



III EXPOINGLES COLOMBIA 2008

April 15th (Centro San Diego, Medellín)

April 19th (Hotel la Fontana, Bogotá)

15 January 2008

Dear Education Provider,

Greetings from Colombia

We would like to invite you to be part of the educational event of the year in Latin America: *EXPOINGLES COLOMBIA* (www.expoinglescolombia.com), an extension of *Expo Ingles Chile* (www.expoingles.cl). The unique fair dedicated exclusively to the promotion of English Language Education in English speaking countries.

III EXPOINGLES COLOMBIA 2008 is co-organized by Grupo Gales Colombia (www.grupogales.com) (Bogotá) and TLI Colombia (Medellín) in order to achieve a greater impact and attendance of the event in the 2 main cities of our country. The first edition of EXPOINGLES 2006, in Bogotá, gathered twenty exhibitors, and the second edition in 2007 thirty two. The former fair was visited by more than 1.000 selected students, the quality of which was rated as 'excellent' by our exhibitors.

After analyzing the long term outcome of former exhibitions, we have realized that the main area of interest for Colombian students who plan to study abroad is definitely "English as a second language". This is why we have a strong motivation to focus this event mainly in English language providers. Nevertheless, participating institutions are free to promote any programs they offer other than English.

SYNOPSIS OF OUR MARKETING PLAN

- Online marketing
TLI Colombia and Grupo Gales Colombia have approximately 400,000 students through three different websites and community sites. We will advertise all participating Institutions on these sites prior to the event. Emails will also be sent to the members in order to promote III EXPOINGLES COLOMBIA 2008 and its participating Institutions.

- Offline Marketing
Marketing Flyers, Posters and Media Advertisements, distributed around University campuses, High schools, Vocational Institutes and English institutes.



INVESTMENT

The cost to participate has been calculated in USD 2,500 including both cities. For participation in one single city the cost is USD 1,800 in Bogotá and USD 1,200 in Medellín. Inclusive of:

- Exhibition Area of 2 square meters for display booth or desk
- Online advertisement
- Offline advertisement
- A representative (in case personal attendance is not possible)
- Interpreter
- Complete visitors data base
- Social activity

Invoices will be sent to all the participating Institutions. Participation fee is due by the 1 April 2008

Payment method: telegraphic transfer.

Advance information about further arrangements will be sent upon confirmation of participation interest.

We look forward to welcoming you to the III Expo Ingles Colombia 2008.

Kind Regards,

Hugo Galindo Salom
Director General
Grupo Gales

Diego Alvarez
Director General
TLI Colombia

