

ROMANIAN
INTERNATIONAL
UNIVERSITY
FAIR



EXPLORE

RIUF

2016-17 Academic Year Report and 2017-18 Events

Maximize your EU recruitment potential by attending
the largest student recruitment fair
in Southern and Eastern Europe

Book the dates

AUTUMN 2017
Bucharest **October 7th-8th**
Timișoara **October 10th**
Iași **October 12th**

SPRING 2018
Bucharest **March 17th-18th**
Cluj-Napoca **March 20th**
Iași **March 22nd**
Brașov **March 24th**

www.riuf.ro

Hello,

this is what you'll find in here.

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Exhibitors' testimonials	Every page (almost)

Chris Turner / University of Winchester

I go to a whole range of fairs across the world.

This is probably the biggest, liveliest and most enjoyable one I go to.

It's absolutely terrific. We love it!

Fairs overview 2016-17

RIUF – The Romanian International University Fair celebrated its 20th successful edition in the 2016-17 academic year.

158 unique exhibitors of which 121 are international, have joined our countrywide recruitment journey. They interacted with over 23,500 academically valuable high school and university students, recent graduates and young professionals.

Autumn Edition 2016

4

FAIR DAYS

3

CITIES

102

EXHIBITORS

14,054

VISITORS

Spring Edition 2017

4

FAIR DAYS

3

CITIES

122

EXHIBITORS

9,504

VISITORS

Locations

The 5 cities which RIUF visits cover all the Romanian student market.

Over 95% of all medium and large urban areas are within a 200 km range of at least one of our venues.

Transylvania and Banat Regions

6.8 mil people
540 high schools
57,000 final year high school students
41 universities
165,000 university students

Moldova Region

4.2 mil people
295 high schools
42,000 final year high school students
15 universities
91,000 university students

Cluj-Napoca

21st of March
73 exhibitors
3,617 visitors

Braşov

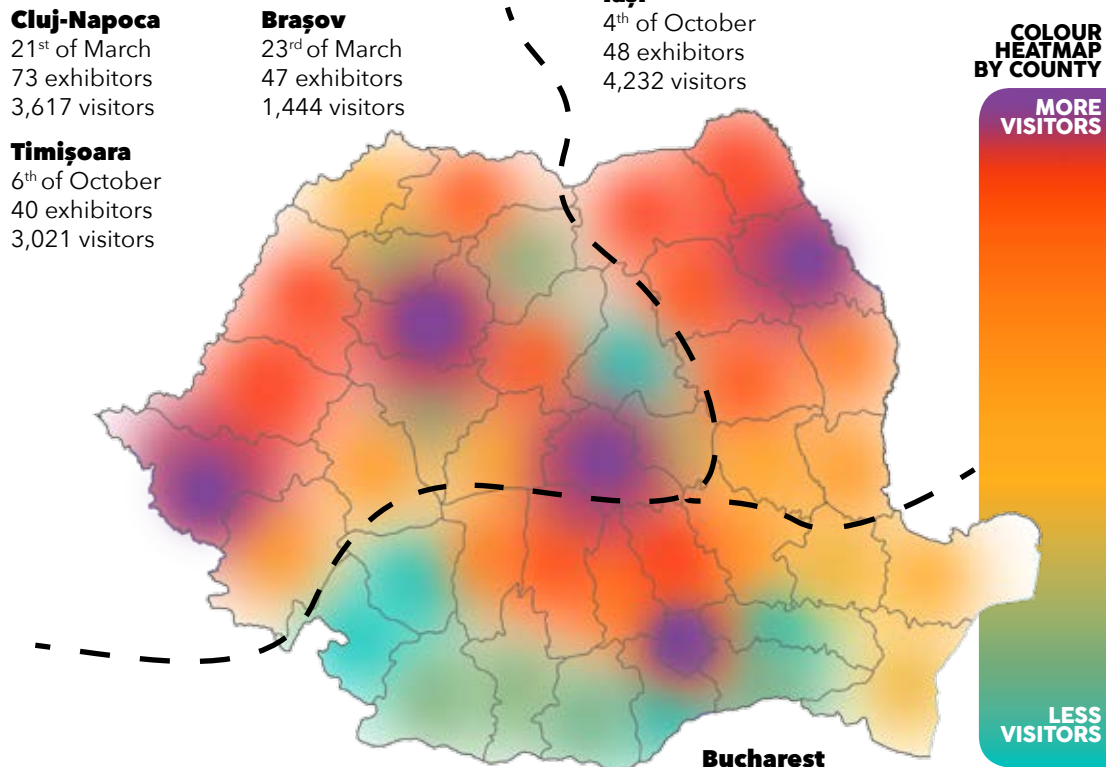
23rd of March
47 exhibitors
1,444 visitors

Iaşi

4th of October
48 exhibitors
4,232 visitors

Timișoara

6th of October
40 exhibitors
3,021 visitors



Muntenia, Oltenia and Dobrogea Regions

7.3 mil people
680 high schools
69,000 final year high school students
49 universities
470,000 university students

Bucharest

1st and 2nd of October
98 exhibitors
6,801 visitors

18th and 19th of March
101 exhibitors
4,443 visitors

Why RIUF?

It's the leading recruitment event in Southern and Eastern Europe.

1

23,558 prospective students

have passed through the RIUF doors in the 2016-17 academic year. **The high quality of our visitors is the result of our continuing effort to educate the Romanian student market about studying abroad.**

Chris Garrett / University of Suffolk
Great atmosphere and happy to see so many 12th grade students.

