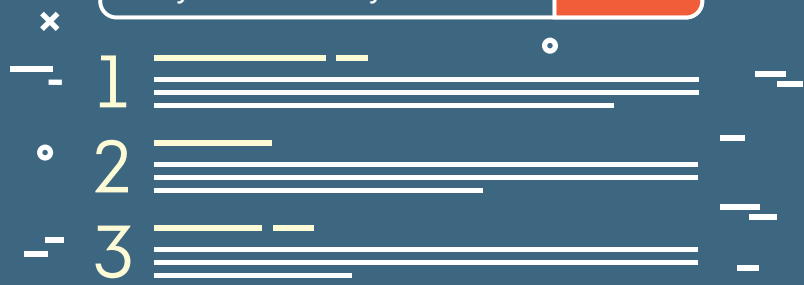


## WHO ARE WE?

 studyportals

find your dream study I

search



StudyPortals is the global education choice platform, helping students find and compare their study options worldwide, and assisting universities with international recruitment. List your courses to make sure students can find you.

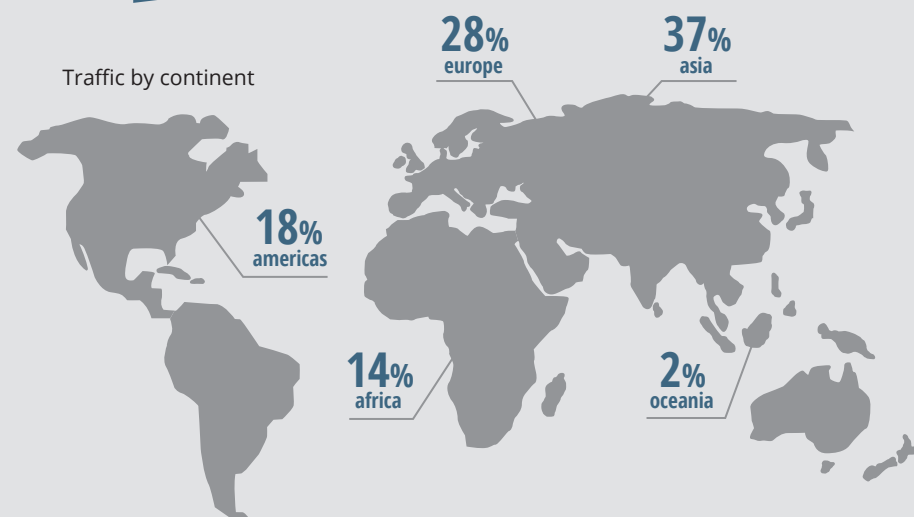
### Why partner with us?

- Over 20 million student users from 196 countries.
- Disruptive technology: ensuring the best-fit university match for each user.
- Result based model: pay only for interested students.

For more info drop by booth #1462 or e-mail [insights@studyportals.com](mailto:insights@studyportals.com)

