



DAAD Regional Office Mexico

Silvia Stiefermann

Tel.: + 52 55 5250 1883

E-Mail: stiefermann@daad.de

February 14, 2025

Request for Quotation

EuroPosgrados Mexico at a glance

- European Higher Education Fair, organized on an annual basis since 2004
- Organizing Committee: Campus France, DAAD, Embassy of Sweden, SEPIE
- Target Group: prospective postgraduate students (master's degree, PhD, research)
- Size: up to 100 booths; up to 3,000 visitors or higher per venue
- Next fair to take place in the fall in Mexico City + 1 other Mexican city

Since 2004 the Deutscher Akademischer Austauschdienst e. V. (DAAD) organizes the annual higher education fair “EuroPosgrados” (www.europosgrados.org/) in Mexico, in association with other European partners such as Campus France, Embassy of Sweden, SEPIE, etc. (“organizing committee”). Copyright holder of the “EuroPosgrados” brand is the DAAD.

“EuroPosgrados” promotes European higher education institutions. The fair is oriented towards Mexican graduate students interested in a university postgraduate degree in Europe. The average number of visitors is about 3,000 per venue. Exhibitors are exclusively European higher education institutions promoting their postgraduate studies, as well as European education and cultural agencies promoting funding options and language programs.

All participating higher education institutions must fulfill specific quality criteria (e.g. be accredited by their countries authorities, deliver recognized degrees, etc.) and must be approved by the organizing committee.

The fair format is as follows: a major higher education fair is held in Mexico City, as well as one additional city. Former locations of the EuroPosgrados included: Monterrey, San Luis Potosí, Puebla, León, Guadalajara, Querétaro and Mérida.

The average number of exhibitors is about 100 booths (e.g. 2024) per site. The participation fee per booth should not exceed the amount of 4,300 euros (if possible), for all cities combined. In future editions the participation fee should be calculated according to the inflation.

For the overall organization of the EuroPosgrados 2025, taking place in November 2025, as well as the three following years 2026, 2027 and 2028, the organizing committee is seeking an event

company (service provider) with ample experience in the field of organizing international higher education fairs to take over the implementation of the event, including all relevant services.

These should include, but are not limited to:

- selecting the hotels in Mexico City (with the exception of 2025, which is already determined)
- selecting the location of the additional city, including the hotel all in cooperation with the DAAD and the booking of the venues
- insurances, safety, and security services, required event authorizations and licenses
- exhibition booth sales, promotion of the event among European higher education institutions (except the ones of the organizer committee countries)
- a financial model to allot the quota of the organizing committee members
- management of online-registration services for exhibitors
- management of registration for visitors (online and on the spot)
- coordination of conference program
- coordination of fair logistics including booth design and construction
- audio and internet services
- design works (print products, online), exhibitor catalogue
- promotion and advertising campaign for the event, marketing with a contemporary target group approach
- hiring of booth assistants
- providing information on freight forwarder and accommodation for the exhibitors
- financial responsibility for the event
- design and maintenance of the websites of higher education fairs
- financial management
- provide local knowledge
- participate in monthly organizing committee meetings
- written evaluation of every event

The service provider should act according to European data protection rules; all data collected of the visitors of the events shall be transferred to the organizer committee only after the event. The service provider must nominate one main contact person for all communication with the committee for the whole contract duration. Please also advise in your proposal other services you can offer.

The organizing committee will guarantee a minimum number of booths to be taken by the higher education institutions of their countries (Germany: 5 booths; France 5 booths; Spain: 5 booths; Sweden: 5 booths), that might be exceeded. Preference must be given to the organizing institutions. The application procedure of the higher education institutions of those countries will



be handled entirely by the organizing committee.
All further booths have to be sold by the service provider on his own responsibility.

The event company shall carry out the assignment on its own responsibility.
General event management aspects must be approved by the organizing committee.

Please note that for the edition of 2025, DAAD will book of the venue in Mexico City. The costs for this should be offset against the DAAD's expenses for the fair (e.g. the minimum number of stands).

The proposal should include the following:

- a) A detailed budget per year including all points mentioned above (see attached price table; please fill out the price table and submit also an additional excel sheet with the costs for 2025 and estimates for the years 2026 – 2028).
- b) A brief description of the tenderer's experience in the field of organizing/implementing higher education fairs in Mexico.
- c) A proposal of appropriate venues in the two mentioned cities.
- d) A brief description of a target group-oriented media campaign.
- e) A proposal for a communication scheme with the organizing committee.
- f) A financial model to allot the quota of the organizing committee members.

The criteria a) – f) will be evaluated on the scale of 0-10 points, where 10 points indicates the best ranked evaluation. In order to set up the very final ranking, the result will be weight according to the following quantifiers: a) 50 % b) 15%; c) 5%; d) 10%; e) 10%; f) 10%.

Submission of quotation:

By March 3, 2025, your company shall submit a written proposal by email to the attention of the DAAD Office Mexico, Silvia Stieffermann, stieffermann@daad.de.

Duration of the contract:

For the editions of the next four years (2025-2026-2027-2028).

Procedure:

After March 3, 2025, the organizing committee will evaluate the submitted tenders and may decide to enter into negotiations with the best ranked company.

Companies having submitted a quotation will be informed of the outcome by email.