



COLOMBIA 28 March 2009

UPDATE 1

Dear All,

Thanks for your confirmation to attend EXPO IDIOMAS 2009. We are looking forward to welcoming you all to Colombia. Please refer below to our UPDATE 1 as part of our LOGISTICS plan. We will send you further updates fortnightly.

Event Registration Booking Form

Please download from http://www.expoinglescolombia.org/2009/pdf/reserva_bogota_internacional.pdf the EXPO IDIOMAS 2009 Booth Reservation Form. We kindly ask you to fill it out and send it back to us so that you can officially be registered and included in the event. Any changes to your registration can be made by contacting our staff. Please be advised that our deadline to receive last forms is 15 April 2009. Due to the low interest, Ecuador has been taken off the list.

Power Point Presentations

During the exhibition each institution will have a 20 minute power point presentation. The schedule for the presentations will be sent very soon. Besides, we will have, the week after the event, a marathon of presentations in our office. This way you can invite all your potential students you meet at the EXPO to listen to your power point presentation at Grupo Gales Office for 30 minutes. After the presentation you will also be able to meet , face to face, with the students and even enroll some on the spot. The schedule of presentations will be published in our site www.expoinglescolombia.com . We will also set apart some time for a training session with you and our GRUPO GALES staff.

Scholarships

As most of you know, during our yearly event we raffle some scholarships "every half an hour". All institutions are required to offer a scholarship which will be raffled during the EXPO. It is an excellent marketing strategy that we have developed and applied in the last 10 years with an incredible impact that has attracted an amazing amount of students. Of course just a few will win it, but all of the other students will still be interested in travelling to study overseas. If you check <http://www.expoinglescolombia.com/2008/ingles/becas.html> you will find the list of winners in our EXPO 2008

Stands Set Up

Exhibitors will set up display materials from 9 AM to 11 AM the day of the event. Interpreters will be available from 9 AM to help you. Coffee and water will be available during the event. 11 AM to 1 PM lunch time. (not included). The doors will be opened for the public from 1 PM to 7 PM.

Exhibition Area

Institutions will have an exhibition area of 2 square meters for display booth. Please bring your nicest banner! If representation has been requested, please send your art work no later than 15 April 2009 so that we have time to printing the banner

Social Activity led by TLI / Grupo Gales Staff

Medellin: 22 April (19:00 to 22:00) / 23 April (20:00 to 23:00)

Bogota: 24 April (19:00 to 22:00) / 25 April (20:00 to 23:00)

Invoices

Please confirm your telegraphic transfer according to the invoice we have sent.

Accommodation

Medellin: Hotel Intercontinental (Calle 16 No.28-51) US 110 www.ihg.com/medellin

Bogota:

Option 1 Hotel Bogota Royal (Cra 8 A # 99 – 55) US 135 www.hotelesroyal.com

Option 2 Hotel Boheme (Calle 82 # 12 – 35) US 120

Please confirm your arrival details to each city, make your reservations directly with the hotels. In case any assistance from us is needed let us know in advanced.

Airport transfer

The Hotel will organize airport transfer service. Please make sure to send us your flight details at your earliest convenience, so that this service can be properly arranged.

Sending Material to Colombia

Please read this information carefully before sending marketing material to the EXPO:

1. Mark the box in a visible part with: "NO COMMERCIAL VALUE"
2. Do not exceed 20 kg, or USD 1000 on the declared value.
3. Do not ship more than 5 boxes/packages under the same tracking number
4. Never declare 0 value 3 to 5 dollars per kilogram is ideal..
5. There must be no more than 100 units in each box of any material.
6. In the commercial invoice at the courier company please explain:
 - a) Full description of contents: Brochures / Documents / No commercial value
 - b) Terms of trade / Destination duties: Shipper (not: Receiver)

If you are going to send a lot of brochures, please pack them in many light boxes, instead of in a big heavy one. Otherwise there is a risk they will be lost at customs, or even worse, get lost. Also, do not send more than 2 boxes at the same time. Leave at least 3 days in between.

Confirm with the DHL / FEDEX / UPS agent in the post office that no extra costs will be charged in Latin-America.

ADDRESS IN COLOMBIA:

BOGOTA: CRA 19 A # 84 – 72 // Ph (571) 53051 11

MEDELLIN : Cra 47 A No 5 – 52 Ofic. 104 Patio Bonito // Ph (57-4) 312 1309

We look forward to meeting you all here

In case any further information is required please do not hesitate to contact us

Warmest Regards

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