



**新通教育**  
Shinyway Education  
[www.igo.cn](http://www.igo.cn)

# SHINYWAY

# EDUCATION EXPO

**SPRING & SUMMER 2013**

**PARTNER INVITATION**



REGISTER ONLINE!

<http://www.igo.cn/english/online/login.php>

留学规划

亚洲留学·香港升学

工薪首选·成功的黄金跳板

热门院校：★★★★ 申请难度：★★ 省钱指数：★★★★★ 奖学金机

美、日、韩等众多名校及优势专业，升学选择更多元化

条件灵活多样，适应不同阶段以及不同需求的学生出国留学

价廉物美，就读世界名校，享受高额奖学金及学费减免

## KEY VALUES OF ATTENDING SHINYWAY'S EDUCATION EXPOS

### SHINYWAY EDUCATION EXPO —FALL 2012 REPORT

We are delighted to have 180 partner schools and educational institutions participated in Shinyway Education Expos Fall 2012. Over 4,000 potential candidates and parents in 24 major cities of China have attended our expos during September 22<sup>nd</sup> to November 10<sup>th</sup>, 2012.





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## **PROMOTION PACKAGE**

1) Online Marketing – Expo advertisement will be started eight weeks prior to the events on our website <http://www.igo.cn>, this will attract over 20,000 visitors on daily basis. A list of Shinyway's key partners and introductions of expo participating schools will be presented.

2) Offline Marketing – advertising on major newspapers and magazines across China; fliers handed out in major high schools and universities in all cities where the events will be held.

3) TV & Radio: advertising on major TV & Radio channels across China.

4) Surveys will be conducted during the expos have a better understanding of information needs and to provide better follow up with appropriate feedbacks.

5) All customers in our database will be informed regarding the expos.



# EXPO SCHEDULE

## SPRING EXPO

Date	City
Mar 02	Hangzhou
Mar 02	Shanghai
Mar 03	Ningbo
Mar 03	Nanchang
Mar 08	Beijing
Mar 09	Shenzhen
Mar 09	Jinan
Mar 10	Guangzhou
Mar 10	Qingdao
Mar 16	Wenzhou
Mar 16	Zhengzhou
Mar 17	Suzhou
Mar 17	Taiyuan
Mar 23	Nanjing
Mar 23	Tianjin
Mar 24	Anhui
Mar 24	Xi'an
Mar 29	Shenyang
Mar 30	Chongqing
Mar 31	Changsha
Mar 31	Chengdu

## SUMMER EXPO

Date	City
Jun 15	Hangzhou (Tertiary Only)
Jun 15	Xi'an
Jun 16	Ningbo
Jun 16	Zhengzhou
Jun 21	Changsha
Jun 22	Guangzhou
Jun 22	Beijing
Jun 22	Hangzhou (Secondary Only)
Jun 23	Shenzhen
Jun 23	Tianjin
Jun 29	Chongqing
Jun 29	Taiyuan
Jun 29	Suzhou
Jun 30	Chengdu
Jun 30	Nanchang
Jun 30	Wenzhou
July 06	Hefei
July 06	Shenyang
July 07	Nanjing
July 13	Wuhan
July 13	Qingdao
July 14	Jinan

## FRIENDLY NOTES

1. Booths are subject to availability and priority will be given to our partnered universities and institutions;
2. You may register SPRING EXPO online at <http://www.igo.cn/english/online/login.php> or by contacting our Country Project Managers directly; Registration for the Summer Expo will be opened on May 4th, 2013.
3. The registration deadline for the Spring first expo is February 20<sup>th</sup>, 2013. New registration or making changes to your registration will be closed two-weeks prior to the expo starting date for each city;
4. Please inform our Project Managers immediately if there are any changes after your registration has been made.

## SHINYWAY CONTACTS

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Please feel free to contact us if you require any assistance.

We appreciate your continuous support and look forward to meeting you at the expos!

## PARTNER SERVICES

- 1) Full promotional package;
- 2) Banners and Signs at the booth;
- 3) Translation service and assistance during the expos, our colleagues will be standby to assist you in communicating with students and parents;
- 4) Invitation of local students within our database to have a face-to-face discussion on their personal interests;
- 5) Official Shinyway Education Expo Guide for Year 2013 with complete information of contact points, time and venue, material delivery, travel tips and etc.
- 6) Document support for your VISA application.



## **CONTACT US**



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