SPRING 2019
STUDENT RECRUIMENT FAIRS
VIETNAM INFO PACK

HCMC • DANANG • HANOI • HAIPHONG
Visit top private & public high schools to meet hundreds of qualified Vietnamese students. The visits serve as an initial point of contact between students and colleges, allowing students to express their interest in a school and to establish a contact at the school itself.
One-to-one meeting with hundreds of Vietnamese students & their parents who are in the process of making overseas study decision in the 4 most important cities in Vietnam: Ho Chi Minh City, Da Nang, Ha Noi & Hai Phong.
VIETNAM - THE FASTEST GROWING MARKET IN SOUTH EAST ASIA

Vietnam is the most important market in Southeast Asia for outbound student mobility. Demand for overseas study continues to be driven by a vibrant economy and rising family incomes, along with concerns about the quality of the country’s domestic education system. There were more than 200,000 Vietnamese students studying overseas in 2017/2018.

By March 2018, Vietnam is one of only 2 among the top 10 sending countries recorded an increase in the number of students studying in the U.S.. Vietnam jumped two places from 6th to 4th.

31,613
Vietnamese students studying in the United Stated (2017/2018)

#4
Top leading places of origin worldwide (2017/2018)

2,47%
Growth rate of Vietnamese market in 2017/2018

* SEVIS by the Numbers Report (March, 2018)
Spring 2019 - A Week Recruiting in Vietnam with Student Recruitment Fairs & High School Visits Schedule

March 2019

<table>
<thead>
<tr>
<th>MON</th>
<th>TUE</th>
<th>WED</th>
<th>THU</th>
<th>FRI</th>
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<td>High School Visit</td>
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<td>Da Nang</td>
<td>Ho Chi Minh City</td>
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<td>Ha Noi</td>
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<td>Hai Phong</td>
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## Spring 2019
### AAE Student Recruitment Fairs
### Pricing Packages

<table>
<thead>
<tr>
<th>Date(s)</th>
<th>City</th>
<th>Package Details</th>
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<tbody>
<tr>
<td>8 &amp; 9, March</td>
<td>Ho Chi Minh City</td>
<td>Welcome dinner, Marketing &amp; Communications, Tables at fair &amp; high schools, Skilled translators, Fair report, leads</td>
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<td>10 &amp; 11, March</td>
<td>Da Nang</td>
<td>Marketing &amp; Communications, Tables at fair &amp; high schools, Skilled translators, Dinner, Fair report, leads</td>
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<tr>
<td>14, 15 &amp; 16, March</td>
<td>Ha Noi</td>
<td>Marketing &amp; Communications, Tables at fair &amp; high schools, Skilled translators, Dinner, Fair report, leads</td>
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<tr>
<td>17, March</td>
<td>Hai Phong</td>
<td>Marketing &amp; Communications, Tables at fair, Skilled translators, Fair report, leads</td>
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</tbody>
</table>

### Literature Tables

For schools unable to attend the fair, a trained counselor will distribute your materials and speak about your school.

* Limited to four tables/institutions per fair.

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* Institutions will receive either a 5% discount for Early Bird Registration or a 5% discount as an AAE Partner.

Register at: aae.us.com
Principal’s Guide

AAE’s fair catalog contains useful information about U.S. & Canadian education systems, application guides, scholarships, English tests & learning tips… 2,000 copies will be printed & distributed to Vietnamese students & parents.

Two Page Spread About Participating Institution:
• Overview: closest major city, student population, number of international students, year founded, institution type, student life...
• Academic: major programs, ranking & accreditation...
• Fast Facts for International Students: admission requirements, tuition and living costs, housing options, enrollment deadlines, scholarships...
• Reasons why students and parents should choose institution to study
• Photographs

Fee: $700/2 full color pages

Register at: aae.us.com
Advertising & Sponsorship

Maximize your branding efforts with AAE

Put your institution’s name/logo/image... in front of hundreds of students & parents by prominent sponsor recognition on all event-related marketing & promotional collateral: social medias, website, invitations, flyers, prints, e-mails, posters...
## Sponsorship Packages

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<thead>
<tr>
<th></th>
<th>Platinium (1 slot)</th>
<th>Gold (2 slots)</th>
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<td>Logo on Registration Wall (HCMC)</td>
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<td>Logo on Selfie Wall (3 cities)</td>
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<td>Logo on Bag</td>
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<td>Advertisement on Notepad</td>
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<td>Advertisement on Event Map</td>
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<tr>
<td>Logo on Event Standees</td>
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</tbody>
</table>

- **Platinium (1 slot):** $2,000
- **Gold (2 slots):** $1,200

*Design Support: Per Request

*For more details, please contact our Marketing team via email: duyennnguyen@aaevietnam.com*
PAST FAIRS REVIEW
Fall Fairs, September 2018

Ho Chi Minh: 1,215 Visitors
Da Nang: 493 Visitors
Ha Noi: 561 Visitors
Hai Phong: 387 Visitors
Participating Institutions