2

158 institutions

We are proud to have the highest number of international exhibitors in Southern and Eastern Europe and to record a return rate from 2015-16 to the 2016-17 academic year of **72% compared to previous year's of 53%**. This return rate refers to universities, business and hotel management schools, international summer schools, financing institutions and governmental and non-governmental organizations and excludes the exhibiting EDUCATIVA-owned projects.

Tadas Lavickas / University of Worcester
You always demonstrate the highest level of customer service and professionalism. Always a pleasure to come back and see your enthusiastic team and students!

Alex Malley / London Metropolitan University
Thank you for all your support before and during the event.

3

The quality of support services

provided in preparation to, during and after the event makes your RIUF experience as easy and enjoyable as possible. We especially take pride in our **efficient and enthusiastic support team**, as well as in our **proactive volunteers**.

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RIUF

Our smart lead gathering system

allows you to obtain the contact details and profile of the prospective students you interact with **by simply scanning their badge**. By sparing no time with writing down the contact details of visitors you maximize your conversation time. You are guaranteed to avoid lead aging since you can automatically download your leads database after the fair ends and contact them straight away.

No more hand written contacts

No more lost leads

More time to interact with visitors

Immediate targeted follow up

Easy online access

Quick upload to your CRM

The number of leads an exhibitor can obtain depends on the involvement of the team on site, on the appearance of the booth and on the ability of the representatives to engage shy students. Last academic year our exhibitors recorded an average of 181 scans/booth/day.

All leads are saved into a personal online account and are downloadable using any web browser starting the day after the event.

Average leads

2016 Autumn Edition

Bucharest	221 leads
Iasi	197 leads
Timisoara	194 leads

2017 Spring Edition

Bucharest	196 leads
Cluj	141 leads
Brasov	82 leads

Most leads

Coventry University 2016 Spring Edition in Bucharest - **900 leads!**

How does it work?

Visitors register online prior to attending the event where they fill in their contact details, academic background, and countries and programs of interest. On site, they receive a bar code badge which exhibitors can scan (with the provided scanner) to access their profiles in real time for further easy follow up.



Salvatore Genovesi / Anglia Ruskin University
Having a system for collecting their details is very helpful when talking to 5-10 people at the same time. It's really good that we are able to use such a system, especially since I can also take notes.



Adam O'Flynn / Coventry University
 regarding the scanning system
It is fabulous and it saves us a lot of work and a lot of time, and makes my job a lot easier, so it's excellent and really well organized.



A PG Prospective Student

If I'm going to find an answer as to where I want to go, well, I guess this is the best place to come. And I got a lot of advice. I learnt a lot of things today. It's great!

5

Over 130 guest speakers

(University representatives, educational counsellors, celebrities, influencers, entrepreneurs and other inspiring professionals) conduct workshops and host various exciting sessions tailored to guide prospective students in making wise decisions about their future.

Having already reached its second edition and currently drawing great numbers of visitors to our events, the **RIUF YouForum conference helps high school and university students discover career paths fitting their interests and motivation.** RIUF YouForum opens visitors to the many opportunities arising during their studies, and helps them develop personally and professionally.

9,642 high school and university students attended at least one YouForum or private session last academic year. By educating our visitors we allow you to target specifics about your offer when talking to a prospective student, rather than carrying a conversation about very general matters and not being able to focus on the USP's of your study proposal.

Join RIUF YouForum by booking a 40' Private Session. During RIUF 2016-17 presentations attendances ranged from as little as 5 participants to as much as 272 interested students. The success of a Private Session depends on the subject debated, the catchiness of the title and description, and the level of audience engagement.

Andreas Mai / DAAD Germany

I would say that RIUF, compared to other fairs, is in the higher level.

6

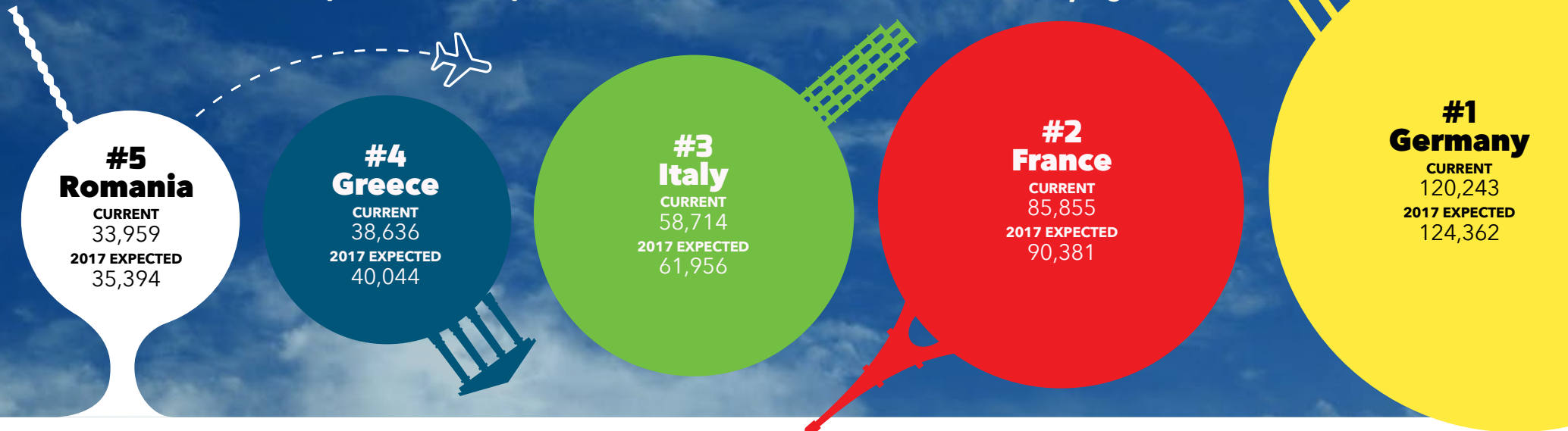
The institutional industry endorsement and support

DAAD, British Council, CampusFrance and The Fulbright Commission which attended RIUF every academic year recommend us as the benchmark in academic fairs in Romania.



