

Celebrate 30 Years U.S.-Vietnam Relations

AAE's Student Fairs in Vietnam Fall 2025

All-in-one events

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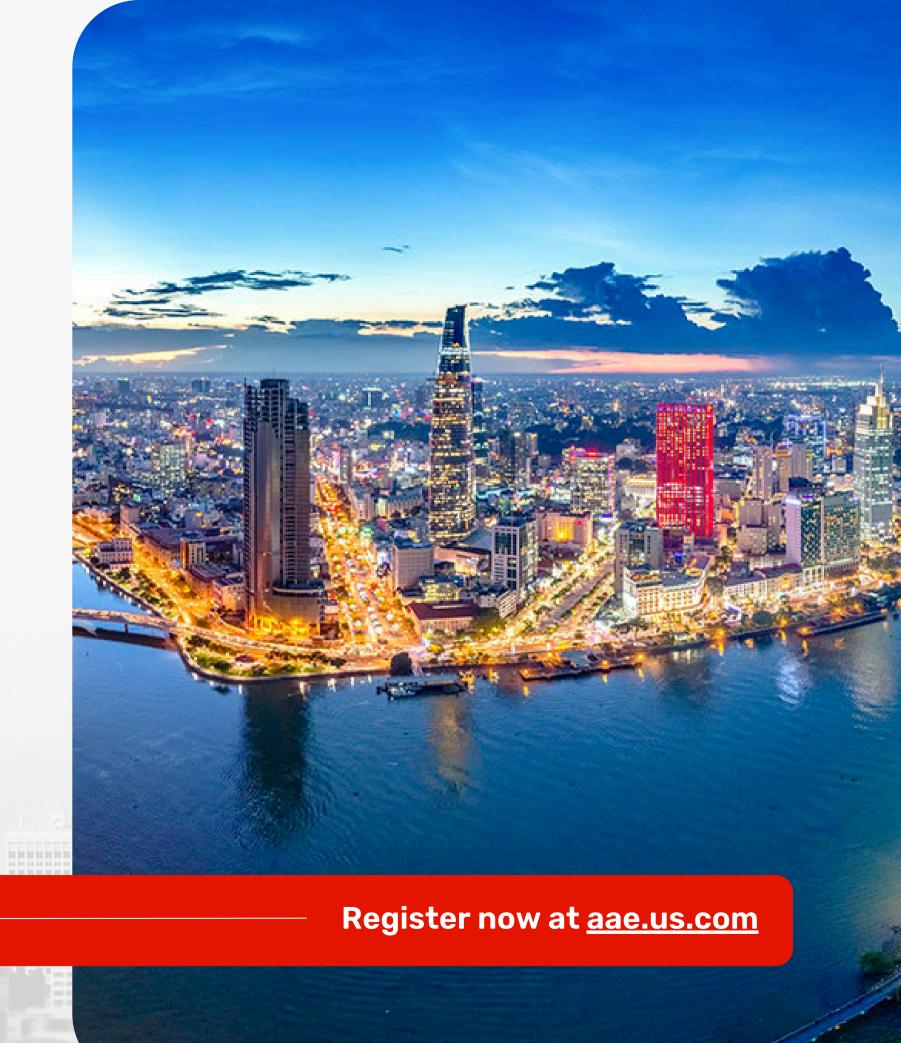
80+ institutions

