



FAIRS

Early 2010 Programme

In association with   World University Rankings

ABOUT QS

QS Quacquarelli Symonds was founded in 1990 and has become established as the world's leading network for top careers and education. Our mission is to enable motivated people around the world to fulfil their potential by fostering international mobility, educational achievement and career development.

We segment our product and service offerings into the following four categories, each a market leader serving our loyal, blue chip client base:

UNIVERSITY/COLLEGE – serving universities, colleges, vocational & technical institutions and language schools

GRADUATE – serving over 200 graduate schools and universities

MBA – serving over 420 accredited business schools

CAREERS – serving over 200 multinational employers

At the heart of QS is our independent expertise. For example:

QS Intelligence Unit produces the Times Higher Education - QS World University Rankings which is truly 'raising the bar' of global higher education quality standards.

QS unisolution produces software and web solutions supporting the internationalisation of your university, run by a unique combination of education and technology experts.

Global partners are crucial in helping us to achieve such effective delivery. As well as major institutions and government bodies worldwide, over 300 different media work closely with us.

Our TV, newspaper, magazine and online partners include:

INTERNATIONAL

CNN, Business Week, Wall St. Journal Asia, International Herald Tribune

AMERICA

Washington Post, Chicago Tribune, LA Times, San Francisco Chronicle, Toronto Star

EUROPE

The Times, Le Figaro, Handelsblatt, Expansion y Empleo, Corriera della Sera, Vedemosti, Millyet

ASIA

South China Morning Post, Japan Times, Bangkok Post, The Times of India

In this information pack, we present **QS World of Study** products and services for universities, primarily at undergraduate level.

If you would like to review our other categories, please do not hesitate to contact us.

WHAT IS QS WORLD OF STUDY?

QS World of Study is the QS network of high quality educational institutions from around the globe working together to promote access to further and higher educational opportunities for students worldwide.

The primary goal of QS World of Study is to recruit students into undergraduate, advanced, English language and vocational programs that lead to employment. QS World of Study also values the opportunities for professional collaboration between World of Study institutions and with the ranked Top Universities institutions, a synergy that is fostered by their participation in QS events and publications.

WHY QS WORLD OF STUDY?

Because there is a need not currently being met:

- for colleges and universities that are not ranked globally and for EFL schools to have a strong and respected voice that promotes them worldwide, and that gives parents and students the assurance they are looking for in making good educational decisions
- for students and parents who are not able to meet the entry requirements or afford the fees of the top ranked world universities to have access to information about high quality options for their education
- for students who are interested in vocational and professional training through accredited institutions so they can more quickly enter the workforce and develop fulfilling careers

THE-QS World University Rankings process ranks the top 500 from a long list of 600+. An estimated 15,000 other universities and colleges exist worldwide, mostly offering students a very high quality education. These institutions will never be ranked by THE-QS for a variety of reasons – limited research focus, not fully

comprehensive in their program mix, small size, length of existence and other neutral factors.

At the same time, in excess of 2.7 million* international students are studying worldwide, far more than can be accommodated by the top 500 universities. While there will always be competition between educational institutions for the best and the brightest young minds, demand for further and higher education internationally outstrips the college and university seats currently available – especially in the top universities. QS World of Study creates a network of selected institutions that meet specified criteria for participation and provide a greater number of options for access to quality international education.

*source – 2007 UNESCO data

PARTICIPATION CRITERIA

1. Recognized and accredited post secondary institution in home national jurisdiction
2. In existence for a minimum of 10 years
3. Able to provide data to support student success in finding employment related to training and/or accessing further levels of academic education

We travel the globe providing unique opportunities for our clients and audiences, ensuring higher education is accessible for all candidates wishing to develop their potential.

As a company, we're passionate about helping people reach their goals. QS has established itself in the world of higher and business education as the world's leading careers and education network, but we're not stopping there. Each year we're expanding our markets, reaching out to more candidates and clients and ultimately creating more opportunities for ambitious individuals to reach their personal and professional goals.

