



16th Post Graduate

Education Fair 2012



EXHIBITION PROSPECTUS

Spring Fair : 30 March - 1 April 2012
Venue : Mid Valley Exhibition Centre, Kuala Lumpur
Time : 10am - 7pm

“ Education costs money, but then so does ignorance ”

- Sir Claus Moser

Here's the Top 3 Reasons Why We're Still the Best!

1. Strategic, extravagant venue with extremely high visitors' traffic.

The fair is again to be held at the Mid Valley Exhibitions Centre in the popular destination mall of Malaysia, Mid Valley Megamall. It is the largest mall in Malaysia and the largest in Asia with over 430 retail, dining and entertainment outlets: attracting 1.8 million visitors per month. The fair venue, Mid Valley Exhibition Centre offers an abundance of ancillary services necessary to both exhibitors and visitors. With the abundant space of 48,300 square feet provided for comfortable exhibition setting, as well as the high inflow of visitors, many of our past participants and fair visitors have indicated that they have met and exceeded their objectives at PGEF!

2. Major advertising for high level of consumer awareness.

Powerful promotional channels would be used to promote the fair to the fullest. We employ a powerful strategy comprising a potent mix of print, broadcast and outdoor advertising, combined with a planned online campaign that's second to none. The result? We attract and deliver thousands of high quality, focused visitors right to your doorstep!

Print Media Strategic advertisements will be placed in major newspapers throughout Malaysia including The Star, Malay Mail, Sin Chew Daily, News Straits Times, Berita Harian, Harian Metro, The Sun, reaching over 6.2 million readers nationwide. This is backed by BMI's own stable of B2B publications ensuring maximum exposure in trusted media.

Broadcast PGEF2012 will be featured on TV and radio, both in commercials and talk programmes – with an estimated total viewership of 4.2 million.

On-Campus In association with AIESEC (www.aiesec.org), the world's largest student organization, PGEF2012 will be promoted in all major universities and colleges around the country - directly to over 100,000 final year students nationwide.

Outdoor Billboards and street buntings will be placed in strategic locations in Kuala Lumpur and Selangor reaching 1.5 million motorists daily over a month-long period. This, combined with PGEF2012 posters plastering every nook and corner of private and public universities - makes PGEF2012 the definitive post graduate fair. If you are looking at recruiting the best students into your institution!

Online PGEF2012 will be heavily advertised within JobStreet.com and direct emails will be sent to the 1.8 million of JobStreet.com members in Malaysia, besides strategic banners on JobStreet.com's powerful LiNa platform. Facebook, blog and threads in community forums are set up to create awareness and to further engage prospective graduate students.

Direct As the longest running post graduate fair in Malaysia, we have in our database an unmatched number of professionals, managers and graduates. Invitation mailers will be sent to selected number of past visitors. Electronic direct emails are also sent to selected students in participating universities.

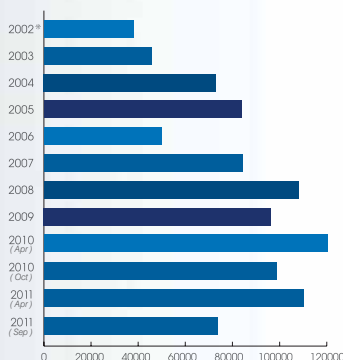
Public Relations That's not all! Our Public Relations division will co-ordinate a Press Launch, Press Preview and issue press releases to major print and broadcast media to generate publicity for the event.

3. Solid track record.

As the longest running post graduate education fair in Malaysia, PGEF2012 is a must-participate to most universities and colleges - both in Malaysia and internationally. Approximately 200 local and international colleges and universities join the fair each time it is held. Since 2002, PGEF has attracted close to a million graduates and experienced professionals, filling out thousands of positions in hundreds of participating colleges. Over the years due to the success of the fair and positive experience among participants, PGEF2012 is now the most recognized post graduate education fair in Malaysia. We would say that it is a powerful marketing platform for you to expand your education market internationally as well as encouraging post graduate education among Malaysians. If you are targeting post graduate students - then this is THE fair to be in!

