



## **APAIE 2012 Exhibitor Manual**

**4-6 April 2012**

**At Srisavarindira Building  
Faculty of Medicine Siriraj Hospital  
Mahidol University, Thailand**



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UNIVERSITY**  
*Wisdom of the Land*

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## Introduction

### About APAIE

The Asia-Pacific Association for International Education (APAIE) is an international non-profit organization whose goal is to activate and reinforce the internationalization of higher education in the Asia-Pacific region and around the world, and to engage the professional challenges of individuals in the international education.

APAIE was established by a Founding Committee consisting of university representatives from thirteen countries / regions in the Asia-Pacific on 3 December 2004, at Korea University in Seoul, Korea. The mission of APAIE is to achieve greater cooperation amongst those responsible for international education and internationalization in Asia-Pacific institutions and to promote the quality of international programs, activities, and exchanges for the harmony and advancement of the Asia-Pacific region. The Association promotes dialog and cooperation between institutions in the Asia-Pacific region and those outside of the region. Towards this aim the Association devotes itself to the principles of mutual respect, diverse and representative membership, and collective progress.

APAIE seeks to bring together international educators active in Asia-Pacific higher education and other relevant organizations to promote communication, networking, and professional development. The Association would like to facilitate the exchange and mobility of students, staff, and scholars, and the advancement of academic collaboration inter-regionally. APAIE strives to provide a channel for benchmarking for the advancement of members and their institutions, to recommend good practices and policy in cooperation with various institutions and agencies, and to effectively represent the views of its membership with regard to international education.

APAIE offers Membership Program to any individual of profit and non-profit organizations or institutions interested in the aims and objectives of the Association

## Message from the President of Mahidol University

On 9<sup>th</sup> December 2011, I began my new, and I expect challenging and rewarding, role as President of Mahidol University. As a result, I am now delighted to oversee the final preparations for the APAIE 2012 Conference and Exhibition. Internationalization of higher education has always been important to Mahidol University, and it will remain so under my administration. I therefore look forward to welcoming representatives of institutions from across the region and beyond to attend this important conference hosted by Mahidol University in April 2012.



Mahidol University originates from the founding of Thailand's first hospital and medical school at Siriraj Hospital in 1888. Since then we have expanded considerably, becoming the University of Medical Sciences in 1942. As we grew we also diversified, and in 1969 we were renamed with great honor by H.M. King Bhumibol, after his own father H.R.H Prince Mahidol of Songkla. Today we are a comprehensive university consistently ranked one of the top universities in Southeast Asia.

Despite subsequent changes to Mahidol University, we remain guided by the philosophy of our royal namesake that *"true success is not in the learning, but in its application to the benefit of mankind"*. We firmly believe that a university must not only strive for academic excellence, but, in this complex and interconnected world, also must make meaningful contributions to society.

Under the theme *"University Social Responsibility for the Benefit of Mankind,"* APAIE 2012 aims to bring together education professionals and leaders in order to share their experiences and insights. Delegates will join a global dialogue into how our knowledge, expertise and human capital can address the numerous challenges facing our world. I believe this theme to be extremely timely, particularly as we recovered from the severe flooding that affected Thailand and other countries in the region at the end of 2011. Many Thai universities, Mahidol University included, took a leading role in the flood-relief operations and were often one of the few sources of medical and technical support for local communities.

Of course APAIE 2012 will also provide a great networking opportunity, and, as it is held in one of the most dynamic and vibrant cities in the region, APAIE 2012 will also offer a wide range of field trips and cultural experiences. Once again, I look forward to welcoming you all to Thailand and the APAIE 2012 Conference and Exhibition. I am confident that your time here will be worthwhile, informative and inspiring.

