



**PULLMAN HOTEL,
CENTRAL PARK,
(GRAND BALLROOM)**
2 - 3 February 2018



**SEMARANG
SCHOOL ROADSHOW**
5 February 2018



**MANADO
SCHOOL ROADSHOW**
7 February 2018



"THINK BIG FLY HIGH"

WORLD EDUCATION EXPO FESTIVAL

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PROPOSAL



ORGANIZED BY:

MSW Global
make things happen



SUPPORTED BY:



EXHIBITION BRIEF

World Education Festival (WEFEST) is an annual higher education exhibition organized by MSW Global for Indonesian students who are thinking to the future and seeking to establish their desired career path by choosing the right major.

In its 4th year, WEFEST 2018 aims to bring more value in organizing a bigger event with more universities, career talks, and demonstrations with goals to educate students the various career paths before they select their desired majors. The Indonesian population is known for its eagerness to embrace education and seek career opportunities that highlight their skills and talents.

DATE & VENUE



WEFEST 2018 JAKARTA



PULLMAN HOTEL, CENTRAL PARK (GRAND BALLROOM)

Podomoro City Jl. Let. Jend. S. Parman
Kav. 28, 11470 Jakarta.

2 - 3 February 2018 (Friday & Saturday)

10:00 AM - 17:00 PM



WEFEST 2018 SEMARANG EXPO



SEMARANG SCHOOL ROADSHOWS

5 February 2018 (Monday)

Morning until afternoon (TBA)



WEFEST 2018 MANADO EXPO



MANADO SCHOOL ROADSHOWS

7 February 2018 (Wednesday)

Morning until afternoon (TBA)

EVENT SHOWCASE



I. Education Exhibition

WEFEST main show will be the education exhibition which aims to showcase over 100 institutions from more than 20 countries, offering a range of higher education degrees such as college diploma, undergraduate and post-graduate degrees. The countries that are participating includes Australia, China, India, France, Italy, Indonesia, South Korea, Malaysia, New Zealand, Philippine, Poland, Russia, Singapore, Sweden, Switzerland, Taiwan, Turkey, United Kingdom, and America.

WEFEST targets to invite more than 10,000 quality students to cater to the demand of the exhibiting institutions. The organizer will work closely with its network of high schools and universities to invite their students to participate in the event. (See school list under promotion)

II. Career Talks

WEFEST prepares more than 50 sessions in the course of 2 days in the form of career talks by professionals from various industries. The industries that are scheduled sessions are pastry, finance, transportation, sport, media, music, architecture and design, food technology, hospitality, tourism, astronomy, government service, business management agriculture, and natural resources

