



Celebrate 30 Years U.S.-Vietnam Relations

AAE's Student Fairs in Vietnam

Fall 2026

- ✓ All-in-one events
- ✓ 3 major cities
- ✓ 50+ institutions
- ✓ 1.500+ students

Register now at aae.us.com

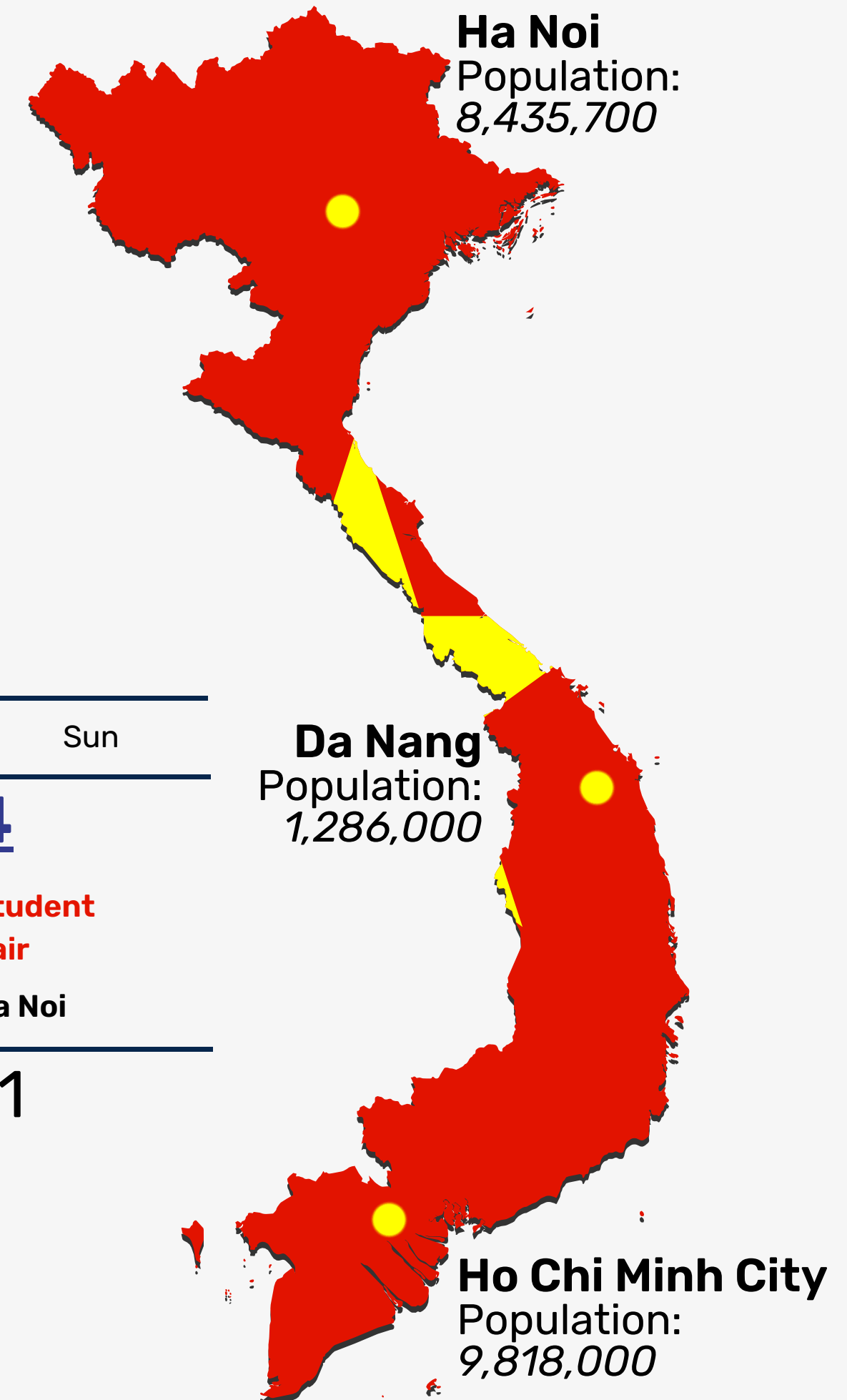


Fall Fairs Schedule in October 2026

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: **\$1.150**/6 schools/2 days

| Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---|--|---|--|--|---|---|
| 28 | 29 | <u>30 Sep</u> Extra High School Visit Ho Chi Minh City | <u>1 Oct</u> Extra High School Visit Ho Chi Minh City | <u>2</u> High School Visit Ho Chi Minh City | <u>3</u> Student Fair Ho Chi Minh City | <u>4</u> Student Fair Ha Noi |
| <u>5</u> High School Visit Da Nang | <u>6</u> Student Fair Da Nang | 7 | 8 | 9 | 10 | 11 |