Why recruit Romanian students?

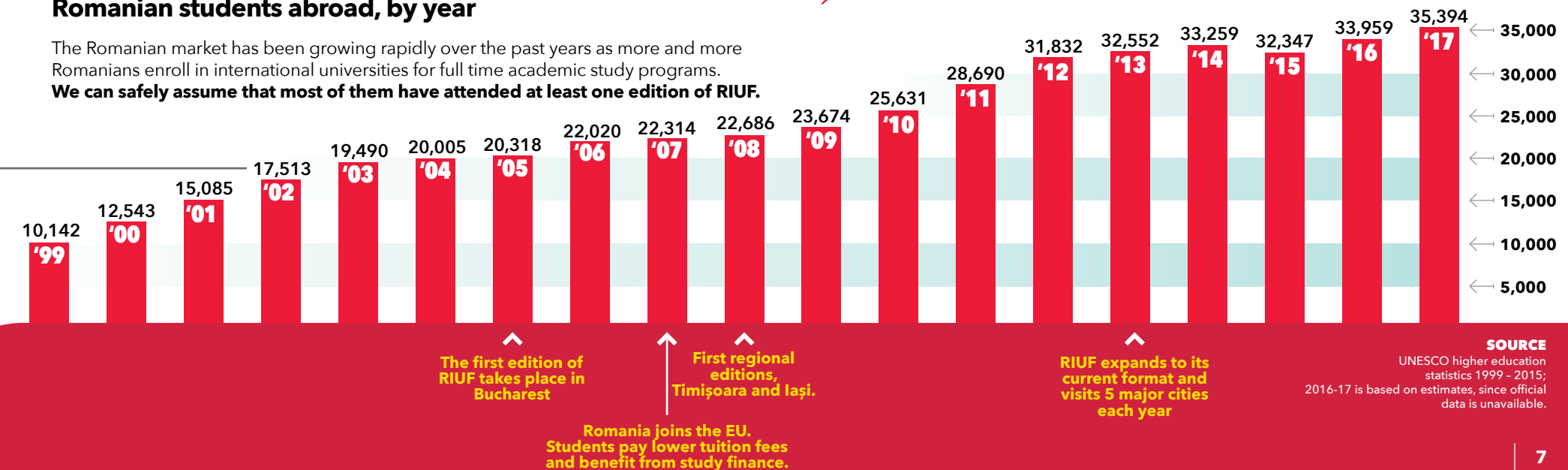
Romania holds the 5th place in the top EU countries with the most students studying abroad.



Romanian students abroad, by year

The Romanian market has been growing rapidly over the past years as more and more Romanians enroll in international universities for full time academic study programs.

We can safely assume that most of them have attended at least one edition of RIUF.



SOURCE
UNESCO higher education statistics 1999 - 2015; 2016-17 is based on estimates, since official data is unavailable.

Why recruit Romanian students? (cont'd)

Romanian students are high quality applicants

Richard Wild / University of Greenwich
I'm very happy to be here because Romanian students are some of my best students.

97% Great academic and social skills

More than 97% of RIUF exhibitors believe that Romanian students have a strong academic background and amazing social skills.

96% Foreign language proficiency

According to over 96% of the exhibitors, RIUF visitors have high and very high levels of foreign languages.

83% Strong motivation to study abroad

Over 83% of our visitors are interested in studying at an international institution.

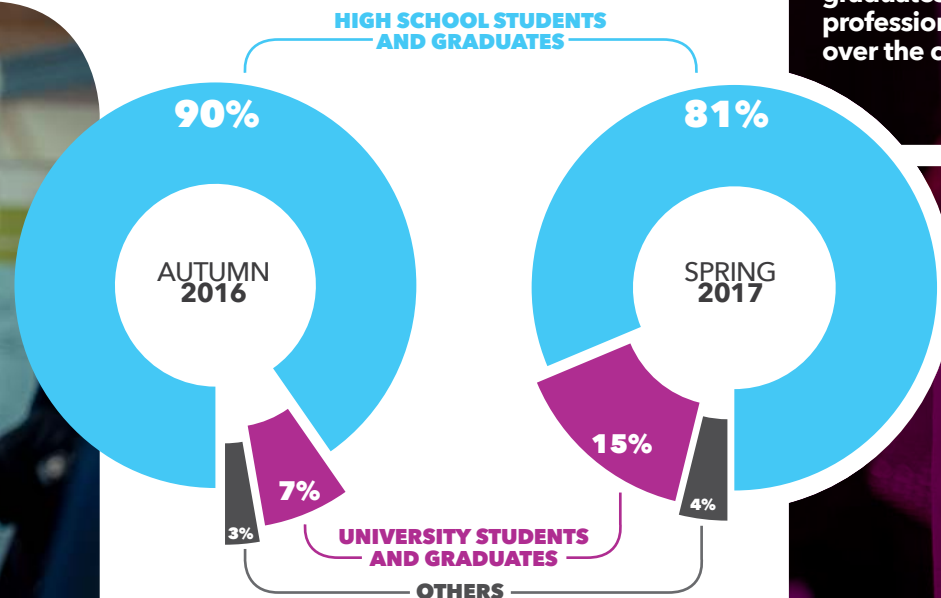
SOURCE
Stats generated from analyzing 2016-17 events feedback regarding visitors' and exhibitors' interests

79% Strong level of information about studying abroad

Close to 79% of the exhibitors consider that our visitors are well informed about studying outside their home country.

