



2017 AASCU CHINA INTERNATIONAL CONFERENCE AND EDUCATION EXPO

October 15-25, 2017 • Beijing & Shanghai, China

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1. Pre-Departure Information

Prior to leaving for China, each AASCU participant will receive pre-departure orientation materials, including a bibliography on interesting articles, safety, health and cultural information on China.

2. China Visa Application and Instructions

The new 10-year multi-entry visa policy only works for tourist visas, **NOT for non-business visits, e.g. attending meetings or conferences.**

You have 2 options:

1. Apply for a 10-year multi-entry tourist visa.
Prepare your round-trip airline ticket (You don't need an invitation letter from CEAIE to obtain this 10 year visa). You will also need to make hotel reservations in order to provide the Embassy

with proof of accommodation and an itinerary while in China. If you choose this option, be sure to make reservations at a hotel with flexible cancellation options, so that you may cancel after receiving your visa. Unfortunately, even if you choose to join our hotel group booking we will be unable to provide you with individual booking conformation numbers that you can present at the Embassy for this type of visa.

2. Apply for two entries within six months.

Request CEAIÉ's invitation letter and apply for the visa with two entries within six months. Please provide name, DOB, title, university, and passport numbers. We will send you the invitation letter.

Please Note: AASCU is unable to facilitate processing group visas.

- You will need to find a travel agency to help with visa applications. If you choose Option 2 and need an invitation letter for your China visa, please e-mail [Sufei Li](#) with your name, DOB, title, university, and your passport number. We will then prepare a letter for you.
- If you reside in Washington DC, Delaware, Idaho, Kentucky, Maryland, Montana, Nebraska, North Carolina, North Dakota, South Carolina, South Dakota, Tennessee, Utah, Virginia, West Virginia, and Wyoming, AASCU recommends the following agent for assisting you with your visa application. Please contact Ms. Jinghong Chen at 703-581-5302 or use the [Visa Mail Service](#) website. Please mention AASCU or Sufei Li.
- If you live outside the listed states, please visit the [China Embassy](#) website to find out which consulate you should use for your visa application.
- If your region belongs to Los Angeles Consulate Office, we have a working partner who will be able to help with the visa application. Please contact [Heidi Liu](#), 626-831-2488 (cell)

PLEASE NOTE

- Ensure that your passport will NOT expire within six months. The Embassy will not accept it if the expiration date is within 6 months.
- Visa Application form: Please download the [Visa Application Form](#) . Visit the [Chinese Embassy Visa](#) page for more information on the visa application form.
- Photo: One passport photo should be glued or stapled to the application form. The Chinese Embassy visa office now has very strict new requirements for visa photos.

See the [Chinese Visa Photo Requirements](#) page for the quality and size of the photo. Be sure to take this information with you when you take the visa photo to avoid the return of your visa application. (This is a new request and applications have been returned because of disqualified photos).

** Non-US passport bearers will need to provide documents that entitle them to reside or work for an extended period of time in the US.

Instructions for Visa Application Form:

Do not write on the form. You MUST type into the form.

Below are the answers for specific items on the visa application form:

Item 1.9 Your driver's license number

Item 1.15 Current Occupation: Other Education Administrator

For Option 1 (10 year multi-entry visa)

Item 2.1: Tourism

Item 2.2: Other: 10 year multi-entry

Item 2.6: Beijing Hotel Info

Item 2.8: N/A

(You will need to submit copies of your airline ticket and hotel reservation. We are unable to provide individual hotel reservation numbers. Please make a hotel reservation in Beijing with free cancellation and submit with visa application. Make sure you remember to cancel your reservation after obtaining the visa. We have group reservations for all the participants.)

For Option 2 (with invitation letter)

Item 2.1: Non-Business Visit (with invitation letter)

Item 2.2: Multi-entry within 6 months

Item 2.6: Wu Qin, Deputy Director

China Center for International Educational Exchange

Address: 609, 6th Floor, No 16, Yong An Dong Li, Chaoyang District, Beijing, 100022 CHINA

Tel: 86-10-58782831, Fax: 86-10-58698695

Item 2.8: Same as 2.6

3. Student Recruitment Activities

A special note for campuses interested in student recruitment: For the AASCU delegation, the primary purpose of the weekend in Beijing is familiarization with China and Chinese higher education issues through forums and seminars. However, we will participate in the Education Expo where more than 600 booths will be set up representing institutions from countries around the world.

