

Three small, grey airplane icons are positioned at the top of the page, connected by three dashed, curved lines that sweep across the upper half of the page, suggesting flight paths or travel routes.

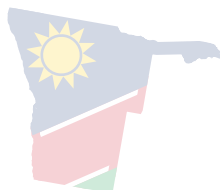
Study Abroad

Fair & School Visit

6 – 22 September 2018

Namibia | South Africa | Botswana

PARTICIPATION GUIDE





**Registration Ends
28 August 2018**

Event Summary

Study Abroad Fair & School Visit 2018 will provide a platform for education providers to showcase their institutions for maximum brand name exposure, lead generation, student's recruitment opportunities, local education provider partnerships and market insight.

About us

OAA Study is a student's recruitment agency with offices in Sydney, Windhoek, Gaborone, Johannesburg, Nairobi and Lagos. We focus on connecting Students and professionals towards appropriate education opportunities in Australia, USA, Canada, Ireland, UK, Malaysia, Germany, Switzerland, Turkey, Russia, Botswana, Namibia and South Africa. We offer targeted marketing and provide in-depth one-on-one consulting services and we are recognized by universities and Colleges as an Independent source for marketing, recruitment and advice for parents, students and professionals.

For Enquiries, Participation guide and Registration: **Call** (+267) 77 157 440 or **email:** event@oaastudy.com
For more info: www.oaastudy.com

Who should participate?



- ◆ Education Providers
- ◆ Student Services Providers

Why you should participate

As an organization knowledgeable on the African educational market, OAA Study brings its expertise in facilitating African students' recruitments in Namibia, Botswana and South Africa. Students in Namibia, Botswana and South Africa have high interest in International Education and are some of the few untapped international students source market that is emerging with high per capital income in Africa. Botswana and South Africa are both low immigration risk rating country – with 99% student visa grant rate to Australia, Canada, USA, UK, Malaysia, Ireland, Germany, Switzerland, Turkey, and South Africa.

- ◆ Create an enabling platform to recruit students. Understand the drivers of recruiting prospective students from Namibia, Botswana and South Africa.
- ◆ Promote your institution and establish links with local education providers — potential for partnership opportunities. Maximum brand exposure in Namibia, Botswana and South Africa.
- ◆ Participate in marketing promotions through Social Media, Newspaper, SMS, Radio and TV etc.
- ◆ Set-up onsite students' assessment and enrolment desk.



Participation Access Level

GOLD

Participants will have access to Windhoek, Gaborone and Johannesburg

- Market insight and prospective student's database
- Round table meeting with college principals and university registrar
- 4x presentations at private secondary schools, colleges or universities
 - ♦ Windhoek
 - ♦ Gaborone
 - ♦ Johannesburg
- Study Fair in Windhoek, Gaborone and Johannesburg
- Evening networking reception
 - ♦ Price: **USD6,000** (Early Bird Price **\$5,500** save \$500) – Education Providers
 - ♦ Price: **USD2,500** (Early Bird Price **\$2,200** save \$300) – Service Providers
 - Hiring fair venue
 - Developing marketing and promotional materials
 - Advertising and promotional campaign to prospective students
 - Event catering and logistics

SILVER

Participants will have access to Windhoek, Gaborone or Johannesburg

- Market insight and prospective student's database
- Round table meeting with college principals and university registrar
- 2x presentations at private secondary schools, colleges or universities
 - ♦ Windhoek
 - ♦ Gaborone
 - ♦ Johannesburg
- Study Fair in Windhoek, Gaborone or Johannesburg
- Evening networking reception
 - ♦ Price: **USD2,500** (Early Bird Price **\$2,300** save \$200) – Education Providers
 - ♦ Price: **USD1,500** (Early Bird Price **\$1,300** save \$200) – Service Providers
 - Hiring fair venue
 - Developing marketing and promotional materials
 - Advertising and promotional campaign to prospective students
 - Event catering and logistics

NB: Early Bird Prices close 30 July 2018

Participation Access Level

BRONZE

Participants will have access to Windhoek, Gaborone or Johannesburg

- Evening networking reception
- Study Fair in Windhoek, Gaborone or Johannesburg
 - ◆ Price: **USD1,850** – Education Providers
 - ◆ Price: **USD1,000** – Service Providers
 - Hiring fair venue
 - Developing marketing and promotional materials
 - Advertising and promotional campaign to prospective students
 - Event catering and logistics

