



admissionX



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#admissionx

**admissionX**

PRESENTS



**ducareer**  
**MELA**  
**2024**

## **ABOUT US:**

- Admissionx is a first of its kind platform based in New Delhi, which helps in connecting students and institutions for the purpose of admission in different courses. Our portal is a repository of reliable data of over 31100 colleges, more than 50200 courses in over 4000 cities.
- We stand for "ADMISSION FOR ALL" and are developing an online platform where students from all over the country can connect with different institutions and take admission in courses of their choice.

THE EVENT COMPRISES OF  
**ADMISSION/RECRUITMENT DESK**  
**COUNSELLOR**

## Event Description-

- AdmissionX is organizing Educareer Mela, it is an education cum career fair which will help students to fuel the future in the education sector and will have the best job opportunities of the country.
- The event will be followed by career counselor, cyber security expert, soft skill trainer in five cities i.e. Meerut, Noida, Lucknow, Agra, Bareilly.
- Educareer Fair provides an opportunity to develop a personal relationship with potential students and solve their queries and confusions regarding their dreams.

## **OBJECTIVE:**

- The objective is to be a One Stop exhibition/fair that focuses on providing a convenient opportunity where Universities, Colleges, Schools and Companies in India interact with candidates under one roof for candidate enrolments and recruitment.
- This Educareer Fair extends its reach to school students, college students, education institutions and companies.
- This is a fantastic opportunity for organization to reach the deserving candidates and create business awareness.
- This event will also delve into the components of basic fee, scholarships, placement facilities etc.

## WHY WE EXHIBIT?

- Feature your organization in front of over 1,000 people.
- Opportunity to present Seminars or Workshops for your Colleges, Institutions, Schools and Companies.
- Get Qualified Leads via our seminars, workshops and registrations.
- Centralized lead based profile database of visitors. Data to be shared with participants.
- Develop a personal relationship with potential students. Exhibit your benefits & USP'SI
- Actively admit and hire deserving candidates by providing superior guidance.
- Get immediate feedback from audience.
- Build/Strengthen your brand awareness.
- Promote your organization through your stand, seminar or stage activity.
- Build a quality database of students.
- Enhance PR opportunities.

# BENEFITS:

- **Interactive Platform:** An excellent platform to interact face-to-face with thousands of students who wish to pursue higher education in India. Communicate directly to the students & parents about your institutions, its unique features, admission procedure and cost.
- **Highly Cost Effective Medium:** Highly cost effective and strong marketing platform for educational institutions to connect with a large section of target audience. It saves time, money and efforts of the institutions to conduct their own student's enrolment drive. With minimum expense, maximum returns can be derived as your institutions will be able to enroll and to recruit the right profile of candidate from the fair.
- **Brand Building Medium:** Enhance the brand image of your institutions by showcasing the strengths & uniqueness of your institutions among the affluent & eager students community. Position your institutions among the other existing institutions in your region.
- **Press And Electronic Media Coverage:** A first rate opportunity for the institutions to interact with the leading press & electronic media during the event. The fair is supported by an exhaustive promotion and media campaign using various medium of advertising and promotions which includes impact features in newspapers.

## BENEFITS:

- An innovative **Online Marketing Plan** will ensure huge turnout of quality visitors to the fair.
- **Co-Branding Institutions** gets an opportunity to advertise/showcase their worth on our portal and get attractive discounts to advertise on our site.
- **Enrolments & Recruitment:** At the fair, conduct on the spot student enrolments and hire the deserving candidates.

## KEY PLAYERS IN THE FAIR

- Renowned career counselor, cyber cell expert, and soft skill trainer.
- Universities/Colleges, Consultants, and Companies.
- Media(newspaper, radio), Events Sponsor, Ad & Media Planner, Social Networking.
- Schools, Students, Coaching Institutes, and Companies.
- Renowned companies for recruitment.



# CHALK OUT

DATE:

17 MARCH TO 15TH APRIL, 2024

CITIES:

Meerut, Noida, Lucknow, Agra & Bareilly

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# WE STAND OUT... NOT A YET ANOTHER BORING ME TOO FAIR!

- Current education fairs **DON'T ADD VALUE** to students, which are potential targets for you, hence low interest in the student community which leads to less footfall.
- **Admissionx Educareer Fair** to have relevant seminars, workshops & events etc. to cater to various segments like MBA aspirants, multimedia, engineering admissions, fashion, retail, alternate careers etc.
- **Extensive Social Media Campaign** - Power of Social Media is highly untapped. Other fairs only rely on traditional marketing to get students. Proactively, we reach where Youth is i.e. **ONLINE**
- **Social Inclusiveness** - We would highlight the philanthropic and social work of education institution/ company on our portal.

# MARKETING PLAN:

## ○ PRESS

- Pre-event Press Ads in the leading English and Hindi Newspapers and
- Radio Advertising. Ad spots on leading FM Stations.

## ○ SOCIAL MEDIA

- Online events promotions through media network.
- Promotions on popular web portals.
- Email Invitations to target class.

## ○ DIRECT MARKETING

- Direct mailers to target group.
- SMS Invitation to target audience.

## ○ CUSTOMIZED MARKETING

- Tied up with relevant colleges for students participation.
- Tie up with brand promotion companies.

# SPONSORSHIP

MEMBERSHIPS	CITIES	6Sq.Mt SPACE	12Sq.Mt SPACE	ADDITIONAL BENEFIT
Silver Adx	1	30,000	Not Applicable	Education fair & Admissions Leads
Red Adx	2	35000	50000	Footer Banner on Website for 2 Months/Admissions Lead/Educational fair
Gold Adx	3	45000	70000	Side Banner on Website for 2 Months/ Test Data/ Admissions Lead/ Educational fair
Platinum Adx	4	55000	100000	Main Banner On Website for 2 Months/ Test Data/ Social Media Marketing/Admissions Lead/Educational fair

## Terms & Conditions

\*Space will depend on the package \*Taxes applicable on all rates.

\*50% payment to be made in advance at the time of booking.

\*50% to be cleared before attending the fair.

\*The stalls shall be provided on first come first serve basis.