Pricing Package Breakdown

*5% discount for Early Bird Registration or AAE Partners;
not applicable to package offers.

| City | Events | Price | |
|------------------|---|---------|---|
| Ho Chi Minh City | Extra High School Visit Tour: 6 schools in 2 days <i>(lunch incl.)</i> | \$1.150 | Full Vietnam Package: \$4.800 <ul style="list-style-type: none"> • 3-City Fairs • Save \$150 |
| | High School Visit: 2 schools in 1 day <i>(lunch + dinner incl.)</i> | | |
| | Student Recruitment Fair <i>(½-page PG Ad incl.)</i> | \$1.650 | |
| | Representative for school unable to travel <i>(½-page PG Ad incl.)</i> | \$1.250 | |
| Ha Noi | Student Recruitment Fair <i>(½-page PG Ad + lunch incl.)</i> | \$1.650 | Best Exposure Package: \$6.150 <ul style="list-style-type: none"> • 3-City Fairs • Extra High School Visit Tour in HCMC • 2-page PG Ad • Save \$650  RECOMMENDED |
| | Representative for school unable to travel <i>(½-page PG Ad incl.)</i> | \$1.250 | |
| Da Nang | High Shool Visit: 1 school <i>(dinner incl.)</i> | | |
| | Student Recruitment Fair <i>(½-page PG Ad incl.)</i> | \$1.650 | |
| | Representative for school unable to travel <i>(½-page PG Ad incl.)</i> | \$1.250 | |
| All Cities | Principal's Guide Advertising <i>(2-page PG Ad)</i> | \$700 | |

Student Fair Pricing Packages

\$1.650

In-person

\$1.250

**Representative
Table**

\$700

**Principal's
Guide Ads**

***5% discount for Early Bird Registration OR AAE Partners;
not applicable to package offers.**

Register at: aae.us.com

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

Representative Table

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

Principal's Guide (PG) Advertising

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

Extra High School Visit Tour Pricing

\$1.150

**A Two-Day Tour
in Ho Chi Minh City**

***5% discount for Early Bird Registration OR AAE Partners;
not applicable to package offers.**

- 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

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

Scan or [Click here](#) to view the latest PG





State University of New York, College at Old Westbury
Public University founded in 1963


Đại học bang New York tại Old Westbury là trường đại học khai phóng công lập năng động và đa dạng. SUNY Old Westbury có học sinh đến từ hơn 100 quốc gia và vùng lãnh thổ. Trường cung cấp chương trình Đa ngành (BA/MA) trong vòng 5 năm. Khoa Điện tử còn trong danh sách các trường đại học thành lập lại học tập của các sinh viên đại học và hơn 400 cơ hội du học trong chương trình du học của trường cũng như trong toàn hệ thống SUNY.

#150 Đại học Hoa Kỳ phân tích

#4 Đại học Liberal Arts và Đại học Nghệ thuật và Âm nhạc

Top 40 Chương trình Đại học Nghệ thuật và Âm nhạc

Đặc điểm nổi bật:
- Chương trình Đa ngành (BA/MA)
- Khoa Điện tử
- Cơ hội du học trong toàn hệ thống SUNY



SUNY Old Westbury nằm cách thành phố New York 35km về phía đông. Chỉ mất 30 phút chạy xe từ trung tâm Manhattan. Đây là nơi lý tưởng cho những ai vừa muốn học gần thành phố lớn vừa muốn ở trong môi trường học tập yên tĩnh. Sinh viên quốc tế có cơ hội thực tập theo chương trình Optional Practical Training (OPT) tại thành phố New York hoặc Long Island, hai trong số những địa điểm thu hút nhất bang New York.

Điều kiện TUYÊN SINH

| Chương trình | Đại học | Sau Đại học |
|---------------|-----------|-------------|
| Học cử | \$ 16,610 | \$ 22,000 |
| Sinh hoạt phí | \$ 14,175 | \$ 14,227 |
| Tổng | \$ 30,785 | \$ 36,227 |

