



COLOMBIA: **April 22nd**, Medellín (Hotel Intercontinental)
April 23rd & 24th, Bogota (Hotel Radisson)
MEXICO: **April 28th**, México D.F. (Embassy Suites Hotel)

INVITATION FOR INTERNATIONAL INSTITUTES

Dear Education Provider,

We would like to invite you to be part of *EXPOESTUDIOS EN EL EXTERIOR 2010* <http://www.expoestudios.com/2010/english/index.php>. A unique fair dedicated to the promotion of international languages & higher education programs.

EXPOESTUDIOS EN EL EXTERIOR 2010 (www.expoestudios.com) is co-organized by **Grupo Gales Educacion Internacional**® (Bogotá), the brand-new **Grupo Gales Mexico**® (DF) and **TLI Colombia**® (Medellin) 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

The first GRUPO GALES Fair in Colombia gathered 15 exhibitors from around the world and 953 students. In 2009, 50 exhibitors and nearly 3000 students attended our Fair. The students profile was rated as 'excellent' by our exhibitors.

MARKETING PLAN

➤ **Online marketing**

Grupo Gales Colombia, Grupo Gales Mexico & TLI Colombia, have approximately 6,000 students gathered from over ten years of annual fairs. We will advertise all participating Institutions on our sites prior to the event. Emails will also be sent to our members in order to promote EXPOESTUDIOS 2010 and its participating Institutions.

Bogotá Colombia (hgalindo@grupogales.com) – **México D.F.**
(fagavi_18@hotmail.com) - **Medellin Colombia** (gerencia@tlicolombia.com)

Offline Marketing

Marketing Flyers, Posters and commercial Advertisements, will be distributed around University campuses, High schools, Vocational Institutes and English institutes.

INVESTMENT

The cost to participate has been calculated in **USD 2.500** ONE location.
Special price: 2 locations **USD 4.500** // 3 location **USD 6.000**

This includes:

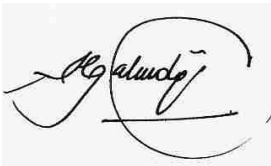
- Exhibition Area of 2M² for display booth (TABLE)
- Online & offline advertisement
- A representative (in case personal attendance is not possible)
- Interpreter
- Power Point presentation
- Social activity
- One year follow up & appointments with students

Invoices will be sent to all participating Institutions. Attendance fee is due by April 1st 2010 Payment method: bank transfer (tt). Invoice.
Updated information about further arrangements will be sent upon confirmation of participation.

We look forward to welcoming you to **EXPOESTUDIOS EN EL EXTERIOR 2010**.

Kind Regards,

Víctor Fabián Garcia
Director General
Grupo Gales México



Hugo Galindo Salom
Director General
Grupo Gales



Diego Alvarez
Director General
TLI Colombia