Chris Brennan / University of Groningen
The quality (of students) is consistently good. That's why we keep coming back each year.

In the 2016-17 academic year RIUF welcomed 23,558 high school and university students, graduates and young professionals from all over the country.



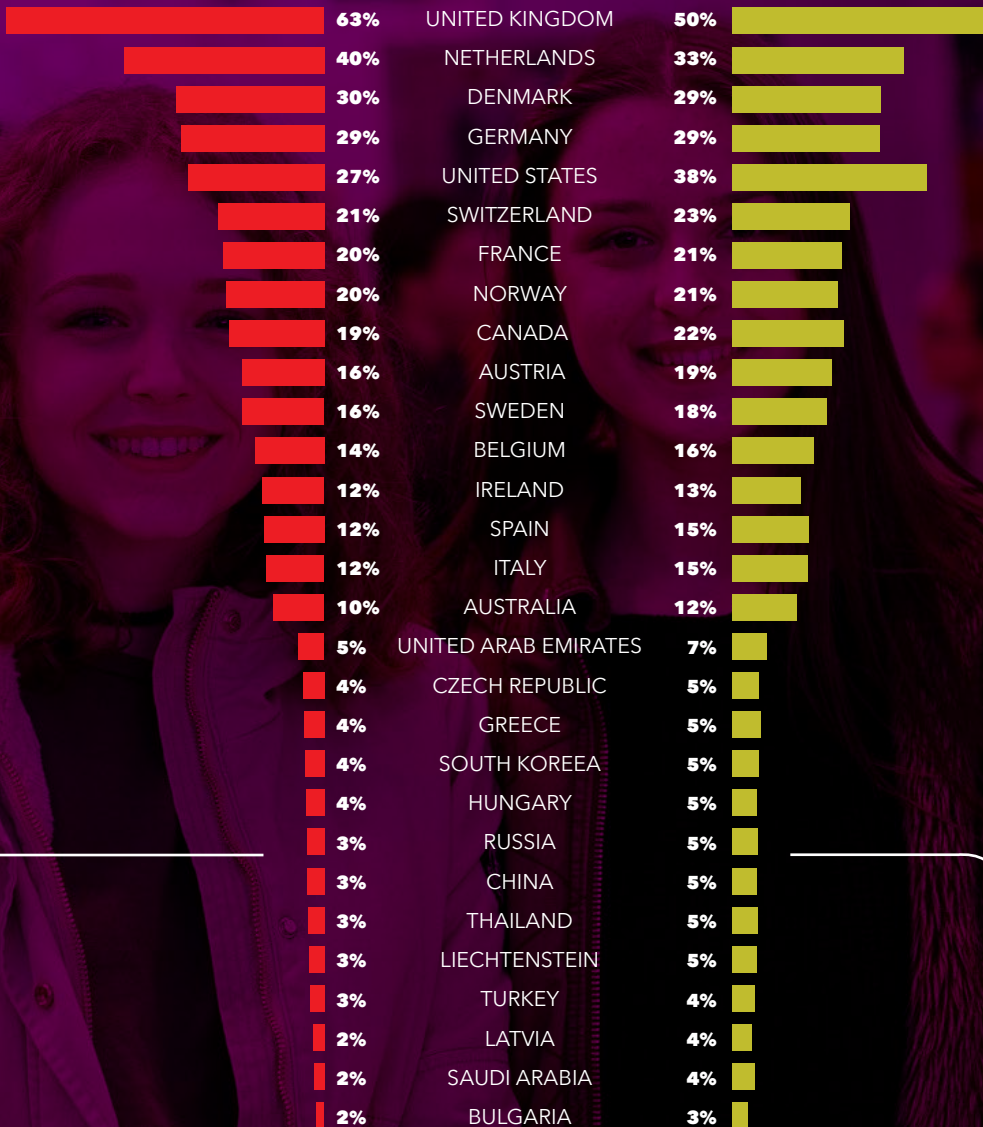
Your prospective students' profile

Countries of interest

(multiple choices possible)

