



**COLOMBIA 11 February 2011  
UPDATE 1**

Dear All,

This is an invitation to attend EXPOESTUDIOS COLOMBIA 2011. We are looking forward to welcoming you all. Please refer below to our LOGISTICS plan.

**Novelty!**

This year we wanted to use, for the first time in 11 years, our 400 m2 facilities for the EXPO in Bogota. This is because we noticed in previous years that an average of 48.5% of the students attending our EXPO was visiting our office after the event. We want that 100% of our visitors this year be familiar with our office and staff. We also want to offer them all the possibility to enroll on the spot! We have a comfortable area for **30 stands** and the capacity of meeting more than 100 students at the same time, every hour! We hope this exercise is valued by you and is turned into real numbers of students. There is no reason for us to have a huge hotel room, if after the event institutions will not have important enrollments. For this reason we have also decided to invite a selected number of institutions that might represent the world.

**Event Registration Booking Form**

Please download from our site the EXPO ESTUDIOS 2011 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 March 2011.



### **Power Point Presentations (extra cost)**

In Colombia, institutions might have a 45 minute power point presentation the day after the event (8 April). There is an extra cost of USD200 for the presentations, and we have a limit of 10 . Please book as soon as possible if you are interested in running your PP talk! The schedule of presentations will be published in our site. 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. 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 11 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.

### **Stands Set Up**

Exhibitors will set up display materials from 10 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 3 PM to 8 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 March 2011 so that we have time for printing the banner



### **Social Activity led Grupo Gales Staff**

Bogota: 7 April (20:00 to 24:00)

### **Invoices**

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

### **Accommodation**

**Bogota:** Hotel VIRREY PARK

(one night included. Single room + Breakfast + internet) 5 minutes walk from Grupo Gales office for your convenience

**Bookings:** [reservas@hotelvirreypark.com](mailto:reservas@hotelvirreypark.com)

**Web site:** [www.hotelvirreypark.com](http://www.hotelvirreypark.com)

**Address:** Cra 15 # 87 – 94 Bogotá, Colombia

### **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 #
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.

We hope we all have the most successful event of all!

Looking forward to meeting you

HUGO GALINDO  
CEO GRUPO GALES

Dr. Hugo Mario Galindo, M.D  
Director General (CEO) Grupo Gales  
Master of Education (Griffith U., Australia)  
Medico Epidemiologo (U. Rosario, Colombia)  
*Qualified Education Agent (Australia) D 158*  
*New Zealand Specialist Agent*  
*REP. of Registered Migration Agent (MARA) 0637372*

*Cra 19 A # 84 - 72, Bogota - Colombia*  
*Tel: (571) 257 9442 - (571) 6163947*  
*Fax: (571) 6164998 - (571) 5305111*  
*Skype: hugomariogalindo*  
Email: [hgalindo@grupogales.com](mailto:hgalindo@grupogales.com)  
Web: [www.grupogales.com](http://www.grupogales.com)