**Professor Rajata Rajatanavin**  
**President, Mahidol University**

## Program at a glance

APAIIE 2012 – Program at a Glance	Time	3 April		4 April		5 April	6 April			
	08:00 – 08:30					Sponsors Breakfast				
	08:30 – 09:00									
	09:00 – 09:30			Registration	Opening Ceremony		4 Parallel Sessions	Interactive Session		
	09:30 – 10:00				Keynote Speech					
	10:00 – 10:30				Tea & Coffee Break		Tea & Coffee Break	Tea & Coffee Break		
	10:30 – 11:00				4 Parallel Sessions	Presidential Roundtable	4 Parallel Sessions	Plenary Speech		
	11:00 – 11:30							Closing Ceremony		
	11:30 – 12:00									
	12:00 – 12:30									
	12:30 – 13:00				Lunch		Lunch	Farewell Party		
	13:00 – 13:30									
	13:30 – 14:00									
	14:00 – 14:30	Pre-registration	Exhibition Assembly	Campus Tour	4 Parallel Sessions		4 Parallel Sessions	Exhibition Disassembly		
	14:30 – 15:00									
	15:00 – 15:30									
	15:30 – 16:00								Tea & Coffee Break	Tea & Coffee Break
	16:00 – 16:30								4 Parallel Sessions	4 Parallel Sessions
	16:30 – 17:00									
	17:00 – 17:30									
	17:30 – 18:00				Transportation to the Banquet Hall					
	18:00 – 18:30									
	18:30 – 21:00				Welcoming Banquet					
	21:00 – 21:30				Transportation					