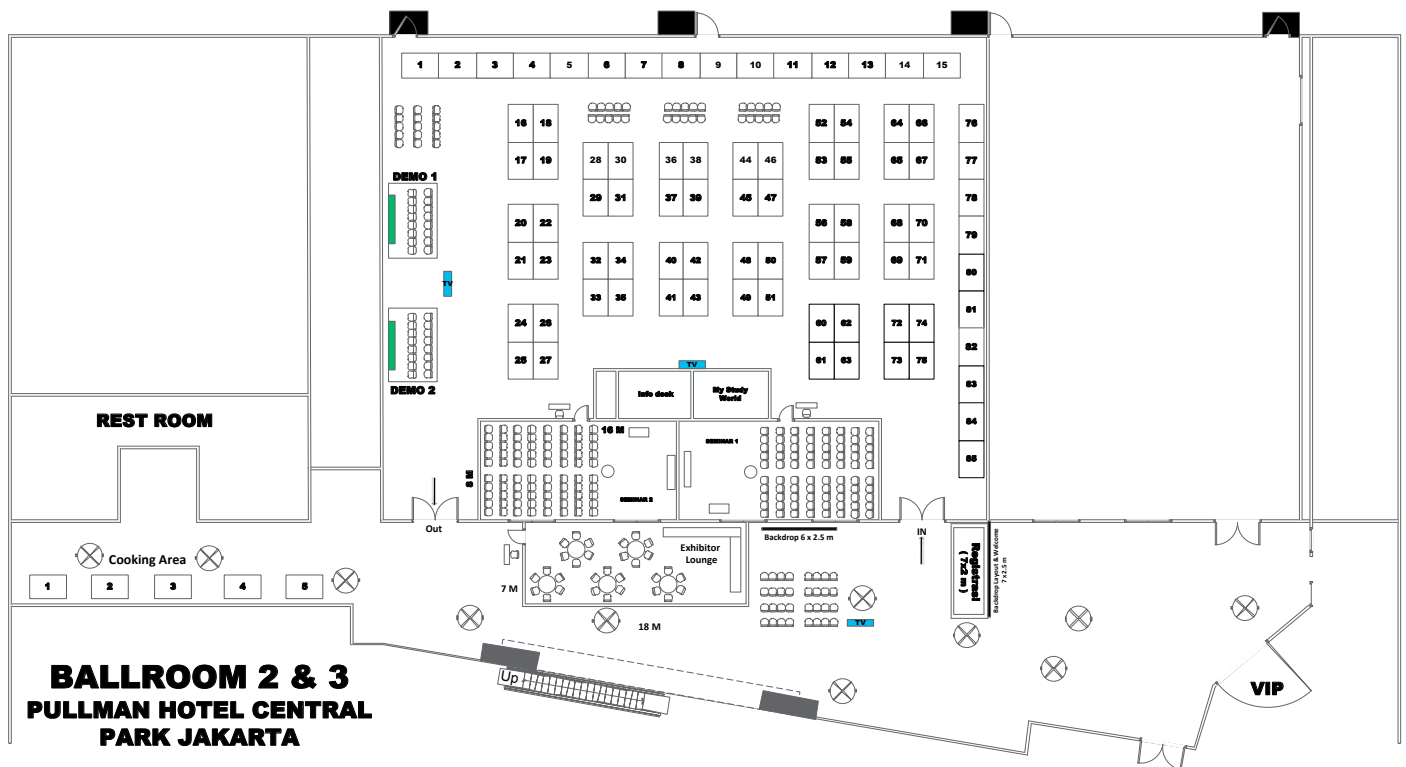
III. Demonstration

WEFEST will also showcase demonstrations from professionals in unique skills such as chef, film-making, make-up, food technology, medicine etc.



BOOTH LAYOUT

Booth layout plan for WEFEST 2018



- 85 Booth (3 x 2 m)
- 2 Demo Area (6 x 4 m)
- 2 Seminar Room (16 x 8 m)
- Infodesk, mystudyworld (4 x 14 m)
- Registration (2 x 7 m)
- Exhibitor Lounge (7 x 18 m)

► Semarang & Manado Booth Layout (TBC)

SEMINAR SCHEDULE

2 - 3 February 2017

2 February 2017

No	Seminar Room	Time	Seminar Title
1	Seminar 2	10:30 - 11:15	How to promote your first brand
2	Seminar 2	11:30 - 12:15	How to create business plan
3	Seminar 2	13:00 - 13:45	Career as social media influencer
4	Seminar 2	14:00 - 14:45	Personal Branding
5	Seminar 2	15:00 - 15:45	Why Being Civil Servant (PNS) is Worth to Chase
6	Seminar 2	16:00 - 16:45	Career as a specialist doctor

***Tentative Schedule**

3 February 2017

No	Seminar Room	Time	Seminar Title
1	Seminar 2	10:30 - 11:15	Career as an Interior Designer
2	Seminar 2	11:30 - 12:15	Life as an Ambassador
3	Seminar 2	13:00 - 13:45	Dare to be Different: Being an Actuary
4	Seminar 2	14:00 - 14:45	Story behind Movie Making
5	Seminar 2	15:00 - 15:45	New Opportunity: Open New coffee shop
6	Seminar 2	16:00 - 16:45	Being a wedding organizer

