



AAE's Student Fairs in Vietnam

Spring & Fall 2027

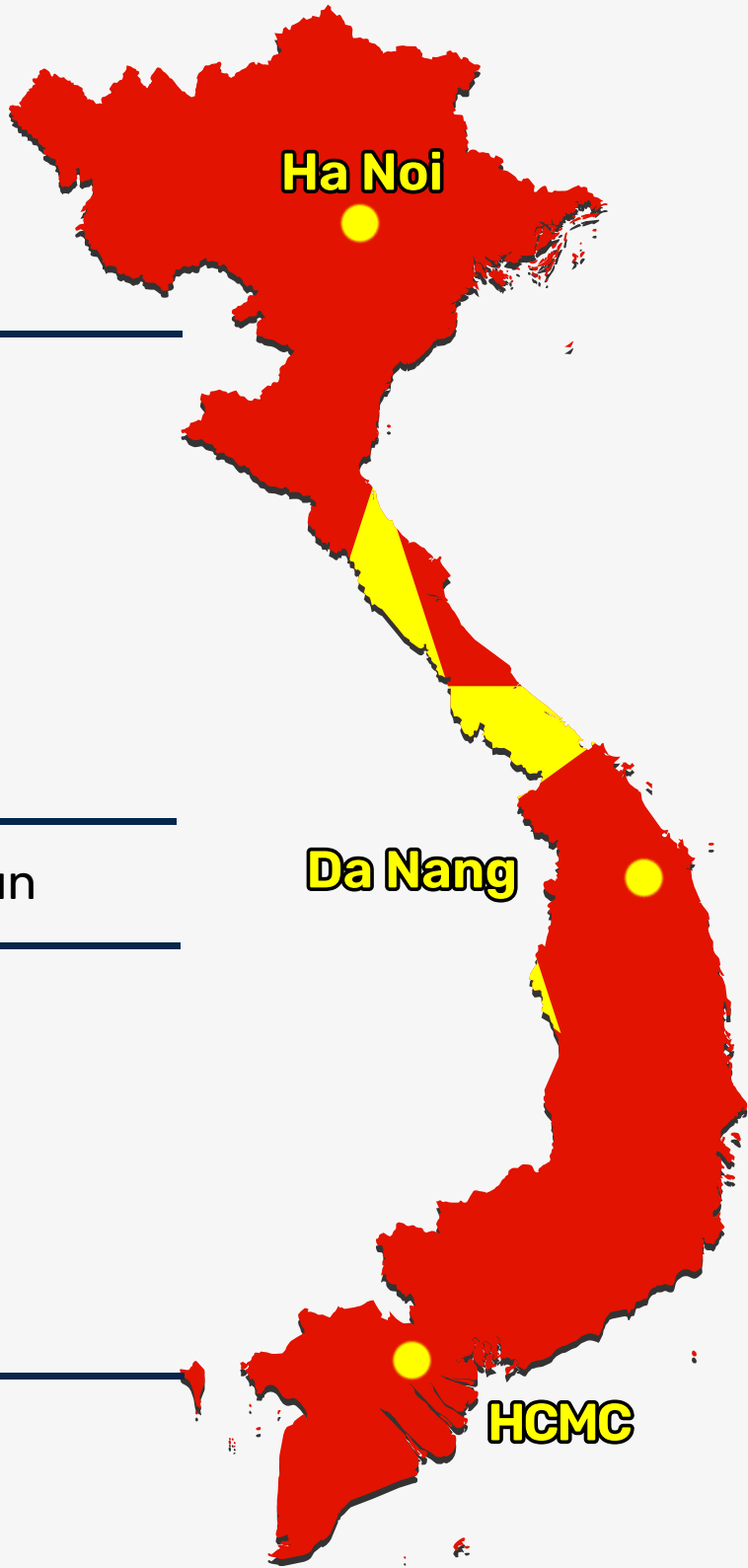
- ✓ All-in-one events
- ✓ 50+ institutions
- ✓ 3 major cities
- ✓ 1,500+ students