(

4 major cities



2.000+ students



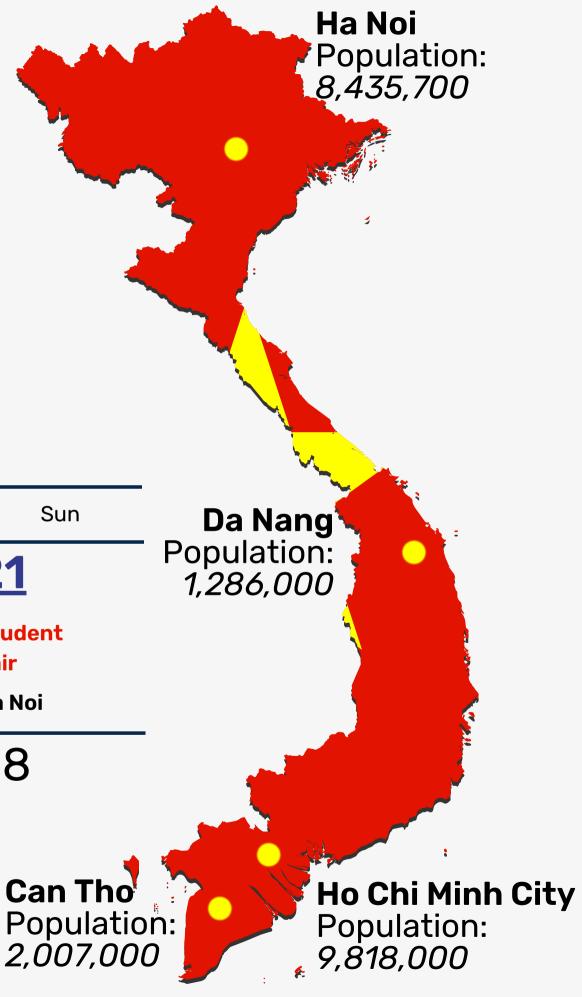
Fall Fairs Schedule in September 2025

Multi-platform fair options

- 1. In-person: **\$1.650**/table/city
- 2. Representative Table: \$1.250/table/city
- 3. Principal's Guide Advertising: \$700
- 4. Extra High School Visit in HCMC: \$1.050/6 schools/2 days

Mon	Tue	Wed	Thu	Fri	Sat	Sun
15	16	<u>17</u>	<u>18</u>	<u>19</u>	20	<u>21</u>
		Extra High School Visit Ho Chi Minh City	Extra High School Visit Ho Chi Minh City	High School Visit Ho Chi Minh City	Student Fair Ho Chi Minh City	Student Fair Ha Noi
<u>22</u>	<u>23</u>	24*	25	26	27	28
High School Visit	Student Fair	Student Fair				<u> </u>
Da Nang	Da Nang	Can Tho				Can Tho Population