ASIA TOUR

Delhi	Saturday	30 January
Mumbai	Sunday	31 January
Hong Kong	Tuesday	2 February
Shanghai	Thursday	4 February
Beijing	Saturday	6 February

TARGET VISITOR NUMBERS: 1000 per fair

TARGETED VISITOR PROFILE:

Undergraduate/foundation/ pathway programmes	50%
Advanced and postgraduate	20%
Vocational and work skills	20%
English Language learning	10%

LONDON FAIR

London Friday 12 & Saturday 13 March

TARGET VISITOR NUMBERS: 5000

NUMBERS IN 2009 EXCEEDED: 3,800

TARGETED VISITOR PROFILE:

Undergraduate/foundation degree	60%
Advanced and postgraduate	20%
Vocational and work skills	20%

For all participation rates, see the Rates and Booking Form page inserted in this brochure.

TOP UNIVERSITIES FAIRS

QS World of Study Fairs will run in tandem with the Top Universities Fair in each city (access to the TU Fairs will be through the QS World of Study Fairs)

Candidate promotion

In London and in all five Asian cities, we will promote the Fairs comprehensively in each city at all levels ensuring a high volume and high quality turnout on the day.

Summary of marketing activity

- Tele-marketing to leading High School principals and careers advisors
- P.R and Advertising campaign with leading media in each City
- E-marketing campaigns to extensive lists of students, parents and teachers
- Promotion through event website and Top Universities website
- Leaflet and poster campaigns on campus of Schools, Colleges and Universities.

Talk to prospective students in advance, and follow them up after the Fairs

All exhibitors will be given access to the QS World of Study "Outreach" system that allows you to communicate with registered candidates before the event. You can target groups within the database of prospective students based on their academic profiles and areas of interest. This system ensures you communicate with your target audience before each event, making the success on the day even greater.

After each Fair, you can use Outreach to maintain communication with students whom you met, and with others that you didn't.

Benefits to QS World of Study participants

1. Association with the established international brand recognition and high reputation of QS
2. Work with an experienced team of event organizers
3. Events modeled on previous, highly successful QS events, formats and locations
4. Links with top universities
5. QS marketing, advertising and graphics expertise in establishing a high profile image for QS World of Study

6. Promotion on high traffic QS websites and in QS publications
7. Growing QS World of Study themes at QS APPLE Conferences

How QS World of Study supports Top Universities Fairs

1. Acknowledges the influence, exclusivity and reach of the world's top universities
2. Allows top universities to build on their research, exchange and feeder partner institutions
3. Allows top universities to identify new feeder partners with QS quality assurance

Logistics

A comprehensive Logistics pack which will be distributed to all exhibitors upon confirmation of participation. The logistics pack will include information on Freight, Customer service and details of and booking forms for hotel accommodation with specially negotiated rates for exhibitors.

QS World of Study's role in promoting the vocational education sector

As we know Asia is still the primary recruitment ground for most universities and colleges seeking international students and will remain the number one region for International student recruitment for many years to come. QS World of Study Tour will attract many prospective students seeking a traditional undergraduate or postgraduate programme.

However, many Asian countries who have focused heavily on pushing their young through the world's university systems now find that they lack a skilled workforce, as not enough have gained a workplace qualification through vocational education. QS World of Study Tour addresses this important trend by showcasing some of the world's top vocational and technical colleges who can offer an alternative to the academic route to this growth area of International students.



QS WORLD OF STUDY FAIR - LONDON, 12 and 13 March 2010

Huge success of our inaugural event

20 and 21 March 2009 saw the successful launch of the QS World of Study Fair in London (WOS London). Over 3500 students came to the Science Museum, South Kensington to attend the fair, instantly making this one of London's premier higher education student recruitment events.

The high quality and number of candidates proves that the interest in sourcing world ranked universities is strong from both the UK domestic market and the international student body in the UK.

WOS London attracted quality candidates both from the UK and from overseas domiciles who met with the representatives of 60 universities from 18 countries.

The very strong attendance at WOS London of UK sixth-formers proved that interest in top level international undergraduate study from that sector is substantial and on the increase.

As a result, universities from USA, Australia, continental Europe, Asia and the Middle East are now targeting the UK for student recruitment.

For all participation rates, see the Rates and Booking Form page inserted in this brochure.

Testimonials from WOS London 2009

'Overall very good fair, with a good mix of students, interests and levels'

Oystein Valen

Assitan Director of Int'l Admissions, Hawaii Pacific University

'This was by far the busiest London based fair I have attended, a constant flow of good calibre students kept me busy for the full duration of the fair'

Maral Dadourian

Senior International Officer, Regents College



Earls Court – our 2010 venue

London's Science Museum was a superb venue for our launch Fair but we have outgrown it so TUF London 2010 will take place in one of London's premier exhibition venues, Earls Court.