***Tentative Schedule**

WORKSHOP SCHEDULE

2 - 3 February 2017

2 February 2017

SESSION 1

No	Area	Time	Seminar Title
1	Workshop 1	10:30 - 12:30	Culinary
2	Workshop 2	10:30 - 12:30	Fashion
3	Workshop 3	10:30 - 12:30	Photography

***Tentative Schedule**

SESSION 2

No	Area	Time	Seminar Title
1	Workshop 1	13:00 - 15:00	Art
2	Workshop 2	13:00 - 15:00	Food Technology
3	Workshop 3	13:00 - 15:00	Lettering Art

***Tentative Schedule**

SESSION 3

No	Area	Time	Seminar Title
1	Workshop 1	15:00 - 17:00	Movie
2	Workshop 2	13:00 - 15:00	Music Composing: DJ
3	Workshop 3	13:00 - 15:00	Beauty

***Tentative Schedule**

3 February 2017

SESSION 1

No	Area	Time	Seminar Title
1	Workshop 1	10:30 - 12:30	Engineering
2	Workshop 2	10:30 - 12:30	Jurnalism/Presenter
3	Workshop 3	10:30 - 12:30	Photography

***Tentative Schedule**

WORKSHOP SCHEDULE

3 February 2017

SESSION 2

No	Area	Time	Seminar Title
1	Workshop 1	13:00 - 15:00	Science
2	Workshop 2	13:00 - 15:00	Hospitality
3	Workshop 3	13:00 - 15:00	Lettering Art

*Tentative Schedule

SESSION 3

No	Area	Time	Seminar Title
1	Workshop 1	15:00 - 17:00	Technology
2	Workshop 2	15:00 - 17:00	Aviation
3	Workshop 3	15:00 - 17:00	Beauty

*Tentative Schedule

WEFEST PROMOTION

I. Online Promotion



<http://life.viva.co.id/news/read/738320-cari-info-beasiswa-sekolah-ke-luar-negeri-di-sini-a>



<http://www.jakartaforum.co.id/2016/02/world-education-expo-festival-2016.html>



<http://www.antaranews.com/berita/545585/filipina-ikut-di-festival-expo-pendidikan-indonesia>



<http://citizen6.liputan6.com/read/2622204/pelajar-ri-sangat-antusias-ingin-belajar-di-luar-negeri>



Instagram



Facebook

2. Street Banners



WEFEST PROMOTION

3. Media Partners



4. Direct Promotion to high schools



6. TV & Radio



7. Magazines



8. Community Partners



EVENT REPORT BRIEF

A. Visitors Report

Total Visitors in Jakarta event : 6232

Total Student Registrations : 4869

Age

Below 15 : 2%

16 – 18 : 41%

19 – 25 : 24%

26 – 35 : 8%

35 – 45 : 10%

Above 45 : 15%

Country of Interest

Australia : 7%

Canada : 1%

China : 5%

Europe : 11%

Indonesia : 29%

Japan : 2%

Korea : 3%

Malaysia : 9%

Singapore : 10%

Taiwan : 1%

USA: 8%

UK : 4%

Others : 10%

School Level of Visitors:

Year 9 & Below : 2%

Year 10 : 7%

Year 11 : 15%

Year 12 : 19%

University : 22%

Working : 14%

Others : 21%

Interested Program

Business and Finance : 26%

Science and Engineering : 18%

Hospitality and Culinary : 15%

Art and Design (Include Film) : 12%

Pharmacy : 8%

Others : 21%



ORGANIZER'S DETAILS



A marketing communication and public relations company that focuses primarily in the education industry. MSW Global is the pipeline for institutions abroad to schools, media, and related organizations. MSW Global provides services such as media management, events management, print and video in-house production, and social media management. Its clients and partners include worldwide renowned institutions and multi-national companies.

