ICEF Australia New Zealand (ANZA)
April 15 - 17, 2020

Venue
Adelaide Convention Centre
North Terrace
Adelaide SA 5000
Australia
Tel +61 8 8212 4099
Website ►www.adelaidecc.com.au

ICEF GmbH
Am Hofgarten 9
53113 Bonn, Germany
Tel: + 49 228 201 19 0
Web: www.icef.com
**Hotel Accommodation**

**The Playford Hotel Adelaide**

**Rates**

We are pleased to offer you the preferential rates of AUD 195 per night per single or double occupancy in a Playford Guestroom and AUD 215 per night per single or double occupancy in a Deluxe Guestroom. These rates are inclusive of GST and exclusive of breakfast.

**Bookings**

Preferential rates are available for bookings from April 12 to April 20, 2020 and are subject to room availability. For bookings outside this period the regular room rates become applicable. Rooms can be booked subject to availability until March 16, 2020. They will be allocated on a first-come, first-serve basis.

Please use the [booking form](#) to make your reservation. Please also refer to the cancellation policy in the Terms and Conditions at the bottom of the form.

**Check-In / Check-Out**

Earliest possible check-in time is 14:00 and latest check-out time is 11:00.

**Amenities**

Located in the heart of Adelaide’s cultural precinct, the Playford Hotel is just around across the street from the Convention Centre.

Australia’s most rewarded boutique hotel provides 5-star accommodation, award-winning dining options and a state-of-the-art leisure centre with swimming pool, spa, sauna and a fully-equipped gym. The Playford’s business centre has internet access and printing facilities. Secretarial services (chargeable) are also available by arrangement.


**Visa Requirements**

All visitors to Australia must have a valid visa to travel to and enter Australia (except New Zealand passport holders who will normally be granted a special category visa on arrival). You will need to apply for a visitor visa.

**eVisitor**

European Union (EU) and some other European passport holders are eligible to apply online for an [eVisitor visa](#) (free of charge) to travel to and enter Australia for up to 3 months at a time. The following countries are eligible: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Monaco, Norway, Poland, Portugal, Republic of San Marino, Romania, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, The Netherlands, United Kingdom - British Citizen, Vatican City.

**Business Visitor Visa (subclass 600)**

All other nationalities not mentioned above need to apply for a Business Visitor Visa (subclass 600). Further information can be found and applications can be made [here](#).

ICEF offers visa support which provides you with a letter of invitation for the duration of the event. If you wish to request this service, please send an email to [ffestersen@icef.com](mailto:ffestersen@icef.com).

Please check regulations well ahead before travelling.
Arrival in Adelaide

Adelaide Airport (ADL)

Taxis: To exit the airport, there is a designated taxi rank located to the left (western side) of the pedestrian plaza as you walk out of the terminal. Concierges provide a safe environment and allocate taxis to passengers. Taxis with wheelchair access, five-seaters and maxi taxis for larger groups or station wagons for large amounts of baggage are available upon request.

Public Transport: If you wish to use public transport to/from Adelaide Airport, Adelaide Metro offers an express double decker bus service called JetExpress between the airport and the city. Adelaide Metro also offers a convenient JetBus service to Glenelg, West Beach and the City, servicing all stops en route.

Both JetExpress and JetBus are Metroticket services. Single trip and daytrip tickets can be purchased from bus drivers. The closes bus stop to the Adelaide Convention Centre is Stop C 1 (Currie Street - North Side) from where it is a 5 minutes’ walk to the Convention Centre. A bus ride into the city centre takes around 30 minutes. Click ►here for more information.

Uber is also available at Adelaide Airport. Rates from and to the airport may differ depending on time and traffic. Check the price estimator in your Uber app.

10 min driving distance to the Playford Hotel or the Adelaide Convention Centre.

The taxi fare is around AUD 25.

Forwarding of Promotional Material

Delivery Date

Your materials for ANZA 2020 should arrive on Wednesday, April 13, 2020 in Adelaide (but not before) to allow you sufficient time to check if your packages have arrived and been delivered correctly.

