

## LETTER

Dear Sir/Madam

The China Senior College Expo will be held in Shanghai from April 28<sup>th</sup> to 29<sup>th</sup> 2012.

To allow Chinese students apprehend foreign university education and assist you on Chinese student recruitment, we cordially invite you to organize your country's universities to attend the fair. We will provide our utmost service to ensure your success in this fair.

Thank you and look forward your reply. Any assistance you could offer to this fair would be much appreciated.

Enclosed is the detail of this fair.

Yours sincerely,

Mr. Shan Yang Zhong

International Cooperation & Exchange Office of

China Senior College(Shanghai) Exhibition Organization Committee

Contact person: Ms. Tang or Mr. Shan

Tel : 0086 - 21 - 64687009, 64687006 Fax : 0086 - 21 - 64687081

[www.chrieduexpo.org](http://www.chrieduexpo.org)

E - mail : [csce@chneduexpo.org](mailto:csce@chneduexpo.org)



*China Senior College Exhibition 2012*

# **China Senior College Exhibition**

**CSCE 2012 28<sup>th</sup>-29<sup>th</sup> April, 2012**

**Shanghai China**

.....**Invitation**.....

**Organizer:** Guide for Chinese Colleges and Universities editorial board of  
Chinese Association of Higher Education

**Co-Organizers:** - China Senior College Exhibition Organizing Committee  
- China Shanghai Qianyi Culture and Communication Co. Ltd

**Media:** The Oriental Television, Shanghai Television, Shanghai Evening News,  
Shanghai Morning News, Jiefang Daily, Wenhui Newspaper, 21  
Century, Eastern Morning, Phoenix Satellite TV, Yangtze Evening  
News, Huicong Education, Study abroad website, Sina Website ,etc.

**Target Groups:** General Public (students, parents, teachers, academic  
organizations, consuls of diverse countries and businesses)

China is world famous for its student exchange programs and is a key  
player in the eyes of academic institutions looking for an international presence.  
According to China's official statistics, more than 130,000 students studied  
abroad and among those, 120,000 students independently funded the  
experience themselves.

Shanghai's 8<sup>th</sup> annual China Senior College Exhibition is sponsored by  
Qianyi Culture and Communication Co. Ltd, company of experience and  
stability. The China Senior College Exhibition held this year in Shanghai from  
April 28<sup>th</sup> to 29<sup>th</sup> 2012, will attract more than 100,000 people. To assist in your  
recruitment efforts, we cordially extend an invitation to your organization.

Shanghai Municipal Education Commission  
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Website: [www.chneducpo.org](http://www.chneducpo.org) E-mail: [csce@chneducpo.org](mailto:csce@chneducpo.org)



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Shanghai is the most populated city in China, and well as being an economic epicenter with 23 million people and per capita GDP of 14,000 US dollars. With 58 post-secondary institutions, the enrollment rate for students is 82%, with 28% of those students studying abroad.

### **Exhibition Contents:**

College educational condition, college educational feature, college educational standard, college teacher-resource, student-source and major designing, college educational reform and scientific research achievement.

### **Exhibition Range:**

- Embassies / Consulates in China
- Education Groups at home and abroad
- Universities and schools (domestic / overseas)
- Sino-foreign joint-venture schools or programs
- Language training centers or programs
- Bilingual schools / International schools
- Kindergarten, Primary & Secondary schools
- Agencies and Institutions / Supplementary Education Institutions
- Vocational Training Institutions, Adult education, Further education
- Relevant media, associations, enterprises etc.

### **Service of Exhibition:**

- Reserving hotels
- An inquiry desk
- Two lights in each Exhibition Booth

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Website: [www.chinacduexpo.org](http://www.chinacduexpo.org) E-mail: [csco@chmduexpo.org](mailto:csco@chmduexpo.org)



## China Senior College Exhibition 2012

- A 220V/5A Socket
- Two chairs
- The security safeguard and lighting in the period of exhibition and dismantling
- The cleaning of the public districts in the Exhibition

### Schedule:

Date	City	Activities	Venue
Apr.27 <sup>th</sup>	Shanghai	Build-up & Exhibition Registration	Rainbow Hotel Shanghai Build-up at Shanghai Library
Apr.28 <sup>th</sup> -29 <sup>th</sup>	Shanghai	Exhibition Open to Public	Shanghai Library
Apr.29 <sup>th</sup>	Shanghai	Exhibition Teardown	Shanghai Library

### The fees of participating in the Exhibition:

The specification of booth	Unit price	Remarks
Standard booth (2m x2m)	RMB 12,000 per booth	Can assist booking hotel at exhibitors expense (price upon application).
Special explaining conference	Price upon Application	Provide a multifunction conference hall accommodated 40 persons for one hour. organize students to take part in.

Publication Name	Unit price for one page	Unit price for two page
(College Expo Publication)	Price upon Application	Price upon Application

### Registering and Paying Fees

- (a) The Shanghai Education Commission will determine the booths on a "first come, first serve" basis.  
(b) The deadline for reserving a booth is March 30<sup>th</sup>, 2012.
- Please fill in the receipt of participation and fax it to the organizing

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commission.

3. After faxing the receipt of participation to us, please remit the fees within 7 days to this account:

Remittance Unit: China Shanghai Qianyi Culture and Communication Co., Ltd.  
Bank Name: Industrial and Commercial Bank of China Shanghai Branch  
JIUSHIFUXING BUILDING SUB-BRANCH

Account No.: 1001200309069077036

SWIFT CODE: ICBKCNBJSHI

4. We will confirm the booth as soon as we receive your fees.

Best Regards,

International Cooperation & Exchange Office of  
China Senior College (Shanghai) Exhibition Organization Committee  
Contact person: Ms. Tang or Mr. Shan

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## China Senior College Exhibition 2012

# China Senior College Exhibition 2012

(CSCE 28<sup>th</sup> – 29<sup>th</sup> April, 2012 Shanghai China)

PLEASE FAX THE COMPLETED REGISTRATION FORM TO:

China Senior College (Shanghai) Exhibition Organization Committee

Fax: +86 (21) 6468-7081 Ph: +86 (21) 6468-7009 Web: www.chneduexpo.org E-mail: csce@chneduexpo.org

### Exhibition Booth Registration Form

Exhibitor Name (English)			
Exhibitor Name (Chinese)			
Note:	The above English and Chinese names will appear on the exhibitor's booth fascia plate, so please write as clearly as possible.		
Full Address			
Liaison person		Position	
Telephone		Fax	
Country		E-mail	
Organization Type		No. Attending	
Attendee Name - 1		Position	
Attendee Name - 2		Position	
Attendee Name - 3		Position	
<b>Shanghai Exhibitor Booth Options</b>			
◆ Shanghai Exhibition Date: April 28 <sup>th</sup> – 29 <sup>th</sup> , 2012		Registration Deadline: March 30 <sup>th</sup> , 2012	
<input type="checkbox"/> Standard Booth (2m X 2m) _____ (quantity)		<input type="checkbox"/> Raw Space _____ (m2) (price upon application)	
<b>Standard Booth Registration = RMB 12,000 (CNY)</b>			
I/we accept the above nominated booth price and conditions. Upon the organizer receiving the signed Registration Form I/we agree to be invoiced the 50% deposit. The deposit is then due 7 days from the invoice date. The balance owing is due not later than 60 days before the opening of the exhibition.			
Signature / Stamp: _____		Date: _____	

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