

IERIN & NAAER EDUCATIONAL FAIR

(16th-17th August-2017)

Hotel Annapurna, Kathmandu

PROPOSAL FOR PARTICIPATION & SPONSORSHIP

Managed By: >



ONE UP (P.) LTD.

3rd Floor, Kamdhenu Complex
New Baneshwor, Kathmandu, Nepal
Ph: +977-1-4104479/80
Email: 1upcomm@gmail.com
web: www.oneupnepal.com

Organized By: > IERIN &



About The Organizers:

Nepalese Association of Australian Education Representatives (NAAER) was formed in 2007 to assure the integrity and credibility of agents who are recruiting students on behalf of Australian education and training institutions. The establishment of NAAER was an initiative of likeminded companies in Nepal and Australian Education International (AEI). NAAER members have agreed to serve prospective students with honest and fair services, provide them with accurate and unbiased information about Australian education and college/institutes they represent.

International Education Representatives' Initiative of Nepal (IERIN) has been formed by a group of Nepalese educationalists who have been working in the academic field for a long time. It is a selected group of consultancies that are pioneers and leaders in the student consulting industry in Nepal. IERIN stands for ethical and professional issues of the education consulting industry. It always strive to serve students by providing them with the right information about colleges and universities, study destination countries and on other relevant matters.

They have built a strong relationship with different foreign embassies, government agencies of Nepal and partner institutions abroad.

Event Overview:

Education fairs are the primary tool for the promotional activity which allows exhibitors, sponsors and visitors to achieve a number of goals. Speculating the huge rise in the number of educational institutions, educational consultants and rivalry in the students enrollment , educational fairs play a crucial role not only for the organizers, exhibitors and sponsors but also help students to choose their educational destination from large number of options, under one roof. It's the only place where students can go through series of meetings and talks with several educational authorities of different educational organizations and make a proper choice.

IERIN and NAAER have been organizing various successful educational fairs individually since a long time. And now this is the first time they have come up together with a bigger and better fair "IERIN and NAAER Educational Fair-2017".

This education fair will be a huge educational exhibition which will attract remarkable number of visitors. It can be a unique opportunity for your organization to connect and build a significant relation with large number of educational institutions, consultants and not to be forgotten a huge flux of students as well. This fair in the major city will assuredly bring upon with more visitors which will certainly prop up your organization.

Time and Venue:

It's a 2-days event which starts on Wednesday, the 16th of August 2017 (32th of Shrawan, 2074) at 10 in the morning with a grand opening at Hotel Annapurna, Durbar Marg, Kathmandu. The time schedule remains same for the next day (17th of August).

Hotel Annapurna; the venue, with its huge exhibition halls, enjoys a national reputation for excellence, and is consistently ranked among the top exhibition and conference centers, which is the result of its central location, good ambiance, large space, good services and amenities, parking facilities etc.

Why Kathmandu:

Kathmandu- the capital city and the dream place for most of the Nepalese students; Located centrally in the central region, it connects almost all the major regions of the country. It's the best and ranked city of the country in almost all aspects of development, and really very high in the sector of education. Not surprisingly, the best schools and colleges of Nepal are located in Kathmandu and its adjoining cities. The city provides home for more than 1.4 million people which mostly includes the youngsters fancying of their secure future with international degrees. Along with high number of local students, every year thousands of students from all over Nepal arrive at Kathmandu to get admission in the various schools and colleges, and many in a sprint for higher education outside the country. So, there's massive out flux of students from different parts of Nepal to Kathmandu and from Kathmandu to abroad for higher studies.

It's the place where modern education system was initiated in the country with establishment of the first modern school (Durbar School), first college (Tri Chandra College) and the first university (Tribhuvan University). And now it has the best and highest number of schools, colleges, universities and the largest number of students throughout the nation. So, there's no ambiguity for Kathmandu to be called as the Education Centre of Nepal and most possibly you will receive very large number of visitors in your stall.

With all these aspects supporting the fair in this place, Kathmandu is no doubt the best choice for this fair to reach your expectation of globalization and business enhancement.

Objectives:

- ❖ Create a platform for students, educational institutions and educational consultants where you as an organization can promote through individual meetings.
- ❖ Provide opportunities for prospective students to receive valuable information about educational opportunities both within and outside the country.
- ❖ Provide students with up-to-date and correct information about higher education in order to help them select an appropriate education institution.
- ❖ Promote higher education service providers of Kathmandu.
- ❖ Increase awareness of existing educational opportunities.
- ❖ Ease Nepalese students for making rational decision by providing ample of choices for their higher studies abroad.

Sponsor's and Exhibitor's Benefits:

- ❖ Business enhancement through grand publicity and promotion.
- ❖ Participation and sponsorship at a low cost.
- ❖ Receive full branding and marketing support to promote your involvement in the sector of education.
- ❖ Prominent exposure for your company and service in large crowd.
- ❖ Good opportunity to build a network and relationship with partner organizations and large number of students.
- ❖ A good opportunity for the exhibitors to have direct access to students and parents under a single roof.
- ❖ Promotion of sponsors through different medias like TVC, street banners, flyers, buntings, advertisement in newspapers etc.
- ❖ Opportunity to deliver a clear message to the visitors about your role and position as a key supplier in the sector of education.

Media Plan:

Media Plan is an essential and major portion of any event. Thus, beside traditional approach & ways, we have decided to introduce new technologies to meet the aspiration of all genre; some of which are:

- TVC
- Web Marketing
- SMS Advert
- Social Networking
- Print Advert
- FM Jingles
- Articles
- Seminars/Conferences
- Poll Banners

Advertisement Plan		
Paper Advertisements	National Dailies	1000 cc
FM Jingles	National FMs	5 days
Cable Scrolling	Star Plus, Sony, Colors	15 days
Pole Buntings	Major locations	100-150
Promotions		
Mass Email	A staff shall be recruited to send thousands of mass e-mails for promotional campaign.	
Website Promotion	Promotion through websites / Social Sites	
Mass SMS	Web server based SMS for promotion shall be sent to generate awareness.	
Pass Distribution	At every center of college and mass gathering (even households) pass shall be distributed to students.	
News Article	News articles and Interviews shall be published in Official Print Media	
Bunting/ Welcome Gates	Buntings throughout the city. Entrance gates at exhibition sites.	
Television Media Campaign		
Interview	Interviews in National Television, in Official Television Partner	
Advertisement	10 days of various advertising materials shall be telecasted in Official Television Partner	

Participation Cost:

S/N	Category	Total no.	Size	Price(excluding VAT)
1	Pav(1-6)	6	10mX3m	2,00,000/-
2	Pav(A,B,C)	3	22sq.m	1,50,000/-
3	Stalls(A1-A26)	26	2mX3m	50,000/-

Sponsorship Cost:

S/N	Category	Total no.	Price(excluding VAT)
2	In Association with	1	5,00,000/-
3	Platinum	1	4,00,000/-
4	Diamond	1	3,00,000/-
5	Gold	1	2,50,000/-
6	Silver	1	2,00,000/-
7	Bronze	1	1,50,000/-
8	Co-Sponsors	10	75,000/-
9	Officials	1	1,00,000/-

Booking and Payment:

- ❖ Stalls can be booked at One Up (P.) Ltd Office, via phone call or email.
- ❖ 100% upfront payment has to be made for booking.
- ❖ All the payments have to be made in favor of One Up (P.) Ltd, failing to do so will be cancelled from booking and no refunds will be made.

Each stall will be provided with chairs, table, power socket and drinking water.