

*A Platform to promote*



**Gwalior**

**Jodhpur**

*Education in Tier II & Tier III cities*

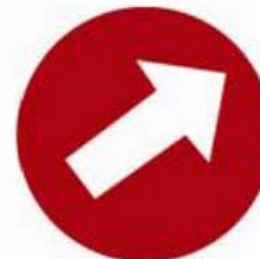
*&*

*to cater the need of Rural India*



**Jabalpur**

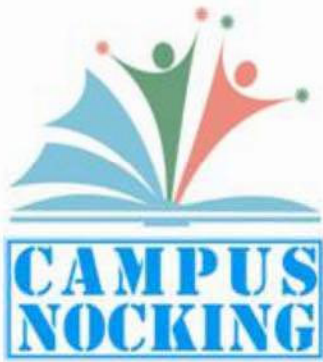
**Udaipur**



**Indore**



**Bhopal**



**Gwalior**



**Jodhpur**

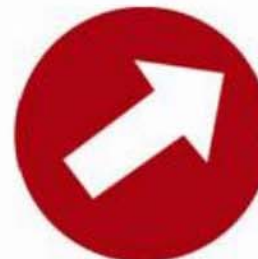
Campus Nocking is India's one and only Regional Expo presenting National and International education and vocational opportunities before prospective students and their parents face to face.

Campus Nocking brings the global education opportunities at the doorstep of each and every Indian family



**Jabalpur**

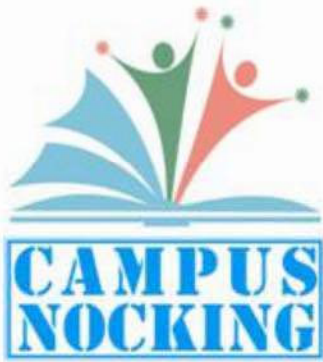
**Udaipur**



**Indore**



**Bhopal**



# Visitor Profile

- *Graduates*
- *Parents and Teachers*
- *Working Professionals*
- *Academicians*
- *Career Guidance Counselors*
- *Business Visitors & Educational Suppliers*
- *Joint Venture Seekers*
- *Media Personals*

**Gwalior**



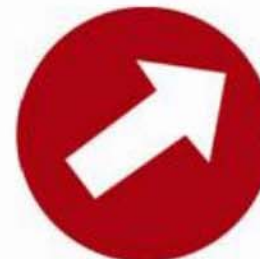
**Jodhpur**

**Indore**

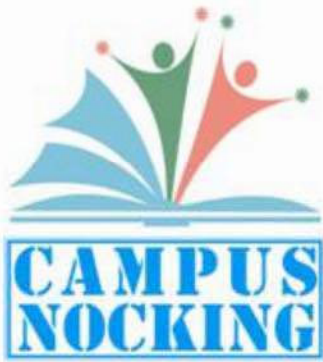


**Jabalpur**

**Udaipur**



**Bhopal**



# *Exhibition Schedule*

**Gwalior**



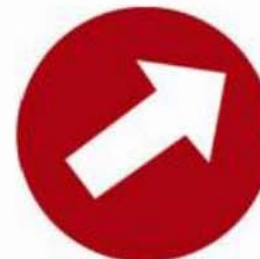
**Jodhpur**

- *Gwalior : 14<sup>th</sup> - 15<sup>th</sup> November*
- *Jabalpur : 21<sup>st</sup> - 22<sup>nd</sup> November*
- *Bhopal : 28<sup>th</sup> - 29<sup>th</sup> November*
- *Indore : 5<sup>th</sup> - 6<sup>th</sup> December*
- *Udaipur : 12<sup>th</sup> - 13<sup>th</sup> December*
- *Jodhpur : 19<sup>th</sup> - 20<sup>th</sup> December*



