

YOU ARE INVITED: USA COLLEGE DAY LONDON

**US-UK Fulbright Commission's
USA COLLEGE DAY LONDON**

Saturday, 25 September 2010
11 AM – 4 PM
Kensington Town Hall (Central London)

ABOUT THE EVENT:

In its 33rd year, USA College Day is the oldest and largest fair of its kind in Europe. Attracting over 3,000 visitors and 100 exhibitors each year, this event is not to be missed!

College Day provides a cost-effective way to reach thousands of prospective UK students on one day. According to this year's *Open Doors* report, the UK continues to be a growing market for US universities. In 2008-09, a record 8,701 UK students studied in the US, marking a 4% increase on the previous year. UK students are attracted to US universities for many reasons, including the high quality and variety of institutions, opportunity to experience American college life and flexibility of US undergraduate degrees. Additionally, the increased interest in higher education and limited number of places at UK universities is creating a unique opportunity to recruit in the UK this year.

VENUE: Kensington Town Hall, located in Central London and easily accessible for visitors and exhibitors.

REGISTRATION:

There are 100 stands available at the fair for accredited higher education institutions (both US universities and international universities with American-style curricula).

To register please complete the enclosed '2010 College Fair Registration Form' and submit it, along with your payment, by 16 July 2010 (early registration date) or 16 August (final registration date). Forms may be submitted by email (collegeday@fulbright.co.uk), fax (+44 (0) 20 7404 6834) or mail (62 Doughty Street, London, WC1N 2JZ, UK). Payment may be made by cheque, bank transfer or credit card (Visa and Mastercard only). See the following page for payment information.

Please note that bookings will not be confirmed until both the completed registration form and payment of the appropriate registration fee have been received. Also, if you are unable to send a member of staff to this event, alumni, current students and/or faculty currently in the UK are more than welcome to staff a stand on your behalf.

Early Registration Fee (before 16 July): \$450
Registration Fee (after 16 July): \$600

CONTACT: Danielle Hagler, Advising Assistant
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Terms and Conditions for Registration and Participation in USA College Day, London

REGISTRATION

- The **early registration deadline** is Friday, 16 July 2010. In order to qualify for the discounted early registration fee (\$450), a completed registration form and payment must be received by that deadline.
- Registration is not considered confirmed until payment has been processed. Institutions that have submitted registration forms, but have outstanding payments as of 16 July 2010, will be invoiced for the late registration fee (\$600).
- The **final registration deadline** is Monday, 16 August 2010. Payments of the registration fee (\$600) must be processed by this date in order to guarantee your booking.
- Please note registration fees are non-refundable.
- **Payment options:**
 - *Cheque:* Please make cheques payable to: THE FULBRIGHT COMMISSION and post to Attn: College Day, US-UK Fulbright Commission, 62 Doughty Street, London, WC1N 2JZ.
 - *Credit or debit card:* Payments may be made by credit or debit card (Maestro, Visa, Mastercard, Switch or Solo). Email collegeday@fulbright.co.uk to request a credit card authorisation form. Alternatively, you may ring Danielle Hagler, Advising Assistant at: +44 (0)207 539 4408 to make your payment by phone. Please note prices quoted in US dollars will be converted into pounds sterling for the transaction based on the exchange rate of the date of payment, and the Commission is not responsible for any fees charged by your credit / debit card company.
 - *BACS:* Payments may be made by BACS. All bank transfer payments should be for the full amount and inclusive of any charges. Please email collegeday@fulbright.co.uk for account details.

PARTICIPATION

- **The Fulbright Commission will provide:**
 - Extensive promotion of the event to students, parents and advisors across the UK
 - A light breakfast of tea, coffee and pastry (between 10 and 10:45 am)
 - A maximum of two lunches per institution
 - A table, two chairs, bottled water and table sign for each stand
 - Inclusion of institution profile in the event brochure distributed to all student attendees. All profiles must be received no later than Monday, 16 August 2010 to guarantee inclusion.
- Participation is strictly limited to a **maximum of two representatives** per stand. If shifts or the purchase of an additional stand are required, arrangements should be made with the Fulbright staff in advance.
- Participating universities must hold US Regional Accreditation or recognition from their host country's Ministry of Education. (Verification may be requested.)
- Participation by agents is not permitted.
- **Lunch requests** (vegetarian or non-vegetarian) should be submitted to collegeday@fulbright.co.uk by Wednesday, 15 September 2010. The Commission cannot guarantee that requests submitted after that time will be accommodated.
- Due to venue restrictions, **no institutional floor displays** will be permitted in the College Day venue.
- Exhibitors are requested to **arrive at the venue no later than 10 am.**

TIMELINE

16 July – Early registration deadline

16 August – Final registration deadline
– Deadline for receipt of institution profiles

15 September – Deadline for receipt of names of institution representatives attending the event
– Deadline for receipt of lunch requests

25 September – USA College Day:
9 am – Exhibitor registration opens. Early arrival is encouraged.
10 – 10:45 am – Light breakfast of tea, coffee and pastry
10:45 am – Official welcome for exhibitors
11 am – 4 pm – Event open to the public
4 – 5 pm – Event breakdown and clean-up