For more information, please contact:

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PT MSW Global
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West Jakarta 11470
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Fax: +6221 2931 9385
Mobile: +62812 9388 3883
Email: michael@msw-global.com /
michaeltanashwin@gmail.com

BOOKING FORM



Please complete and send via email/fax to:

Mr Michael Tan

Email: michael@msw-global.com

michaeltanashwin@gmail.com

Fax: +6221 2931 9385

Mobile Phone No: +62812 9388 3883

Website: www.weeindonesia.com

EXHIBITION BOOTH APPLICATION FORM

Institutions :

Country :

please select which categories your Company can be indexed

- ☐ University ☐ College ☐ High School ☐ Vocational School
☐ Language Training ☐ Embassy and Consulate ☐ Others:

NOTE: The above information will be shown either on booth and exhibitor list.
Please write clearly and correctly

CONTACT PERSON (For Administrative purposes)

First name :

Title : Mr, Mrs, Ms, Dr **Gender:** M / F

Last name :

Position :

Address :

Fax :

Telephone :

Website :

Email :

BOOTH RESERVATIONS

	Cities	Date	Hours	Size Format	Rate (USD)	Remarks
	Jakarta	2 & 3 February 2018 (Friday & Saturday)	10:00 - 17:00	3m x 2m with backdrop	2,200	Price include complimentary 1 room for 1 night stay at Pullman Hotel Central Park
	Semarang	5 Feb 2018 (Monday)	07:00 - 15:00	Schools Road Show	500	Will visit 3 schools
	Manado	7 Feb 2018 (Wednesday)	07:00 - 15:00	School Road Show	500	Will visit 3 schools
	All cities				3,000	

EXHIBITORS REPRESENTATIVE ATTENDING FORM

(Please fill in the name of events and representatives attending according to the event you have participated. Please make multiple copies of this form if needed)

Event Name:

REPRESENTATIVE #1

First name :

Title: Mr, Mrs, Dr.

Last name :

Gender: M / F

Job Title (Essential) :

Telephone :

Email :

REPRESENTATIVE #2

First name :

Title: Mr, Mrs, Dr.

Last name :

Gender: M / F

Job Title (Essential) :

Telephone :

Email :

NOTE: please attach a separate list if different exhibitors will be representing in different cities. Exhibitors are permitted to bring more than two representatives. However, meals will be prepared for a maximum of two representatives per booth. All Education Exhibitors are to adhere to regulation of "Agent policy".

GUIDEBOOK ADVERTISING

Maximize your exposure with our guidebook! 20,000 copies will be printed each event and will be distributed to all students that attend the World Education Expo in all cities, free of charge. The remaining will be distributed to students from the top 200 high schools. Size 135Wx200H (mm). resolution 300(dpi). Full color. 5mm bleed and 5mm trim

World Education Festival 2018		
	Placement	Rate (USD)
	Inside Front Cover	1,400
	Inside Back Cover	1,200
	Back Cover	1,700
	Inside Full Page	900
	Inside First Page	1,700
	Center Spread	1,400
	Advertorial	900
		Total (USD)

SEMINAR ROOM

The seminar is an excellent opportunity for you to interact in greater depth with the students. reservation includes audience promotion by World Education Expo. Attendance by reservation is also available. Each seminar is 45 minutes in duration. Each seminar room can fit between 50- 60 people depending on the city. room includes Av equipment, multi-media projector

World Education Festival 2018			
	City	Cost	TOPIC
	Jakarta (2 Feb 2018)	\$300	
	Jakarta (3 Feb 2018)	\$300	
			Total (USD)

SCHOOL VISIT

Education Expo can organize school visits for institutions that wish to maximize exposure. The package includes school visits (one- hour session per school), transportation and guide/liaison. Av equipment upon request and availability from the school. Schools to be determined by the World Education Expo team.