**Jabalpur**

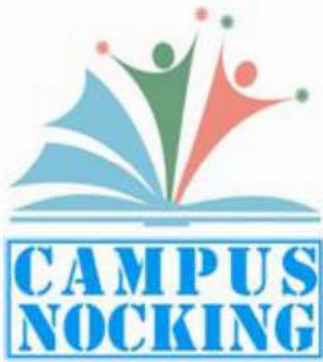
**Udaipur**



**Indore**



**Bhopal**



# *Promotional Campaign*

**Gwalior**



**Jodhpur**

## **Mainline Advertising**

*Regional Newspaper*

*FM Radio Campaign*

## *Below the line advertising*

*Roadshows*

*SMS Blast*

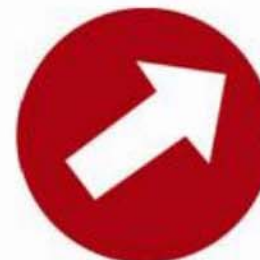
*Mass E Mail Blast*

*Daily Contests for lucky visitors*



**Jabalpur**

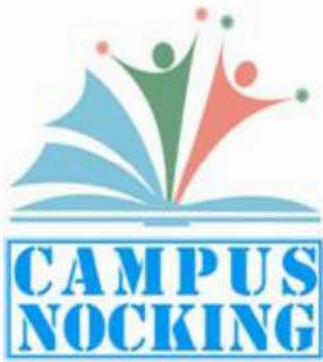
**Udaipur**



**Indore**



**Bhopal**



# *Promotional Schedule*

**Gwalior**



**Jodhpur**

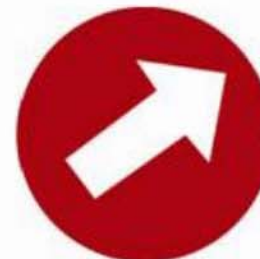
*The promotional campaign shall commence in each city 2 weeks prior to the exhibition with a road show campaign for 2 weeks along with 2 Week FM radio Campaign*

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



**Jabalpur**

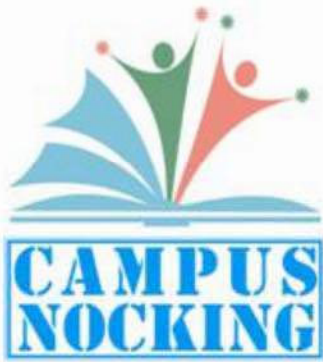
**Udaipur**



**Indore**



**Bhopal**



# Promotional Target

**Gwalior**



**Jodhpur**

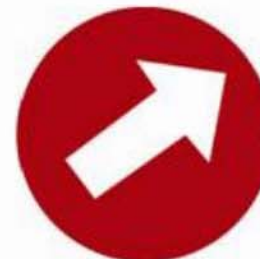
*The promotional campaign shall be targeted towards an age group of 15 to 20 years of girls and boys in at least 12 districts close to the host City.*

- *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*



**Jabalpur**

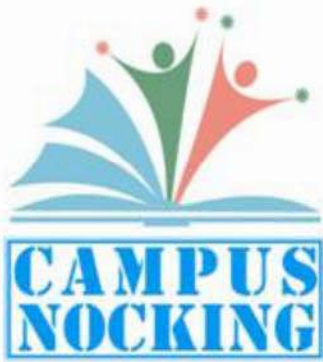
**Udaipur**



**Indore**



**Bhopal**



**Gwalior**



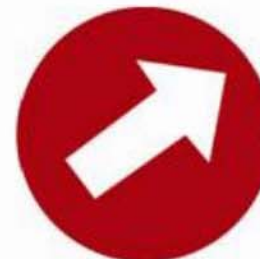
**Jodhpur**

*An opportunity to reach out to more than  
55 lacs students*



**Jabalpur**

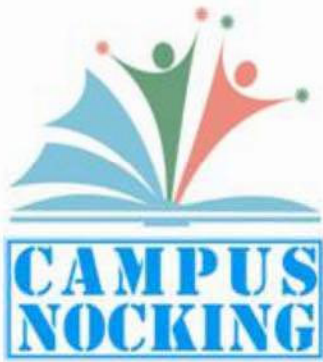
**Udaipur**



**Indore**



**Bhopal**



# *Objective*

**Gwalior**



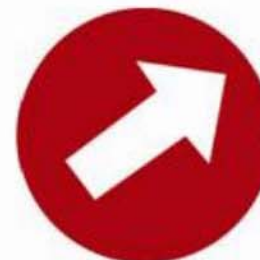
**Jodhpur**

*Our primarily objective is to have the students of the cities and the region being not just aware but to utilize the opportunity of the Campus Nock to reach out to new avenues and we as organizers look forward to have 25,000 students in each city been walk ins and contribute in there future growth path*



**Jabalpur**

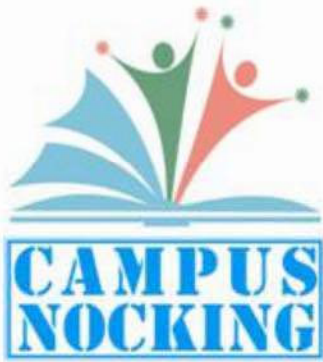
**Udaipur**



**Indore**



**Bhopal**



# *Sponsorship Details*

**Gwalior**



**Jodhpur**

*Title/Presenting Sponsors*

*Associate Sponsors*

**Partners**

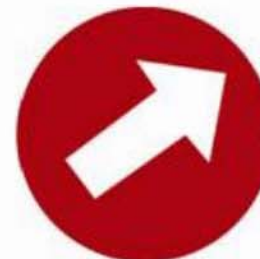
*FM Radio Partner*

*Communication Partner*



**Jabalpur**

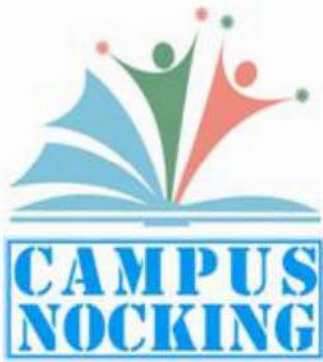
**Udaipur**



**Indore**



**Bhopal**



# Advantage

**Gwalior**



**Jodhpur**

## Title/Presenting Sponsor

*Title/ Presenting Rights*

*Logo in all media campaign as title/presenting sponsor*

*Product placement during the road show - 90 days*

*Product Placement @ the venue*

*Category exclusivity*

*Sharing of all data*

*Branding opportunities at venue ( subject to approval at each venue)*

*Cross Promotional opportunities*

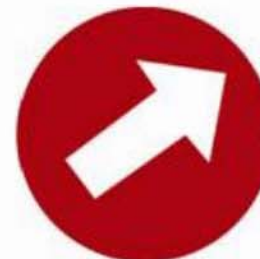
*Value of Sponsorship - INR 900,000\* + product/services to be offered to the main winner in each city*

*\*The package is for all the 6 cities*

**Indore**

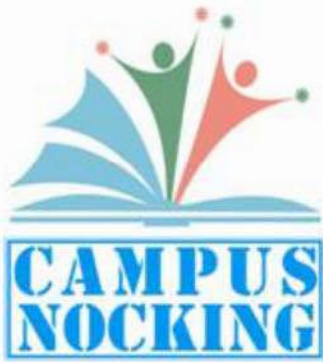


**Bhopal**



**Jabalpur**

**Udaipur**



# Advantage

## Associate Sponsor - 4 No's

*Logo in all media campaign as associate sponsor*

*Product/Service Placement @ the venue*

*Category exclusivity*

*Sharing of all data*

*Branding opportunities at venue ( subject to approval at each venue)*

*Cross Promotional opportunities*

*Value of Sponsorship - INR 350,000\* + product/services to be offered to the main winner in each city*

*\*The package is for all the 6 cities*

**Gwalior**



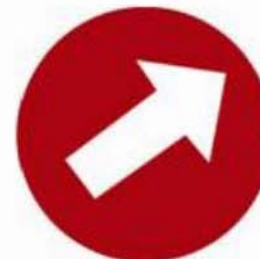
**Jodhpur**

**Indore**

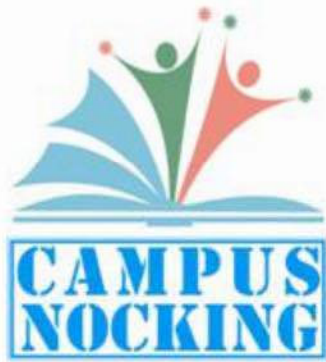


**Jabalpur**

**Udaipur**



**Bhopal**



## FM Radio

# Partners

**Gwalior**



**Jodhpur**

*Logo in all media campaign as Radio Partner*

*Live feed from the venue*

*Category exclusivity*

*Sharing of all data*

*Branding opportunities at venue (subject to approval at each venue)*

*Cross Promotional opportunities by having specific content*

Value Add's - 2 weeks promotional campaign with live feed & advertisement on daily basis for a period of 2 weeks

**Indore**

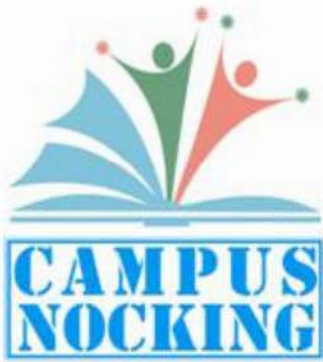


**Jabalpur**

**Udaipur**



**Bhopal**



# Partners

**Gwalior**



**Jodhpur**

## *Communication Partner*

*Logo in all media campaign as Radio Partner*

*Live feed from the venue*

*Category exclusivity*

*Sharing of all data*

*Branding opportunities at venue ( subject to approval at each venue)*

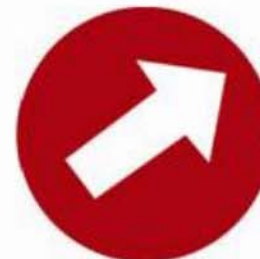
*Cross Promotional opportunities by having specific content*

Value Add's - Regular SMS blast approximately 10,000,000 per City & product/service as winning prizes on daily lucky winners



**Jabalpur**

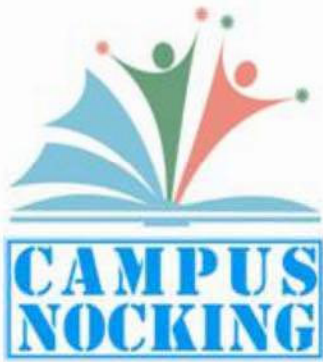
**Udaipur**



**Indore**



**Bhopal**



# *Opportunity*

- To be a part of a 90 day campaign*
- Reach out your brand to more than 55 lacs of audience*
- An opportunity to directly interact and convey your message with more than 1.5 lacs audience*

**Gwalior**

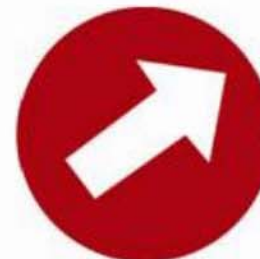


**Jodhpur**



**Jabalpur**

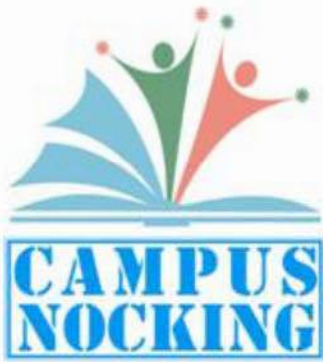
**Udaipur**



**Indore**



**Bhopal**



# Group Profile

**Gwalior**



*Nexgen TM is one of the fast emerging Services group from India having presence in **Jodhpur** Corporate Advisory Services, Exhibition and Event Management and highly Sophisticated and Industry Oriented Software.*