HỌC BỔNG
Học bổng cơ sở \$7,600/năm

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: \$550



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

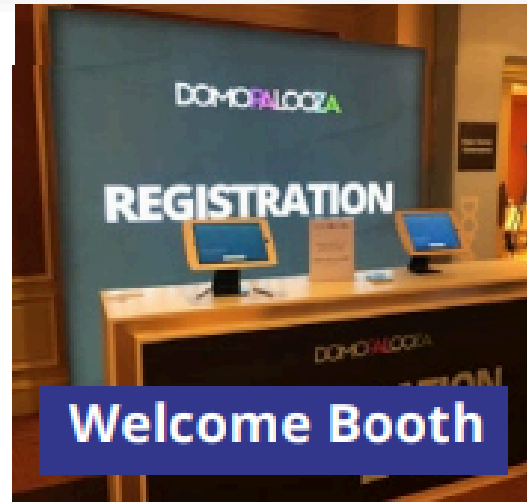
**BEST
CHOICE**

\$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



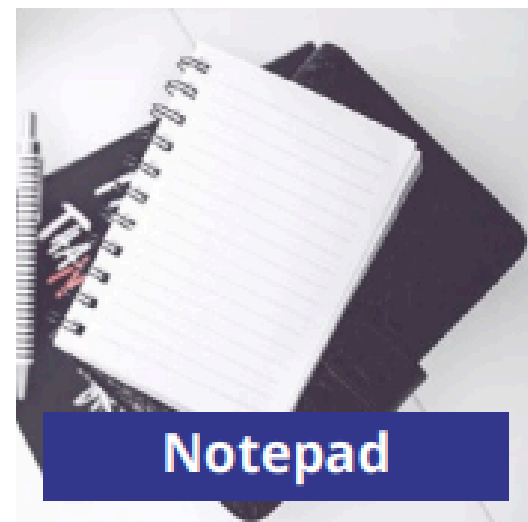
Event Map



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@gmail.com

Lastest Report

SPRING FAIRS - MARCH 2026 IN NUMBERS

Scan or [Click here](#)
to view the
latest report



45

INSTITUTIONS

1,195

LEADS COLLECTED

3

CITIES

12

EVENTS

2M+

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.

