



**USA**  
A Study Destination

# AAE's Student Fairs in Vietnam

## Fall 2023

- ✓ All-in-one events
- ✓ 3 major cities
- ✓ 100+ institutions
- ✓ 2,500+ students

Register now at [aae.us.com](https://aae.us.com)

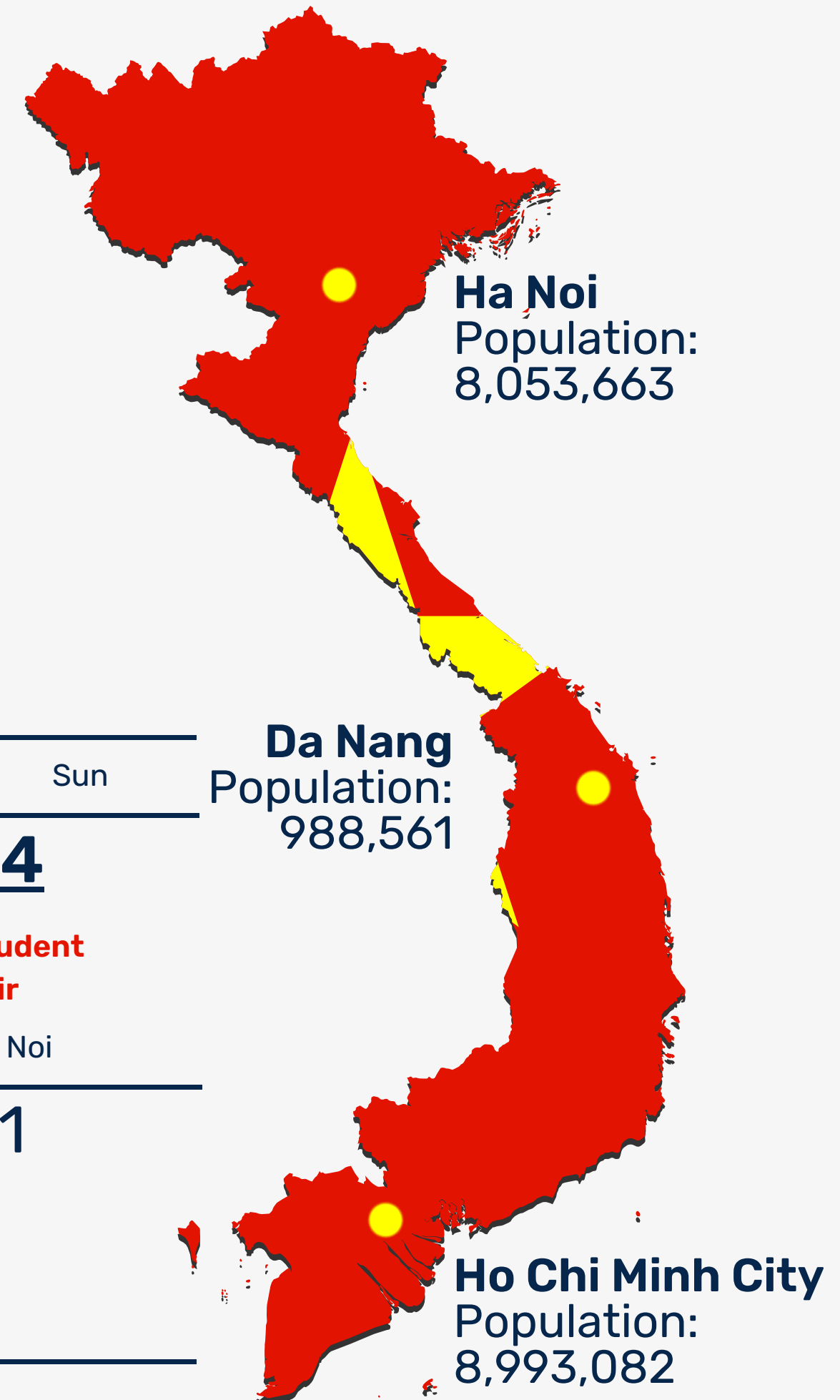


# Fall Fairs Schedule in September 2023

## Multi-platform fair options

1. In-person: **\$1.650**/table/city
2. Hybrid: **\$1.250**/table/city
3. Principles Guide Advertising: **\$700**

Mon	Tue	Wed	Thu	Fri	Sat	Sun
18	19	20	21	<b>22</b> High School Visit Ho Chi Minh City	<b>23</b> Student Fair Ho Chi Minh City	<b>24</b> Student Fair Ha Noi
<b>25</b> High School Visit Da Nang	<b>26</b> Student Fair Da Nang	27	28	29	30	31



## In-person

AAE's student recruitment fairs in Vietnam draw in thousands of academically-oriented students and their parents to bring them in direct contact with institutions from around the world.