World Education Festival 2018				
	City	Date	Number of Schools	Rate (USD)
	Jakarta	31 January 2018	2 Schools	500
	Jakarta	1 February 2018	2 Schools	500
				Total (USD)

ADDITIONAL SERVICES

	SERVICES	RATE (USD)
	INTERPRETING SERVICE We can organize a temporary staff to serve as your personal interpreter upon request. unless you have you own Bahasa-speaking staff, we highly recommend the use of interpreters. (Interpreters are in English only, price may vary with other languages) please indicate city & no.of days:	100 Per Day
	INVITATION LETTER FOR VISA If you need an invitation letter to aid your visa application, we can provide this. Please send your scanned passport and exact dates you will be staying in Indonesia. The invitation letter will be sent via email within 7 working days from the date of applying	FREE

***Notes - For Organizer** _____

TERMS & CONDITIONS

1. TERMS OF REFERENCES

For the purpose of the terms and conditions herein, the term "the Organizer" shall mean the World Education Festival Organizer. The term "Exhibition" shall mean "World Education Festival 2017 (WEFEST2018)". The term "Exhibitor" refers to all institutions, companies, employees, and agents to whom exhibition space has been allocated. The term "Representative" is the person being appointed to be on the booth during and throughout the Exhibition.

The "Event Venue" refers to the **Hotel Pullman Central Park** in Jakarta, school roadshows in Semarang and Manado. The "Event Date" refers to **2 - 3 February 2018** in Jakarta, **5 February 2018** in Semarang, and **7 February 2018** in Manado.

2. APPLICATION AS AN EXHIBITOR

The submission of the Exhibition Booth Application Form ("Form") shall be deemed acceptance of the terms and conditions of herein by the Exhibitor. The application procedure is complete only when the Organizer receives both the Form and full payment. The Organizer shall reserve the right to refuse any application and shall give the Exhibitor a notice in writing on the reason for the refusal of the application within ten (10) days from the date of such refusal.

The Exhibitor must name one contact that will be responsible for all event administration.

Exhibition Opening Hours:

Jakarta, February 2 - 3, 2018: 10:00 PM – 17:00 PM

Manado, February 5, 2018: Morning - Afternoon

Semarang, February 7, 2018: Morning - Afternoon

Please be at your booths at least 15 minutes before the start of the Exhibition. Booths must always be manned and easily accessible during these times. Each exhibitor must stay within his or her booth space. The Organizer reserves the right to change the Seminar Dates and/or times and the Seminar Venue that those Exhibitors are scheduled. Exhibitors will be notified of the changes.

3. SUBMISSION & PAYMENT

Deadline for submission of Exhibitor Booth Application

Form: **January 29, 2018**

Deadline for submission of payment (in full): **as per due date on invoice**

4. ALLOCATIONS AND USE OF EXHIBITION SPACE

a) The organizer reserves the right to determine the pavilion allocation of the Exhibitor's booth space. While all reasonable efforts will be made to accommodate the request of the Exhibitor, the Organizer reserves the right to alter or change the booth allocation without prior notice. All Exhibitors are required to adhere to the WEF2018 Exhibitor Manual while occupying the booth.

A copy of the WEFEST 2018 Exhibitor Manual will be provided to the Exhibitor once booking and payment is confirmed.

b) The Organizer also reserves the right to change the space

c) The Exhibitor shall not assign, sublet or share the space allocated or use any space at the Event Venue other than that allocated without the prior written consent of the Organizer.

d) All activities must be confined to the allocated space.

e) No Exhibitor shall be permitted to exhibit unless he has paid all fees prior to the Exhibition.

f) Non-payment of fees will be deemed voluntary withdrawal and Clause 5 of the terms and conditions herein will apply to the remaining fees.

g) The Exhibitor may bring a representative or agent but need to adhere to Representatives and Agent's Policy on Clause 14

5. CANCELLATION POLICY

a) All cancellations must be in writing. Please adhere to the following deadlines in accordance with WEF2017 Cancellation Policy. **Cancellation received by 30 January 2018: 50% of total amount.** The Organizer will not entertain any request for cancellation after 30 January 2018. The Exhibitor will also be responsible for paying any charges to third parties incurred as a result of the cancellation. Any violation will be enforceable under Indonesian law.