Package Preparation

When calculating the amount of promotional materials to send to Adelaide, please bear in mind that you will have a maximum of 32 pre-scheduled appointments plus other meetings outside event hours that may be arranged.

Please refer to the ►Shipping Instructions & Delivery Label for detailed information, customs requirements and a delivery label template.

Some agencies may prefer to receive your information by e-mail or mail either prior to or after the event (see also the paragraph “Follow Up” at ►ICEF Event Procedures: Guidelines for First-time Participants).

You can also upload documents into Marcom eSchedule PRO and make them available to agents prior to the event. You can upload up to five files with a maximum size of 5MB per document.

Delivery Label

Please use the delivery label with the address of the Convention Centre provided by ICEF and place copies of it on the top and on the side of each parcel you send to ensure correct delivery. Clearly print in bold letters on your package(s) your organisation’s / company’s name, your table or booth number, if available, and the total number of pieces comprising your delivery.

You can also upload delivery labels into Marcom eSchedule PRO. You can upload up to five files with a maximum size of 5MB per document.

EXHIBITOR GOODS

10 min driving distance to the Playford Hotel or the Adelaide Convention Centre.

The taxi fare is around AUD 25.
Advertising and Sponsorship Opportunities

Our advertising and sponsorship opportunities help build your brand and grow your business. Advertising at ANZA 2020 and other ICEF events provides significant international exposure for your organisation, increasing your brand visibility and networking potential.

See our ►website to view and reserve sponsorship items or contact your sales representative to build a customised package.

Scheduling Meetings

Scheduling Meetings Prior to the Event

Approximately 8 weeks prior to the event you will receive access to the Marcom eSchedule PRO online meeting scheduling system. Marcom eSchedule PRO allows you to select potential partners according to geographical origin, programmes, or date of inclusion in the system, as well as to send personalised meeting requests.

Please note that the deadline for confirming / requesting meetings is April 14, 11:00 Adelaide time.

If you are using Marcom eSchedule PRO for the first time, we recommend to have a look at the ►Getting Started Information as well as ►Scheduling Meetings – Useful Hints & Tips or view the ►video tutorials.

Scheduling Meetings During the Event

In case your schedule is not full at the close of Marcom eSchedule PRO, you will still have the possibility to maximise the number of your meetings through Marcom Onsite, a web-based application / native app that will enable you to schedule last-minute meetings, message other event participants, view onsite information and access your latest schedule.

Marcom Onsite complements eSchedule PRO and will open on April 14, once eSchedule PRO closes. If you are using Marcom Onsite for the first time, we recommend to have a look at our video tutorials (►Introducing Marcom Onsite, ►Basics of Marcom Onsite).

NEW: A meeting request needs to be accepted by the recipient for the meeting to be confirmed. Meeting requests automatically expire after 2 hours or 30 minutes prior to the meeting (whichever is shorter) if they have not been answered.

If you prefer not to opt into the last-minute scheduling function of Marcom Onsite, you may also arrange additional meetings through personal contacts between participants on the morning of April 16 and 17 between 8:30 and 9:00.
Company Profile

Once you have logged on to Marcom eSchedule PRO for the first time, you will be asked to edit your profile, which you may change at a later date. It is very important that you take the time to enter your institution’s description, as participants will use this information before requesting or confirming meetings with you and it will also appear in the ANZA catalogue. If you wish to add your logo and up to two representatives’ portrait-style pictures, please upload them into your profile.

Photos and logos should have the highest resolution possible (without exceeding the max. size of 4 MB) and can be uploaded in JPEG, JPG, PNG or GIF format (please make sure the representative’s name appears in the file name). If your files have a different format, please use the following image converter.

IMPORTANT: We have extended the range of programmes you can choose under Secondary Education, K-12 and Foundation Programmes and Additional Products & Services. A section featuring Cultural Exchange / Work & Travel programmes has been added. Please update the selections that you have previously made within these sections.

Please complete your catalogue entry by March 12, 2020 to ensure that your up-to-date company profile is included in the ANZA 2020 catalogue.