## Exhibition Information

### Venue

Srisavarindira Building

Faculty of Medicine Siriraj Hospital

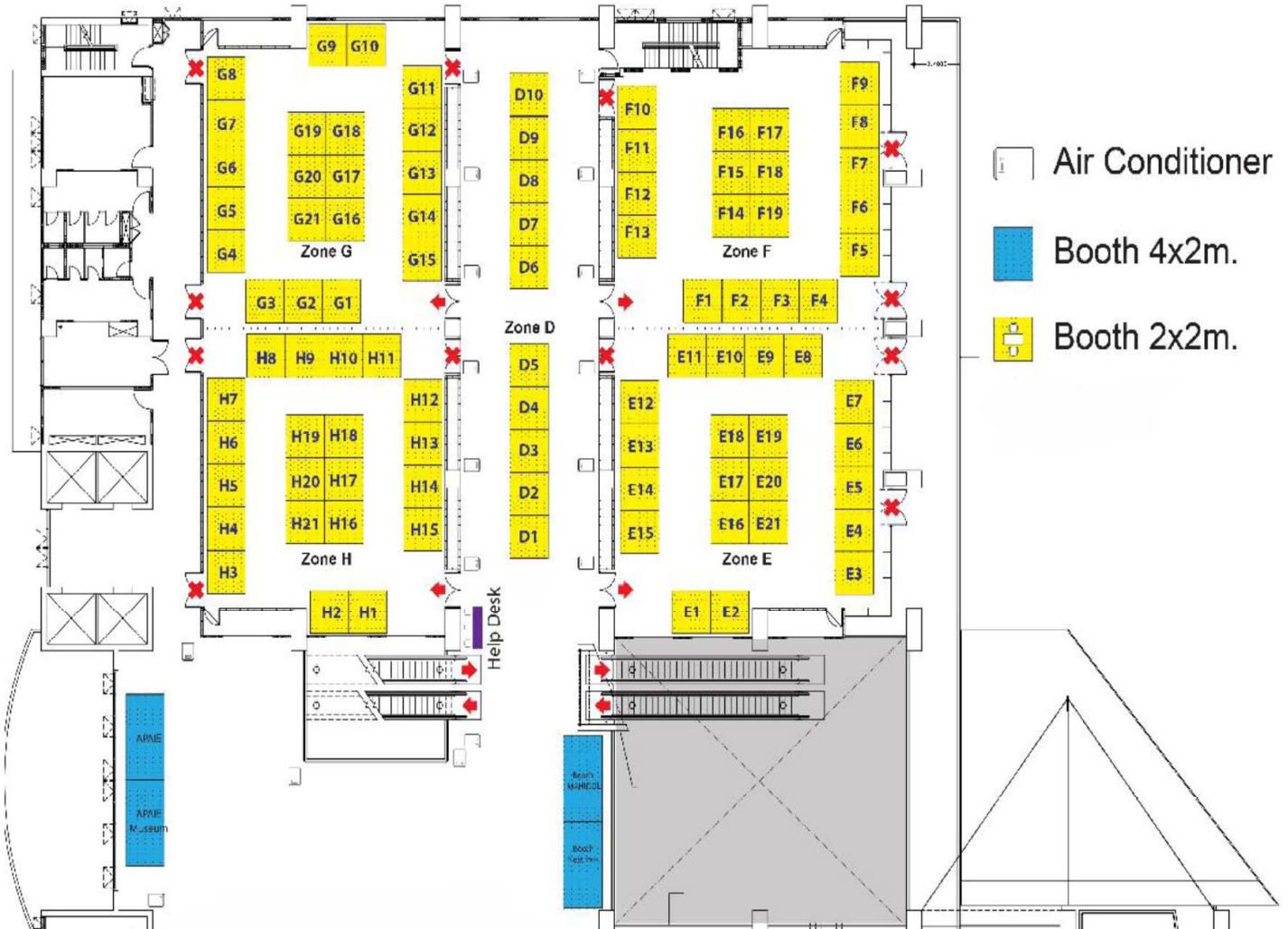
Mahidol University

2 Prannok Road, Siriraj

Bangkok Noi, Bangkok 10700



### Exhibition Floor Plan



## Dates and Times

**Booth Installation (by exhibition contractor):** Monday 2 April 2012 (12:00-24:00),  
Tuesday 3 April 2012 (09:00-12:00)

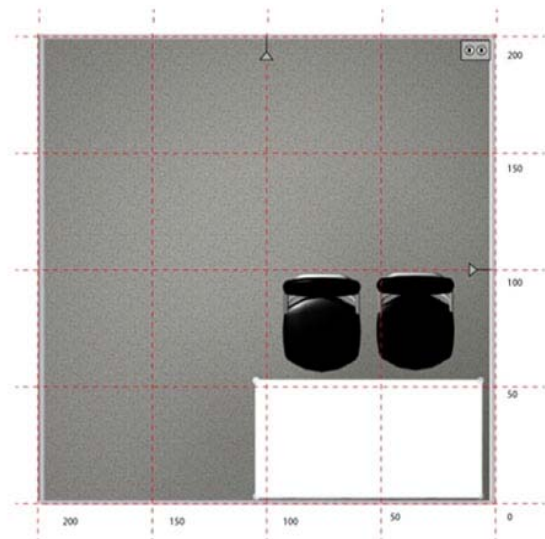
**Exhibitor move in:** Tuesday 3 April (13:00-17:00)

**Exhibition:** Wednesday 4 – Thursday 5 April 2012 (09:00-17:30),  
Friday 6 April 2012 (09:00-12:30)

**Exhibitor move out:** Friday 6 April 2012 (12:30-16:00)

## Standard Booth Size

Booth Standard 200 cm x 200 cm.



**Standard Booth Description:**



Walls	2.5 m. height, white shell scheme with aluminum frame
Fascia Name Board	30cm height, 10cm lettering height max 25 characters, exhibitor please submit Name of company in block letter by 4 March 2012
Lighting	2 x fluorescent 40 w. will be installed behind the fascia name inside booth area
Power	A 5amp. Power socket will be provided, this power socket is for use with equipment and not for lighting
Furniture	1 x System table width 95cm x depth 50cm x height 70cm and 2 x Folding chair and 1x small waste basket will be provided
Flooring	Carpet in the color of gray will be installed

**For additional booth furniture rental, please refer to the additional booth furniture list on Pages 13-15**

## Exhibition Price

	Inclusions	Exhibition Price
<b>1</b>	Standard Booth (approx. <b>2m x 2m, 4 sqm</b> ) <b>1</b> Complimentary Furniture Package <b>2</b> Complimentary Conference Registrations	Non Profit: USD 2,500.00 Profit: USD 3,000.00
<b>2</b>	Standard Booth (approx. <b>4m x 2m, 8 sqm</b> ) <b>2</b> Complimentary Furniture Packages <b>3</b> Complimentary Conference Registrations	Non Profit: USD 4,800.00 Profit: USD 5,800.00
<b>3</b>	Standard Booth (approx. <b>6m x 2m, 12 sqm</b> ) <b>3</b> Complimentary Furniture Packages <b>4</b> Complimentary Conference Registrations	Non Profit: USD 7,000.00 Profit: USD 8,500.00

