



Australian Institutions Meet Turkish Students at the March 2014 IEFT Fairs

Join “Study in Australia this Summer” Village

We are proud to report that we’ve completed another successful IEFT Exhibition tour in Turkey, welcoming **over 150 institutions from 30 different countries** to the **24th IEFT International Education Fairs of Turkey**. We will be arranging a **Study in Australia this Summer Village** at our Spring IEFT event. Our statistics show that **15% of our 20,000 visitors are interested in education in Australia**.

Australia is more well known within Turkish students, agents and parents as long term postgraduate and language market. However Australia offers a lot for the short term Summer Stays. As IEFT we would like to create a marketing concept for March 2014 and promote Australia as “**Study in Australia this Summer**”. The focus will be more on short term studies and its still open to long term university and language courses. We would be very happy to have you here this Spring!

The Australian Education Village at IEFT provides you;

- Professional booth style fair in Istanbul
- Outstanding Student Recruitment Opportunities in 5 star venues
- Quality visitors profile
- Full Agents support and Media Coverage
- Opportunity to advertise in IEFT Study Abroad Magazine
- Online Promotion of your school at ieft.com.tr

- Student Seminars for half an hour
- High school and university visits during the events
- The ideal environment for student recruitment and fostering partnership opportunities and educational collaboration initiatives
- Specialized promotion for the Australian Education Village throughout Turkey

Join us in the Biggest and Newest Convention Center in Europe '*Istanbul Congress Center*'.

After the continuous success of IEFT Fairs and it's expansion with your participation; we are creating a more convenient place to give a chance to our participants and students to meet more comfortably and have therefore decided to change our venue in Istanbul and move to a bigger, modern and purpose made building space to launch our March fair at the Istanbul Congress Center. For more information please visit www.ieft.net.

IEFT Fairs on the Asian side of Istanbul... Istanbul can be too large to cover with just one central fair... Stay with us for another day in Istanbul.

Also, after having a successful launch of "IEFT Istanbul - Asian side event" this year, it will keep on again (17 March 2014) at the Asian side, which will enable you to potentially reach over 12,000 students and their families within 3 days in Istanbul. For more information please visit www.ieft.net.

24th IEFT - Spring 2014

8 March 2014, Eskisehir Dedepark Hotel

9 March 2014, Adana Hilton Hotel

11 March 2014, Ankara Sheraton Hotel

13 March 2014, Izmir Hilton Hotel

15-16 March 2014, Istanbul Congress Center (two days in European side)

17 March 2014, Istanbul ByOtell (Asian side) (one extra day in Asian side)

19 March 2014, Northern Cyprus Merit Lefkosia Hotel

Cities	General Prices	Prices Included special discount for individual stand* (Please register before January 1st, 2014)	Prices Included special discount for shared stand** (Please register before January 1st, 2014)
Istanbul (three days), Ankara and Izmir	6.700 €	6.030 €	3.600 €
Istanbul (two days), Ankara and Izmir	5.100 €	4.590 €	2.800 €
Istanbul (three days), Ankara	5.700 €	5.130 €	3.100 €
Istanbul (two days), Ankara	4.500 €	4.050 €	2.400 €
Istanbul (three days)	4.500 €	4.050 €	2.400 €
<p>**Individual stand option includes one institution per 5m2 stand</p> <p>*Shared stand option includes two institutions per 5m2 stand (separate signage and banquette are used to differentiate institutions)</p> <p><i>Australian institutions are additionally offered the following special prices for participation in:</i></p> <p>Adana 600 Euro (Regular cost € 800)</p> <p>Eskisehir 450 Euro (Regular cost € 600)</p> <p>N.Cyprus 800 Euro (Regular cost € 1000)</p> <p><i>Some examples of Australian institutions joined IEFT Fairs in the past:</i></p> <div> <div> University of Sydney Victoria University University of Melbourne Hawthorn-Melbourne University of Canberra University of Western Sydney La Trobe University University of Queensland </div> <div> Edith Cowan University University of Technology, Sydney UTS: INSEARCH Griffith University Charles Sturt University Central Queensland University Hawthorn English University of Western Sydney </div> </div>			

University of Newcastle
University of New South Wales
University of Ballarat
University of Wollongong
Macquarie University
Flinders University
Melbourne Institute of Technology
Bond University
Baxter Institute

MIT Sydney
RMIT University
RMIT English Language
Tafe NSW
AIPE (Australian Institute of Professional Education)
Study Group Australia
Canberra Institute of Technology
University of Canberra
University of South Australia

For a complete list of Past Participants, please visit www.ieft.net

Click here to register; <http://www.ieft.net/register.aspx>

Please don't hesitate to contact me should you have any questions regarding our upcoming fairs!

We hope to see you here in Turkey in March 2014!

Best wishes,
IEFT Team



Address: Istiklal Ave. Ayhan Isik Street No: 6 | Beyoglu | 34433 ISTANBUL
T: +90 212 244 4213 | F: +90 212 244 4207 | www.ieft.net | info@ieft.net

Experience the Difference. Trust the Vision. Recruit in Turkey at IEFT.