Aviation Institute of Maintenance
Baker School District 5J
Bellevue College
Berkeley College
Bridgeport International Academy
Canyonville Christian Academy
Chaminade College Preparatory School
CSU Bakersfield
CSU Monterey Bay
CSU San Marcos
CSU Stanislaus
Eastern Connecticut State University
Edmonds Community College
Educatius Group
Elgin Community College
Endicott College
Full Sail University
High Bluff Academy
Highline College
Husson University
International Language Academy of Canada (ILAC)
Indian Hills Community College
International Education Consortium at Saint Michael's College
John Cabot University
Kent Prep
Kent State University
La Salle University
Lane Community College
LCI Education Network
Longwood University
Manhattan College
MCPHS University
Middle Tennessee State University
North Cedar Academy
North Park University
Northern Arizona University
Norwich University
Ohio Dominican University
Pearson Test
Plymouth State University
Quad Learning
Rowan University
Saint Anselm College
Saint Joseph's University
Saint Michael's College
Saint Anselm's University
Savannah College of Art and Design (SCAD)
Shorter University College
Skagit Valley College
Stenber College
SUNY Albany
SUNY Fulton Montgomery Community College
SUNY Old Westbury
SUNY Oneonta
SUNY Oswego
Temple University
The Education Company
The Newman School
The University Center
The University of Arizona
The University of Scranton
The University of Toledo
University Canada West
University of Cincinnati
University of Iowa
University of Massachusetts Boston
University of Missouri - Kansas City
University of Northern Iowa
University of Redlands
University of San Diego
University of Wisconsin - Stevens Point
Wilkes University
Le Hong Phong High School For The Gifted

Lê Hồng Phong High School for the Gifted is a highly selective high school in Hồ Chí Minh City, Vietnam. Established in 1927, the school is one of the oldest high schools still operating in Vietnam. Almost 100% of the school's students pass the National Baccalaureate examination and more than 90% gain entrance to universities and colleges. The school is a strong contestant in the national and international student academic competitions. It is one of the two best-known high schools in Hồ Chí Minh City, together with High school for the Gifted (Nang Khieu High School).
Gia Dinh High School

Established in 1956, Gia Dinh High School is one of the oldest and most traditional schools in Ho Chi Minh City. A faculty of about 150 teachers serves about 3,000 students in three grades from 10th to 12th. Gia Dinh conducts a rigorous entrance examination for admission. Its long standing prestige as the foremost high school in the area attracts many applicants from Ho Chi Minh City and the competition is fierce. Almost 100% of the school’s students pass the National Baccalaureate examination and more than 90% gain entrance to universities and colleges.
Ho Chi Minh

22 Saturday September 2018

Student Recruitment Fair

1,215 Visitors

Time: 2:30 - 6:00 pm

Location: Rex Hotel, 141 Nguyen Hue, District 1
Ho Chi Minh

Saturday
September 2018

Student Fair - Visa Session

Speaker:
Non Immigrant Visa Officer from Consulate General’s Office in HCMC

Speaking to 287 students & parents

Students and parents receive first-hand knowledge about F-1 student visa requirements from a U.S. Consulate official.
Danang

23 Sunday September 2018
Student Recruitment Fair

493 Visitors

Time:
9:00 - 12:00 pm

Location:
Novotel Han River
36 Bach Dang, Hai Chau
Phan Chau Trinh High School was established in 1952, is a highly selective high school in Danang, Vietnam. It is one of the two best-known high schools in Danang, together with Le Quy Don High School for the Gifted. Phan Chau Trinh High School now has almost 100 classes in 3 grades of 10, 11 and 12 with more than 5,000 students. After graduated, more than 30% of students plan to study abroad in different countries including US, Australia, Canada, UK, Japan....
Ha Noi

27 Thursday September 2018

High School Visit

Vinschool

Vinschool is a systematic K-12 education system and planning to establish a university in the future. Vinschool differentiates itself in the Vietnamese Educational system with its pioneering education model – the "5-in-1" curriculum – that well-prepares students with not only Academic English language competences but also Physical Education, Arts, and Life Skills. Vinschool students (Viners) stand above their peers for their energy, confidence, and a continuous curiosity for learning.
Ha Noi University

Hanoi University (Abbreviation: HANU) was established in 1959 in Hanoi, is an institution for foreign language training and research. Hanoi University offers bachelor's degrees in 10 languages including English, Chinese, Japanese, Korean, Russian, French, German, Spanish, Italian and Portuguese. Foreign students make up 10% of the student population, enrolled for Business or Vietnamese studies.
Hanoi

29 Saturday
September 2018
Recruitment Fair

561 Visitors

Time:
2:30 - 6:00 pm

Location:
Hilton Hanoi Opera
1 Le Thanh Tong,
Hoan Kiem District
Hai Phong

30 Sunday
September 2018

Student
Recruitment Fair

387
Visitors

Time:
9:30 - 12:00 pm

Location:
Mercure Hotel
12 Lach Tray, Hai Phong
About AAE
What Our Clients Say

“I thought the students attending the AAE fairs were really wonderful. They were excited to learn about our Business, Engineering and Fashion Merchandising programs. Students are all well-prepared and excited to learn about schools participating in the event.”

