

MEET THE TOP BOARDING SCHOOLS UNDER ONE ROOF !!!

ELEMENTARY SCHOOLS EXHIBITION - 2015

Place	Venue	Date	Rates
Patna	Hotel Chankya	21 FEB - 22 FEB	Rs 65,000/- +Tax
Ranchi	Hotel Capitol Hill	28 FEB - 01 MAR	Rs 65,000/- +Tax



Elementary
Schools
EXHIBITION



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EVENT INFORMATION

'Elementary Schools Exhibition - 2015' is India's leading School's exhibition for Admissions. Our event is scheduled at biggest potential market of India i.e. Bihar & Jharkhand. Fair Planners (P) Ltd. is a leading Education Fair Organizer since 9 years with an aim to bring progressive schools and the Young parent's to a common platform, to help parents choose the right school for their ward.

'Elementary Schools Exhibition' helps admission seeking parents gather relevant information about school admissions and clear doubts regarding their child's education. Since many years School have secured number of talents to their campuses as well as millions of parents have benefited by attending the 'Elementary Schools Exhibition' .Visitors have experienced India's Top Boarding schools, International Schools for Preliminary studies.

- ✓ Choice of National and International Boarding cum Residential Schools.
- ✓ Wide choice of schools for KG to 12classes.
- ✓ Face-to-face interaction with school administrators in a friendly and informal atmosphere.
- ✓ Parenting guidance & counseling through seminars by leading educationist and academicians.
- ✓ An awaiting Education fair for parents to know best education providers.
- ✓ Children enjoy different favourite food & candies.
- ✓ A large Play Area for Children entertainment.



EVENT
INFO



Advantages for Schools

Interactive Platform

An excellent platform to interact face-to-face with thousands of parents seeking admission for their child. Communicate directly to the parents about your school, its unique features, admission procedure and fees.

Spot Enrolments & Admission

At the fair, conduct on the spot students enrolments & offer admission to the deserving candidates. Generate enquires and leads for later prospective Guardians for admissions.

Highly Cost Effective Medium

Highly cost effective and strong marketing platform for schools to connect with a large section of target audience. It saves time, money and efforts of the school to conduct their own student's enrolment drive. With minimum expense maximum returns as we focus on your branding before your visit.

Brand Building Medium

Enhance the brand of your school by showcasing the strengths & uniqueness of your school among the affluent & eager parents community. Position your school among the top schools of India. Explore the franchise model by connecting with the Investors planning a foray in Education.

Press & Electronic Media Coverage

A first rate opportunity for your school to interact with the leading press & electronic media during the event; which will cover up those masses who could not reach you on spot. Media coverage even explore you to have enrolments from cross section of the society.



Why Bihar & Jharkhand

As you know Bihar and Jharkhand has highest migration in terms of students compared to other states, realizing this well known fact each and every Education Providers grabbing the opportunity to recruit quality and maximum talents from these places to their campuses.

Guardians are seeking high valued primary education to create their wards to get best industry exposure in their future. Also their Parents are sufficient enough to spend money on their child's education with open mind understanding the need of diversifying world and its need of extraordinary talent.

Our systematic Organization of education events gives the best results to our clients cost effectively.

Why Us

Fair Planners is one and only Exclusive Education Fair Organizer of Bihar & Jharkhand. Elementary Schools Exhibition series are recognize as a best, systematic and organize platform to promote education opportunities to students from different states of India.

Successful projects require a balance of creativity and competent execution. These elements need to work together to achieve outstanding results.

We are from the soil of Bihar and Jharkhand having strong market hold and network of huge marketing team to support our clients with Brand Promotion and Marketing before participation. Our strong Marketing & Media support gifted us success in achieving this massive participation of prospective Students/Guardians.

Local organizers can leverage their understanding of the socio-economic and cultural patterns to bridge the gap between Technology/Knowledge seekers and providers. And we claim to be the

BEST LOCAL ORGANISERS

Know More About Us...

We feel proud to introduce Fair Planners Pvt. Ltd. as the first event management company of Bihar & Jharkhand. We always believe in doing ground-breaking and different things. Presently we are organizing "FPPL Awards 2015" that is for the Best Play Schools of Bihar and Jharkhand. The "FPPL Awards" is hunting for the Best Play Schools of Bihar and Jharkhand to bring the real picture of Play Schools and its Faculties and create a competition among them. And simultaneously felicitate those schools who are really doing best in their respected area.

We have different level of interactions with School's Administration, Children and their parents time to time to judge Play School's real status and at final stage before our 'Award function' ; our Jury member shortlist these selective Play schools for Awarding in a big forum at State level.

Our Jury members are Founders of the Company and set of our associated Well known International Schools' Principals and Directors.



We honor Selected Play School at the Award Function and Small kids from the schools participate in the Cultural activities. We also reward these participant children with our Appreciation Certificates and Medals to encourage them.

We explore the name of our participants (National/International/Boarding School) at our function through Media Coverage, PowerPoint Presentation, Banners and Stalls with facility to pick up brochures of schools by audiences parents at the venues.

Since 4 years it has been one of our most appreciating and successful event at Bihar & Jharkhand.



Publicity- The Fair is all about connecting people. The best way to do this is simply to ensure that people know when and where is it happening. **ELEMENTARY SCHOOLS EXHIBITION -2015** uses an extensive promotional strategy to attract an influx of visitors. An excellent media mix is used to reach out to the right target audience.



Outdoor Publicity- Pre-publicity and hype through Press releases & Press conferences before the fair

- **Mobile van**
- **Over road signage**
- **Hording and kiosks**
- **Road show**

Electronic & Print Media

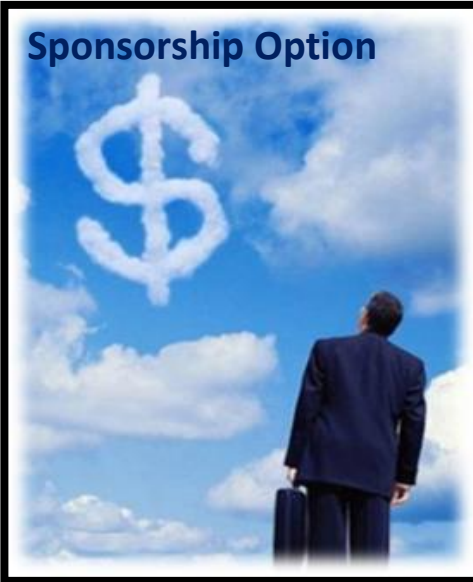
- **Television coverage**
- **Radio Announcements**
- **Cable ads**
- **Trade journals & Newspapers Ads**

Other

- **Catalogues**
- **Web Pages**
- **Telemarketing**
- **Direct Mailers**

Medium

- **Brochures and Flyers**
- **Invitation to the targeted audience**
- **Direct marketing**



Sponsorship Option

Sponsorship Details

We highly value your sponsorship for **Series of Education Fair**. Sponsoring the event signifies that your organization supports the development of education in these states by giving Guardians a rare opportunity to interact directly with National/International Schools in a unique atmosphere. We welcome all means of sponsorship and support. As a sponsor, you will have the privilege of choosing from levels of sponsorships. Each level of sponsorship will entitle you to a collection of the many promotional and advertising opportunities available through **ELEMENTARY SCHOOLS EXHIBITION - 2015**. There are only three options for sponsorship –

- A - **Event Sponsor-(Rs 5,00,000/- only)**
- B - **Co-Sponsor- (Rs 4,00,000/- only)**
- C - **Platinum Sponsor – (Rs 3,00,000 /- only)**



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