AASCU will have a booth shared by all of the AASCU institutions that are participating in our conference. We will be able to distribute materials and have an opportunity on Saturday and Sunday to meet with Chinese students interested in coming to study in the United States. However, our main purpose will not be student recruitment. Our booth is primarily used to raise the awareness of Chinese students about AASCU institutions.

International Recruitment Fair

- If you wish to send someone to participate in the International Recruitment Fair, you should plan to rent a booth or a portion of a booth, separate from the booth that AASCU has already reserved.

- To reduce costs, we have made separate arrangements so that up to 3 AASCU institutions can share the cost of a booth (approximately 9ft by 9ft). The rental is USD \$3850.00/booth before August 20. After August 20, it will be USD \$4250.00/ standard booth. The cost can be pro-rated by the number of AASCU institutions sharing the booth (not to exceed 3).
- If you reserve a separate booth, you should plan to have a staff member who speaks Chinese in the booth for the entire weekend. It would also be helpful to have at least some of your materials in Chinese.
- If you would like to rent a separate booth, you can register online at the [China Education Expo](#) website, or contact [Lily Zou](#) or [Harden Dang](#).

Contact:

Ms. Lily ZOU (Lily@fairlink.com.cn)

Mr. Harden DANG (HD@fairlink.com.cn)

Phone: +86-(0)10-8580 0790 / 91

Fax: +86-(0)10-8580 0786

Web: [China Education Expo](#)

Opportunity to Promote your University

Education B2B

The Education B2B Expo provides a platform for institutions from China and overseas to meet and network with representatives of potential partner institutions. The B2B Expo this year will gather comprehensive institutions, together with art, media and design institutions and other professional colleges and universities to showcase their programs and proposed projects for collaborations.

The B2B Seminar will focus on policy consultation, best practices and information sharing and joint-run program briefings.

AASCU will have a booth and all participating institutions are welcome to share the booth with a designated time slot. We will assign the time slot once we receive your registration.

Details:

- **B2B Seminar: Oct. 19, 2017**
We invite you to join AASCU at the seminar to talk about your schools and meet potential partners
- **B2B Booth: Oct. 19 - 21, 2017**
We will provide more details on how to prepare for the designated time to meet with potential partners

Mini-sessions for college promotion

In addition to using the complimentary AASCU booth at the EXPO, we have worked out with our partner organization CEAI/CCIEE an additional opportunity to promote your university. CCIEE will host 20 minute mini-sessions at the Expo on Saturday (Oct. 21) and Sunday (Oct. 22) for AASCU university representatives to give a talk about their respective institutions.

Details:

Oct. 21-22, 2017

- Place: Education Expo
- Audience: Chinese students and parents (30 seats each session)
- Length: 20 minutes
- Language: English or Chinese
- Topic: Anything related to your university or US higher education
- Media: PowerPoint (optional), handouts, brochures, etc.

If you are interested in participating in this opportunity to promote your university, please register and notify [Sufei Li](#).

Since CCIEE/CEAIE only allows 10 reserved slots for AASCU institutions, we will adopt a "First come, first serve" policy. Please provide the following:

- Name of the university
- Speaker's name and title
- Proposed topic
- Specify if you will use PowerPoint
- The day on which you want to present (Saturday or Sunday).

We will try our best to fit your schedule into CCIEE's plan. If you have any questions regarding this mini session for university promotion, please contact [Sufei](#).

4. On Site Printing Service

For the convenience of exhibitors, the EXPO highly recommends that AASCU participants choose printing material services provided by the Organizer. The costs listed below include printing and on-time booth delivery. Each artwork document should have set 3mm margins on each side for trimming and should be submitted in PDF or JPG format. The artwork resolution should be more than 300dpi.

