

ISN Latin America Expo Fall 2009

Panama-Bogota-Quito-Guayaquil -Costa Rica

Panama City, Panama: October 24th, 2009

Bogota, Colombia: October 26th, 2009

Quito, Ecuador: October 27th, 2009

Guayaquil, Ecuador: October 29th, 2009

San Jose, Costa Rica: November 2nd, 2009

ISN invites you to the education event in Latin America Expo in Fall 2009. Once again, we are offering you our most successful expos to meet prospective students in Panama City, Panama; Bogota, Colombia; Quito, Ecuador; Guayaquil, Ecuador; and San Jose, Costa Rica, from October 26th, 2009 to November 2nd, 2009.

Why these markets?

This trip to Latin American countries could not come at a better time for recruiters. Latin America remains an exciting and important recruiting opportunity for US universities. This region remains the 4th leading country of origin for students in the U.S. By inviting exclusive American institutions to be exhibitors, ISN Latin America Education Expo highlights educational benefits to America while allowing participating school the liberty to explore the lucrative markets in this region.

Panama

This year ISN is proud to introduce Panama City as a new market for US Universities. While a beautiful and vibrant city, it is often overlooked by American Higher Education recruiters. Panama City is an international commerce and banking centre, a lucrative and unsaturated market. English has become a prime symbol of upward mobility and education. The increasing development of education, the importance of English, and the “dollarization” of the currency are the factors that have contributed to the rise in interest in studying abroad!

Colombia

Colombia is now a top-15 country as a source of international students, sending over 7,000 annually to study in the US. Colombian students high value the importance of American education. The US remains the top choice in international education, especially in business administration, Intensive English and engineering programs. Colombian students are eager to pursue their higher education and improve their English in US universities and colleges. ISN was the first to bring schools to that country with the American Education Expo fairs. In fall 2009, we are taking you back to explore this lucrative market.

Ecuador

Ecuador is one of the fastest growing markets in South America. It is a small country, but is still a very lucrative market for students. US institutions remain the first choice for Ecuadorian students wishing to pursue their undergraduate and post-graduate education, especially in business related fields, Intensive English programs, and in post graduate studies. Quito is the second most populous city in Ecuador, after Guayaquil. Ecuadorian students highly value the importance of an American education. Ecuador is certainly another excellent market provided by ISN; we have developed the contacts and expertise to get you the students you want!

Guayaquil

Guayaquil is the capital of the Ecuadorian province; it is also the largest and most populous city in Ecuador. Guayaquil is becoming a very strong market in Latin America that recruiters should not ignore. The United States is the leading location for students studying abroad. As in most cities in Latin America, we will be visiting prestigious high schools in which all students are required to learn English, and whose families value and have the resources to support an American education. This is certainly another excellent market provided by ISN. Our Guayaquil expo will draw hundreds of students looking for a university just like yours!

Costa Rica

Compared with its Central American neighbors, Costa Rica has achieved a high standard of living, with a per capita income of about U.S. \$5,100, and an unemployment rate of 4.6%. The United States is the leading location for students studying abroad. In 2004 – 2005, over 3,600 Costa Ricans pursued degrees at American colleges, universities, and training programs. As in most cities in Latin America, we will be visiting prestigious high schools in which all students are required to learn English, and whose families value and have the resources to support an American education.

Details for Latin America Expo Fall 2009

What is the cost of registration*?

*** Price does not include airfare or lodging.**

\$5,950 before May 1st, 2009

\$6,450 after May 1st, 2009

What do the prices above include?

Registration includes participation in Latin America Fall Expo; set-up for each Expo (one booth with three chairs); coffee breaks during the exhibition; visits to the local high schools; internal ground transportation with the group; database of attendees after the fair; education briefing in each city.

What are the approximate hotel costs?

Fall 2009 Dates	What are the approximate hotel costs?
<i>Bogota, Colombia</i>	Five Star Hotel \$175/night+ tax (2 nights)
<i>Quito, Ecuador</i>	Five Star Hotel \$185/night+ tax (1 night)
<i>Guayaquil, Ecuador</i>	Five Star Hotel \$220/night+ tax (1 night)
<i>Panama City, Panama</i>	Five Star Hotel \$180/night + tax (2 nights)
<i>San Jose, Costa Rica</i>	Five Star Hotel \$180/night + tax (2 nights)

ISN will send you the hotel reservation form for each city in Latin America to complete with detailed information including contact, credit card, stay information etc. Please expect to receive this package 5 weeks prior the event. You will send the reservation forms to each hotel to book your rooms in each city. The fees are payable to the hotel at check out with your institution's credit card.

What is the approximate airline cost?

\$2,000 per person for international and internal flights for the Latin America Expo.

ISN will forward to the registered universities suggested internal flights 5 weeks prior to the expo. Advantages of the suggested internal flights include ground transportation between the hotel and the airport in the cities. However, ISN do not have any suggested international flights due to multiple departure cities.