This iconic and centrally located venue, with its own Underground Station, will accommodate the higher number of universities and visitors that are anticipated.

Logistics

Lasting two full days, TUF London 2010 will consist of built booths with a standard size of 9m². Included in the cost are:

- Display cabinet
- Chairs
- Lighting
- Fascia name board
- Carpet
- Wastepaper bin
- Power socket
- Lunch and light refreshments

QS provides an introduction to the official freight forwarder for efficient delivery of your printed materials. We also negotiate favourable rates for guest rooms in nearby hotels.

All of the above will be included within our comprehensive logistics pack will be sent to all exhibitors.



TERMS & CONDITIONS

TERMS AND CONDITIONS FOR PARTICIPATION IN QS WORLD OF STUDY AND QS TOP UNIVERSITIES FAIRS

Terms of Reference. The term “Exhibitor” shall include all representatives and agents of any organisation to whom space has been allocated for the purposes of participating in the QS Top Universities and World of Study Fairs. The term “Fair(s)” shall mean the Fair(s) referred to on the Participation Form. The term “Organiser” shall mean QS Top Universities and World of Study Fairs. The term “Contract” means the contract for participation in the QS Top Universities or World of Study Fairs entered into between the Organiser and the Exhibitor.

1. Allocation of Exhibition Space. QS Top Universities and World of Study Fairs shall allocate the space as they deem fit. We reserve the right to change the space allocated to the Exhibitors at any time prior to the commencement of the Fair should circumstances demand and, to alter the space, to transfer or close entrances and exits to the Exhibition facilities and to undertake other alterations as may be necessary.

2. Use of Exhibition Space. Exhibitors are only entitled to exhibit the announced products/services detailed on the Participation Form. Exhibitors are not allowed to sub-let or assign their space to other parties either wholly or in part without the consent of the Organisers in writing.

3. All payments must be received within 30 days prior to the start of the first event.

- Early booking discounts can only apply if the booking form is received before November 1 2009 and the invoice is paid within 60 days of issue.

- All payments for the QS Top Universities and World of Study Fairs must be made within 30 days prior to the start of the first event.

4. Breach of contract and/or withdrawal by Exhibitor. If Exhibitors withdraw from any Fair or Fairs they must confirm this in writing to QS Top Universities and World of Study Fairs. The Exhibitor will incur the following charges:

- Cancellation within 30 days of signature on booking form: no charge.

- Cancellation between 30 days after signature and/or 30 days prior to the start of the first event: 50% of cancelled Fair costs payable.

5. Changes in venue and/or duration of Fairs. QS Top Universities and World of Study Fairs reserve the right to change the venue and duration of Fairs. In the event of change of venue and/or duration, the agreement to participate shall remain in force so long as the Exhibitor is informed at least one month prior to such change taking place.

6. Failure of Services The Organisers shall not be liable for any loss sustained by the Exhibitor directly or indirectly attributable to cancellation, suspension or reduction of duration of the scheduled Fair due to:

- a. Force Majeure.

- b. Act of Terror.

- c. Acts of war, military activity, municipal statutory or civil authority requisition.

- d. Fire or excessively inclement weather i.e.: earthquake, flood, typhoon.

- e. Damage caused by an aerial object or aircraft.

- f. Strikes or industrial action.

If a Fair is cancelled, reduced or postponed then in such event the unit costs paid to the Organisers, or any part thereof may be refunded at the sole discretion of the Organisers to the Exhibitors but without prejudice to the Organisers’ right to appropriate the entire sum or any part thereof for expenses they have already incurred for the Fair.

7. Security. The Organisers shall take all appropriate security precautions in the interest of the Exhibitors and visitors. The Organisers shall not be held responsible for any loss or theft of exhibits at the Fair hall or associated premises during the build-up, Fair and dismantling period.

8. Jurisdiction. These Terms of Contract shall be subject to English law and the non-exclusive jurisdiction of the central courts.

9. Insurance. The Organisers are not liable for any loss, damage or injury incurred by participants during the event, Exhibitors must take full personal responsibility for their insurance cover.



CONTACT

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