b) If the Exhibitor does not make full payment when due under the terms of this contract, the Organizer may terminate this exhibit space held for the Exhibitor and the Exhibitor shall be responsible for payment to Organizer for all amounts which does not exceed the exhibition fees and would have been due to the Organizer under the terms of subsection above, if the Exhibitor had cancelled this exhibition space as of the date of such default. All other provisions of the terms and conditions herein will continue to be in force until the Organizer cancels it.

c) The Exhibition may be cancelled by the Organizer as a result of any reasons, which in the opinion of the Organizer make it commercially prudent to do so and/or due to circumstances beyond its control. In such an event, all fees paid by the Exhibitor will be refunded. The Exhibitor agrees that under these circumstances he will have no further claim against the Organizer.

d) Any exhibitor that does not pay or inform of cancellation will be banned from participating in future events.

6. TRANSPORT OF EXHIBITS

a) The Exhibitor shall bear the responsibility and expenses for the transport of exhibits to the Event Venue.

b) The Exhibitor shall make their own arrangement for storage and warehousing for their exhibits and packaging materials before, during and after the event.

c) The Exhibitor shall remove their exhibits and decorative items from the Event Venue within the period stipulated by the

Organizer and shall indemnify the Organizer for any loss by reason of delay or damage to the Event Venue caused by the exhibits and/or decorative items.

d) The Exhibitor shall abide by all customs formalities and bear applicable taxes in respect of his exhibits and materials brought into the country before and after the event.

7. UNDESIRABLE ACTIVITIES

a) The only goods displayed must be those used during the normal course of business. Sales by auction are prohibited. Betting, gaming and other activities that will, or may violate alcohol, music, dancing and similar licenses or other permissions relating to the Event Venue are prohibited.

b) Provisions for souvenirs, memorabilia or merchandise for either purchase or as premiums for free at or through booths are strongly discouraged.

c) The use of audio visual aids, if required, should be disclosed at the application stage, in order to facilitate required support from the venue and/or Organizers.

8. CHANGE OF SEMINAR DATES, SPEAKERS, PROGRAM CONTENT, AND VENUE

The Organizer reserves the right to change the Seminar Dates, speakers, program content and the Event Venue should circumstances so require. The Organizer, its sub-contractors, agent and/or employees have the right to immediately alter or cancel the Exhibition or any arrangements, timetables, plans or other items relating directly or indirectly to the Conference. Save for as set out in Clause 5(c) above, the Exhibitors shall not be entitled to any compensation for damages that result from such alteration or cancellation.

9. FORCE MAJEURE

The Organizer shall not be liable for any delay or failure to perform its obligations under the terms and conditions herein caused by circumstances beyond the control and without the fault or negligence of the Organizer including war (declared or undeclared), natural disaster, acts of God, fire, blockades, earthquakes, acts of terrorism and matters beyond the Organizer's reasonable control. The Exhibitor agrees that under these circumstances he will have no further claim against the Organizer.

10. SECURITY

The Exhibitor warrants that nothing that he or his servants shall do in or for the Event shall contravene any law or regulations, encroach upon third parties rights, or pose any exceptional danger or risk which has not been previously disclosed to the Organizer with sufficient precautionary measures taken.

11. FIRE PREVENTION AND OTHER REGULATIONS

All Exhibits, materials and fittings used or displayed in the stand must be properly fireproofed and be in accordance with all applicable fire prevention and building regulations. The Exhibitors' display shall not obstruct the view of other Sponsors/ Exhibitors nor be in any manner objectionable to the general interest of the Event and other Sponsors/Exhibitors or cause any annoyance or nuisance to other Sponsors/Exhibitors. The Organizer reserves the right to issue such directions as it may

deem necessary to the Sponsors/Exhibitor on remedying a breach of this Term. The Exhibitor shall comply with such directions forthwith.

12. ELECTRIC LIGHTING AND POWER

All orders for electrical works must be placed with the Official Contractor. The Exhibitor is responsible for settling any payments directly with the Contractor. Lighting must be still (non-flashing) and direct lighting must be shielded to avoid causing a nuisance. Exhibitors are advised to bring their own plugs and adaptors.