## KEY FACTS

Traffic by continent



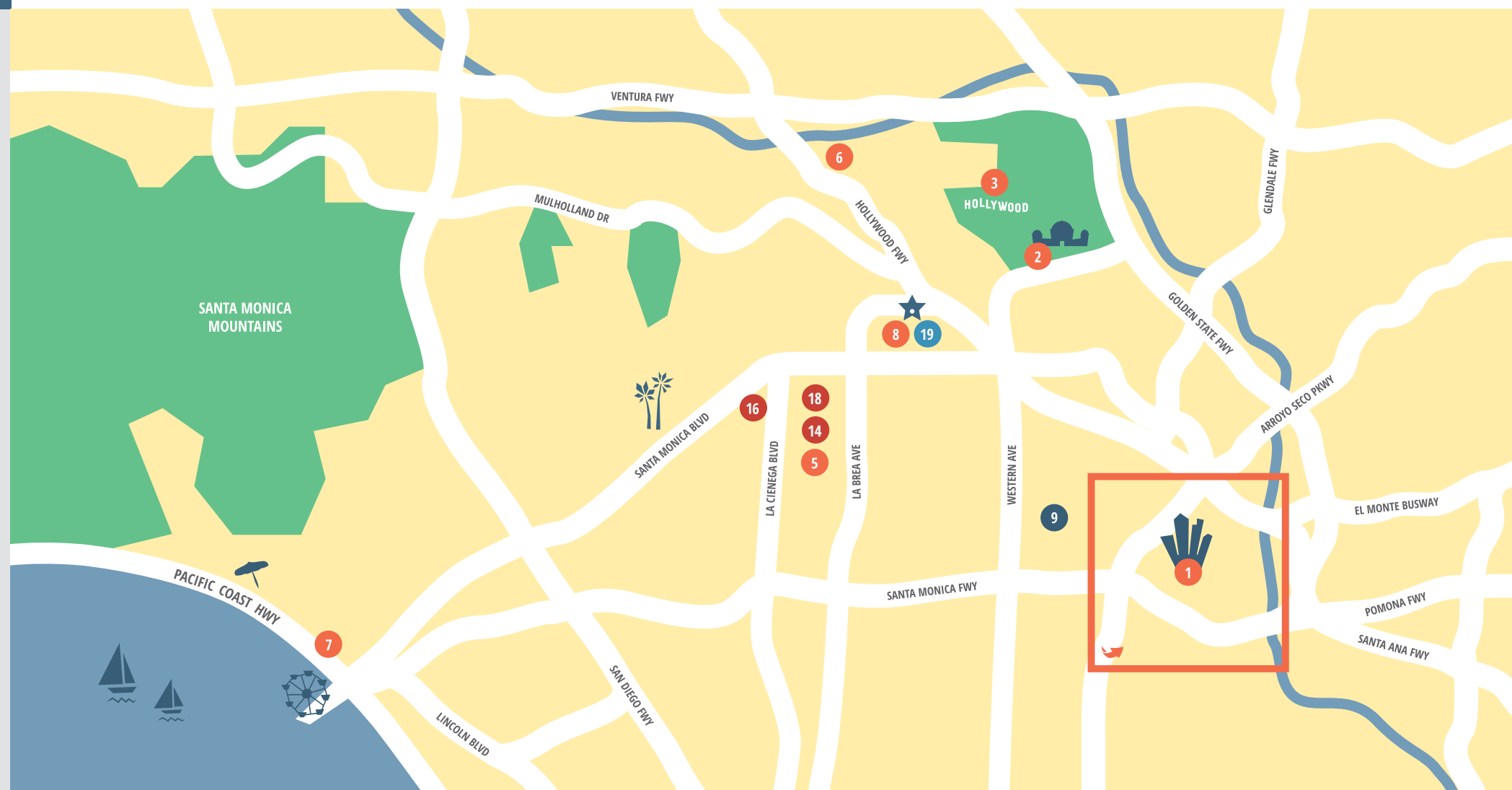
PreparationCoursesPortal.com	BachelorsPortal.com	MastersPortal.com
2,517 courses	54,890 courses	53,984 courses
155,193 users	2,486,040 users	9,900,440 users
PhDportal.com	DistanceLearningPortal.com	ShortCoursesPortal.com
4,551 courses	9,408 courses	4,826 courses
1,589,860 users	1,350,580 users	1,684,620 users