AUTUMN 2016

SPRING 2017

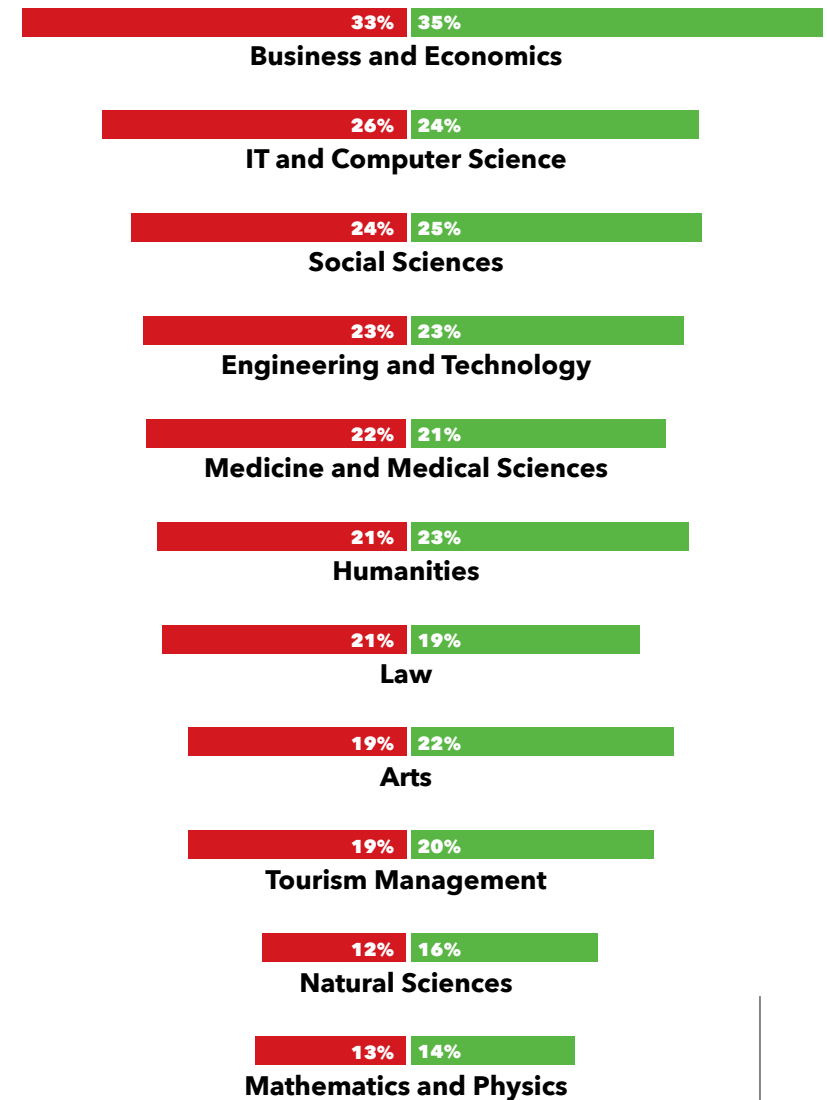


Study and career options

(multiple choices possible)

AUTUMN 2016

SPRING 2017

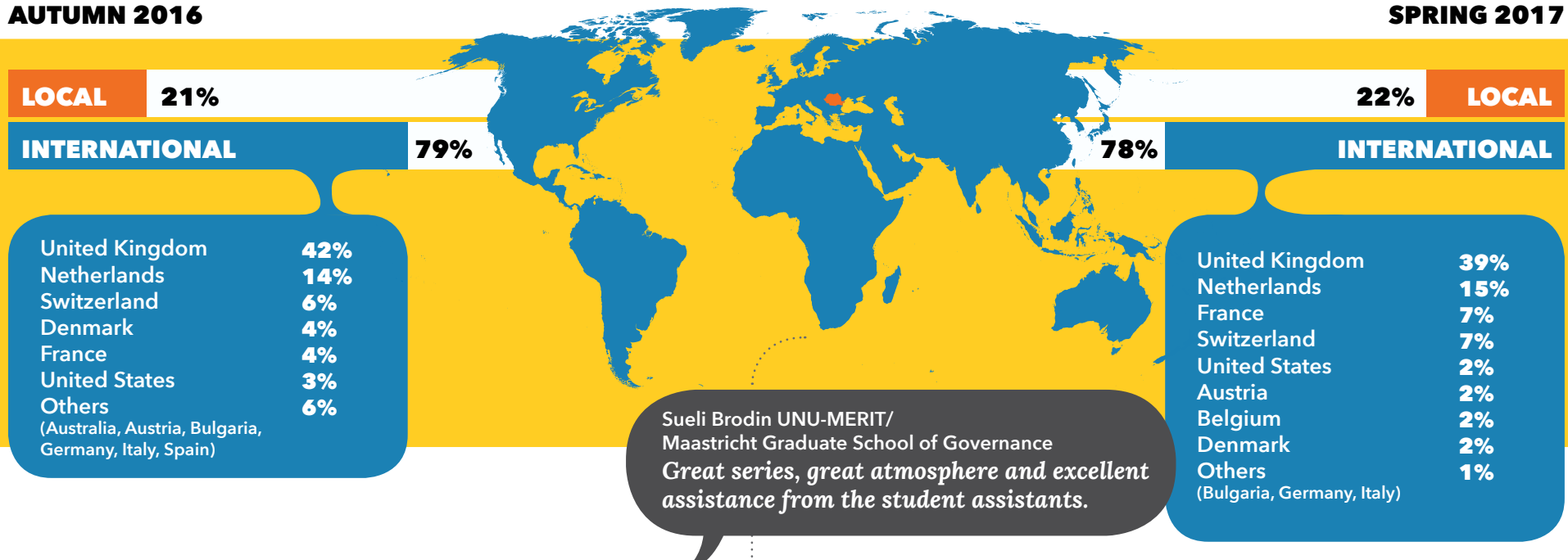


Exhibitors' profile

158 universities, business and hotel management schools, international summer schools, professional educational agents, financing institutions and governmental and non-governmental organizations have chosen RIUF as their main marketing tool for the Romanian student market.

