



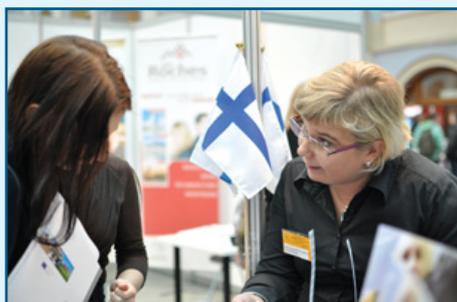
## Dear Sir/Madam,

We have the pleasure to introduce you to the "Education and Career" International Fair to be held in Moscow on the 8<sup>th</sup> – 10<sup>th</sup> November 2012.

"Education and career" is the leading international education fair in Russia with more than 450 participants/exhibitors (from Russia, the European Union, the US, Canada, China, Israel and others) attracting some 40.000 students, one third of whom is geared towards study opportunities abroad. It has been organized regularly (twice a year) since 1994 with the support of the Russian Ministry of Education and Science. Participants are active in the higher education sphere but also in language teaching and continuous and further education.



The fair is seen as largely contributing to the building of bridges between Russian and foreign educational systems, creating opportunities for students' and teachers' mobility, establishing contacts between Russian and foreign universities, including the development of joint programs.



The venue of the "Education and Career" is the impressive "Gostinyi Dvor" exhibition centre, some 150 metres from the Kremlin and the Red Square, easily accessible by public transport and within walking distance from many hotels and restaurants. "Gostinyi Dvor" provides state-of-the-art facilities and is used for leading exhibitions in Russia.



Promotion of the event is very extensive in public and specialised media, websites, public transport. Targeted promotion activities take place at universities to attract the right audience.

On the basis of continuous monitoring we are carrying out and feedback we receive from our participants, we are confident that the event will facilitate wider recognition of your institution in Russia and result in student recruitment and links with Russian institutions and educational agents.

## Market and opportunities

You are certainly aware that leading studies and official statistics show the Russian market is one of the fastest growing markets for foreign education. In this context, Moscow is by far the largest market that accounts for about 50% of Russians studying abroad. Moscow is followed by St. Petersburg, Kazan, Ekaterinburg, Nizhny Novgorod, Samara, Novosibirsk, Rostov, Krasnodar and other large cities.

We therefore invite you to get in touch with our office for additional information and booking. Our English speaking staff will be delighted to provide you all clarifications needed.

## EXHIBITION DETAILS



**Stand 6 sq. m**



**Stand 9 sq. m**

### Stand equipment

Standard equipment of the stand includes the following: signboard with exhibitor's name, counter 500 mm x 1.000 mm, table, 2 chairs (4 chairs for a 9 sq.m. stand), 2 spotlights, electric socket AC 220V, rubbish bin.

### Cost of a fully equipped stand:

6 sq. m . . . . .	1450 EURO
9 sq. m . . . . .	1980 EURO
12 sq. m . . . . .	2430 EURO
15 sq. m and more . . . . .	200 EURO per 1 sq. m

Any other equipment is available at extra cost.

### CATALOGUE

The catalogue will be prepared and published before the fair's opening and will be distributed during the fair. You can place your advertisement in the fair catalogue at extra cost:

standard format (A4/6) . . . . .	50 EURO
A4/2 . . . . .	100 EURO
A4 . . . . .	200 EURO
A4/2, color . . . . .	650 EURO
A4, color . . . . .	1170 EURO

**Internet connection** 250 EURO (for 3 days)

**Interpreter services** are available at 70 EURO per day.

**Deadline for application forms is 18<sup>th</sup> October 2012.**

### How to apply

Please complete the application form and return to:  
FOC "Education and Career"  
International Department  
E-mail: [rtv@znanie.info](mailto:rtv@znanie.info)  
Web-site: [www.znanie.info](http://www.znanie.info)

Please don't hesitate to contact us, if you have any queries.  
Irina Shipilova, International Department Director  
Tel/fax: +7 495 950-5114/13,  
Mobile: +7 916 650-5452



# 36<sup>TH</sup> INTERNATIONAL FAIR "EDUCATION & CAREER"

8<sup>th</sup> – 10<sup>th</sup> November 2012, Moscow, Russia

## APPLICATION FORM

Please complete and return to: FOC "Education and Career"  
4, Vostochnaya str., office 226, Moscow, 115280 Russia. Tel./Fax +7 495 95051143  
E-mail: [rtv@znanie.info](mailto:rtv@znanie.info)

**Organization**

**Contact Person:**

**Address:**

**Tel/fax:**

**E-mail:**

**Organization name to be used on the signboard**

Please reserve a fully equipped stand as follows:

6 sq. m  9 sq. m  12 sq. m  15 sq. m  18 sq. m

**Available at extra cost (mark your choice and number):**

Table

Chair

Counter

Carpet

Interpreter (Languages.....)

days.....

### Catalogue Entry Form

standard format A4/6

A4/2

A4

A4/2, color

A4, color

**Please give a brief description of your activities which will be printed as supplied by you**

**You text could take up to 12 lines (only for standard format):**

**Deadline for application forms is 18<sup>th</sup> October 2012  
Place and Date**

*By signing we accept the terms and conditions.*  
**Signature**