

Quality time with quality advisors

Advisor conferences are an excellent opportunity for international language providers, high schools and higher education institutions to recruit international students through study travel advisors.

I really appreciate your personal care & attention - it makes a difference!

Brigitta Alkofer - Humboldt-Institut e.V., Germany

Alphe conferences are two-day events where educators and advisors meet face-to-face to develop future business partnerships.

Alphe only accepts the most trusted advisors at its conferences – members of recognised national advisor associations – and we obtain four references from educators for all other advisor participants.

Educators rely on Alphe for meeting quality advisors to increase international student enrollments.

Appointments are pre-arranged online using Meeting Manager 4 – 6 weeks prior to the event. Delegates can schedule up to 42 appointments, each lasting 30 minutes, over the two days. All attendees are offered additional networking opportunities to maximise building professional relationships.

Alphe helped to establish Felca and Gaela and has hosted their AGMs since 1998

felca

Federation of Education and Language Consultant Associations

gaela

Global Alliance of Education and Language Associations

Felca is the umbrella association for all the major national advisor associations and Gaela is the umbrella association of all major school associations.





Why educators should attend...

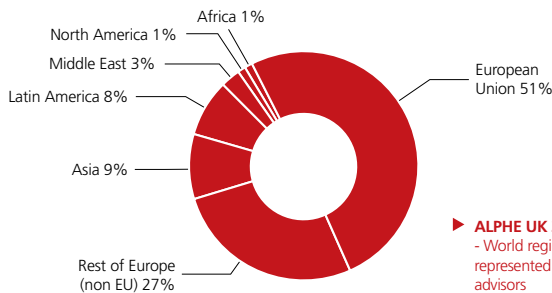
- ▶ Save time and money by meeting quality advisors all under one roof
- ▶ Diversify your international student intake
- ▶ Enjoy a uniquely relaxed yet professional atmosphere
- ▶ Up to 50 per cent more advisors than educators to guarantee you a busy appointment schedule
- ▶ Build further relationships at additional networking events
- ▶ Raise your profile with advisor associations in attendance
- ▶ Trust Alphe - the team is on hand to help you make the most of your conference experience

ALPHE UK (est. 1998) 31 August - 2 September 2012 (Incl. STM Star Awards)

Advisors: Europe and the rest of the world. In 2011, 346 advisors attended, 74 per cent from Europe, from 63 student markets.

Supported by Felca/ Gaela since 1998

felca gaela



ALPHE KOREA (est. 2004) 2-4 December 2012

Advisors: Korea. In 2011, 72 advisors attended, mainly from Korea.



Supported by KOSA

Alphe is Kosa's first choice conference

ALPHE JAPAN (est. 2005) 5-7 December 2012

Advisors: Japan. In 2011, 68 advisors attended, mainly from Japan.

JAOS Supported by Jaos

ALPHE ASIA (est. 2003) 21-22 February 2013

Advisors: Thailand, China, Cambodia, Indonesia, Japan, Korea, Malaysia, Singapore and Taiwan. In 2011, 92 advisors attended from 11 student markets.



Supported by Tieca and Vieca

ALPHE BRAZIL (est. 2007) 13-15 March 2013

Advisors: Brazil, Colombia, Paraguay, Peru, Argentina, Ecuador, Venezuela, Uruguay and Bolivia. In 2011, 102 advisors attended from 7 student markets.



Supported by Belta

ALPHE ISTANBUL (est. 2010) 5-7 April 2013

Advisors: Turkey, Eastern Europe, the Middle East. In 2010, 105 advisors attended from 17 student markets.



Supported by UED, Teag and EduDer

ALPHE HIGH SCHOOLS AND HIGHER EDUCATION

(est. 2011) 29 September - 1 October 2012

Advisors: Advisors from Latin America, Europe and Asia who actively work with and/or are looking to work with high schools and higher educators.

In 2011, 53 advisors attended from 21 student markets.

ALPHE RUSSIA (est. 2005) 19-21 October 2012

Advisors: Russia, Ukraine, Belarus, Czech, Kazakhstan, Estonia, Romania, Uzbekistan. In 2011, 115 advisors attended from 8 student markets.



Supported by AREA

Maximise your exposure before, during and after Alphe



STM STAR AWARDS

The STM Star Awards reflect the appreciation of your partners for an outstanding year of cooperation. The awards are voted for by you and your industry peers.



Each year over 1500 different study travel advisors and schools receive votes!

The STM Star Awards will take place during Alphe UK, at the Hilton on Park Lane Hilton in London, UK, after a gala dinner attended by 700+ of your top industry colleagues.