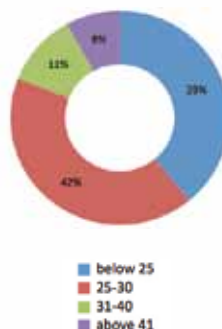
THE NUMBERS SAYS IT ALL

TOTAL NUMBER OF VISITORS



*2002 includes visitors in Kuala Lumpur, Penang & Johor Bahru

AGE



GENDER



AREA OF STUDIES



Source:

1. Visitorship: Organiser's Door Count / MyPanel Research
2. Demographics: Organiser's Survey of 600 visitors

ADVERTISING & PROMOTIONS

15th Post Graduate EDUCATION FAIR 2011

16 - 18 September 2011
Mid Valley Exhibition Centre, Kuala Lumpur

Malaysia's Largest Post Graduate Fair

FREE ADMISSION

03 7880 3511 | www.lifelearning.org.my

15th Post Graduate EDUCATION FAIR 2011

16 - 18 Sep Mid Valley Exhibition Centre

Malaysia's Largest Postgraduate Education Fair

16 - 18 September | Mid Valley Exhibition Centre | 10am - 7pm

Visit & Win Smartphones!

Take me home!

It's Easy! Just scan the QR code at the registration counter.

15th Post Graduate Education Fair 2011

Pameran Pasca Siswazah Terbesar di Malaysia

16-18 SEP 2011

Mid Valley Exhibition Centre

15th Post Graduate EDUCATION FAIR 2011

16 - 18 Sept 2011

Mid Valley Exhibition Centre

Malaysia's Largest Postgraduate Education Fair

16 - 18 September | Mid Valley Exhibition Centre | 10am - 7pm

15th Post Graduate EDUCATION FAIR 2011

16 - 18 Sept 2011

Mid Valley Exhibition Centre

Malaysia's Largest Postgraduate Education Fair

16 - 18 September | Mid Valley Exhibition Centre | 10am - 7pm

15th Post Graduate EDUCATION FAIR 2011

16 - 18 Sept 2011

Mid Valley Exhibition Centre

Malaysia's Largest Postgraduate Education Fair

16 - 18 September | Mid Valley Exhibition Centre | 10am - 7pm

Looking For Effective Channels to Recruit PostGrad Students?

15th Post Graduate EDUCATION FAIR 2011

Malaysia's Largest Postgraduate Fair

COME TO MALAYSIA'S LARGEST POSTGRADUATE EDUCATION FAIR

16-18 Sep
Mid Valley Exhibition Centre
10am - 7pm

FREE ADMISSION

03 7880 3511 | www.lifelearning.org.my

15th Post Graduate EDUCATION FAIR 2011

16 - 18 September 2011 | Mid Valley Exhibition Centre

MALAYSIA'S LARGEST POSTGRADUATE FAIR IS NOW OPEN FOR PARTICIPATION!

03 7880 3511 | www.lifelearning.org.my



15th Post Graduate EDUCATION FAIR 2011

PAMERAN PASCA SISWAZAH MALAYSIA

16-18 Sep

Pusat Pameran Mid Valley

10am-7pm

03 7880 3511 | www.lifelearning.org.my

Pameran Pasca Siswazah Terbesar di Malaysia

16-18 SEP 2011

PUSAT PAMERAN MID VALLEY

10.00 pg - 7.00 pm | Masuk Percuma

15th Post Graduate EDUCATION FAIR 2011

03 7880 3511 | www.lifelearning.org.my

facebook

Malaysiakini (BM Version)

Malaysiakini (BM Version)

Malaysiakini (BM Version)

Malaysiakini (BM Version)

15th Post Graduate EDUCATION FAIR 2011

16 - 18 Sep 2011

Mid Valley Exhibition Centre

Malaysia's Largest Postgraduate Fair

Visit & Win Smartphones

Pre-Register Now!

