

Auxiliary Services

Beside the basic exhibition booth rental, Gold Media, the organiser of Project LIFE also offers a range of auxiliary services to facilitate exhibitors' special needs. These services can be requested after exhibitors book and pay for their exhibition booths. These auxiliary services are not compulsory and you don't have to decide now. Just tick your interested service at the main exhibition booth booking form and we will send you more information via email or fax. For a quick glimpse, our auxiliary services include:

Extra Equipment Rental

Whether an extra power point or a posh set of lounge furniture, you can enhance your booth image without bringing in all the logistics. Just tell us what else you need and we will get it done for you.

Hotel Booking

This can be done together with the main exhibition booth booking, found on the back page of this brochure. We have block booked 3 of the better and convenient hotels at special rates. There will be free shuttle buses to fetch you between these hotels and the exhibition centre throughout the event period and you will also enjoy automatic event registration upon your check-in into these hotels. Thus saving you the hassle of queuing and registering at the exhibition centre. Due to operations processes, this service can only be made possible for exhibitors who book their hotels with us.

Course Introduction

Where exhibitors have the opportunity to take on centre stage to introduce their companies' products and services. There are 2 platforms for you to take advantages of; one is the event hall stage and the other is the annexed seminar room which can sit up to 500 audience. Your first session is FREE but subject to time slot availability and Project LIFE organizer's selection. Organizer's selection criterion for FREE course introduction sessions is based on level of interaction with public and relevancy to the visitors. Or else, you can also pay a nominal priority fee to guarantee up to maximum 3 sessions per event day; i.e. maximum of 9 sessions throughout the event.

Advertisement Opportunities & Translation Works

Wanting to give your presence at the exhibition a better boost of success? We have a wide range of advertisement products and services which you can hook on to when participating in Project LIFE including Airport Billboards, Airport Plasma Screens, ITECC Billboards, ITECC Event Hall Wall Advertisements, Project LIFE Brochure & Project LIFE Mass Media Advertisements. We also provide translation works services and Lao Language Translators.

Post Event Tours

Lao is recommended by the New York Times as the No 1 place to visit among 52 exotic destinations. So why not spend a few more days around and sip in the exotic and relaxed atmosphere of the Lao's hospitality pleasures. To facilitate your busy schedule tied to the event, we have selected a few great tour itineraries that you can book.



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LAO INTERNATIONAL FAIR ON EDUCATION

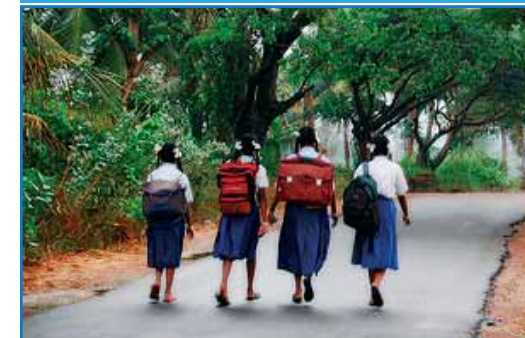
A Better Future, A Better Life

Project LIFE 2009

Lao International Fair on Education 2009

Lao International Trade Exhibition & Convention Centre (LAO-ITECC)

9, 10 & 11 January 2009, 11:30 am to 8:30 pm



Hotels



Map



What is Project LIFE?

Project LIFE (Lao International Fair on Education) is a great opportunity and platform for, education and education related service providers, to penetrate the emerging affluent market of Lao. As an one-stop congregation for both the service providers and their potential customers, exhibitors will gain valuable first-hand ground knowledge of the market.

Lao is a cross road to other countries of the Great Mekong Region, covering Cambodia, Vietnam, Myanmar, Thailand and Southern China. Coming to Lao may change your perspective where to start your overseas education headquarter.

Who Should Participate?

- Excellent and proven education brand names education service providers who wish to attract foreign students to enroll into their schools and programs.
- Established education enterprises with the vision to set up overseas branches as part of their expansion, development or diversification plan.
- Distance learning education providers who wish to reach out to Lao and the surrounding countries.
- Education franchisors and master franchisees seeking local franchise partners.
- Education franchisees of the regional countries scouting for students, staff and business partners.
- Inspiring education and education related entrepreneurs who seek an emerging market to test bed their products and services.
- Manpower related businesses who wish to provide career cum education opportunities.