Voting takes place between February and May. See www.hothousemedia.com/ltm/star.htm

It has become a very important night in the industry's calendar

Lucy Greaves - Ardmore Language Schools, UK

ALPHE DIRECTORS' CLUB



Alphe Conferences is pleased to announce the opening of the exclusive Directors' Club (DC). The DC is open to the owners and board members of both advisors and schools, who may apply to join the DC and attend any Alphe.

The difference for DC members is that they can attend an Alphe, have full access to the conference, the café and all dinners and events, but do not need to make any formal 30 minute appointments. The DC is ideal for owners who want to meet with their industry partners and other DC members, and may already have someone from their company doing 30-minute appointments.

Educators

If you have booked a table at an Alphe, a director or owner can attend as a DC member - plus there are limited places available for those who do not have tables.

Directors' Club is £750 plus vat per event and if you book Directors' Club for 3 Alphas, one of them will be free.

MEETING MANAGER

www.hothousemedia.com/nm



Our online appointment system is available FREE of charge to all Alphe participants and the wider language travel industry.

Once you've created a Meeting Manager profile and applied for your chosen conferences, you'll be given access to the advisor list approximately four weeks prior to the event. You can then manage your schedule seamlessly, making changes up to the last minute and following up with those you meet at conferences.

INTOUCH

www.hothousemedia.com/intouch



Our FREE online networking tool, InTouch, enables you to reach out to the wider Alphe community and spread your messages further. Much like Facebook, you can chat, upload photographs and brochures, follow up after meetings and learn from your industry peers.



Being a part of Hothouse Media, we can help you to select the most effective combination of marketing activity to achieve your goals – however big or small your budget.

*For full details of sponsorship see back page

Attend Alphe for as little as £1368.53* per conference

3 FOR 2 OFFER!

Excellent organization, good quality advisors

Jose Flores - Kings Colleges, UK

*Alphe is the most competitively priced conference when booking a shared table as part of a 342 deal at the earliest deadline. Book early to secure the most discount, see below for deadline dates.

Association discount is available to all the leading educator associations represented at Alphe.

You can choose to attend just one Alphe conference but for the lowest price and the best results, buy 2 Alphas and get the 3rd completely free!

PRICES

	Shared table 2012	Full table 2012	Extra Person 2012
1 st Early payment price	£2,181	£2,915	£1,457
2 nd Early payment price	£2,438	£3,258	£1,628
Full price	£2,566	£3,429	£1,714

Prices include VAT

Display stand in café area	Display stand in meeting room
2m x 3m £2,700	2m x 3m £4,500
3m x 3m £4,000	3m x 3m £6,500

Prices include VAT. No early payment discount available

EARLY PAYMENT DEADLINES

	1 st Earlybird discount	2 nd Earlybird discount
Alphe UK 2012	16/12/11	06/04/12
Alphe High Schhols and Higher Education, Russia, Korea and Japan 2012	06/04/12	02/08/12
Alphe Asia, Brazil and Istanbul 2013	02/08/12	14/12/11

PARTICIPATION INCLUDES:

- ▶ Participation in two-day conference
- ▶ Up to 42 appointments, each lasting 30 minutes
- ▶ Evening reception
- ▶ Networking dinner
- ▶ Pre and post-event support
- ▶ Access to Meeting Manager
- ▶ Access to InTouch

TO BOOK OR FOR MORE INFORMATION, CONTACT:

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Alphe promotional options



ONLINE SPONSORSHIP

Target our large numbers of online visitors to Meeting Manager, InTouch and Alphe web pages with web banner advertising.

Meeting Manager

www.hothousemedia.com/mm

InTouch

www.hothousemedia.com/intouch

Alphe

www.hothousemedia.com/alphe

4,000 users

524,300 page views

For technical specifications please contact the Alphe team or visit www.hothousemedia.com/alphe

**BOOK 3 MONTHS
AND GET THE 4TH
FREE**



WHILE AT ALPHE

Conference Catalogue Advert

Distributed to all attendees.

Full page: £770+VAT



Delegate Bag Insert

Distributed to all attendees along with conference catalogue.

£1000 + VAT for Alphe UK



Self Standing Banner

Placed in café area for all to see.

£250 + VAT



Conference Bags

Your logo on the conference bags, also includes full-page ad in conference catalogue and four month web button on Meeting Manager, InTouch and Alphe.

£2,500 + VAT for UK



Café Area - open to all delegates

Brand the café with banners, balloons and serviettes. Also includes full-page ad in catalogue, four-month web button on Meeting Manager, InTouch and Alphe and printing/provision of serviettes.

£5,000 + VAT for Alphe UK



Alphe Conferences

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www.hothousemedia.com/alphe

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Thanks for another
great event!

Steve Arnold - Lewis-Clark State College, USA