15th Post Graduate EDUCATION FAIR 2011

16 - 18 Sep 2011 | 10am - 7pm

Mid Valley Exhibition Centre Kuala Lumpur

Malaysia's Largest Postgraduate Fair

COME TO MALAYSIA'S LARGEST POSTGRADUATE EDUCATION FAIR

16-18 Sep 2011 | 10am - 7pm

Visit & Win Smartphones

FREE ADMISSION

03 7880 3511 | www.lifelearning.org.my

Malaysia's Largest Postgraduate Fair

16-18 Sept Mid Valley Exhibition Centre

03 7880 3511 | www.lifelearning.org.my

SME

& Entrepreneurship Magazine

MALAYSIA'S BEST SELLING
BUSINESS PUBLICATION!



POST GRADUATE EDUCATION SUPPLEMENT

Publishing Date:

April 2012

Booking Dateline:

15 March 2012

Material Dateline:

20 March 2012

Size:

210mm x 275mm (trimmed size)

Circulation:

- 30,000 Newstands + Subscribers
- 5,000 Starbucks + Airport Lounges + Cafes
- 5,000 Post Graduate Education Fair 2012
- 10,000 Bookstores - YEAR ROUND sales
- 50,000 Total BUMPER Issue

Official Publication:



An increasing number of business owners, professionals, entrepreneurs and senior executives are pursuing post graduate education. This is reflected in the growing enrolment in part-time and weekend programs in almost every discipline. Despite their busy schedules, these adult learners are taking up a post graduate course to further their knowledge and to keep their skillsets relevant in the rapidly evolving economy.

SME MAGAZINE - Malaysia's best selling business publication is proud to present its first ever Post Graduate Education Supplement. Featuring institutions and courses, the Supplement will serve as a practical guide to reading a post graduate degree, plus ideas and advices on making the most out of the program.

Reach out to over 100,000 business owners, entrepreneurs, professionals and senior executives through this supplement - which will also have a strong collector's value!

PACKAGE 1	RM 6,000 for 1 FPFC Advertisement + 1 FPFC Write-up (Save RM 6,000)
PACKAGE 2	RM 12,000 for 3 FPFC Advertisement (1 Ad x 3 consecutive months) + 1 FPFC Write-up (Save RM 12,000)

Contact any of the following, or your Advertising Agency:

Michael Wong +6012 338 1983, michael@businessmedia.asia

Neil Shum +6016 233 5883, neil@businessmedia.asia

Application Form & Contract

Complete the following company information in full

Company Name _____

University / Institution Name (for Show Guide Listing) _____

Address _____

Postal Code _____ City _____ Country _____

Tel _____ Fax _____ Email _____

Contact Person _____ Designation _____

Sign up for 16th PGEF and get the 17th PGEF at Discounted Rate!*

Participation Details

Standard Booth (8m²)

c/w 4m x 2m standard shell scheme, 1 information desk, 2 chairs, waste paper basket, 1 powerpoint, institution name on fascia board and general cleaning and security services.

+ Complimentary Course Listing on www.lifelonglearning.org.my worth RM 3,000.

Deluxe Booth (16m²)

8m x 2m 4m x 4m

c/w 8m x 2m or 4m x 4m standard shell scheme, 1 information desk, 1 round discussion table, 4 chairs, waste paper basket, 1 powerpoint, company name on fascia board and general cleaning and security services

+ Complimentary Course Listing & Web Banner on www.lifelonglearning.org.my for 3 months worth RM 8,000.

Raw Space Only (32m²)

For variable size and design, book this raw space only. Exhibitors are required to appoint an Exhibition Contractor or use the Organiser's Appointed Official Contractors to build the booth. Booth design is subject to the Organiser's and other relevant parties' approval.

Discounts:

5% Loyalty Discount for returning exhibitors (PGEF'10 /11)*
10% Early Bird Discount for participation by 31 December 2011 *

(All discounts are cumulative)

16th PGEF
(30 Mar - 1 Apr)

RM 6,000

RM 12,000

RM 20,000

Total: RM _____

RM _____

RM _____

17th PGEF
(21 - 23 Sep)

RM 4,000

RM 8,000

RM 15,000

RM _____

N/A

N/A

Nett Total: RM _____

*Discounts are only valid for the 16th PGEF. No further discount for the 17th PGEF.

Payment

Pay to: Public Bank Berhad Swift: PBBEMYKL For credit of: AIC Exhibitions Sdn Bhd | Account Number: 3143242235

Authorization

I am an authorized representative of the company with full power and authority to sign and deliver this Application and Contract. The Company listed on this Application and Contract agrees to comply with all the policies, rules and regulations contained on the reverse of this Form, and all policies, rules and regulations adopted by the Organisers from time to time.

