



Invitation to Partner: UK Life and Study Immersive Experience – Shanghai 2026

CBBC is pleased to invite your organisation to explore co-create partnership opportunities for the **UK Life and Study Immersive Experience – Shanghai**, an innovative new event designed to **connect UK brands and service providers** with prospective UK-bound students and their families.

This flagship initiative, developed by CBBC, will take place in **June 2026 in central Shanghai**, bringing together **300-400 prospective UK students and their parents**. The event will provide a valuable platform for brands seeking meaningful engagement with a well-defined and high-potential consumer group preparing for study in the UK.

Event Overview

The event will be held on **Saturday, 13 June 2026 (14:00–18:00)** at the **former Lester Institute of Technical Education** (now the Design Innovation Institute Shanghai), a historic British-built institution **visited by UK Prime Minister Sir Keir Starmer during his Shanghai visit in January 2026**. The venue combines British heritage with contemporary cultural relevance and central city access.

Unlike traditional study fairs or information sessions, the **UK Life and Study Immersive Experience** is designed as a **journey-led experiential event** that simulates the process of arriving in the UK and adapting to student life. Visitors will move through a designed pathway reflecting key stages of the international student journey.

Through themed installations, interactive activities and practical content design, visitors will follow a curated journey across the venue, stopping at brand booths to complete interactive tasks and activities. This format ensures strong and consistent footfall across partner booths, enabling high visibility and meaningful interaction with prospective students and their families, and bringing a tangible opportunity for CBBC's partners to engage directly with their target audience.

Audience Profile

The event will attract **300–400 offer-holding students, prospective UK applicants and their parents**. The audience will be recruited through targeted invitations to **2026 offer-holders from CBBC partner UK universities**, as well as through **international schools and education institutions invited by CBBC**. This creates a highly relevant audience for brands in sectors such as travel, finance, accommodation, lifestyle services, retail and overseas education support.

Key Partnership Value

Targeted audience access

The event focuses specifically on prospective UK students and their families, providing brands with direct access to a clearly defined and highly relevant customer group.

Experiential brand interaction

The experiential design of the event encourages active participation rather than passive information consumption. Brands may create interactive booths, themed activities or small engagement experiences that allow visitors to discover products and services in a relaxed and memorable way.

Brand marketing and sales opportunities

The event offers a focused environment for brands to present their products and services to relevant audiences such as prospective UK-bound students and their families, supporting brand marketing efforts while creating opportunities for potential commercial engagement.

Cross-sector networking

By bringing together stakeholders from education, regional UK government office, media and consumer sectors, the event provides opportunities for brands to explore wider collaborations opportunities.



Partnership Categories

We are currently inviting participation from brands across sectors connected to overseas study and international mobility, including:

Airline	Banking	Insurance
Accommodation and property	UK lifestyle and retail brands	Certification and student services

Two partnership tiers are available:

- **Co-creator Partner** will contribute to the overall immersive experience and engage directly with prospective students and families through on-site interaction.
 - Partnership fee: RMB 11,960 for CBBC members / RMB 16,560 for non-members (excl. VAT).
 - Benefits include:
 - Standard exhibition booth within the event pathway;
 - Logo placement on event materials and partner listings;
 - Opportunity to showcase products or services through interactive engagement;
 - Access to prospective customer leads generated during the event.

- **Premium Partner** will play a prominent role in the immersive event experience, with enhanced brand visibility across the event environment. Participation at this level is limited in number and exclusively available to CBBC members.
 - Partnership fee: RMB 48,000 (excl. VAT).
 - Benefits include all Co-creator Partner benefits, plus:
 - Premium exhibition space in a high-traffic zone;
 - Prominent logo placement across event materials and on-site signage;
 - Opportunity to integrate brand elements or interactive activities within the student journey, taking a leading role in guiding visitor engagement.

A detailed partnership package is available upon request.

A Co-Creation Approach

The event will be delivered through a “**curated by organiser, co-created with partners**” model. CBBC will oversee overall planning, brand selecting, venue management, audience recruitment and event coordination. Partner brands will be encouraged to design creative booth concepts or interactive experiences aligned with their brand identity, contributing to a dynamic and engaging visitor experience.

We would be delighted to explore how your organisation could be involved in this event. Should you be interested in learning more about partnership opportunities, please feel free to contact us.

Contact Us

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