Organised by:



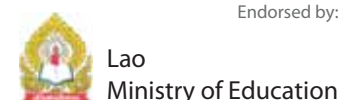
Official Bank :



Supported by :



Endorsed by:



Official Hotels:



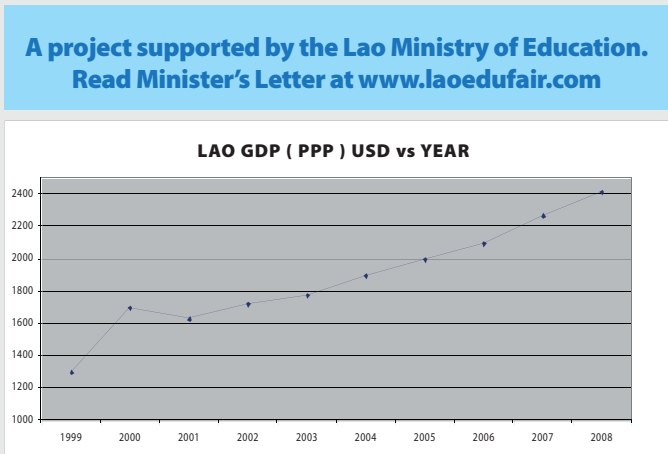
Official Tour Operator:



Official Website:

www.laoedufair.com

Project LIFE Synopsis	
Title:	Lao International Fair on Education 2009 (Project LIFE 2009)
Period:	9,10 & 11 January 2009 (Exhibition Dates) 7 & 8 January 2009 (Set-up Dates) 12 January 2009 (Dismantle Date)
Venue:	Lao ITECC (Lao International Trade Exhibition & Convention Centre) T4 Road, Ban Phanthan Neau, Saysetha District, Vientiane, Lao PDR
Capacity:	300 booths; 100,000 crowd capacity
Exhibitors' Profile:	All levels of academic education (pre-school to post graduates), Vocational courses, Technical courses, Distance Learning, Short-time courses, Boarding schools, Educational Services Agencies, Offerors of Scholarships and Burseries
Visitors' Profile:	40,000 of local Lao students seeking further education Parents and Sponsors Educationists and Businessmen of the Industry Regional visitors from Vietnam, Thailand, Myanmar & Cambodia
Target Visitorship:	40,000



ABOUT LAO

Definitely the last gem of Asia, Lao is an emerging economy to be reckoned with. The 236,800 sq km country is bordered by Myanmar and China to the northwest, Vietnam to the east, Cambodia to the south, and Thailand to the west. Once a French protectorate, it gained independence in 1949, and since the late 1990s when open-door economic policies including rapid business licensing were introduced, Laos is transforming to be a lucrative market with its GDP growing at annual of 7%p.a over the last ten years. Lao is part of the Association of South East Asia Nations (ASEAN) and will be the host country for the South East Asia Games in 2009. It ranks first among the 52 destinations, New York Times reported as the Places to Visit.

As the country grows more affluent, the quest for better education for its future generation escalates. Many upper and middle classes families have been sending their children overseas to further their education and this number will continue to rise in the years to come. Conversely, this also means opportunities for education related businesses to start up here.

If you have been to the other South East Asian countries, Lao will certainly give you an entirely new and different perspectives. Come and see it yourselves.

Lao Facts (source: CIA- Word Fact Book):

Population:	6,677,500
Age Structure:	0-14 years: 41% 15-64 years: 55.9% >65 years: 3.1%
Median Age:	19.2 years
Languages:	Lao, French, English
Literacy:	68.7% of total population
Unemployment Rate:	2.4% (2005 est.)
Industrial Growth Rate:	12% (2007 est.)
GDP Growth Rate:	Ave 7% p.a. last 10 years
Currency:	Kips. 1USD ~10,000Kips (common to use USD & Thai Baht)

Vientiane Facts:

Currency:	Lao Kip (LAK)
Time:	GMT + 7.
Electricity:	230 volts AC, 50Hz.
Telephone Country code:	856
Weather:	November to February (low 16* high 29*) March to October (low 22* to high 33*)

