



MUMBAI
EDUCATION FAIR

**YOUR
OPPORTUNITY
YOUR
EDUCATION
YOUR
EMPLOYMENT**

Mumbai's Largest Education Fair

9th - 10th April 2011

@ VJTI College, Matunga, Mumbai

Presented by Shivo Hum India | mumbaieducationfair.com

An Introduction to **MUMBAI EDUCATION FAIR**

This Mumbai Education Fair extends its reach to school and college students, graduates, and people looking for a career change. With an expected presence of more than 100 exhibitors and an audience of over 10,000 expected, this event should not be missed.

This is a fantastic opportunity for your organization to reach the audience and create business awareness.



The concept is...?

Mumbai Education Fair will be the premier education and training exhibition in Mumbai. It will be first of its kind event which will have a highly targeted audience having specific areas of interest.

Mumbai Education Fair aims to inspire, encourage and provide the right tools and resources for all Mumbaikars' to create a bright future.

Targeted Independent Fairs

Mumbai Education Fair will have specific sub fairs to suit your needs. These Include:



To find out more about any of these fairs, please contact us.

Why This Fair?

...because there's a lot to learn!

The **Mumbai Education Fair (MEF)** is a targeted and Interactive Event based Fair with Workshops and Seminars in areas of interest.

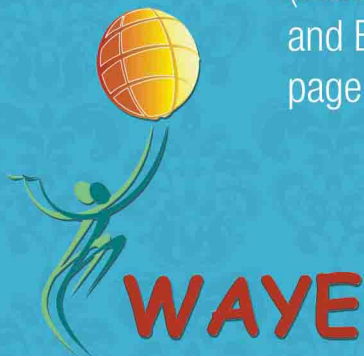
Current Education fairs don't **ADD VALUE** to students which are potential targets for you, this is why there is low interest in the student community resulting in less footfall.

MEF is being organised in a Prime Location at VJTI, Matunga located centrally with over 10 colleges in vicinity, generating estimated **10,000 visitors**.

Perfect Timing - April is the Ideal time as the start of the admission season.

Supported by WAYE (Youth wing of The Art of Living with over 30,000 youth members in Mumbai) and Freshersworld.com

(India's favourite portal for Career Networking and Educational Information with over 30 million page views per month).



Why Exhibit at the M&F?

- * Feature your organization in front of over 10,000 people.
- * Opportunity to Present Seminars or Workshops for your products/organizations.
- * 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 new clients.
- * Exhibit your full product range.
- * Actively recruit students and clients.
- * Get immediate feedback on your product range
- * Create brand awareness.
- * Promote your organization through your stand, seminar or stage activity.
- * Launch new products and services.
- * Create a quality database.
- * Enhance PR opportunities.

Marketing Plan

for Individual Fairs

Press

- * Pre-event Press Ads in leading English Newspapers
- * Lifestyle Magazines
- * Radio Advertising
- * As 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

Customised Marketing

- * Tie up with relevant colleges for students participation.
- * Tie up with youth NGO's like way for active participation.
- * All the fairs to be marketed in targeted community as independent fairs, under the umbrella of Mumbai Education fair.

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About the Organisers

Since 2001, Shivo hum India is operating as Consultants in the field of Human Resource Development and offer services to all concerned in Business or Non Business organizations, Government and NGOs, Social Entrepreneurs. Working with esteem clients like Reliance Industries etc.

Mumbai Education Fair organizers have extensive experience in initiating & organizing unique events like Ananta @ Inorbit with over 50,000 people, World music concert - Malaysia to name a few.



***For Sponsorship and Stall bookings
contact details***

Company Website : www.shivohumindia.com

Event Website: www.mumbaieducationfair.com

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Supported by:



Official Partners:

