



QUICK GUIDE FOR EXHIBITORS

Welcome to Expo Vente a Europa

With this document, we explain what you can expect from us and what we need from you in order to offer you a satisfying experience at the education fair. Please note that this process is the same for all our brands: **Vente a Canadá**, **Vente a Australia y Vente a Europa**.

1. EVENT REGISTRATION

- Go to www.thewhartongroup.ca
- Select the fair and the cities where you would like to participate.
- Complete the registration form with your institution's information and main contact person.

Once the registration is submitted, your space is **pre-reserved** and our team starts the administrative process.

2. INVOICE AND PAYMENT PROCESS

- **Accounting department** will send the invoice to the contact email you provided in your registration.
- The invoice will include:
 - Name of the fair and cities
 - Type of booth / package purchased
 - Payment terms and deadline
- Payment within the indicated deadline is what **officially confirms** your participation.

Tip: Add the Accounting email to your contact list to prevent invoices from going to Spam.

3. ONBOARDING EMAIL

After your participation is confirmed, you will receive an onboarding email from our staff. In that email we will request:

- **Institution information form**
 - Short description for materials and the app
 - Website
 - Country / city
 - Types of programs you offer
- **Logo in .SVG format**
 - This file is used for your profile in the app and, if you choose, for printing your booth.
- **Excel file with your programs**
 - List of programs to upload into the **Expo Vente App** (Vente a Canadá / Australia / Europa).
 - This information is key for students to find you and for good “matches” to be generated
- **Link to the “Exhibitor Resources” page** for the corresponding tour.

Tip: this email is your “quick start guide.” Save it and share it with the team who will attend the fair..

4. EXHIBITOR RESOURCES PAGE

Your always-up-to-date information hub

The **Exhibitor Resources** page is where we centralize all operational information about the fair. Instead of overwhelming you with emails, we update this page in real time.

[Venteaeuropa/exhibitor-resources](https://venteeuropa.com/exhibitor-resources)

There you will find, for each city:

- **Fair dates and schedule**
 - **Set-up** time
 - **Public opening** hours

- **Venue and full address** (with map links) [Venteaeuropa/exhibitor-resources](https://ventaeuropa.com/exhibitor-resources)
- **Event floor plans and booth types**
- **Suggested hotels and special rates**, including:
 - Discount codes
 - Booking deadlines (we usually activate these rates approx. **1 month before** the event) [Venteaeuropa/exhibitor-resources](https://ventaeuropa.com/exhibitor-resources)
- **“Print my booth” / Panel printing:**
 - Cost per panel
 - Deadlines to send artwork (usually **2–3 weeks before** the start of the tour) [Venteaeuropa/exhibitor-resources](https://ventaeuropa.com/exhibitor-resources)
- **Shipping labels:**
 - Labels and details for those sending materials directly to the venue. [Venteaeuropa/exhibitor-resources](https://ventaeuropa.com/exhibitor-resources)
- **Useful links:**
 - **Fair Reps** registration (representatives who will be at your stand) [Venteaeuropa.com/fair-reps](https://ventaeuropa.com/fair-reps)
 - Event **code of conduct and participation rules**. [Venteaeuropa.com/event-code-of-conduct](https://ventaeuropa.com/event-code-of-conduct)

Recommendation: Bookmark this page. If you have questions about logistics, schedules, or hotels, the answer will almost always be there first.