Nate Cronk
Associate Director of International and Graduate Admissions
Canisius College

“I spoke with some great students at the fair. Many of them are interested in Business and Engineering programs. Their English level is so good. I have been coming to Vietnam for many years, every year their level of English gets better and better. Some of the students are truly amazing and will definitely be scholarship qualified. It was a wonderful day, we were very busy.”

Ann Gogerty
International Recruitment Specialist
SUNY Albany

“I had a great time at AAE’s Fall 2017 Fair. It was very helpful finding out about so many schools from the US and Canada. College & university representatives and counselors were all very experienced in providing me useful information for my study abroad plan.”

Do Thi Thanh Thao
High School Student
Canadian International School

“AAE organized a mini fair at my school yesterday, but today I still wanted to come here to talk face-to-face with more school representatives in greater detail. This is the 3rd time this year that I’ve attended AAE’s events because they always have many new schools each time.”

Bui Thi Nhu Quynh
High School Student
Gia Dinh School

“Thanks to all the good folks at AAE (Access American Education) for an excellent experience and wide exposure to the Vietnamese market. I have attended several fairs over the past year and each one seems to get better! Good, well prepared and briefed students came to my table asking relevant questions. Not a minute was wasted. Also, the school visits were informative and helpful. In-country logistics were superbly handled by Ken Cooper’s capable staff. I must say having an American company with a Vietnamese staff base giving us advice and support is a win-win. AAE truly represents a partnership of the best of both worlds. Thumbs up, 5 start rating!”

Frank LaGrotteria
Headmaster
Bridgeport International Academy

“Compared with other fairs that I attended recently, I would strongly recommend my friends to AAE fairs as it’s the biggest fair in HCMC. We received information from a wide variety of 60 schools. My daughter also received useful advices in the Student Visa Session.”

Mrs. Minh Hanh
Parent
Ho Chi Minh City
What Make AAE Different?

An international focused team of both American & Vietnamese working together to deliver best results

Effective marketing & promotion driving qualified students & parents to the events

Pre-fair Panel Discussion for Institutional Representatives about best practices, agent relations, enhancing recruitment initiatives, and the Vietnamese student market

Long-term relationships with, and support by educational & governmental entities to ensure successful fairs

Meet our team in next page
See how we do marketing on page 21
Pre-fair Panel Discussion for Institutional Representatives about best practices, agent relations, enhancing recruitment initiatives, and the Vietnamese student market
See AAE recognition on page 22
Meet AAE’s Team

Kenneth Cooper
Co-Founder & Chairman

Brad Wertheimer
Co-Founder & President

Chris RunckelT
Advisor

Duyen Nguyen
General Director

Trang Nguyen
Marketing

Anna Nguyen
Marketing

Rachel Brown
Program Coordinator

Judy Irwin
Business Development Specialist

Lan Vu
Senior Educational Consultant

Nguyen Hua
Senior Educational Consultant

Khanh Pham
Senior Educational Consultant

Our team of Americans ensure that your school representatives are treated with respect and courtesy prior to and during recruitment events.

Our enthusiastic Vietnamese team understands the local culture, students & parents insights as well as marketing environment.
How AAE Drives Qualified Students & Parents to Institutional Representatives

Digital Marketing
Data-driven Approaches
- Email Marketing
- Social Media
- Google Search Engine
- Display Advertising
- Mobile Friendly Event Website
- SMS Marketing
- PR Online

Offline Marketing
Direct Communication
- On Campus Marketing
- Street Banners
- Print Ads
- Flyers

An Integrated Marketing Communications campaign with The Strategy of Right Context:
Reach Right Target Audiences at Right Time, in Right Place with Right Messages

Event Web Based & Social Media Based
Registration Lists
Encouraging Fair Attendance
Fair Events
AAE Recognition

AAE is the only American owned AIRC-Certified Agency* in Vietnam.

*AIRC - The American International Recruitment Council - is a non-profit membership association registered with the U.S. Department of Justice and the Federal Trade Commission as a Standards Development Organization (SDO).

ICEF connects educators, education agents, work and travel professionals, and industry service providers to key markets and networks worldwide, supporting the growth and development of international education and global student mobility.

U.S. Embassy & Consulate (Vietnam)

AAE fairs has included Visa information presentations by a U.S. Consulate General official for students and parents.
Connect with AAE

AAE ensures quality services and outstanding opportunities to recruit Vietnamese students to North American colleges and universities.

Duyen Nguyen
Director of Operations

Phone: (+84) 919 37 4243
Email: duyennguyen@aaevietnam.com

U.S. Office
1515 Market Street, Suite 1200
Philadelphia, Pennsylvania 19102

Phone: (215) 854-6443
Website: aae.us.com

Vietnam Office
R. 102, First Floor, Lant Building
60 Hai Ba Trung, District 1, HCMC

Phone: (+84)28 3827 4243
Website: aaevietnam.com