This option includes

- Marketing & Communications
- Tables at fair
- Skilled translators
- Fair report, leads
- Welcome/Farewell dinner

# AAE's Student Fairs

## Principles Guide (PG) Advertising

## Hybrid

For schools unable to travel, a well-trained counselor will welcome families to your table, speak about your institution, and distribute your promotional materials.

Showcase your school via the PG - a printed brochure distributed to high school principals, their students and all students joining the AAE Fairs also.

# Pricing Packages

---

**\$1.650**

**In-person**

**\$1.250**

**Hybrid**

**\$700**

**Principles  
Guide Ads**

\*5% discount for Early Bird Registration **OR** AAE Partners

Register at: [aae.us.com](http://aae.us.com)

# Principles Guide Advertising

The PG is a printed publication developed for each fair series is distributed to high school principals to distribute to their students and is also distributed to all students attending the AAE Fairs.

**5,000 copies** will be printed & delivered to Vietnamese students & parents.

## Two A4 Page Spread About Participating Institution:

- Overview: location, student population, year founded, institution type, student life...
- Academic: major programs, ranking & accreditation..
- Fast Facts for International students: admission requirements, tuition & living costs, housing options, scholarships...
- Reasons why students should choose institution to study
- Photographs

**Fee: \$700/two A4 pages**      **View online booklet [here](#)**



# Fair Booster Marketing Package

The booster marketing package contains

## 1. Online - Via AAE Fanpage

- One exclusive event section
- Two exclusive content posts

## 2. Online - Via AAE email database with 5,000+ active email users

- One exclusive marketing email

## 3. Offline - Brochure/flyer distribution

- Your school's brochure/flyer will be attached along with AAE stuff inside check-in bags and delivered to every fair visitor

## Materials requested

Fill in our information form (including key selling points, images, special offer for international students if any...), and 500-700 printed brochures/flyers

**Fee: \$350**



# Sponsorship Opportunities

**\$1.600**  
**UNIQUE**

Logo on water bottle

**\$1.600**  
**PLUS**

Logo on Welcome Booth  
Logo on Selfie Wall  
Logo on Event Standees  
Logo on Backdrops

**BEST  
CHOICE**

**\$2.000**  
**PRO**

**Exclusive Presentation**  
Ad on Event Maps  
Logo on Notepads  
Logo on Welcome Booth  
Logo on Selfie Wall  
Logo on Event Standees  
Logo on Backdrops



Presentation



Welcome Booth



Selfie Wall



Event Bag



Bag Inserts



Event Map



Water Bottle



Event Standee



Notepad

Maximize your branding efforts by putting your institution's name/logo/image... in front of hundreds of students & parents by sponsor recognition on all event-related marketing materials.

\*One slot per each package applied in 3 cities

\*Design support: Per request

\*For more details, please contact [trangnguyen@aaevietnam.com](mailto:trangnguyen@aaevietnam.com)