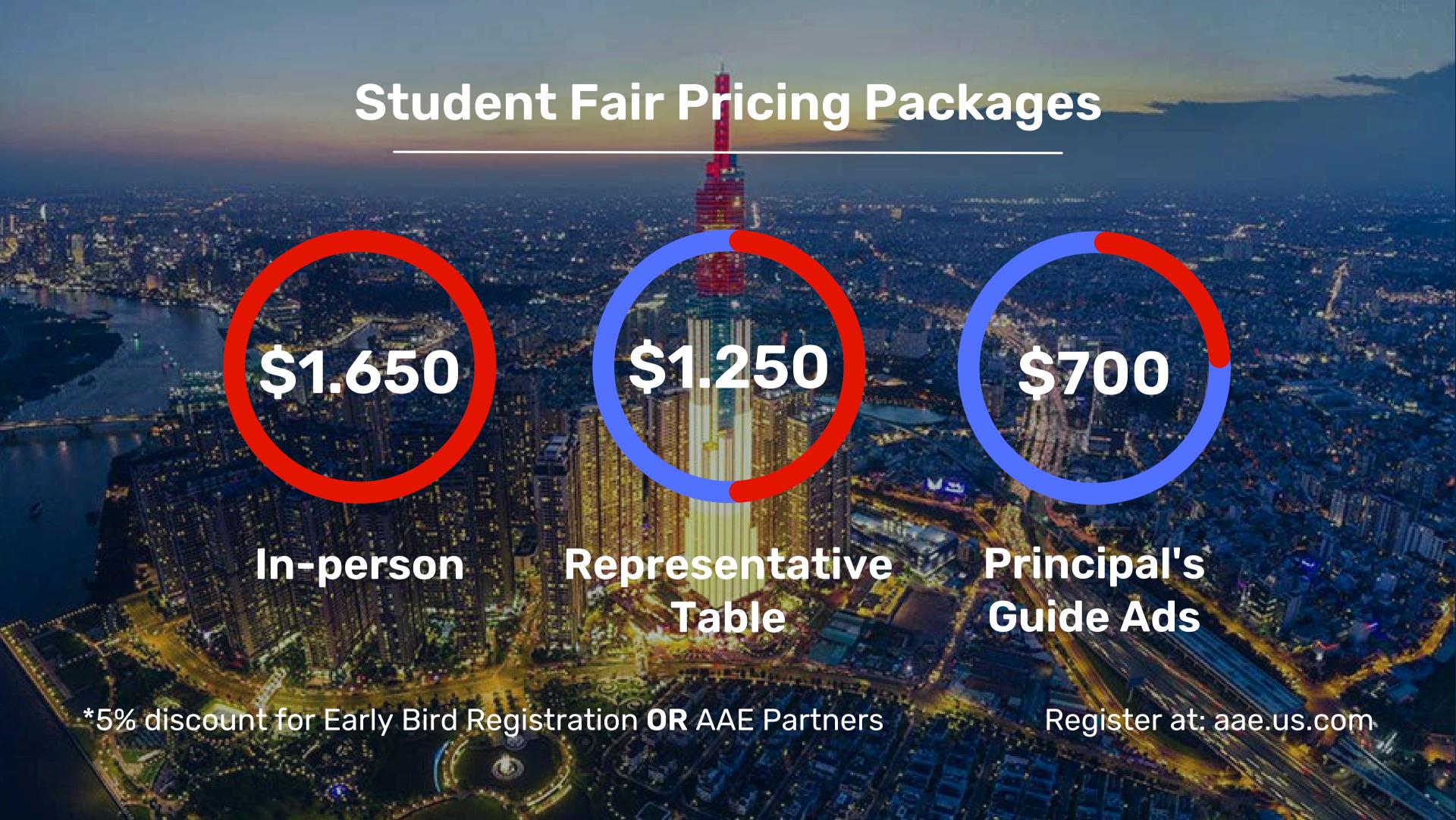
^{*}The student fair in Can Tho will only take place if at least 20 schools sign up to participate.



Pricing Package Breakdown

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

City	Events	Price	
Ho Chi Minh City	Extra High School Visit Tour: 6 schools in 2 days	\$1.050	
	High School Visit: 2 schools in 1 day	¢1 450	
	Student Recruitment Fair (included PG Ad)	\$1.650	
	Representative Table for schools unable to travel (included PG Ad)	\$1.250	
Ha Noi	Student Recruitment Fair (included PG Ad)	\$1.650	
па ічоі	Representative Table for schools unable to travel (included PG Ad)	\$1.250	
	High Shool Visit: 1 school	\$1.650	
Da Nang	Student Recruitment Fair (included PG Ad)		
	Representative Table for schools unable to travel (included PG Ad)	\$1.250	
Can Tho	Student Recruitment Fair (included PG Ad)	\$1.650	
*Only take place if at least 20 schools sign up to participate.	Representative Table for schools unable to travel (included PG Ad)	\$1.250	
All Cities	Principal's Guide Advertising (No fair)	\$700	



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.

AAE's Student Fairs

This option includes

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

Principal's
Guide (PG)
Advertising

For schools unable to travel, a well-trained counselor will welcome families to your table,

institution, and distribute your promotional materials.

speak about your

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



- Tour 6 prominent high schools in HCMC
- Interact directly with students in a fair setting
- Establish connections with local career counselors and school principals
- Make the most of your time overseas by joining an extra high school visit
- Ideal for colleges and universities

*5% discount for Early Bird Registration OR AAE Partners

Register at: aae.us.com

Principal's Guide Advertising

The PG, a printed publication for each fair series, is distributed to all Vietnamese high schools and to all students attending the AAE Fairs. **5,000 copies** will be printed & delivered to Vietnamese students & parents.