AUTUMN 2016

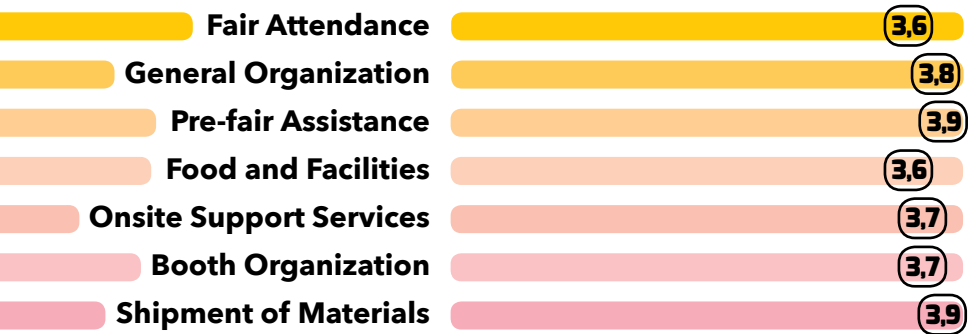
SPRING 2017



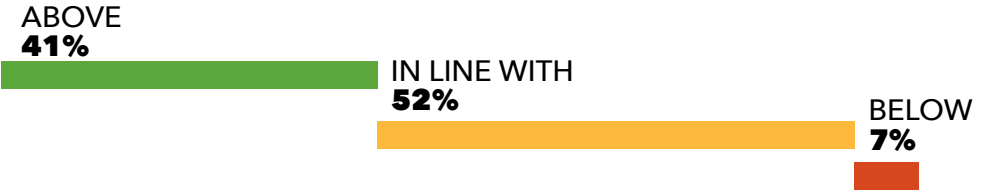
Sueli Brodin UNU-MERIT/
Maastricht Graduate School of Governance
Great series, great atmosphere and excellent assistance from the student assistants.

97% of our exhibitors consider RIUF good value for money and would recommend attending the fair to a colleague.

The level to which our exhibitors are pleased with RIUF is expressed below (measured on a scale of 1 lowest to 4 highest)



How did the fair compare to exhibitors' expectations?



The Bucharest social events

The Bucharest edition provides a social event within RIUF.

A party is hosted after the first day of the Bucharest event where all exhibitors and organizing team are invited.

AUTUMN

Following a notably busy fair day on Saturday, you are invited to satisfy your culinary curiosity by attending our traditional Romanian dinner. Experience the Romanian cuisine, equally known for its amazingly tasty dishes and ignoring the basics of healthy eating, and a fine selection of traditional music and a special dance act.



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SPRING

Admiring a spectacular view of Bucharest by night from the 21st floor of the InterContinental in University Square, the very center of the city, you may engage in fruitful conversation in order to expand your recruitment opportunities while sampling select finger food and choosing from a variety of drinks.



Services we provide

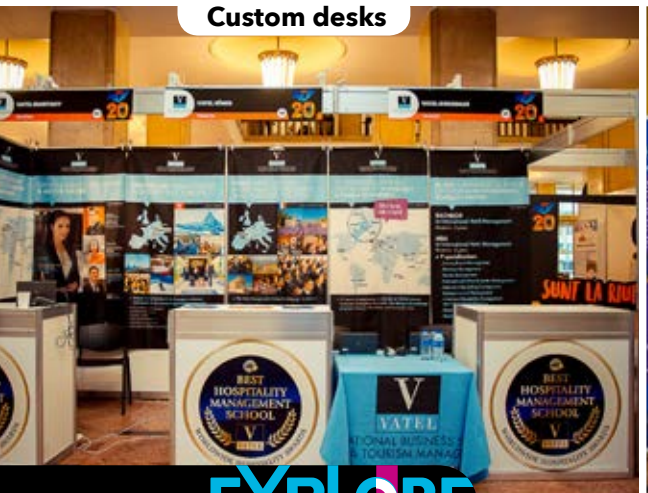
PVC booth



Panel stickers



Custom desks



Personalized banners



Fully equipped booths

- Stand panels
- Tables and chairs
- Signboard with the exhibitor logo and name
- Electric outlet
- Tablet, scanner and smart lead gathering system
- Free WiFi connection

Services for your representatives

- Event badge
- Lunch access
- Coffee breaks
- Invitation to Bucharest networking event
- Sightseeing trip (Spring Edition)

Logistics support

- Hotel booking
- Transportation booking
- Brochure printing
- Freight services

Proactive and helpful volunteers

- Full support from booth set-up until the fair ends
- Very energetic and big time savers

Personalized booths

- Personalized banners
- Personalized desks
- Booth panel stickers
- PVC booths
- ...and many more!

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RIUF**

Additional services price

Additional info and pictures are available, just ask us!