Important Dates:

- Booking Deadline: Sep. 10, 2017
- Artwork Deadline: Sep. 20, 2017

1. Flyer:

4-color, copperplate paper:

210 × 297mm double-sided price CNY1700 per 500 copies / single sided price: CNY900 per 500 copies;

210 × 148mm double-sided price CNY1200 per 500 copies / single sided price: CNY650 per 500 copies

Black/White, 70g white paper:

210 × 297mm b/w double-sided price CNY750 per 500 copies / single sided price: CNY420 per 500 copies;

210 × 148mm b/w: double-sided price CNY680 per 500 copies / single sided price: CNY380 per 500 copies;

2. Bi-fold:

Actual size is 210 x 148.5mm, full size is 210 x 297mm

Color print: CNY1800 per 500 copies;

B/W print: CNY860 per 500 copies.

3. Tri-fold:

Actual size is 210 x 99mm, full size is 210 x 297mm.

Color print: CNY2200 for 500 copies;

B/W print: CNY1100 per 500 copies.

For more information, please contact:

[Ms. Lily ZOU, Project Manager](#)

Fairlink Exhibition Services Ltd.

Tel: 86-10 8580 0790 / 91 / 92

Fax: 86-10 8580 0786

info@fairlink.com.cn

5. Shipping Information

Fairlink has an official freight forwarding service. They will deliver the materials to your appointed booth at the exhibition hall. This service is provided at an additional charge.

Below is our official forwarder for your reference:

- **SCENKER China Ltd. Beijing Branch**
Contact: **Mr. Sun Mingjie**
Tel: +86-10 8042 0405
- **The Expo Organizer's hotel is:**
China National Convention Center Grand Hotel
Building 1, No. 8 Precincts,
Beichen West Road, Chaoyang District,
Beijing 100105, P R China
Tel: +86 10 8437 2008
Fax: +86 10 8437 0387
Email: cncc@cnccchina.com
Website: <http://www.cnccchina.com/en/default.aspx>

You could ship your materials through FedEx or DHL to the hotel and c/c your own name. In addition to bringing the tracking number with you, in the event the your baggage is held up in customs, remember to include the following information on the mailing label:

- Your name and university name
- c/o AASCU/CEAIE FORUM/EXPO DELEGATION

- Indicate package should be held for your date of arrival at the hotel.

Please note, all FEDEX packages should be sent at least 10-15 days prior to your arrival to avoid customs problems. Finally, whichever method you select to transfer your university materials to Beijing, kindly inform AASCU by contacting [Sufei Li](#).

6. Health Requirements

We recommend that you contact your medical center or personal physician for detailed medical and inoculation information as early as possible. For more specific information on health/inoculation requirements for China, please refer to the Center for Disease Control (CDC) website at <http://www.who.int/ith/> or <https://www.cdc.gov/>.

7. Insurance Coverage

All travelers must have insurance coverage. AASCU recommends **SOS Global Traveler Insurance**. This program offers 24 hour worldwide medical information/assistance with additional options available to cover trip cancellation and unexpected medical/dental expenses. SOS also has local staff in China.

8. Domestic Travel in China

- If you plan to travel independently to other cities in China, please note that there will be sufficient time to purchase your domestic airline tickets after we arrive in Beijing. Domestic tickets for travel in China should be purchased in China because the cost is less expensive than buying a ticket in the USA. Our colleagues at CEAIE will assist all travelers who need to purchase their individual domestic airline tickets after arrival in Beijing
- If you have questions, please contact [Sufei Li](#).

9. Airline Options

There are several airlines that provide the most direct travel to Beijing. Two of these airlines are:

- **UNITED/ CONTINENTAL Airlines**
Reservation number 800-241-6522
(Non-stop service between Chicago and Shanghai on to Beijing)
(Non-stop service between Washington, DC/Dulles and Beijing)
- **NORTHWEST/DELTA Airlines**
Reservation number 800-225-2525
(Service to China via Tokyo/Narita Airport)
- All travelers who complete the Airline Confirmation Form will be met at the Beijing Airport by AASCU/CEAIE staff and transportation will be provided to the reserved hotel.
- Please make your airline reservations early to make certain that seats are available on the dates you wish to travel to China and return to the USA.

- If you need airline/ticketing services, you may contact the agent we use in Washington DC. We have been using him for the past couple of years and we are happy with his services. Contact Mr. Jerry Chin at 703-592-6195.