

PROFILE OF EVENT

Event Name: Campus Nocking

Brief Profile: A Series of six Two Days Exhibitions Showcasing Products & Services related to Education

SCHEDULE OF FAIRS

Cities

Venue & Dates

Gwalior, Madhya Pradesh

Hotel Sita Manor, Nov. 14 & Nov. 15, 2009

Jabalpur, Madhya Pradesh

Hotel Prestige Princess, Nov. 21 & Nov. 22, 2009

Bhopal, Madhya Pradesh

Gandhi Hall, Nov. 28 & Nov. 29, 2009

Indore, Madhya Pradesh

Abhay Prashal, Dec. 05 & Dec. 06, 2009

Udaipur, Rajasthan

R K Mall, Dec. 12 & Dec. 13, 2009

Jodhpur, Rajasthan

Hotel Niky International, Dec. 20 & Dec. 21, 2009

Display Profile

- National & International Universities, Colleges
- Education Departments of Indian & Foreign Countries
- Ministries of Education from Indian & Foreign countries
- Embassies, High Commissions & Consulates
- Indian Institutes offering Management courses, Engineering Courses, Medical courses, Accountancy courses, Information and technology courses.
- Indian Institutes offering other courses
- Distant learning course providers
- Vocational colleges offering education in different streams
- Career and Educational Consultants
- Education portals and e-learning providers

Support Exhibitors

- National & International banks, Education Loan providers
- Visa facilitation / information services
- Travel agencies/ Tour operators
- Money transfer agencies
- Foreign Currency providers
- Publishers of Education Magazines etc
- Publishers of Directories etc
- Insurance companies for Travel Insurance
- National & International Sim Card Companies
- Others

Visitor Profile:

Visitor fraternity comprises of :

- Students
- Parents
- Teachers
- Top Faculty members
- Working Professionals
- Academicians
- Career Guidance Counselors
- Business Visitors & Educational Suppliers
- Joint Venture Seekers
- Journalists

Promotional Plan

Mainline Advertising

Regional Newspaper
FM Radio Campaign

Below the line advertising

Roadshows
SMS Blast
Mass E Mail Blast
Daily Contests for lucky visitors

Promotional Schedule

The promotional campaign shall commence in each city 2 weeks prior to the exhibition with a road show campaign for 2 weeks along with 2 Week FM radio Campaign

The road show Campaign shall cover a 100 kms radius from the host city in a span

Promotional Target

The promotional campaign shall be targeted towards an age group of 15 to 20 years of girls and boys in at least 12 districts close to the host City.

- Gwalior - Population of the target audience & its vicinity 10 lacs
- Jabalpur - Population of the target audience & its vicinity 8 lacs
- Bhopal - Population of the target audience & its vicinity 8 lacs
- Indore - Population of the target audience & its vicinity 10 lacs
- Udaipur - Population of the target audience & its vicinity 10 lacs
- Jodhpur - Population of the target audience & its vicinity 9 lacs

Over all it is an opportunity to reach out to more than 55 lacs students

Cost of Space

City wise Tariff Plan

City	4 Sqr. Mtr. Stand	6 Sqr. Mtr. Stand	Rate per Sqr. Mtr.
Gwalior	Rs. 24000	Rs. 36000	Rs. 6000
Jabalpur	Rs. 24000	Rs. 36000	Rs. 6000
Bhopal	Rs. 24000	Rs. 36000	Rs. 6000
Indore	Rs. 24000	Rs. 36000	Rs. 6000
Udaipur	Rs. 24000	Rs. 36000	Rs. 6000
Jodhpur	Rs. 24000	Rs. 36000	Rs. 6000

*Service Tax Extra

Contact Details:

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