Two-Page Spread About Participating Institution:

- Overview: location, student population, institution type, student life...
- Academic: major programs, 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 for Two-Page Spread









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Visit
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UYÉN SINH	Kirinha học	Thu. Xuán	Thu, Kulin
	Lé phi hoyén sinh	\$10	\$ 50
IOC PHÍ	Claying trinh	Dailhoc	Sau Dyl hoc
	Hoc phi	\$ 16,650	\$ 22,450
	Sinh hoạt phí	\$14,575	\$ 14.227
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Fair Booster Marketing Package

The booster marketing package contains

- 1. Online Via AAE social media
 - 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 materials 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









\$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 PR0

Exclusive Presentation

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



















Maximize you 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.

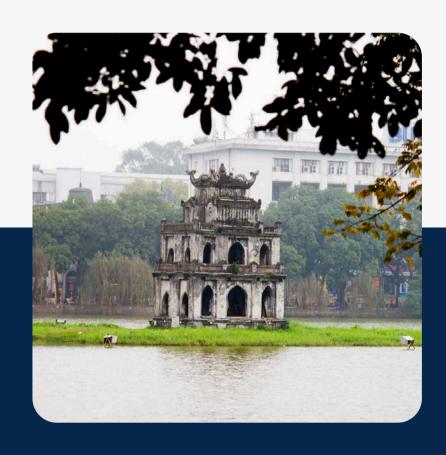
*One slot per each package applied in 3 cities *Design support: Per request *For more details, please contact trangnguyen@aaevietnam.com

Lastest Report

SPRING FAIRS - MARCH 2025 IN NUMBERS









44 INSTITUTIONS 1,153
LEADS COLLECTED

CITIES

10 EVENTS 1.5 M+
SOCIAL MEDIA 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.





















Student Mobility Fact Sheets Vietnam 2024





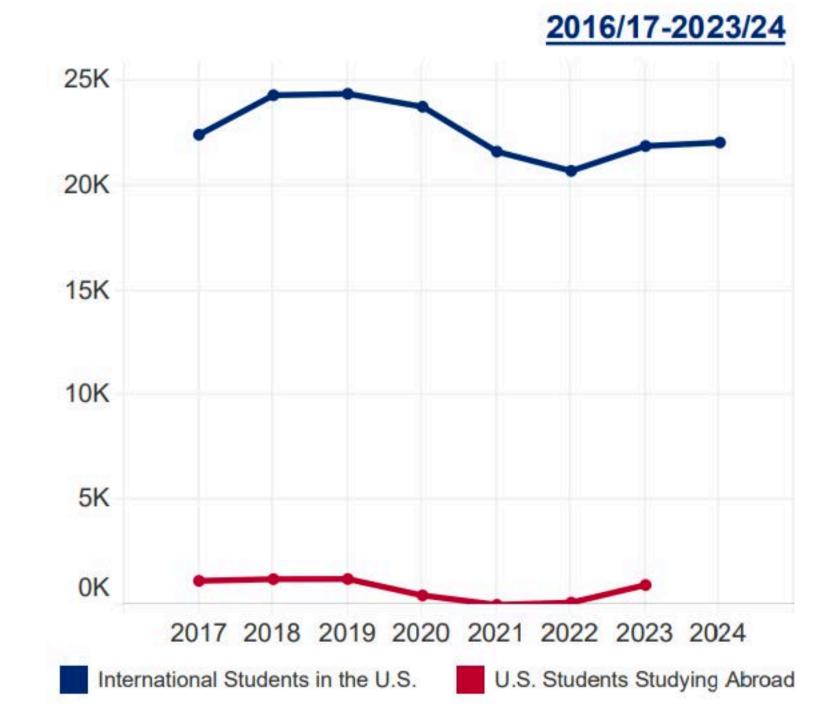






STUDENT MOBILITY TOTALS

Year	International Students	U.S. Study Abroad
2023/24	22,066	N/A
2022/23	21,900	949
2021/22	20,713	109
2020/21	21,631	4
2019/20	23,777	452
2018/19	24,392	1,235
2017/18	24,325	1,228
2016/17	22,438	1,147