## Exhibitor Entitlements

Two complimentary conference registrations are provided for one standard booth exhibition of APAIE 2012 with following entitlements.

1. Admission of all conference sessions
2. Morning, afternoon tea and lunches daily
3. Conference Kit
4. Welcoming Banquet
5. Farewell Party

## Official Exhibition Contractor

R.P. Media Group Co., Ltd.

Address: 1 Soi LaSalle 77, Sukhumvit Road, Bangkok 10260, Thailand

Tel: (+66) 2 361 6272-4      Fax. (+66) 2 361 6266

Email: rpmediagroup@yahoo.com



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## Online Exhibition Registration Management

Conference Online Pty Ltd.

Address: Suite 19, Second Floor, 201 Varsity Parade, Varsity Lakes, Qld. 4227, Australia

Tel:( +61) 7 5580 8677      Fax: ( +61) 7 5580 8677

Email: erin@conferenceonline.com.au

## Storage of Freight prior to the Conference

Handle Inter Services Co.,Ltd

Address: 1 Handle Inter Group Building, Bangna-Trad Soi 21 (Yaek 11), Bangna-Trad Road,

Bangkok 10260 Thailand

Tel.: (+66) 2 393 2300 Ext. 2130-34    Fax: (+66) 2 393 7307 -10

E-mail: vatinee@handleinterservices.com

Exhibitors must ensure that all the materials are received by Handle Inter Services Co.,Ltd

by the following deadlines:

Sea freight: **not later than 19 March 2012** (GMT +7) **at Bangkok Port**

Airfreight: **not later than 25 March 2012** (GMT +7) **at Suwarnabhumi Airport**

All **original** shipping documents must be sent **via courier** to the Handle Inter Services Co.,Ltd. Please clearly provide relevant details of the exhibitors (including the university name, booth number, contact information).

## **Terms and Conditions**

1. Each booth is supplied with 220Volts 0.5 kilowatt power free of charge.
2. Floor loading capacity : 130 kg/m<sup>2</sup>
3. Exhibitors should keep their booths open and staffed at all times during show opening hours.
4. Exhibitors shall not assign, sublet, or apportion any part of the space assigned to them or have representatives, equipment, or materials from other firms appear in the exhibition space.
5. The organizer is responsible for normal daily cleaning of the public areas and passageways. Exhibitors will have to take care of their own booths.
6. No booth may exceed the height of 2.5 meters.
7. Partitions, walls or signs next to aisles or between booths should be attractively designed and built only after obtaining the approval from exhibitors in neighboring booths. Otherwise, electricity will be denied.
8. The construction of a closed part should not be over one-half of the rented space.
9. Booth and exhibit decorations (including signs, flags, plants, carpets and lights etc.) should not be placed or be extended beyond one's own booth(s). Any exhibitor refusing to make changes as directed will have their electricity cut off.
10. No objects should be hung from the ceilings or pipes. No posters or other promotional materials may be posted on walls or pillars. These materials may be posted only on the partition walls within the individual booths. Any exhibitor refusing to make changes as directed will have their decorations dismantled by APAIE2012 at the exhibitor's expense.
11. Electricity boxes, fireplugs and all signs of the hall should never be covered. The installation of twinkling or revolving neon-lights or strings of lights is prohibited.
12. Acceptable adhesives are poly-coated cloth tape or gaffer tape. Vinyl or foam tape is not permitted. Nailing/Pining is not permitted. The Exhibitors/contractors will be responsible for removal of all tapes, in the case that the any residue marks found and need to remove or deeply clean or change or repair, the cost will be billed to the exhibitors/contractors.


