



presents

Marketing Associate



Edu-Brands India

Education Fair - 2006



2,50,000 footfalls
100+ exhibitors

Biggest ever
Educational
Exhibition
of Western U.P.

Come, tap the potential

6th - 10 th April, 2006
Victoria Park, Near Circuit House
Meerut

Edu-Brands India

You are invited

We take great pride in announcing *Edu-Brands India 2006*, the first ever education fair of this magnitude being organized in Western UP. The show is being organized along with Brands India- Consumer Show- a brand of innovative *Mrinal Events & Expositions*, first ever trade show of it's magnitude or profile in entire Western Uttar Pradesh...an area sprawling over the highest per capita income generating region.

Rainbow Events... An event management company known for bringing event to life, is associated with the event, providing critical inputs in terms of broadening the reach of the event effectively to Ghaziabad, Noida, Greater Noida and Delhi.

The mega Consumer Show - Brands India will be showcasing all the leading brands present from a wide product spectrum, having around 250 stalls. The Edu-Brands India 2006- Education Fair has been planned as part of this mega show, and yet having a separate identity and having participation of about 100 institutes from Delhi, Ghaziabad, Noida, Greater Noida, Roorkee etc. *The innovative idea of organizing the education fair with a mega consumer show is to ensure participation of even floating audience, a segment reluctant to visit just an education fair in isolation and yet remaining as target segment.*

The event is to be held in Meerut at Victoria Park, starting from 6th April- 10th April, 2006 in an all air-conditioned exhibit area exceeding 3600 sq. m. The

timings would be 10.00 am- 8.00pm. The expected footfall over 5 days in this mega show will be around 2.5 lakhs.

Months of April and May are considered to be most favorable period for having an education fair since this is the time parents and students just start looking for various available options. Meerut with its own population in the tune of 13 lakhs along with its economic and strategically important situation plays the role model for all adjoining districts and also a commercial hub, having a lot of potential in itself. The fair thus provides an ideal platform to institutes to reach out to a large audience coming from financially strong geographic location of Western UP.

We look forward to your participation in this mega show.

Why Edu-Brands India

Right Venue

Meerut.. with a population of 13 lakh, is the most centrally located city of the Western UP.

Right Time

6th April ~ 10th April, 2006 ... best suited for Educational Institutions since around this time parents and students just start looking for various available options.

Cost Effective

Face-to-Face interaction between perspective customer and exhibitor.

Right Platform

To highlight various courses.. Enroll Students on-the-spot.... Make Audio-Visual Presentations..... Release / launch new courses....

Direct Interaction

With School and College Students.... Parents.... Academicians & Teachers.... Corporate houses..... Educational Professionals.... FLOATING AUDIENCE

Education Fair - 2006

EduBrands India

Sponsorship Categories

Main Sponsor- Rs.5,00,000

- Official Status as Main Sponsor
- Special mention in press releases related to event
- Name & logo to appear in all promotional material like backdrop & banners
- Name & logo to appear in all advertising campaigns like local TV Channels, Road shows, Registration Panels, print media & leaflets
- Name & logo on all invitation passes
- Special acknowledgment during the inaugural & valedictory session
- Name & logo to appear in all Entrance & Exit Arch
- Special mention in E-mail awareness
- Special mention in direct mailing campaigns to capture target clients
- Free Audio Visual display every 30 minutes
- Promotional Material distribution from the registration counter
- Complimentary stall at the most prominent location

Associate Sponsor- Rs.3,00,000

- Official Status as Associate Sponsor
- Special mention in press releases related to event
- Name & logo to appear in all promotional material like backdrop & banners
- Name & logo to appear in all advertising campaigns print media & leaflets
- Special acknowledgment during the inaugural & valedictory session
- Name & logo to appear in all Entrance & Exit Arch
- Free Audio Visual display every 2 hrs.
- Complimentary stall at the most prominent location

Stalls

We have great pleasure to invite you to participate through stalls, in specially designed international standard infrastructure & atmosphere, completely Air Conditioned massive domes for your comfort. Completely covered platform, carpeted & dust free. The various stall categories are, as mentioned below:

Interior Space

@ Rs. 5000/- per sq. meter, Shell Scheme, 15% extra for corner booth

Stall Type	Area (sq.m.)	Tables	Chairs	Spot Lights	Plug Points	Load Allowed
A	9	1	2	3	1	800W
B	12	2	3	4	2	1000W
C	15	3	5	6	3	1500W

Additional permutations can be worked out depending upon the space availability

Other Facilities in Stall

Fascia Board with Company Name, 1 waste paper basket, Floor Carpeting, Round the clock General Security.

(Additional furniture, electricity or security requirement will be charged extra).

Seminars

A series of Interactive Seminars, Audio Visual Presentations and counselling sessions have also been planned which will run concurrently with the Exhibition. It will be addressed by leading experts in their respective fields on various career related topics.



The Exhibitor Profile

Universities • Colleges and Allied Institutions • Schools • Foreign Universities & Representations • Government Institutions • Centers for Research & Advance Learning • Technical and Vocational Institutes • Computer Education Specialist • Corporate Education and Training Institutions • Career & Educational Consultants • Overseas Education Consultants • Education Portals • Online Courses • Distance Learning Institutes • Financial Institutions • Coaching Institutes • Education Travel Services and Visa Information Services • Educational Products • And much more....



Strategically timed



Carefully targeted audience



For booking stalls



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cost effective forum