Authorized Officer Signature (required)

Authorized Officer Name/Designation



Company Stamp

Please Read The Reverse Side

Please read carefully the Rules & Regulations on the reverse side prior to completing this form. If you have received this form without the Rules & Regulations, please contact the Organisers at +603 7880 3511.

Fax To: +603 7880 3515

Rules & Regulations

1. These rules & regulations constitute an essential part of the contract for exhibit space. The Organisers reserve the right to render all interpretations and to establish further regulations as may be deemed necessary for the general success of the exhibition.
2. The Organisers reserve the right to decline, prohibit or expel an exhibit which, in its judgement, is out of keeping with the character of the exhibition, this reservation being all inclusive as to persons, things, printed matter, product, conduct, etc.
3. The control of all aspects of the exhibition shall rest upon the Organisers, whose decisions shall be binding on all exhibitors and their employees.
4. Distribution of advertising material and exhibitor solicitation of any sort shall be restricted to the exhibitor's booth. Company's exhibit or product may not extend into the aisle or beyond the limits of the assigned booth. No exhibitor shall assign / sublet any part of his assigned space without the consent of the Organisers in writing.
5. Exhibitors are required to maintain and staff their exhibit space and exhibits throughout the period of the exhibition.
6. Exhibitors shall be bound by all pertinent laws, codes and regulations of municipal or other authorities having jurisdiction over the exhibit facility or the conducting of said exhibit, together with the rules and regulations of the owners and/or operators of the facility in which the exhibition is held.
7. **PAYMENT POLICY:** Full payment is due with this Application Form & Contract. Please make cheques payable to AIC EXHIBITIONS SDN BHD. Exceptions to this rule must be made in writing by an authorized officer of the Organisers, and is without prejudice to the Organisers rights to claim full payment for the exhibit space contracted.
8. **CANCELLATION POLICY:** Space booking may be cancelled by the contracting Exhibitor with a minimum of 3 months notice by paying a cancellation fee of 20% of the contracted amount or RM 2,000 whichever is higher. No cancellation is allowed within 3 months of the event dates. Exhibitors canceling after space has been contracted will have all payment made to the Organisers forfeited and the Organisers " reserve the right to recover the balance of booth rental and/or other package components agreed upon by the exhibitors.
9. Exhibitors should carry their own insurance. The exhibition assumes no responsibility for the safety of the properties of the exhibitor, its officers, agents or employees from theft, damage by fire, accident or any other cause whatsoever, and the exhibitor expressly agrees to save and hold harmless the Organisers, management, agents and employees from any and all liability resulting from injuries or damage to exhibitors, their agents, employees and attendees, persons and/or properties in connection with the exhibitor's use of the exhibit space. Attention is called to the necessity for insurance covering all risks (liability, fire, theft, damage, etc.) on your exhibit from place of shipment to the exhibition facility, return, and during the exhibition.
10. It is agreed that if the exhibitor fails to comply in any respect with the terms of the agreement, then the Organisers shall have the right, without notice to the exhibitor, to sell or offer for sale, the exhibit space covered by this contract, said exhibitor to be liable for any deficiency, loss or damage suffered by the exhibition by reason of the premises stated, which loss or damage the exhibitor agrees to pay the exhibition upon demand together with reason-able expenses and costs incurred by reason thereof.
11. It is further agreed that actual occupation of the exhibit space by an exhibit is of the essence thereof, and that should the exhibition be unable to affect the sale of the space as herein provided, the exhibition is then expressly authorized to occupy or cause said space to be occupied in such manner as it may deem in the best interest of the exhibition, without any rebate or allowance whatsoever to the exhibitor and without in any way releasing said exhibitor from any liability hereunder, and said exhibitor expressly agrees to pay the exhibition the full sum as herein set forth.
12. The Organisers will not be liable for the fulfillment of this contract as to the delivery of exhibit space should the exhibition be cancelled or postponed for any reason whatsoever, and shall be entitled to retain all sums paid by the Exhibitor to cover expenses incurred with the exhibition. Although the Organisers will endeavour to fulfill its obligations as to the delivery of exhibit space as herein agreed upon, the Organisers will be entitled to make such changes to the exhibition names, dates, venues, hours and mechanism as it deems fit and no claims by the exhibitor arising from the same shall be valid.
13. **PROTECTION OF EXHIBITION FACILITY PROPERTY:** Nothing shall be posted on, or tacked, nailed screwed or otherwise attached to the columns, walls, floors, or other parts of the facility or exhibit area without permission from the proper building authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with the directions of the exhibition hall manager or their assistants. All booths must be set up no later than the day prior to the beginning of the show.
14. **EXHIBITOR MANUAL:** Show management will furnish an exhibitor's manual with directions for the simplifying and expediting of the installation, maintenance, dismantling, and removing by the exhibitor of his display. Exhibitors requiring special services, i.e., furniture, electrical, etc., should refer to the exhibitor's manual.
15. **INSTALLATION AND DISMANTLING:** The specific requirements for installation and dismantling of exhibits are set forth in the exhibitor's manual. Such requirements shall be binding upon the license as though fully set forth herein.
16. **ACCESS TO DISPLAYS:** the Organisers may from time to time promulgate such regulations thereto as may be found in its judgment to be most practicable.
17. The Organisers shall have full power in the interpretation and enforcement of all rules and regulations contained herein and the power to make such amendments thereto, and such further rules and regulations as it shall consider necessary for the proper conduct and success of the exhibition.
18. **EXCLUSIVITY CLAUSE:** In the interest of safety, continuity, security and control, the following are understood as exclusive services provided in the exhibit hall by the Booth Contractors appointed by the Organisers: drayage, rigging, and booth furnishings.
19. **LINE-OF-SIGHT RULE:** Displays shall be arranged so as not to obstruct the general view nor hide the displays of others. Each exhibitor is entitled to a reasonable sight line from the aisle. Plans for specially built displays, not in accordance with these guidelines, must be submitted to Show Management for acceptance before construction is ordered. Show management may request removal of displays that unreasonably obstruct a neighboring booth. Exhibitor agrees to comply at their expense.
20. The interpretation, construction, performance and adjudication of all legal relationships between the Organisers and the Exhibitor shall be subject to the laws of Malaysia. Any dispute shall be subject or in respects to the law of Malaysia.