## Additional Booth Furniture List

### Order Form

Name of Exhibitor: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Tel \_\_\_\_\_ Email: \_\_\_\_\_

Booth No. of the exhibition on 4-6 April 2012: \_\_\_\_\_

CODE	ITEMS	ITEMS	UNIT PRICE	QTY.	TOTAL AMOUNT IN THB
UT114A		WHITE TOP ROUND LOW TABLE 750 X 750 MM.	THB 880.00		-
UT114B		BLACK TOP ROUND LOW TABLE 750 X 750 MM.	THB 880.00		-
UT 123		TRANSPARENT TOP GLASS ROUND LOW TABLE 760X720MM.	THB 2,300.00		-
UT 112		WHITE TOP FOLDING TABLE 760X1800X730 MM.	THB 1,400.00		-
UC 118		BLACK PLASTIC CHAIR 500X530X810 MM.	THB 700.00		-

CODE	ITEMS	ITEMS	UNIT PRICE	QTY.	TOTAL AMOUNT IN THB
UCP203		WHITE FOLDING CHAIR 400X400X810MM.	THB 200.00		-
US113		BLACK LEATHER CHAIR 530X730X720MM.	THB 980.00		-
US113W		WHITE LEATHER CHAIR 530X730X720MM.	THB 980.00		-
UA018		GREY STEEL SHELF 450X900X1800MM.	THB 3,500.00		-
UA033		GREY STEEL LOCABLE CABINET 400X400X810 MM.	THB 3,500.00		-
UA038		BROCHURE STAND BLACK 220X1680MM.	THB 850.00		-
UA029		POSTER STAND (SIGNAGE STAND) 500 X700 X1500MM.	THB 1,100.00		-

CODE	ITEMS	ITEMS	UNIT PRICE	QTY.	TOTAL AMOUNT IN THB
PP001		POT PLANT BAMBOO PALM HEIGHT 90-120 CM.(or SIMILAR)	THB 1,500.00		-
UA029		WASTE BASKET	THB 110.00		-
LCD32		PLASMA MONITOR 32" (Client please advise mode of hanging requirement Wall-Mount or on stand, client please bring own laptop for playing)	THB 9,000.00		-
LCD42		PLASMA MONITOR 42" (Client please advise mode of hanging requirement Wall-Mount or on stand, client please bring own laptop for playing)	THB 12,000.00		-
				TOTAL	-
				7% VAT	-
				GRAND TOTAL	-

Delivery date: 3 April 2012 (during 08.00-17.00 hrs.)

Collecting date: at the end of show date

Onsite contact : Ms. Pichayada (081-839 0729)

**1. Please email or fax this form by 5 March 2012 to:**

R.P. Media Group Co., Ltd.

Email: rpmediagroup@yahoo.com

Fax. 662 361 6266,

**2. Orders are valid only when accompanied with full payment by telegraphic transfer to**

Bank: Siam Commercial Bank

Branch: Tanon Srinakarin Branch

Bank Address: 417/12-14 Srinakarin Road, Samrong Nua, Mueng, Samutprakarn 10270, Thailand

A/C Name: R.P. MEDIA GROUP CO., LTD.

A/C No.:353-2-11966-6

Swift Code: SICOTHBK

**\* After the telegraphic transfer is made, please fax the transfer receipt to R.P. Media Group Co., Ltd. as proof of payment.**

***Terms & Conditions:***

- 1. Placing of Orders:*** Orders will only be accepted when made in writing and accompanied with full payment no later than the DEADLINE. Payment by Electronic Wire Transfer must be certified by a proof of payment attached to orders.
- 2. Deadline for Orders:*** All Orders shall be placed no later than **5 March 2012**
- 3. Late Order:*** may not be provided and, if available, will be subject to a surcharge with full cash payment.
- 4. Alterations to Orders:*** Alterations made in writing to any order after the deadline will be handled as a later order and will be subject o a 20% surcharge.
- 5. Payment Terms:*** The company reserves the right to refuse any order until payment has been received.