Collecting Your Badge and Welcome Pack Onsite

You will be able to collect your badge and welcome pack including a print-out of your meeting schedule and the event catalogues on Wednesday, April 15, from 12:00 to 19:00 at the ICEF hospitality desk located on the Upper Level of the Adelaide Convention Centre. Participants arriving after the above stated period can register on Thursday, April 16, from 8:00 onwards at the ICEF hospitality desk in the exhibition hall foyer on the Ground Level of the Convention Centre.

As ANZA 2020 is an invitation-only event, anyone not wearing a badge may not be admitted into the event area. Please also understand that for the same reason we cannot allow non-registered family, friends or staff to enter the meeting hall.

If you are new to ICEF events, please have a look at the ICEF Event Procedures: Guidelines for First-time Participants with further useful information.
**Meeting Tables**

**Education Providers** will be able to access their meeting tables at 8:00 on Thursday, April 16, 2020.

**Meeting tables**
Each meeting table will be covered with a table cloth and will have access to an electricity outlet. Table signage with name and logo of each institution will be provided.

**Exhibitor Booths**

**Service Providers** will be able to access their booths on Wednesday, April 15 between 17:00 and 19:00 and from 7:00 on Thursday, April 16. Standard Wifi access is inclusive.

A standard furniture package is provided with all booths, including a trestle table, four chairs, brochure rack, power outlet & fascia signage. Additional furniture, AV equipment and booth graphics can be ordered through ▶ Cameron Best at ▶ Adelaide Expo Hire. An exhibitor kit will be available shortly.

**Seminars**

Recognising the importance of market trends and their impact on student enrolments, a number of seminars will be held on Wednesday, April 15, 2020, between 13:45 and 19:00.

The seminar programme includes an introductory session on *How to Maximise your ICEF Event Experience*.

A full programme overview will be available shortly.

**Refreshments and Lunches**

Refreshments will be served on April 16 and 17 from 8:00 to 9:00, 11:00 to 11:20 as well as 16:00 to 16:20 in the meeting and exhibition hall. Refreshment breaks are sponsored by ▶ Torrens University Australia.

Coffee, tea and water will be available throughout the event.

Lunch will be provided from 13:00 to 14:20 on April 16 and 17 in the Panorama Ballroom on the Upper Level of the Convention Centre.

Lunch on April 16 is sponsored by ▶ StudyPerth and lunch on April 17 is sponsored by ▶ Torrens University Australia.

Please contact us if you have any special dietary requirements.

**Sponsor Refreshment Breaks**

**Sponsor Lunch April 16**

**Sponsor Lunch April 17**
Adelaide - General Information

Adelaide is the capital city of South Australia and the fifth largest Australian capital city with a population of 1.3 million people. Nevertheless it is nicknamed the ‘20-minute-city’ as it only takes 20 minutes to get to any point in the city. Adelaide is known for its rich history, fun entertainment, and a multicultural atmosphere.

Quick facts

Time zone: Australia is divided into three time zones, with Adelaide coming under Australian Central Standard Time (ACST). The local time in Adelaide is GMT + 9.5 hours.

Climate: South Australia has a Mediterranean climate, with long, hot summers (25°C to 35°C) and cool to cold, snowless winters (10°C to 15°C). Temperatures in April can vary between 10 and 20°C, with some rain to be expected.

Currency: Australian Dollar (AUS). For current exchange rates please see www.x-rates.com. Credit cards are widely accepted.

Public transport: Adelaide is serviced by an excellent network of trains, trams and buses (some free), making it easy to get into, and around Adelaide. There are also a number of taxi and rideshare options available.

Electricity: 230 volts.

Plug type: Three pin sockets. Please bring your own adaptors, if necessary.

More information about Adelaide can be found on the following website: https://www.cityofadelaide.com.au/about-adelaide/

If you have any questions prior to the event, please do not hesitate to contact us. We look forward to welcoming you to Adelaide!

Kind regards,

Frauke Festersen