



**International Education Fairs**  
your way into the German market

**Locations & Dates 2007:**

Munich	May, 5th
Augsburg	May, 7th
Nuremberg	May, 8th
Stuttgart	May, 10th
Frankfurt/Main	May, 11th

[www.away-fair.com](http://www.away-fair.com)

## Philosophy & Details

### Visitors

The away fairs throughout Germany are targeted at high school and university students. In contrast to most other fairs focusing on the age-group of 14-29 years-olds regardless of their interest in international education, away attracts only students who are determined to study, learn or work abroad.

### In-depth Marketing

away will cooperate with regional schools, universities and the media to inform students, teachers and parents about the fair. Additionally, extensive internet marketing through major websites in the education sector will be done to ensure great exposure. Therefore, exhibitors cannot only expect a large quantity, but also a very high quality of visitors.

### Scheduling of appointments

The away-website will allow exhibitors to schedule individual appointments with visitors weeks in advance.

### Networking

In addition to recruiting students, education providers can take the opportunity to engage in networking with peers and agents in between the official fair times. Furthermore, the exhibitors will have the time to visit major historic sites in Germany.

### Up-Scale Locations

The fairs will take place at centrally located, up-scale facilities in carefully chosen cities throughout the South of Germany. The well-known and often historic exhibition halls will underline the premium nature as well as the personal atmosphere of the fairs. For the same reason, the number of booths is limited to only 35. The selected cities have strong economies with many international ties and are home to at least one major university.

## Booking Options

Booth per day:           490 Euro - regular price  
                                  590 Euro - if booked less than 3 months in advance of the fairs

Discount:                 5 percent discount for 5-fairs booking

Package:                 2680 Euro - for 5 fairs in May including transportation  
                                  3150 Euro - if booked less than 3 months in advance of the fairs

The away service team will make a four-star hotel recommendation for every location and provide shuttle service to and from the hotel and the fair. The price of the 5-fair-package in May includes all ground transportation and cultural activities. If you would like to receive detailed information and current updates or if you would like to register for our fairs, please visit us at [www.away-fair.com](http://www.away-fair.com).

## Contact

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