



April 21st 2009 (ECUADOR /Guayaquil/ Hotel Radisson)  
April 23rd 2009 (COLOMBIA/ Medellín /Centro San Diego)  
April 25<sup>th</sup> 2009 (COLOMBIA/ Bogotá/ Hotel Bogota Royal)

Dear Education Provider,

We would like to invite you to be part of the educational event of the year in Latin America: *EXPOIDIOMAS ECUADOR & COLOMBIA* ([www.expoidiomas.com](http://www.expoidiomas.com)). A unique fair dedicated exclusively to the promotion of different languages & higher education programs.

**EXPOIDIOMAS 2009®** ([www.expoidiomas.org](http://www.expoidiomas.org)) is co-organized by Grupo Gales Colombia [www.grupogales.com](http://www.grupogales.com) (Bogotá), TLI Colombia [www.tlicolombia.com](http://www.tlicolombia.com) (Medellin) and Pervolare (Ecuador) [www.pervolare.com](http://www.pervolare.com) in order to achieve a greater impact and attendance in both Latin American countries. Grupo Gales has an extended reputation organizing fairs since its opening in 1999 [http://www.grupogales.com/press\\_events.html](http://www.grupogales.com/press_events.html)

The first GRUPO GALES Fair in Colombia gathered 15 exhibitors from around the world and 953 students. In 2008, 51 exhibitors and almost 3000 students attended our Fair. The students profile was rated as 'excellent' by our exhibitors. Due to the growing demand of different languages (other than English), this year we have extended our FAIR to offer other linguistics such as French, Italian, German, and Mandarin.

## MARKETING PLAN

### ➤ Online marketing

TLI Colombia, Grupo Gales Colombia and Pervolare have approximately 600,000 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 EXPOIDIOMAS 2009 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 in each city. This includes:

- 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 (if required)
- Power Point presentation
- One week follow up & appointments with students
- Social activity

Invoices will be sent to all participating Institutions. Attendance fee is due by March 1st 2009

Payment method: bank transfer (tt).

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

We look forward to welcoming you to **Expo Idiomas 2009**.

Kind Regards,

**Hugo Galindo Salom**  
Director General  
Grupo Gales

**Diego Alvarez**  
Director General  
TLI Colombia

