



# Connecting U.S. Education to the World

## First of its Kind Virtual Student Recruitment Fair of Turkey

**This is a unique opportunity for U.S. Schools to reach Turkish students at what is more than just a “virtual fair”.**

This *Virtual Student Recruitment Fair* is organized by Mezun and ISF in collaboration with the U.S. Commercial Service, Education USA and Fulbright, and offers U.S. institutions the option to attend physically or virtually while still meeting with Turkish students and parents who physically attend the program in Istanbul. And, whether you attend in person or virtually, all participating organizations will receive contact information on all students in attendance.

### Meet Students

The fair will connect U.S. educational institutions with prospective students in Istanbul. Mezun, one of the show’s organizers, is expecting between 500 and 1,000 students to attend their first of its kind fair in Istanbul on December 10<sup>th</sup>. All participating schools will be assigned a physical booth – whether you attend in person or virtually. Also, each booth will be physically assigned a bilingual assistant.

### Why Turkey?

The number of Turkish universities is not sufficient to meet the increasing demand for higher education, thus there is a large Turkish student population studying abroad. Many of the students willing to study abroad place U.S. universities at the top of their list due to the quality of education and good career prospects.

Event details and registration information can be found here:

[www.mezun.com/virtuallfair](http://www.mezun.com/virtuallfair)

**Want to learn how this program works and how you can take advantage of accessing four key Turkish markets for the price of one?**

Then join us for our free informational webinar on October 25<sup>th</sup> at 11:30AM Eastern / 8:30AM Pacific

For more details on this free webinar and to register, please [click here](#).

Or go to <http://tinyurl.com/js57fna>

### Date of Event:

December 10, 2016

### Time of Event:

7:00AM – 11:00AM Eastern Standard Time

Note: Schools do not need to be participating for the full four hours to have access to all the student contact information.

### Cost:

**Early Bird** - \$2500.00 – until Oct 28, 2016  
\$3250.00 – Oct 29 – Nov 25, 2016

Cost above applies to all participants whether virtually or physically in attendance. Travel costs are separate.

### Bonus:

To encourage greater participation for this first time event, U.S. institutions will be able to access three additional Turkish markets at no extra cost. (Ankara, Izmir and Adana). Don’t miss this one-time only offer!



### For more information:

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