Register now at aae.us.com



March

Mon	Tue	Wed	Thu	Fri	Sat	Sun
8	9	<u>10</u> Two-Day High School Visit Tour <i>Ho Chi Minh City</i>	<u>11</u> Two-Day High School Visit Tour <i>Ho Chi Minh City</i>	<u>12</u> High School Visit <i>Ho Chi Minh City</i>	<u>13</u> Student Fair <i>Ho Chi Minh City</i>	<u>14</u> Student Fair <i>Ha Noi</i>
<u>15</u> High School Visit & Student Fair <i>Da Nang</i>	16	17	18	19	20	21



September

Mon	Tue	Wed	Thu	Fri	Sat	Sun
20	21	<u>22</u> Two-Day High School Visit Tour <i>Ho Chi Minh City</i>	<u>23</u> Two-Day High School Visit Tour <i>Ho Chi Minh City</i>	<u>24</u> High School Visit <i>Ho Chi Minh City</i>	<u>25</u> Student Fair <i>Ho Chi Minh City</i>	<u>26</u> Student Fair <i>Ha Noi</i>
<u>27</u> High School Visit <i>Da Nang</i>	<u>28</u> Student Fair <i>Da Nang</i>	29	30	1 Oct	2	3

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 (lunch incl.)	\$1.150	Full Vietnam Package: \$4.800 • 3-City Fairs • Save \$150
	High School Visit: 2 schools in 1 day (lunch + dinner incl.)		
	Student Recruitment Fair (½-page PG Ad incl.)	\$1.650	
	Representative for school unable to travel (½-page PG Ad incl.)	\$1.250	
Ha Noi	Student Recruitment Fair (½-page PG Ad + lunch incl.)	\$1.650	Best Exposure Package: \$6.150 • 3-City Fairs • Extra High School Visit Tour in HCMC • 2-page PG Ad • Save \$650 RECOMMENDED
	Representative for school unable to travel (½-page PG Ad incl.)	\$1.250	
Da Nang	High Shool Visit: 1 school (dinner incl.)		
	Student Recruitment Fair (½-page PG Ad incl.)	\$1.650	
	Representative for school unable to travel (½-page PG Ad incl.)	\$1.250	
All Cities	Principal's Guide Advertising (2-page PG Ad)	\$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 thay phiên công lập năng động và đa dạng. SUNY Old Westbury tự hào có đội ngũ giảng viên đạt nhiều thành tựu với các học sinh giỏi Fulbright, cựu thường cửu chương Fulbright, các nhà nghiên cứu đạt nhiều giải thưởng và là trợ lý của 35 chính trị liên quốc gia như Viện Khoa học Y học, Hàn lâm viện Khoa học Thành lập các phong trào văn minh, liên ngành của khoa học, có mối quan hệ với các chương trình nghiên cứu của khu tại Phòng thí nghiệm Brookhaven.

SUNY Old Westbury được xếp hạng 43 chương trình bậc đại học và 19 chương trình bậc sau đại học. 6 nhiều lĩnh vực như hệ thống kinh doanh, công nghệ thông tin, giáo dục, tâm lý học, xã hội học, nghệ thuật thị giác và v.v. Trường cung cấp các chương trình dành cho doanh nhân những học sinh có thành tích cao, chương trình liên ngành học bằng Cử nhân và Thạc sĩ ngành Kế toán (BA/MAG) trong vòng 5 năm. Khoa Dược dự định trong danh sách học sinh dự định thành lập học bổng của các sinh viên tài năng và năm 400 cơ hội du học năm trong chương trình đào tạo của trường cũng như trong toàn hệ thống SUNY.