GALLERY



TESTIMONIALS

"Postgraduate Education Fair remains the largest and most successful exhibition for postgraduate studies."

YB Datuk Seri Dr Fong Chan Onn
Former Minister of Human Resources,
MALAYSIA

"A very impressive exhibition! Will definitely return next year"

Multimedia University, MALAYSIA

"Very well organised. Certainly worth the investment"

Universitas 21 Global, SINGAPORE

"Overall, a very successful event"

National University of Singapore,
SINGAPORE

"AIESEC in Malaysia is dedicated to ensuring maximum turnout of the best graduates around the country. Through our existing universities network and alumni, we will spare no effort in making PGEF2010 another success!"

AIESEC, MALAYSIA

"It was a great event at a great location with great visitors organised by a great organiser! Thank you!"

Universiti of Kuala Lumpur, MALAYSIA

"The fair has built a solid reputation over the years for attracting large number of quality students. The feedback from our clients have been overwhelming, to say the least"

JobStreet.com, MALAYSIA

"Thank you for putting together such a great and well organized fair"

Universiti Malaysia Terengganu, MALAYSIA

"PGEF is one of the most organised education fair we have ever taken part. Good job! We hope in the future PGEF would extend to other parts of Malaysia."

University of Malaya, MALAYSIA



Contact

AiC Exhibitions Sdn Bhd

Unit 709A, Level 6,
Kelana Parkview Tower, Jln SS6/2,
47301 Petaling Jaya, Malaysia
T: +603 7880 3511 F: +603 7880 3515
www.lifelonglearning.org.my

Sponsorship / Alliances

William Ng william@lifelonglearning.org.my

Operations

Ryan Ooi ryan@lifelonglearning.org.my

Colleges / Universities

Candice Chiang candice@lifelonglearning.org.my