Corner booth	Better visibility in the fair venue with two sides access for public	200-300 €
40 min. private session	Private room, laptop, projector and the leads from everyone in the audience	450 €
Visitors' bag sponsorship	Your logo on all visitors' complimentary bags	Ask us for details - one deal only!
Billboard advertising	Co-branded outdoor billboards with split costs in all cities	700 € / billboard / month
Additional advertising in the fair booklet	Inside front cover	900 €
	Inside back cover	800 €
	Outside back cover	1,100 €
	1 whole page	500 €
	½ page	300 €
Additional representative	Event badge, lunch, coffee break, cocktail party in Bucharest	50 € / person / day
Additional furniture	Personalized Counter Desk	50 € per piece
	100" Wide screen TV	75 € per day
	Reusable Hanging Banners	35 € per piece
	Booth panel tickers	250 € per booth
	Personalized FOREX booth	450 € per booth
	Reusable Pop-up Canvas Spyder - 3m x 2,5m	550 €
Materials storage and transportation	Storage, handling, transportation and delivery to your booth	50 € / 100 kg / edition
Printing services	We can print brochures, flyers, banners and create a bespoke booth	Ask us for details!



Private session



Co-branded billboard



Fair booklet ad

2017-18 events budget

2017 AUTUMN EDITION

Bucharest October 7th-8th

Timișoara October 10th

Iași October 12th

Book and pay by July 15th
and receive a

10% early bird discount.

GET THE BEST
FOR THE LEAST:
**EARLY BIRD
DISCOUNT UP TO 15%**
and
**MULTI-CITY PACKAGE
DISCOUNT
UP TO 30%!**

2018 SPRING EDITION

Bucharest March 17th- 18th

Cluj-Napoca March 20th

Iași March 22nd

Brașov March 24th

Book and pay by November 30th
and receive a

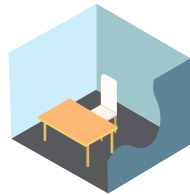
10% early bird discount.

Book and pay
Autumn 2017
and Spring 2018
by July 15th
and receive a
12% discount.

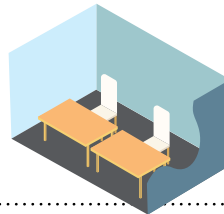
14

Bucharest, Timișoara and Cluj-Napoca

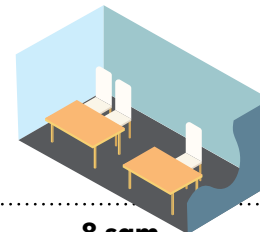
BASIC



CLASSIC



MAXIMUM IMPACT



Fully Equipped Booth

4 sqm

1 table, 1 chair

6 sqm

2 tables, 2 chairs

8 sqm

2 tables, 3 chairs

Iași and Brașov

Table booth

Representatives

1

2

3

2

Catalogue short presentation:
online and hard copy



Laptop and scanning system



Pre fair online article (on request)



40 min. private session



Bucharest price

1,600€

1,900€

2,400€

Iași price

1,450€

Timișoara price

1,300€

1,450€

1,900€

Brașov price

1,300€

Cluj-Napoca price

1,300€

1,450€

1,900€

Special packages

	BASIC	CLASSIC	MAXIMUM IMPACT
Bucharest + Timișoara (Autumn) 10% DISCOUNT	2,900 € 2,610 € SAVE 290 €!	3,350 € 3,015 € SAVE 335 €!	4,300 € 3,870 € SAVE 430 €!
Bucharest + Timișoara + Iași (Autumn) 15% DISCOUNT	4,350 € 3,720 € SAVE 652 €!	4,800 € 4,103 € SAVE 720 €!	5,750 € 4,910 € SAVE 862 €!
Timișoara + Iași (Autumn) 10% DISCOUNT	2,750 € 2,475 € SAVE 275 €!	2,900 € 2,610 € SAVE 290 €!	3,350 € 3,015 € SAVE 335 €!
Bucharest + Cluj (Spring) 10% DISCOUNT	2,900 € 2,610 € SAVE 290 €!	3,350 € 3,015 € SAVE 335 €!	4,300 € 3,870 € SAVE 430 €!
Bucharest + Cluj + Iași (Spring) 15% DISCOUNT	4,350 € 3,720 € SAVE 652 €!	4,800 € 4,103 € SAVE 720 €!	5,750 € 4,910 € SAVE 862 €!
Bucharest + Cluj + Iași + Brașov (Spring) 20% DISCOUNT	5,650 € 4,520 € SAVE 1,130 €!	6,100 € 4,880 € SAVE 1,220 €!	7,050 € 5,640 € SAVE 1,410 €!
Cluj + Iași + Brașov (Spring) 15% DISCOUNT	4,050 € 3,443 € SAVE 608 €!	4,200 € 3,571 € SAVE 630 €!	4,650 € 3,953 € SAVE 698 €!
Cluj + Iași (Spring) 10% DISCOUNT	2,750 € 2,475 € SAVE 275 €!	2,900 € 2,610 € SAVE 290 €!	3,350 € 3,015 € SAVE 335 €!

Ready to book?

Register easily at
exhibitors.riuf.ro

then

Drop us an email at
events@educativa.ro

or call

+40.746.165.399

and we'll help you maximize your recruitment impact in Romania!