Additional School Visit (Optional) - in addition to included school visit in your participation level. Custom-made seminars in private schools and colleges (Charged separately)

- Windhoek
 - ◆ Price: **USD1,000** – Education Providers
 - ◆ Price: **USD500** – Service Providers
- Johannesburg | Benoni | Midrand | Sandton
 - ◆ Price: **USD1,000** – Education Providers
 - ◆ Price: **USD500** – Service Providers
- Gaborone | Palapye | Francistown | Maun | Orapa
 - ◆ Price: **USD1,000** – Education Providers
 - ◆ Price: **USD500** – Service Providers

NB: School Visit includes visit to High School, Colleges and Universities.

You can add an additional school visit activities for Monday - Tuesday.

EVENT PROGRAM ACTIVITIES

Thursday 06-09-18

Location: Namibia

- Welcome briefing by OAA Study
- Round table meeting with Private Schools, College Principals, University Registrars
- Presentation at various Secondary Schools and Colleges

Friday 07-09-18 & Saturday 08-09-18

Location: Windhoek, The Grove Mall

Study Abroad Fair

Additional School Visit in Namibia (Optional): Custom made seminars in private schools and colleges – Windhoek (Monday 10-09-18 & Tuesday 11-09-18). Not included in standard program, charged separately.

Thursday 13-09-18

Location: Johannesburg, South Gate Mall

- Welcome briefing by OAA Study
- Round table meeting with Private Schools, College Principals, University Registrars
- Presentation at various Secondary Schools and Colleges

Saturday 15-09-18

Location: Johannesburg, South Gate Mall

Study Abroad Fair

Additional School Visit in South Africa (Optional): Custom made seminars in private schools and colleges – Johannesburg, Sandton, Midrand (Monday 17-09-18 & Tuesday 18-09-18). Not included in standard program, charged separately.

Thursday 20-09-18

Location: Gaborone

- Welcome briefing by OAA Study
- Round table meeting with Private Schools, College Principals, University Registrars
- Presentation at various Secondary Schools and Colleges

Friday 21-09-18 & Saturday 22-09-18

Location: Gaborone, Game City

Study Abroad Fair

Additional School Visit in Botswana (Optional): Custom-made seminars in private schools and colleges – Palapye, Francistown, Orapa, Maun (Monday 24-09-18 & Tuesday 25-09-18). Not included in standard program, charged separately.

SPONSORSHIP PACKAGES

<p>Principal Sponsors \$7,000 - Education Providers Early Bird Price - \$6,300 save \$700</p> <p>\$3,500 - Service Providers Early Bird Price - \$3,000 save \$500</p> <p>NB: Early Bird Prices close 30 July 2018</p>	<p>As main sponsor your branding will feature prominently on all marketing material – before, during and after the event. You'll also have a prime position on the Education Fair floor and a speaking session at school visit.</p> <p>Gold Participation Access to Namibia, South Africa and Botswana</p>	<ul style="list-style-type: none"> • Gold Participation Access • One of two main sponsors • Speaking opportunity at the school visit • Premium stand location on the fair floor • Branding on all promotional material – print and online • Sponsor listing on the official event website • 4 x page inserts in the visitor bags • Full visitor list after event
<p>OAA Study Representative Education Fair Sponsors \$3,000</p>	<p>Showcase your institution unique programs, facilities and students support services to an audience looking for advice, information and important insights on studying abroad.</p> <p>You don't need to travel to Namibia, Botswana and South Africa to exhibit, just choose this cost effective option and deliver great outcome for your college. No travel and accommodation cost, participate through your brand presence.</p>	<ul style="list-style-type: none"> • One of five sponsors • OAA Study Staff will represent your Institution in Study Fair • Provides report on students interested in your Institution • Premium stand location on the exhibition floor • Branding on signage displayed next to the banner • Full exhibitor listing on the official event website • Distribution of marketing material during event
<p>Visitor Bags Sponsor \$500</p>	<p>Visitor Bags will be distributed to all of the visitors at the front of the event. They provide visitors with something to collect and carry all of the information from the day. So, sponsor the bags and you can turn every visitor in to a walking advertisement for your company and brand.</p>	
<p>Flyer Insert in Visitor's Bags Sponsor \$200 – 2000 copies</p>	<p>Insert your flyers in the visitor bags</p>	