5. KEY DEADLINES FOR EXHIBITORS

These are the points that most often create confusion, and we want them to be very clear:

a) Webinars and presentations (if your package includes any)

- Our staff will send you an email requesting:
 - **Title** of your presentation
 - **Speaker** and position
 - **Short summary** (if applicable)
- Send it before the indicated deadline so we can include you in:

- Official agenda
 - Promotional materials
 - Student promotion
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b) Printing your booth (optional)

If you decide to **print your panels** with our supplier:

- Check in Exhibitor Resources:
 - Cost per panel
 - Technical specifications for artwork
 - **Deadline** to confirm printing and send files (usually **2–3 weeks before** the start of the tour). [Venteaeuropa/exhibitor-resources](https://www.venteaeuropa.com/exhibitor-resources)
- Make sure you send:
 - Final high-resolution files
 - Vector logos
 - Proofread text (we do not provide copyediting)

If you do not wish to print with our supplier, you can bring your own material following the booth measurements indicated in the floor plan.

c) Fair representatives (Fair Reps)

Weeks before the fair, our team will send you an email to request:

- **Full names** of the people who will be at your stand
- **Institution or agency** they represent
- **Contact email**

At that time you can indicate:

- If only representatives from your institution will attend
- If you will have support from an **associated education agency**

Each booth may have a maximum number of people (normally **3 per stand**, including agencies). Check Exhibitor Resources to confirm the limit for your fair.

d) Partner agencies and brand usage

If you invite an education agency to support you at the booth:

- All communication with students must be carried out **under your institution's brand**. [Venteaeuropa/exhibitor-resources](#)
- Agencies may **not**:
 - Wear clothing with the agency's **logos, QR codes, phone numbers, or websites**.
 - Distribute **flyers or promotional material** from the agency
 - Promote **institutions that are not participating** in the fair
 - **Walk around the venue** approaching students outside of your stand
 - [Venteaeuropa/exhibitor-resources](#)

The idea is to maintain a clear and professional experience for students, focused on the institutions that are officially participating..

6. USE OF THE EXPO APP AND LEAD CAPTURE

Our digital platform is a key part of the event:

- **Before the fair:**
 - Bring your own mobile device(s) to scan QR codes and capture student leads. [Venteaeuropa/exhibitor-resources](#)
- **During the fair:**
 - Bring your own mobile device(s) to scan QR codes and capture student leads. [Venteaeuropa/exhibitor-resources](#)
 - You can also use laptops or tablets to show content or register students. [Venteaeuropa/exhibitor-resources](#)
- **Security:**
 - Do not share your app login credentials with third parties. [Venteaeuropa/exhibitor-resources](#)
 - You are responsible for the use of the student data you capture.

The more complete your profile, the better the “matches” and the higher the quality of your contacts.

7. WHAT WE EXPECT FROM YOU ON THE DAY OF THE EVENT

To ensure a professional experience for everyone:

- Arrive with enough time for set-up within the schedule indicated in Exhibitor Resources. [Venteaeuropa/exhibitor-resources](#)
- Your stand must be ready before the public opening time.
- Keep your space tidy and aligned with the code of conduct and fair rules. [Venteaeuropa/exhibitor-resources](#)

In cases of repeated non-compliance with the rules (after several warnings), the organizers may apply sanctions or even remove the exhibitor from the event. [Venteaeuropa/exhibitor-resources](#)

8. AFTER THE FAIR

Depending on the fair, you will be able to:

- Access the leads you **captured** in the app.
- Download reports or follow up within the platform.
- Receive closing communications or satisfaction surveys from us.

Our goal is for you to have clear information to measure your return on investment and plan future participation.

QUICK SUMMARY FOR THE INFOGRAPHIC (SUPER SHORT VERSION)

You can use this version as a **visual checklist**:

1. **Register** at www.thewhartongroup.ca
2. **Receive and pay** your invoice
3. **Onboarding email**: questionnaire + SVG logo + programs Excel + link to Exhibitor Resources
4. **Check Exhibitor Resources**: dates, schedules, venues, hotels, booth printing, shipping labels, links for reps and agencies
5. **Respect** your deadlines:
 - Webinar / presentation titles
 - Artwork for booth printing
 - Names of representatives and agencies
6. **Prepare your Expo App**: complete profile + programs + mobile device to scan leads
7. **Arrive on time for set-up**, follow fair rules and code of conduct
8. **After the event**: download and work on your leads.