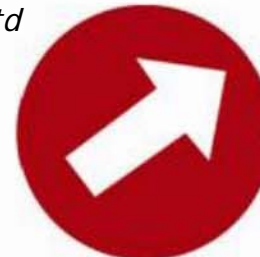
*Deep knowledge of our related Trade & Industry enables us to provide a tailor made innovative and cost effective solutions to help our clients achieve high business efficiencies.*

*Team Nexgen is driven by sense of accountability, innovation, excellence, urgency, integrity & respect.*

*Nexgen group, in true meaning, is your growth engine, as we never forget that growth of our customers.*

*Company caters various services to Trade & Industry per following companies*

- Nexgen Exhibitions Pvt Ltd
- (AN ISO 9001:2000 Company)
- Nexgen Corporate Services Private Limited
- Apac Software Creations Pvt Ltd



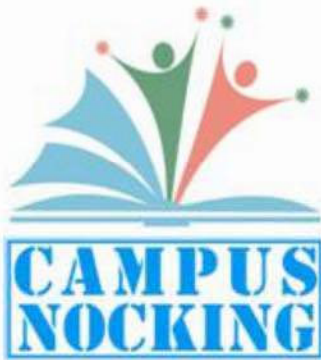
**Indore**



**Jabalpur**

**Udaipur**

**Bhopal**



# *Nexgen Exhibitions*

**Gwalior**



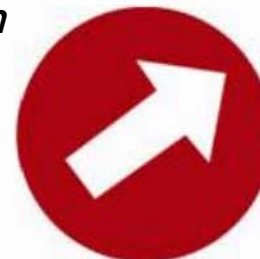
Nexgen Exhibitions Pvt Limited, an ISO 9001:2000 company was promoted **Jodhpur** to create a platform for trade and industry to showcase, in India and Abroad, the achievements of such industry. NEPL is instrumental in mobilizing all resources of industry to a common place so that all related segments may be benefited by such showcasing.

Our mission is to create an organization with opportunities to the deserving industry to spread their name and products to the destination thereby ensuring a client bonding with best of services.

Nexgen's exhibitions and trade fairs are aimed at favoring the development of Indian Trade and Industry and promoting investment in the national economy, in true meaning, is your growth engine as we never forget that growth of our customers is our *raison d'etre*.



[www.nexgengroup.in](http://www.nexgengroup.in)