Chương trình	Đại học	Sau Đại học
Học phí	\$ 16,619	\$ 22,400
Sinh hoạt phí	\$ 14,375	\$ 14,227
Tổng	\$ 31,275	\$ 36,927

ĐIỀU KIỆN TUYỂN SINH

HỌC PHÍ & SINH HOẠT PHÍ

HỌC BỔNG

Vào SUNY Old Westbury nằm cách thành phố New York 35km về phía đông. Chỉ mất 30 phút chạy xe từ trường đến Manhattan. Đây là nơi lý tưởng cho những ai muốn học gần thành phố lớn và muốn ở trong môi trường học tập thoải mái. Sinh viên quốc tế có thể 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.

Chương trình	Đại học	Sau Đại học
Học phí	\$ 16,619	\$ 22,400
Sinh hoạt phí	\$ 14,375	\$ 14,227
Tổng	\$ 31,275	\$ 36,927

ĐIỀU KIỆN TUYỂN SINH

HỌC PHÍ & SINH HOẠT PHÍ

HỌC BỔNG

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



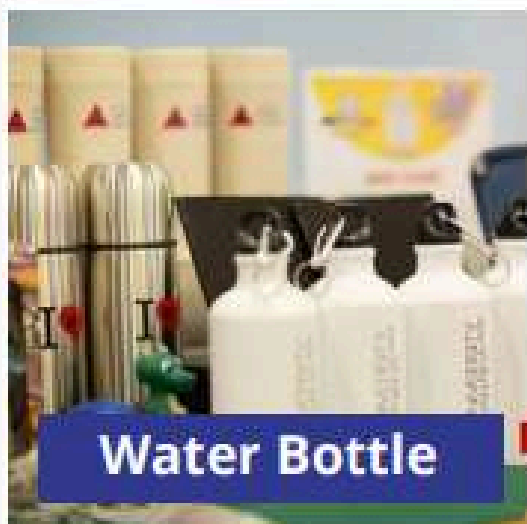
Event Bag



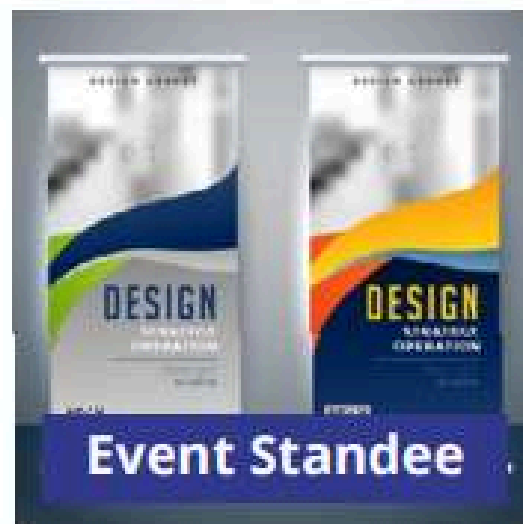
Bag Inserts



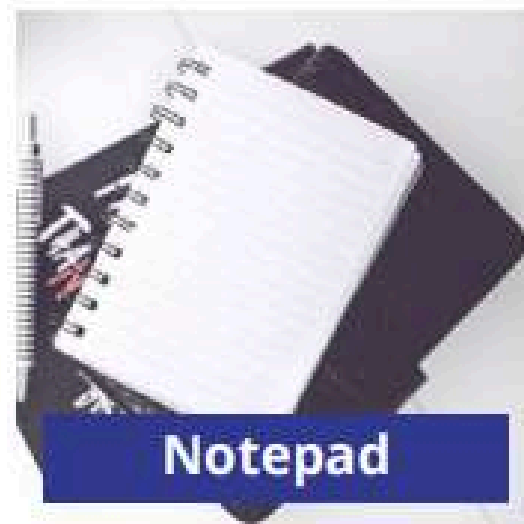
Event Map



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.com

Lastest Report

FALL FAIRS - OCTOBER 2026 IN NUMBERS

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



45

INSTITUTIONS

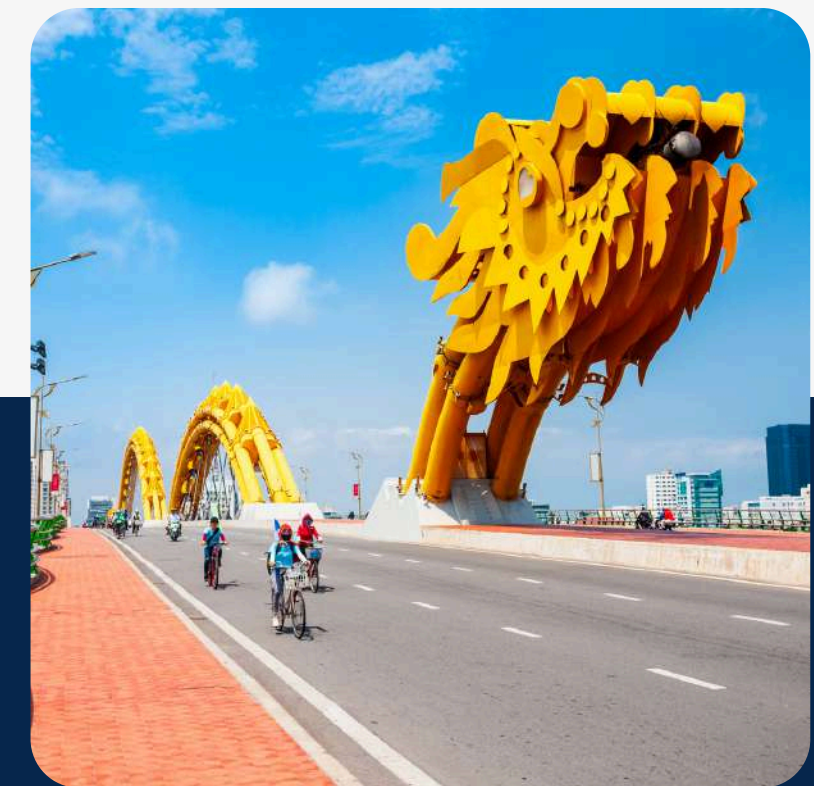


1,600

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.