2016-17 Exhibitors

RIUF Autumn 2016

AUSTRALIA

Bridge Blue

AUSTRIA

Carinthia University of Applied Sciences

BULGARIA

HRC Culinary Academy

DENMARK

Dania Academy, University of Applied Sciences

International Business Academy (IBA)

VIA University College, School of Business, Technology & Creative Industries

Zealand Institute of Business and Technology

FRANCE

CampusFrance

Le Cordon Bleu

VATEL Bordeaux

VATEL Nimes

GERMANY

DAAD - Study in Germany

ITALY

John Cabot University

THE NETHERLANDS

Avans University of Applied Sciences

Fontys University of Applied Sciences

HAN University of Applied Sciences

Hotelschool The Hague

HU University of Applied Sciences

HZ University of Applied Sciences

Inholland University of Applied Sciences

NHTV Breda University of Applied Sciences

Radboud University

Rotterdam Business School

University of Amsterdam - Economics & Business

University of Groningen, Faculty of Law

University of Twente

Utrecht University

Willem de Kooning Academy

SPAIN

Universidad de Navarra

SWITZERLAND

Business and Hotel Management School Switzerland

Ecole Hôtelière de Lausanne

HTMi Switzerland

IMI International Management Institute Switzerland

Swiss Hospitality Management Schools

VATEL Martigny

UNITED KINGDOM

Anglia Ruskin University

Birmingham City University

British Council

Brunel University London

Bucks New University

Cambridge English Language Assessment

Cambridge Ruskin International College

Canterbury Christ Church University

Coventry University

Falmouth University

Goldsmiths, University of London

Imperial College London

Keele University

London Brunel International College

London Metropolitan University

Nottingham Trent University

Southampton Solent University

Swansea University

University for the Creative Arts

University of Birmingham

University of Bristol

University of Central Lancashire

University of Chichester

University of East Anglia

University of Essex

University of Greenwich, London

University of Hull

University of Lincoln

University of Northampton

University of Northumbria

University of Nottingham

University of Reading

University of Sheffield

University of South Wales

University of Southampton

University of Suffolk

University of Sunderland

University of Surrey

University of Sussex

University of the West of England

University of West London

University of Westminster

University of Winchester

University of Worcester

York St John University

UNITED STATES

American Councils

The Fulbright Commission

EDMERICA

ROMANIA

3D Selfie

AdmitereOnline.ro

American Hotel Academy

ASE - Bucharest University of Economic Studies

BCR City Card

EA - The Entrepreneurship Academy

EDMUNDO

International Summer Schools Education

ISIC

OKIAN

Optiuni.ro

Road Language Center

Romanian-American University

Romanian Nautical College & South Tyneside College

University of Medicine and Pharmacy Victor Babes

UNIVERSALIO

Technical University Gheorghe Asachi

West University of Timisoara

RIUF Spring 2017

AUSTRIA

Alpen-Adria-Universität Klagenfurt

BELGIUM

University of Mons - UMONS

Vrije Universiteit Brussel

BULGARIA

HRC Culinary Academy

DENMARK

Dania Academy, University of Applied Sciences

Zealand Institute of Business and Technology

FRANCE

CESI Graduate school of Engineering

École nationale des chartes

Grenoble Ecole de Management

La Rochelle Business School

The National School for Statistics & Data Analysis in France

Université de Cergy-Pontoise

VATEL Bordeaux

VATEL Nimes

GERMANY

DAAD - Study in Germany

INTERNATIONAL

Cambridge English Language Assessment

FINS - Finance your studies

International Summer Schools Education

ITALY

John Cabot University

THE NETHERLANDS

Avans University of Applied Sciences

Fontys University of Applied Sciences

Hanze University of Applied Sciences

Inholland University of Applied Sciences

NHTV Breda University

Radboud University

Rotterdam Business School

Rotterdam School of Management, Erasmus University

Saxion University of Applied Sciences

Stenden University of Applied Sciences

Tilburg University

University of Amsterdam - Economics & Business

University of Groningen, Faculty of Law

University of Twente

UNU-MERIT/Maastricht Graduate School of Governance

Utrecht University

Vrije Universiteit Amsterdam

Willem de Kooning Academy

SWITZERLAND

Business and Hotel Management School Switzerland

César Ritz Colleges

Culinary Arts Academy Switzerland

Hotel Institute Montreux

HTMi Switzerland

IHTTI School of Hotel Management

Swiss Hospitality Management Schools

Swiss Hotel Management School

VATEL Martigny

UNITED KINGDOM

Anglia Ruskin University

Bangor University, Wales

Bath Spa University

Birkbeck, University of London

Birmingham City University

British Council

Brunel University London

Bucks New University

Cambridge Ruskin International College

Canterbury Christ Church University

City University, London

Coventry University

Falmouth University

Keele University

London Brunel International College

London South Bank University

London Metropolitan University

Richmond the American International University in London

SAE - Creative Media Institute

Sheffield Hallam University

Southampton Solent University

Swansea University

University of Bedfordshire

University of Birmingham

University of Bristol

University of Chichester

University of Derby

University of East London

University of Essex

University of Gloucestershire

University of Greenwich, London

University of Huddersfield

University of Hull

University of Kent

University of Leicester

University of Lincoln

University of Northampton

University of Northumbria

University of Portsmouth

University of Sheffield

University of South Wales

University of Suffolk

University of Sunderland

University for the Creative Arts

University of Winchester

University of Worcester

York St John University

UNITED STATES

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EDMERICA

Fulbright Commission

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Alternative University

American Hotel Academy

ASE - Bucharest University of Economic Studies

EA - The Entrepreneurship Academy

Écolage - School for Good Manners

EDMUNDO

ISIC Romania

Technical University of Cluj-Napoca

OKIAN

OmniPass

Optiuni.ro

Road Language Centre

Romanian American University

Romanian Nautical College & South Tyneside College

Romanian Surgery Society

UNIVERSALIO

University Babes-Bolyai

University of Medicine and Pharmacy Iuliu Hatieganu

Universitatea de Veterinacy Medicine Cluj-Napoca

Universitatea de Bucharst

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