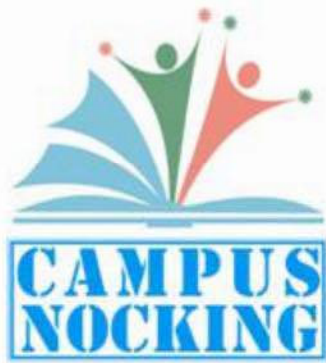
**Indore**



**Jabalpur**

**Udaipur**

**Bhopal**



# *Past Success*

**Gwalior**



2007 & 2008



2009

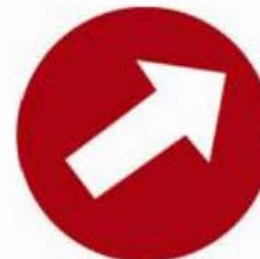


2008 & 2009



**Jabalpur**

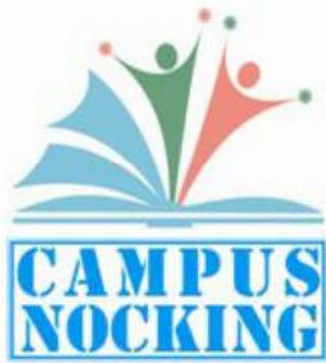
**Udaipur**



**Indore**



**Bhopal**

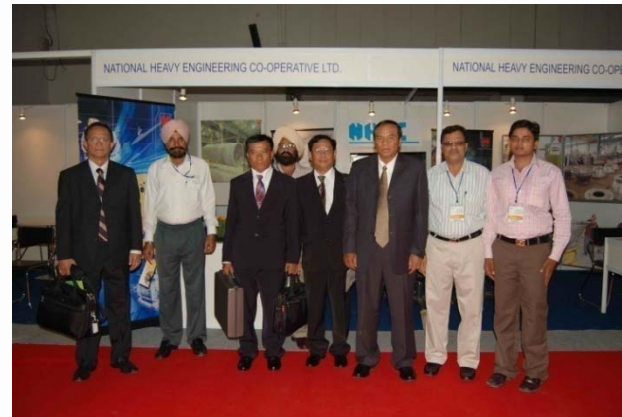


# Gallery

**Gwalior**



**Jodhpur**

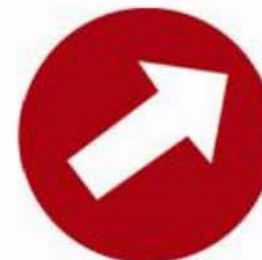


**Indore**

**Jabalpur**

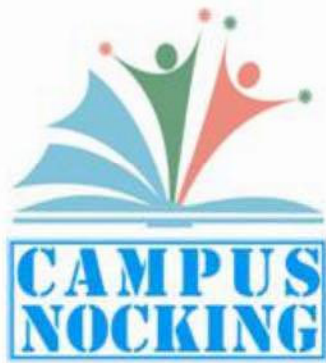


**Udaipur**



**Bhopal**





# *Forthcoming Projects*

**Gwalior**



**Jodhpur**

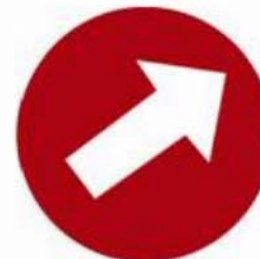


*8-10 March, 2010, Hanoi, Vietnam*



**Jabalpur**

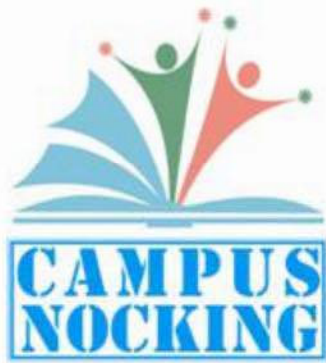
**Udaipur**



**Indore**



**Bhopal**



*Regarding Sponsorship Opportunities*

**Gwalior**



**Jodhpur**

*Please feel free to Contact*

*Mr. Amit Kumar*

*at*

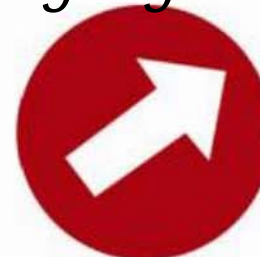
*Mobile No 09811653967*

*e mail: amit@nexgengroup.in*



**Jabalpur**

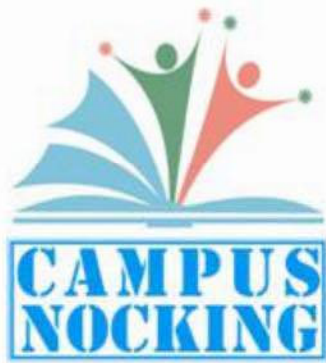
**Udaipur**



**Bhopal**

**Indore**





**Gwalior**



**Jodhpur**

# *Thank You*

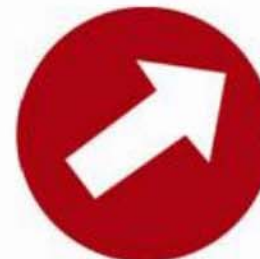
*its time to move ahead .....*

*Log on to [www.campusnocking.com](http://www.campusnocking.com)*



**Jabalpur**

**Udaipur**



**Indore**



**Bhopal**