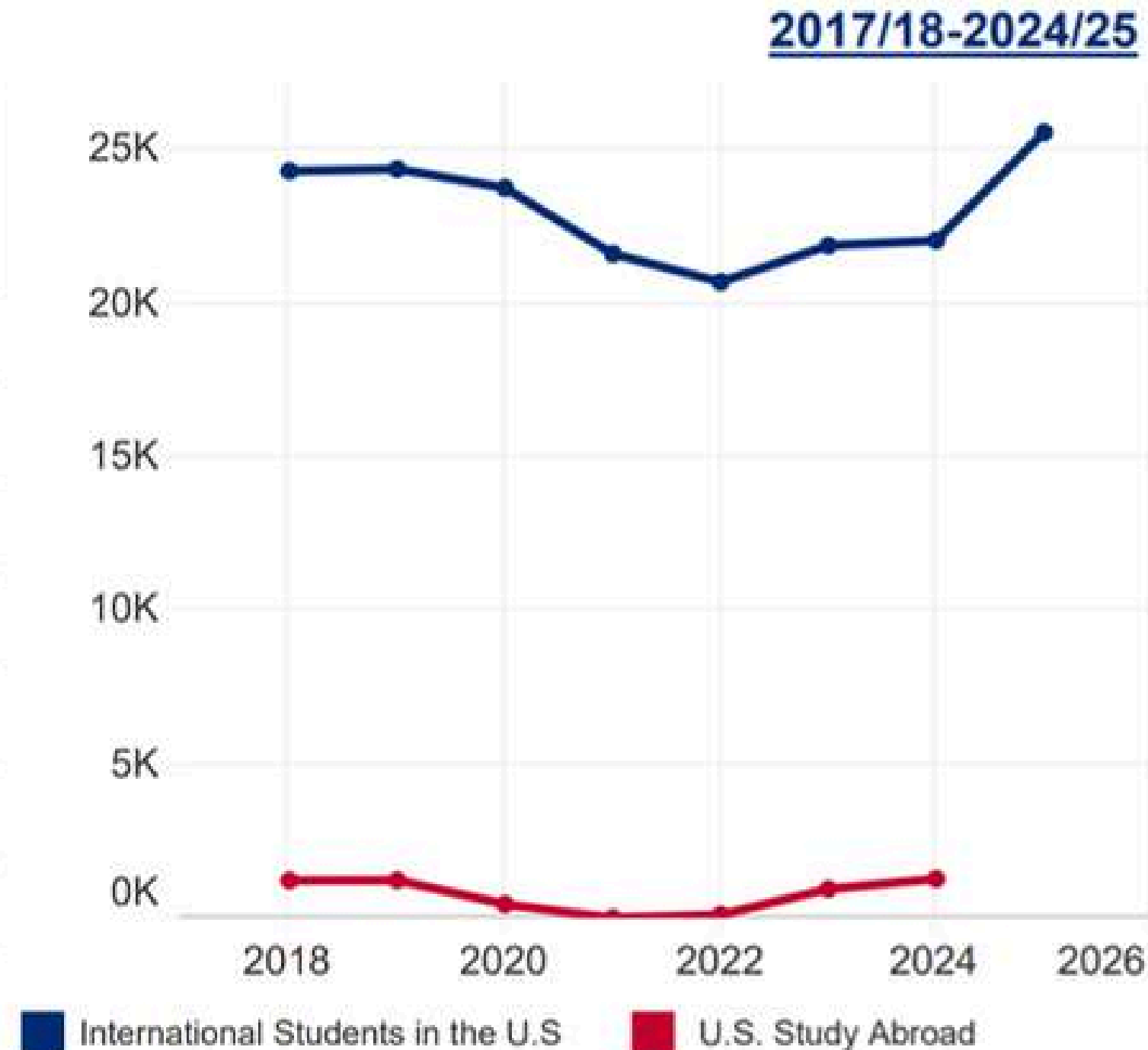


Student Mobility Fact Sheets Vietnam 2025



INTERNATIONAL STUDENTS TOTALS

Year	International Students in the U.S	U.S. Study Abroad
2024/25	25,584	N/A
2023/24	22,066	1,281
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



106,688,169
Total Population¹



14.4%
Population Aged
15-24¹



5
International Student
Place of Origin
Ranking, 2024/25



38

U.S. Study Abroad
Destination Ranking,
2023/24



\$1,149,000,000

International Student
Economic Impact,
2024²

INTERNATIONAL STUDENTS BY ACADEMIC LEVEL

Academic Level	2023/2024	2024/2025	Total	Change
Undergraduate	13,848	16,156	63.1%	16.7%
Graduate	4,014	4,436	17.3%	10.5%
Non-Degree	671	1,363	5.3%	103.1%
OPT	3,533	3,629	14.2%	2.7%

INTERNATIONAL STUDENTS BY INSTITUTION TYPE

Institution	Total
Associate's Colleges	20.6%
Baccalaureate Colleges	7.7%
Doctorate-Granting Universities	61.4%
Master's Colleges and Universities	9.3%
Special Focus Institutions	1.0%
Private Institutions	Public Institutions
29.6%	70.4%

STUDENT VISAS ISSUED

Visa	Change 2023-2024 ³
F	26.7%
J	5.9%
M	19.7%

TOP RECEIVING STATES

Texas

California

Washington

Massachusetts

Florida

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, 1st Floor, Lant Building, 60 Hai Ba Trung
Street, Sai Gon Ward, Ho Chi Minh City
P: 84 28 3827 4243 | W: aaevietnam.com