## SIGHTSEEING



## HOLLYWOOD

- 1 Downtown LA**  
DTLA is in the midst of a cultural and architectural resurgence that's turning the area into a walkable, Metro-friendly destination dotted with museums, renewed buildings, and public parks. It's also where the Los Angeles Convention Center is located. Turn the page for a detailed map.
- 2 Griffith Park/Observatory** (2800 E Observatory Rd)  
With over 4,210 acres of natural chaparral-covered terrain, Griffith Park is one of the largest urban parks in North America. Take a stroll in the park during the daytime and get to the observatory by sunset for a breathtaking view.
- 3 The Hollywood sign** (6101 Mulholland Hwy)  
One of the biggest LA tourist mysteries is figuring out exactly how to get close to the iconic Hollywood Sign. Originally created in 1923, the then "Hollywoodland" sign was supposed to be up for only a year and a half. Yet here it is over 90 years later.
- 4 LA Live** (800 W Olympic Blvd)  
It is the premier destination for live entertainment in Downtown Los Angeles. Featuring sports and music venues, night clubs, restaurants, a bowling alley, museums, and movie theaters, this small area has everything you need for an entertaining night.
- 5 Los Angeles County Museum of Art - LACMA** (5905 Wilshire Blvd)  
Today LACMA is the largest art museum in the western United States, with a collection that includes nearly 130,000 objects, dating from antiquity to the present. The museum's most significant collections are its holdings of Asian art, Latin American art, ranging and Islamic art.
- 6 Universal Studios Hollywood** (100 Universal City Plaza)  
A theme park and one of the oldest and most famous Hollywood film studios still in use. On top of thrilling rides and a real working movie studio, it offers Los Angeles' best shop and cinemas at CityWalk. Universal Studios Hollywood is a unique experience that's fun for the whole family.
- 7 Santa Monica Beach** (Pacific Coast Hwy)  
Iconic example of the famed Southern California beaches, Santa Monica has large extension of soft and bright sand. It also offers a variety of outdoor activities and attractions such as the pier, Palisades Park, Arlington West memorial, and a 26-mile bike path.
- 8 Wax Museum LA** (6767 Hollywood Blvd)  
If you've ever dreamt of seeing or, even, being a star, you need to visit the Hollywood Wax Museum. Get up close and personal with celebrity wax figures and learn some little-known facts about them.



## WINE & DINE



- 9 Guelaguetza** (3014 W Olympic Blvd)  
This formerly under-the-radar Oaxacan spot won a James Beard Award for its excellent cuisine. Guelaguetza is a boutique market celebrating Oaxacan culture in Koreatown of Los Angeles, and is a 10-minute drive from Los Angeles Convention center.
- 10 The Palm Restaurant** (1100 S Flower St)  
The Palm Los Angeles Downtown is located one block east of the Staples center, and is renowned for its prime beef, jumbo lobsters, and authentic Italian fare.
- 11 Toms Urban** (1011 S Figueroa St)  
This place is in the heart of L.A. Live and is an upscale sports bar and a gastro pub. It is a perfect spot to eat or have some drinks during the weekend.
- 12 Rosa Mexicano** (800 W Olympic Blvd)  
It is rewarded as LA's best place for guacamole. Rosa Mexicano has an extensive, creative, and reliable menu, so the happy hour is a justifiably crowded time to take advantage of their bargains.
- 13 Langers Delicatessen** (704 S Alvarado St)  
Langer's has been a go-to spot for their classic hot pastrami sammy - touted as the best in the world since 1947.

## SHOPPING



- 14 The Grove** (189 The Grove Dr)  
The Grove is a world-renowned shopping and entertainment destination with one-of-a-kind stores like Anthropologie, Apple, and Michael Kors. Guests are intrigued by the old-fashioned trolley rides and magnificent dancing fountains that have become a "must see" in Los Angeles.
- 15 The Fashion District** (1100 S San Pedro St)  
The Los Angeles Fashion District is a design, warehouse, and distribution nexus of the clothing, accessories, and fabric industry in Downtown Los Angeles. The Fashion District spans 90 blocks and is the hub of the apparel industry.
- 16 Beverly Center** (8500 Beverly Blvd)  
It is a monolithic eight-story structure located at the edge of Beverly Hills and West Hollywood, California, between La Cienega and San Vicente boulevards. The mall's Rooftop Terrace offers sweeping views of the city.
- 17 Whole Foods Market** (788 S Grand Ave)  
In case you want to get some organic, fresh food for cooking, or some small bites to take back to your home country, whole foods is the local grocer to go to.
- 18 The Original Farmers Market** (6333 W 3rd St)  
A favorite destination among locals since 1934, LA's world famous market offers over 100 gourmet grocers and restaurants from across the globe.