13. EXHIBITOR PASSES

Each booth will entitle the Exhibitor to **TWO (2)** exhibitor badges to be worn by the booth representatives. The badges will allow them access to the lunches, coffee breaks and drinks. Exhibitors must wear badges at all times which will be provided by the Organizer free of charge. The Exhibitor must provide the names of representatives requiring badges by 30 January 2018. The Organizer reserves the right to refuse admissions or remove any person from the Exhibition at its absolute discretion, without incurring any liability whatsoever. This will include anyone deemed drunk, disorderly, under the influence of drugs, other than that medically prescribed, or whose dress appearance or general behavior is liable to disturb any Exhibitor or persons attending the Exhibition.

14. REPRESENTATIVES AND AGENTS

Exhibitors are required to adhere to World Education Festival 2017's "Agent policy." : Agents are not allowed to open booth or display any promo items other than the institution represented.

15. NOISE LEVEL AND DISPLAY

Noisy or obstructive work and noisy operating displays or exhibits are not permitted.

16. ACCESS TO THE EXHIBITION AREA

Jakarta: Exhibitors will be permitted to have access to the Exhibition Area from 07:00 am on 2 and 3 February 2018 for set-up. (Please note that the Organizers reserve the right to adjust the time as deemed necessary. Exhibitors will be given ample notice to prepare for move in and set up.)

17. INDEMNITY AND LIMITATIONS OF LIABILITY

a) Indemnity

The Exhibitor shall indemnify the Organizer against any loss, costs, damage, injury, expenses and liabilities whatsoever which the Organizer incurs in respect of loss, destruction or damage to property which arises directly or indirectly out of the participation in the Exhibition by the Exhibitor or its agents, contractors, employees or any other person for whom the Exhibitor is responsible.

b) Limitation of Liability

The Organizer and its employees shall not be liable for any loss, theft, damage or injury to any persons or any property during the course of the Exhibition howsoever arising. Information given by the Organizer is accurate to the best of its knowledge

and any mistake or omission does not entitle the Exhibitor to cancel his booking.

18. VENUE AND VENUE PROPERTY

The Exhibitor shall take all necessary precautions to prevent any harm done to the Event Venue and property of the Event Venue. The Exhibitor is liable to compensate the Organizer for any damage done to the Event Venue or property of the Event Venue.

19. REFUSAL OF ADMISSION

The Organizer shall reserve the right to refuse any person admission to the Event Venue or in the general interest of the Event Venue and shall inform the Exhibitors of the reason(s) of

20. VENUE REGULATIONS

Exhibitors shall abide by the Rules and Regulations of the Event Venue. Failure to comply with the Rules and Regulations will constitute grounds for breach of the Agreement. A copy of the Rules and Regulations may be obtained from the Organizer, and will also be included in the WEFEST 2018 Exhibitor Manual given to each Exhibitor.

21. BREACH OF AGREEMENT

In cases where the Exhibitor fails to observe and perform any of the terms and conditions herein, the Organizer shall reserve the right to refuse performance of all its obligations towards the Exhibitor and all fees paid by the Exhibitor to the Organizer will be forfeited. Exhibitor shall furthermore indemnify the Organizer for all losses and damages resulting from such failure in observing or performing the terms and conditions herein.

22. INTERPRETATION, GOVERNING LAW, AND JURISDICTION

Interpretation of the terms and conditions herein lies solely with the Organizer. The terms and conditions herein shall be governed by and construed according to the law of Republic of Indonesia. The parties hereto hereby agree to submit to the exclusive jurisdiction of the Indonesian courts.

23. SUCCESSORS IN TITLE AND LAWFUL ASSIGNS

The terms and conditions herein shall be binding upon the parties, its successors in title and lawful assigns.

24. ANY OTHER REGULATIONS

Exhibitors are required to study, understand and adhere to all rules and regulations as stipulated in the WEFEST 2018 Exhibitor Manual, a copy that will be sent to Exhibitors once a booking is made.