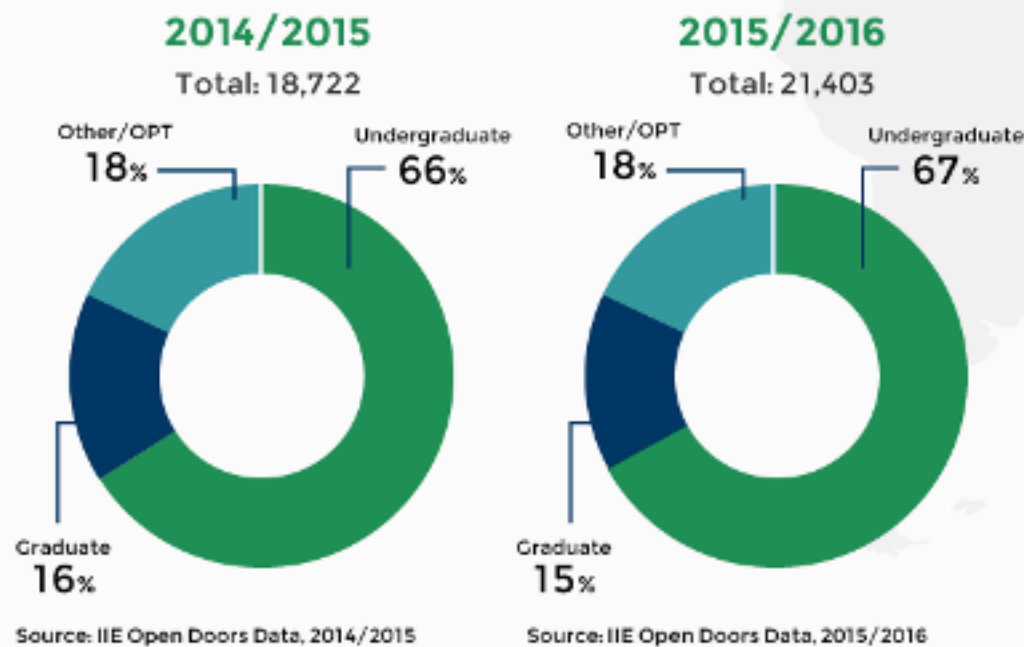


# EDUCATION IN VIETNAM

## QUICK FACTS

- Population**  
92,700,000  
(2016, World Bank)
- Compulsory Education**  
Officially grade 9
- Language of Instruction**  
Vietnamese
- Academic Year**  
September - June

