio"/> Pre-school	<input type="radio"/> International School	<input type="radio"/> English
<input type="radio"/> Primary	<input type="radio"/> English Program School	<input type="radio"/> Thai
<input type="radio"/> Secondary		<input type="radio"/> Chinese
		<input type="radio"/> Other (.....)

**Higher Education**

Category	Language in Use
<input type="radio"/> College	<input type="radio"/> English
<input type="radio"/> University	<input type="radio"/> Chinese
	<input type="radio"/> Other (.....)

**Vocational Education** (Please specify).....

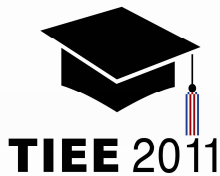
**Short Course**

Category	Language in Use
<input type="radio"/> Language School	<input type="radio"/> English
<input type="radio"/> Cooking School	<input type="radio"/> Thai
<input type="radio"/> Sport School	<input type="radio"/> Other (.....)
<input type="radio"/> Other (.....)	

**Others**

- Publishing and Education Material
- Accommodation Service
- Health Insurance
- .....





### EXHIBITION RULES & REGULATIONS

#### 1. General

1.1 An application shall be binding from the time that it has been accepted until declined by the Fair Organizer. Acceptance of the application shall be deemed to constitute a binding agreement with regard to stand location and rent specified.

1.2 Any infringement against this agreement by the Exhibitor shall render the Exhibitor liable to exclusion with immediate effect from participation in current and future exhibitions. The Exhibitor shall be responsible in such a case for the stand rental for the exhibition to which this agreement relates.

1.3 The Exhibitor shall undertake to adhere to the general "Rules & Regulations" as set out in this application, and to any special regulations which may be issued by the Fair Organizer, such as in the Exhibitor's Manual.

#### 2. Eligibility for the Condition of Participation

2.1 The Fair Organizer has absolute discretion in the admission of Exhibitors. All applications for participation shall be made on the prescribed Application Form and will be in effect only after the required payment is satisfied.

2.2 All exhibitors must be legally registered companies either in Thailand or in their country of origin.

#### 3. Licensing and Allocation of Exhibition Space

3.1 Exhibition space is licensed to the Exhibitor only. The Exhibitor is not allowed to sub-license the exhibition space allocated to it, either wholly or in part, without the prior written consent of the Fair Organizer.

3.2 Exhibitors are required to use the exhibition space allocated in a manner satisfactory to the Fair Organizer both during assembling and installation of stand as well as at the exhibition. The Fair Organizer reserves the right to clear all or part of the space allocated to the Exhibitor at Exhibitor's expense should they not be satisfied with the way the space is being used.

3.3 The Fair Organizer may allocate the exhibition space in any manner as they deem fit but will take into account such factors as the order of applications received and the nature of exhibits. The Fair Organizer reserves the right to change the venue for the Exhibition, to change the exhibition space allocated to the Exhibitor, to alter the size and dimensions of the exhibition space or to undertake other structural alterations as they deem fit. Such changes shall be at the discretion of the Fair Organizer and the Exhibitor shall have no claim for compensation as a result of any changes.

3.4 If an exhibitor withdraws, for whatever reason, after its application has been approved, the application fee paid will be forfeited.

#### 4. Exhibitor Sales Regulations

Products or services not included on the admission document cannot be exhibited. The Fair Organizer has the right to remove non-approved exhibits at the cost of the Exhibitor. Exhibits may not be removed from the stand until after the event has ended. The operation and demonstration of exhibits can only be carried out within the framework of accepted standards.

#### 5. Terms of Payment

5.1 The application fee is to be paid in US dollars for companies based outside Thailand and for importers, by **Bank Draft** payable to the order of "Department of Export Promotion".

5.2 Refunds will not be issued in any event.

5.3 The stand location may not be occupied before the stand rental has been paid in full.

5.4 In the event of the Fair Organizer being obliged by events out of its control such as: war, the imposition of special measures by local authority or government, strike, lock out, fire or any other comparable incident, to cancel or postpone the exhibition, no refund of the stand rental will be paid.

#### 6. Conduct in the Exhibition Center

6.1 During the exhibition period, the Exhibitor shall be responsible for the good conduct of its employees, agents, contractors and sub-contractors who shall be bound by, and must observe these Terms and Conditions in all respects.

6.2 Exhibitors must not permit anything which causes a nuisance or in the opinion of the Fair Organizer does not conform with the general standards of the Exhibition or may amount to a breach of these Terms and Conditions.

6.3 Exhibitor's stand must be manned by an authorized and competent representative of the Exhibitor at all time during the Exhibition.

6.4 Publicity materials may only be distributed from Exhibitors' own stand

#### 7. Construction & Decoration

7.1 Standard booths are provided by the Fair's official contractor. No decoration, booth fitting or exhibit shall exceed the height of the standard booth.

7.2 Exhibitors taking up Raw Space (at least 2 units) may appoint either the official stand contractor or their own contractor to design and construct their Exhibition stand, the design of which must be submitted to the Fair Organizer for approval before construction and installation.

7.3 It is not permissible for Exhibitors to damage partitions, floor, or any other goods supplied by the official contractor.

7.4 It is not permissible for Exhibitors to place objects outside their Exhibition stands or to obstruct fire safety devices, emergency exits and electrical control cabinets.

7.5 Use of the hall ceiling is not allowed for the Exhibitor.

7.6 An Exhibitor who has bulky exhibits which cannot be transported freely along the aisles of the Exhibition should contact the Fair Organizer in good time prior to the Exhibition to plan their inward-outward transport.

7.7 Move-in and Move-out of Stand Materials & Exhibits must be done according to the arrangements and within the time limits and manners specified in the Exhibitor's Manual

7.8 Without the authorization of the fire authorities and the Fair Organizer it is not permissible for the Exhibitor to use a naked flame and to store gasses and inflammable liquids within the exhibition area.

7.9 All exhibits, stand materials and the like shall be removed immediately after the closing of the Exhibition according to arrangements and within the time limits specified in the Exhibitor's Manual.

#### 8. Printed Materials

The Fair Organizer disclaims all responsibility for any errors in the directory CD-ROM or any other printed matter.

#### 9. Amendment of Regulations

The Fair Organizer may amend these regulations and their terms owing to unavoidable circumstances. The Exhibitor agrees beforehand to any such amendments, and to observe them accordingly.

#### 10. Waiver

No Waiver by the Fair Organizer of any of the provision of these Rules & Regulations or of any of its rights here under shall have effect unless given in writing and signed by a Director of the Fair Organizer.

#### 11. Exclusion of Liability

11.1 The Exhibitor agrees to indemnify and hold the Fair Organizer blameless, in regard to: claims, liabilities, losses, actions, damages, judgments, expenses, costs and charges of any kind arising out of the default or negligence of, or any damage caused by the Exhibitor or its contractors or sub-contractors. The Exhibitor shall take out insurance policies to cover itself against all potential liabilities.

11.2 The Fair Organizer disclaims all responsibility for any loss or Damages occurred to property of Exhibitors caused by acts of God, natural disaster, riot, theft, or fire, or any acts uncontrollable and unpredictable in nature