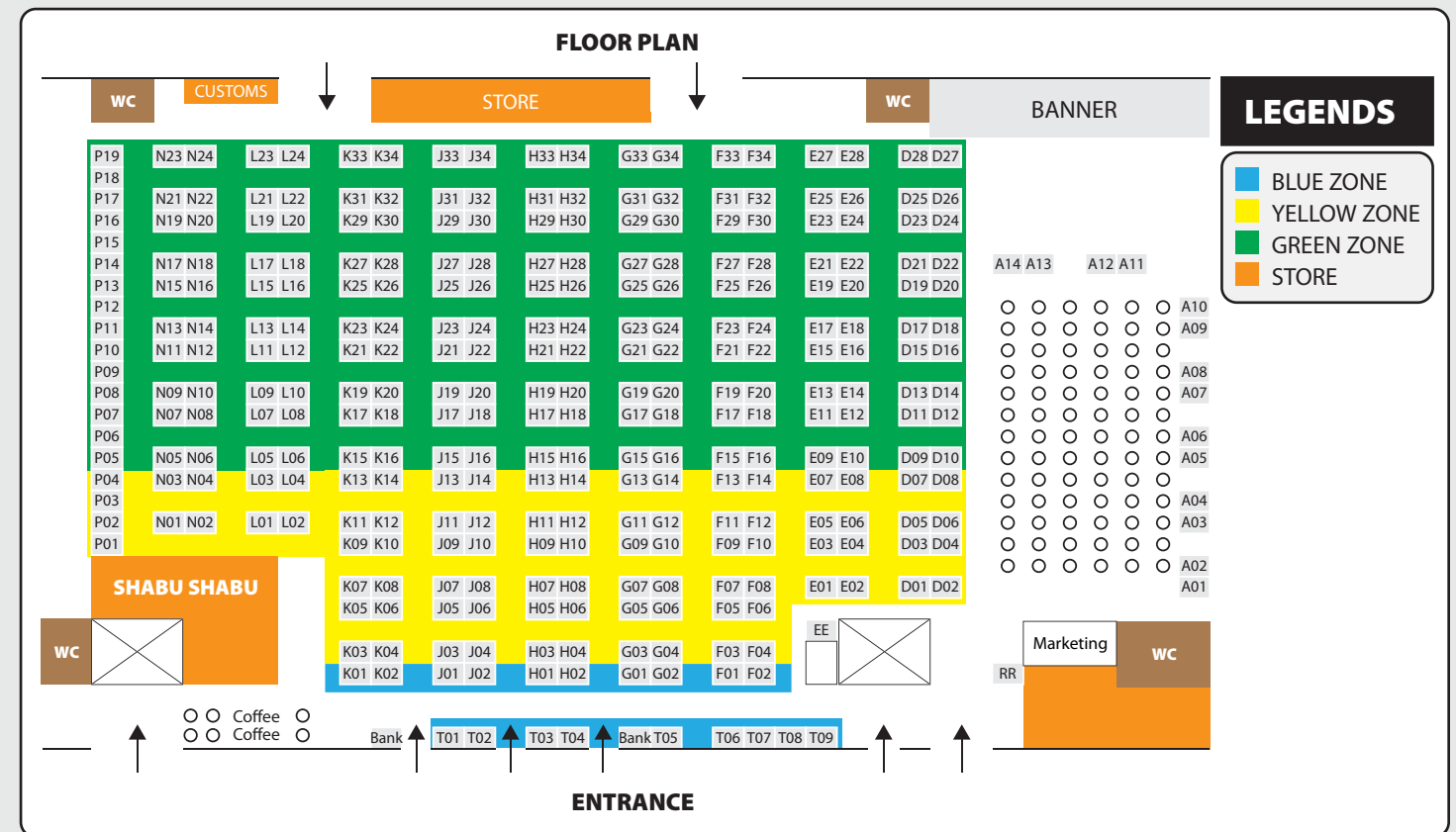


ABOUT VIENTIANE

Vientiane is where the exhibition will be held. It is also the capital of the country which never deteriorates in its cultural charms despite recent years' modernization. Situated strategically at the bend of the Mekong river that also marks Thailand and its border, this is where most of the upper and middle classes of the population reside and there are total over 700,000 population within the prefecture.

Entry for its border neighbors are easy and many. There are direct flights to and fro Bangkok of Thailand; Hanoi of Vietnam; Kuala Lumpur of Malaysia; Phnom Penh & Siem Reap, of Cambodia; Kunming of China and very soon Singapore. The best time to visit Vientiane is November to February where you will experience cool and dry temperature .

Event Hall Layout



About the Organizer

Gold Media Pte Limited (Business Registration no.: 000524) is an established and reputable company in Lao with businesses spanning from creative design and production, media management, event management and IT services. It is the wholly owned subsidiary of Asia Gold Media which operates the Lao Yellow Pages.

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Project LIFE

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Authorised Agent:

Standard Exhibition Booth Rates & Provisions

Rates. All rates are net already.

Zone	Per booth (USD)
Blue	\$3500
Yellow	\$3000
Green	\$2500

Booking for the exhibition booths is very simple.

Fill in the Main Exhibition Booth Booking Form → Scanned as jpeg → email to us or just fax the completed form to us. Email to sales@laoedufair.com or fax to : +856 21 264 074. You will get an acknowledgement email from us upon receipt of your form. Please read the terms and conditions of applications and the exhibition centre's by-laws before you commence booking. This can be found at www.laoedufair/t&c.html.