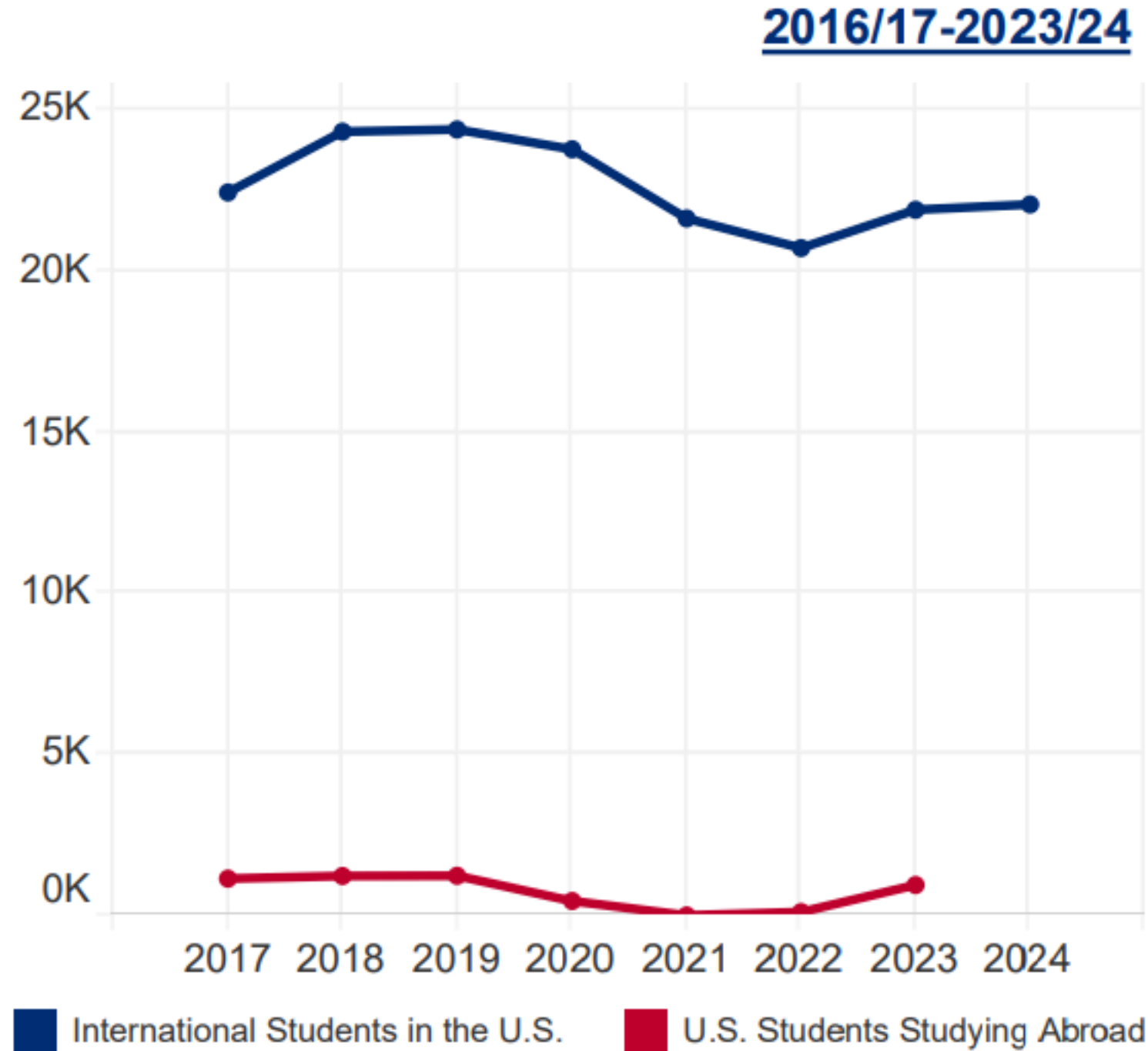


Student Mobility Fact Sheets Vietnam 2024



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 |



105,758,975
Total Population¹



14.5%
Population Aged
15-24¹



6
International Student
Place of Origin
Ranking, 2023/24



42

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% |
| M | -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: ¹*The 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

As an AIRC-certified, full-service recruitment agency, we specialize in connecting qualified Vietnamese students with U.S. institutions. Our cross-cultural team of American and Vietnamese education experts delivers exceptional results through culturally informed marketing strategies and tailored recruitment solutions.

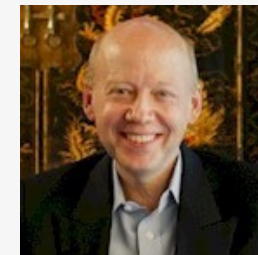
AAE delivers end-to-end student recruitment, guiding students from first contact through enrollment. With deep local expertise and strong partnerships, we help institutions achieve results-driven recruitment.



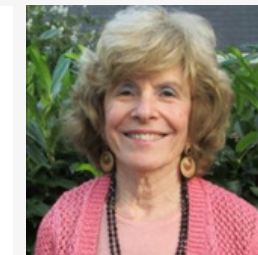
Kenneth Cooper
Founder and Chairman
ken@aae.us.com



Duyen Nguyen
General Director
and Founder



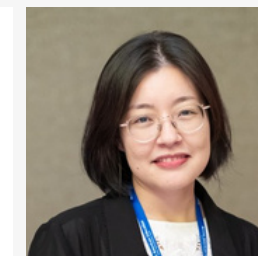
Chris Runckel
Consultant and Government
Relations Specialist



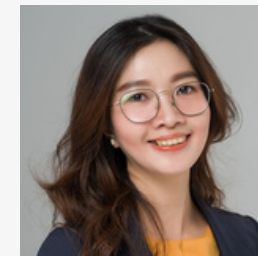
Judy Irwin
Senior Global Sales
Director



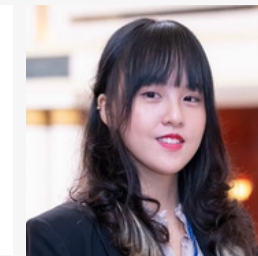
Dung Tran
Senior Student
Advisor



Lan Vu
Chief Financial
Officer



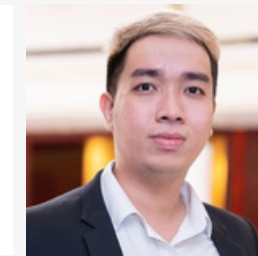
Cindy Nguyen
Senior Student
Advisor



Trang Nguyen
Marketing
Director



Vanessa Tran
Student
Advisor



Lam Le
Senior Marketing
Associate

- *Bicultural specialist team*
- *Data-driven recruitment strategies*
- *Market-specific approach*

Our Services

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



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 star rating!

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



Thank you, Ken & the AAE team, for your dedicated support. This was my first time attending an AAE fair, & it was an excellent experience engaging with such high-quality students. I'm already looking forward to future events.

Khue Tran | Vietnam Representative
St. Lawrence College



As a long-time partner, Lane Community College has participated in AAE fairs for many years and is proud to return each year. This ongoing collaboration allows us to consistently connect with motivated students interested in U.S. study opportunities.

Carla Andersen | Associate Director of International Recruitment
Lane Community College



Thank you for delivering such well-organized & smoothly executed fairs & events. It was a pleasure engaging with high-quality students, & we truly appreciate the experience.

John Eriksen | Senior Director of International Admission
Bryant University



We truly appreciate your efforts & support. This was my first time working with AAE, and it was a very positive experience. I had the opportunity to connect with many students interested in studying in Canada & share valuable education pathways.

Tommy Thai | Recruitment Manager SEA
Coquitlam College



Our Clients





Please Join Us Today

Scan Here to Register Now!



aae.us.com



Have any questions? Please contact us!

Kenneth Cooper

Chairman

C: 856 308 5426

E: ken@aae.us.com

Trang Nguyen

Marketing Director

C: +84 927 70 73 77 (Zalo)

E: trangnguyen@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