## OUR TEAM AT NAFSA



**Bertrand Laborde**  
Chief Commercial Officer



**Magnus Olsson**  
Director



**Steven Mulligan**  
Region Director, North America



**Andrew Johnson**  
Vice President, North America



**Ekaterina Kim**  
Assistant Vice President



**Julian Longbottom**  
Region Director, APAC



**Vincent Verspandoonk**  
Region Manager UV, BNE



**Carmen Neghina**  
Head of Intelligence

Want to find out how we can help with your international student recruitment? Book an appointment: [insights@studyportals.com](mailto:insights@studyportals.com) or visit StudyPortals at our **booth #1462**

## POSTER SESSIONS

### Effective Online Recruitment: A case study

Ekaterina Kim | 31st May (Wednesday) - 11:15 AM to 12:45 PM

### Routes to Higher Education: The global shape of pathway programs

Carmen Neghina | 31st May (Wednesday) - 11:15 AM to 12:45 PM

### Seriously, It's Time to Get a CRM

Andrew Johnson | 31st May (Wednesday) - 11:00 AM to 12:30 PM

### Findings on English-Taught Programs in Asia

Magnus Olsson | 31st May (Wednesday) - 2:00 PM to 3:00 PM

## NETWORKING EVENTS

### First Timers Networking

29th May - Monday  
4:00 PM to 5:00 PM

### Special Event

29th May - Monday  
5:30 PM to 7:30 PM

### Opening Celebration

30th May - Tuesday  
5:30 PM to 7:30 PM

### Closing Celebration

2nd June - Friday  
4:30 PM to 5:30 PM

## GETTING AROUND

### Los Angeles International Airport

Los Angeles International Airport is the largest and busiest airport in the Greater Los Angeles Area. The drive from the airport to Los Angeles convention center is approximately 25 minutes, and the cheapest taxi fare is approximately \$60.

### Public Transport

The Los Angeles County Metropolitan Transportation Authority (Metro) transports passengers via subway trains, light rail, and buses. 6 lines serve 80 stations in LA. One way fair in the metro is \$1.75 or you can get a day pass for \$7.

### By Car

One of the best ways to explore Los Angeles is to take in the sights by car. LA's freeways are essential for navigating the city; so, get to know major routes such as Interstates 405, 10, and 5. Enterprise Rent-A-car provides car rental with free pick-up and drop-off services.

### By Bike

Los Angeles bike paths welcome a growing number of bicyclists. Metro Bike Share offers convenient round-the-clock access to a fleet of bicycles for short trips. It is fast, fun, and affordable! The bicycle ride costs \$3.50 for a 30 minutes' ride, and \$3.50 for every 30 minutes thereafter.

## DRINKS & NIGHT OUT



- 19 Good Times at Davey Wayne's** (1611 N El Centro Ave)  
This 70's living room-themed Hollywood bar has a cool secret entrance from a refrigerator door. Weekends are the perfect time to order some drinks and enjoy them on the patio. It is a 25-minute drive from the Los Angeles convention center, but is definitely worth a visit.
- 20 Resident DTLA** (428 S Hewitt St)  
This artsy new DTLA venue space and cocktail bar hosts indie rock bands with good music, cocktails, and food.
- 21 Hyde Lounge** (1111 S Figueroa St)  
For classic and creative cocktails to be enjoyed inside a sophisticated and urban environment in Staples center, Hyde Lounge is the place to be!
- 22 Upstairs Bar at the Ace Hotel** (929 S Broadway)  
The hip rooftop lounge at the Ace Hotel serves cocktails in a vista-filled, poolside setting with breathtaking views of the city from the rooftop.
- 23 Library Bar** (630 W 6th St)  
This bookish hangout place has amazingly handcrafted cocktails and rare brews. Enjoy a cozy setting with book-lined walls.





**Booth #1462**  
**www.studyportals.com**