14.5% Population Aged 15-24¹



International Student
Place of Origin
Ranking, 2023/24



U.S. Study Abroad Destination Ranking, 2022/23



\$1,011,000,000 International Student Economic Impact, 2023²

INTERNATIONAL STUDENTS BY ACADEMIC LEVEL

Academic Level	2022/23	2023/24	Total	Change
Undergraduate	14,295	13,848	62.8%	-3.1%
Graduate	3,768	4,014	18.2%	6.5%
Non-Degree	561	671	3.0%	19.6%
OPT	3,276	3,533	16.0%	7.8%

INTERNATIONAL STUDENTS BY INSTITUTION TYPE

Institution		Total
Associate's Colleges		15.4%
Baccalaureate Colleges		8.0%
Doctoral Universities		66.3%
Master's Colleges and Universities		9.1%
Special Focus Institutions		1.2%
Private Institutions	Public Institutions	
32.3%	67.7%	

STUDENT VISAS ISSUED

Visa	Change 2022-2023 ³
F	18.0%
J	23.5%
М	-26.7%

TOP RECEIVING STATES

California

Texas

Massachusetts

Washington

New York

Source: Open Doors Report on International Educational Exchange. For more information, visit www.opendoorsdata.org.

Other sources: ¹The World Fact Book, ²U.S. Department of Commerce, ³travel.state.gov (Fiscal year October 1 - September 30).

Note: N/A reflects information that is not available or not applicable. Open Doors does not publish rankings for totals of less than ten students.

About Us

AAE is an AIRC Certified and Full-service recruitment agency. We specialize in international student recruitment initiatives connecting qualified Vietnamese students with U.S. Institutions.

At AAE, we recognize the significance of gaining a profound understanding of local cultures to guarantee the success of incountry marketing initiatives. Our dedicated combined with effective efforts. communication, aim to deliver the finest opportunities to our clients. We have curated international team comprising American Vietnamese education and specialists who collaborate closely to achieve outstanding results.



Kenneth CooperFounder and Chairman ken@aae.us.com



Duyen NguyenGeneral Director
and Founder



Chris RunckelConsultant and Government
Relations Specialist



Judy IrwinSenior Global Sales
Director



Eric Binh HoBusiness Strategist and
New Business Coordinator



Lan Vu
Chief Financial Officer
(CFO)



Cindy NguyenSenior Student
Advisor



Trang NguyenMarketing
Director



Vanessa Tran Student Advisor



Lam LeSenior Marketing
Associate



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!



John Pomeroy | Director of International Student Recruitment University at Albany, The State University of New York

Our Services

- Education Fairs
- High School Visit
- Digital Marketing Campaign
- Seminar/Webinar
- In-country Representation

We provide comprehensive student recruitment services that guide individuals through the entire enrollment journey, starting from the initial impression to the application process. AAE aims to offer your institution the most strategic solutions, leveraging our knowledge, experiences, local expertise, and extensive connections. With a decade of experience, we have been consistently delivering international recruitment services.

AWARENESS

REACH

Let's have your brand shown in the right place, at the right time, to the right people.

- Articles
- Advertisements
- Webinars
- Digital Marketing
- Agents Networking

INTEREST

ATTRACT

Now you need the right messages & impressive creative to win your target's attention.

- High School Visit
- Content Localization
- Newsletters
- Social Media/Blogs
- Email campaigns

DESIRE

ENGAGE

One-to-one conversation will be the best solution to provide personalized content.

- Seminars
- E-books/Brochures
- In-country Representation
- Recruitment Fairs

APPLY

CONVERT

Establish a relationship & nurture qualified student with the best support from your local representatives.

- In-country Representation
- Testimonials
- Student Advisor

Our Clients

































































































































Have any questions? Please contact us!

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