## NUMBER OF VIETNAMESE STUDENTS IN THE UNITED STATES



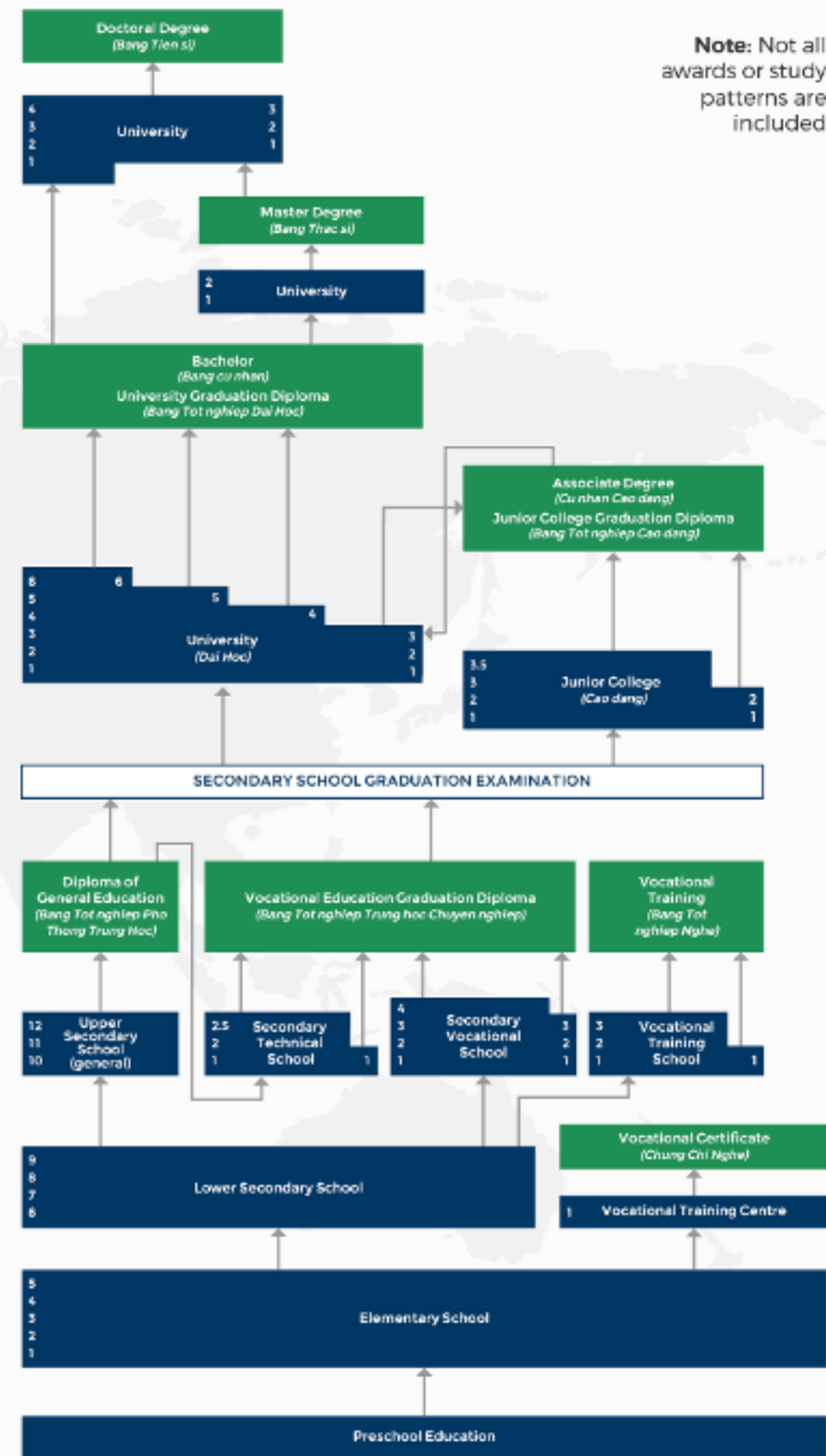
## GRADING SCALE & U.S. EQUIVALENT

Secondary and Higher Education Grading Scales			
Secondary	WES Conversion	Higher Education	WES Conversion
9-10	A	4 (A)	A
7-8	B	3 (B)	B
5-6	C	2 (C)	C
0-4	F	1 (D)	D
-	-	0 (F)	F

## WES DOCUMENT REQUIREMENTS

- Required Documents**
- Secondary Education**
- Final Examination Results (*Diem Ky Thi Tot Nghiep THPT*) or Provisional Graduation Certificate (*Giay Chung Nhan Tot Nghiep THPT*) - sent directly to WES by the institution attended.
  - Precise, word-for-word English translations of all documents not issued in English.
- Higher Education**
- Photocopy of graduation certificate or diploma.
  - Academic transcript - sent directly to WES by the institution attended.
  - For completed doctoral programs: an official written statement certifying conferral of the degree - sent directly to WES by the awarding institution.
  - Precise, word-for-word English translations of all documents not issued in English.

## EDUCATIONAL SYSTEM



# Lastest Report

## SPRING FAIRS - MARCH 2023 IN NUMBERS

View online report [here](#)



**55**

INSTITUTIONS

**1,757**

LEADS COLLECTED

**3**

CITIES

**5**

EVENTS

**2.5M+**

FACEBOOK REACH

# High School Visit

Visited schools generally include private, independent, and/or international schools, that we feel have the best profile for overseas study - a tradition of high achieving students studying abroad; excellence in teaching, significant interest in overseas institutions and high approval levels at major universities



# Student Recruitment Fair

One-to-one meeting with hundreds of prospective Vietnamese students & their parents in the biggest cities of Vietnam, who are in the process of making overseas study decision



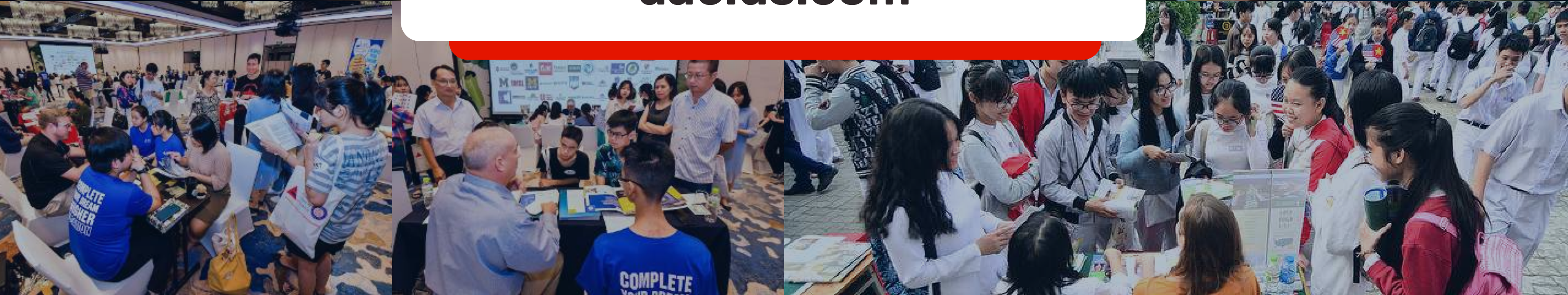


Please Join Us Today



Register Now!  
Limited Space Available

[aae.us.com](http://aae.us.com)



COMPLETE  
YOUR DREAM

# Have any questions? Please contact us!

---

## **Kenneth Cooper**

**Chairman**

C: 856 308 5426

E: ken@aae.us.com

## **Duyen Nguyen**

**Director of Operations**

C: 856 361 6336

E: duyennguyen@aaevietnam.com

## **Judy Irwin**

**Business Development  
Specialist**

C: 301 404 5304

E: judy@connectglobally.net

## **U.S. Office**

1515 Market Street, Suite 1200  
Philadelphia, Pennsylvania 19102  
P: 215 854 6443 | W: aae.us.com

## **Vietnam Office**

R. 102, First Floor, Lant Building, 60 Hai Ba Trung  
Street, District 1, Ho Chi Minh City  
P: 84 28 3827 4243 | W: aaevietnam.com