

Pathway Education World Presents



# THE BIGGEST EDUCATION EXHIBITION

An excellent platform for aspiring students and Educational institutes to Exchange endless possibilities....



MAY- JUNE 2010 | SURAT | AHMEDABAD | BOKARO | PATNA | RANCHI



The grand success of  
**GLOBAL EDUCATION  
EXPO(GEE-2010)**

with exhibitors from India and abroad  
had proven to be a landmark event  
in the education history of Gujarat





## INSPIRING GROWTH & DEVELOPMENT...

**Pathway Group** is a multifaceted conglomerate of various organizations with diversified interests in educational and developmental areas, providing strategic customized quality solutions at every stages of life, to the masses related to continuous sustained growth at the global platform, through focused research and development in various fields.

**Pathway Group** believes that every human being has high potentials and is capable of great achievements. Keeping this aspect in mind complete focus and team efforts are made to better channelize the available potentialities. Thus, delivering high fidelity services and solutions, through time tested institutionalized processes since 2001.

**Pathway Exhibitions & Conventions** serves as a bridge to connect Educational Institutions and all Support Services with the Prospective Students for Higher Education. Through exhibition it provides the platform for Educational Institutions and students to come together and exchange information and advice so that right decisions can be taken in choosing the field for Higher Education.

**Pathway Group** Organizations are the undisputed leaders of Indian Education Industry with more than 1000 seminars, counseling sessions, spot admission sessions, Road Shows and Educational Exhibitions organized in the last nine years across India, thus having in-depth knowledge of the educational sector and providing more than value for their investment to its clients & customers.



[www.pathway.net.in](http://www.pathway.net.in) • [www.pathwayexpo.in](http://www.pathwayexpo.in)

## VISION

**“ We will inspire the promotion of competencies for various organization's products and services, across the globe in domestic and international markets.”**

## MISSION

**“ To create a platform for promotion of various organization's products, services and other diversified interests through organizing exhibitions, conventions, seminars, conferences, road shows, trade fairs etc. with the support of suitable media in respective markets. ”**

## OBJECTIVES

- To impact on society and empower individuals as well as organizations by fuelling them for consistent growth.
- To make our clients successful in their quest for excellence.
- To deliver our commitments in time, thus maintaining loyalty and trust.
- To execute our tasks flawlessly without compromising on quality.
- To seek innovations and ideas that can impact growth.

## VALUES

- We value Integrity, Honesty, Openness, Transparency, Personal Excellence, Constructive Self-Criticism, Continual Self-Improvement, Diverse Expertise and Mutual Respect.
- We are committed to our clients & business associates and have a passion for excellence. We take on gigantic challenges and pride ourselves on completing them on time with no compromise on quality.
- We hold ourselves accountable to our clients, business associates and employees by honoring our commitments, providing results and striving for the highest pinnacle.



## EDUCATION - FASTEST GROWING SEGMENT

Education is the key to unlocking human potentials, which leads to development in the society and increase in demand for quality education has made it the fastest growing segment in the World. It has surpassed even the Health care & Real Estate. Every Individual - regardless of age and status desires to become a professional in some field or the other, to achieve growth and success in life. This has led to high demand for qualitative education. Today, the return on education is so high no other sector can match with it. One of the best example's to highlight this fact is the investment in infrastructural and technological advances made by various educational institutions within India and across the globe in the last decade.

No wonder, we too, at the Education Field have created this platform to offer the best to aspiring young men and women who want to achieve something in life by adopting academic and other professional courses to carve a niche position for themselves.

# INDIA NEEDS 800 MORE UNIVERSITIES TO INCREASE HIGHER EDUCATION FACILITIES

-KAPIL SIBAL-UNION MINISTER FOR HRD





**Pathway Education World**  
Presents

# THE BIGGEST EDUCATION EXHIBITION ACROSS FIVE CITIES IN INDIA

An excellent platform for aspiring students and Educational institutes to Exchange endless possibilities....

**SURAT**

**22 & 23rd May**

Rajmahal, Hotel Lord's Plaza

**AHMEDABAD**

**29 & 30th May**

Regent, Hotel Metropole

**BOKARO**

**12 & 13th June**

Hotel Classic

**PATNA**

**18 & 19th June**

Imperial Garden, Hotel Chanakya

**RANCHI**

**22 & 23rd June**

Senate Hall, Capitol Hill

- ✔ More than 100 participant Institutes directly or indirectly related to education industry across India.
- ✔ More than 15,000 targetted visitors , mainly students and young professionals.
- ✔ Grand promotion of event across all cities in Print , Web and Electronic media
- ✔ Well designed exhibition stalls and at best locations in each city .
- ✔ Excellent opportunity to interact with one to one for spot admission, launching of new courses/programs & Institutes.



## EDUCATION VISTA 2010 is targeted for All the leading National and International Educational institutes focused on

- Accountancy
- Advertising
- Animation
- Architecture
- Arts
- BMS
- BMM
- Call Centre Training
- Career Assessment Programs
- Career Counseling
- Catering & Hotel Management
- Child Care & Nursing
- Chartered Accountancy
- Cracking IIT - JEE, AIEEE, GUJ-CET, AIPMT, AIIMS, AFMC, MAHE, JIPMER, CAT, MH-CET etc.
- Diploma Courses
- Engineering Courses
- English Enhancement Programs
- Event Management
- Finance & Banking
- Hospitality Management
- Health Sciences
- Import & Export courses
- International Business
- IT-Hardware , IT- Software
- Jewellery Designing
- Leading Schools
- Logistics & Supply Chain
- Management courses
- GRE , G-MAT, SAT
- Medical Sciences
- Multimedia
- Overseas Education
- Paramedical Courses
- Personality Development
- Pilot Training
- Printing & Packaging
- Public Speaking
- Study Loans
- Travel & Tourism
- Others.

## WHY SHOULD YOU PARTICIPATE?

You will have the opportunity to meet and interact on one-to-one basis, giving you a clear understanding of students' requirements, their potential & interests and accordingly you will be able to guide and inform them about your particular field. You can directly address to their queries and answer their doubts; you don't have to wait for feedback from their side. This exhibition will enhance your business prospects and help you promote your institute on a big scale.

Since students will become more aware and focused, a lot of issues related to admissions, results and performance will be resolved. So by participating in this exhibition you will promote your business as well as brand.

## ADVANTAGE EDUCATION VISTA 2010

- Extremely Powerful Platform to reach to your target audience.
- All Education industry segments comes together under one roof.
- Thousands of Visitors Expected across all spectrum of education.
- A Collaborative Communication Process to live audience.
- On the spot enrollment, sure way to tap potential clients.
- Fastest market penetration.
- Exhibition space to showcase your product & services.
- Opportunity to brand your Institute through posters, banners and advertising by sponsoring events.





# EXHIBITOR'S PROFILE

- Education Departments of Indian & Overseas Governments.
- **International Universities, Colleges, Schools & Institutes.**
- Indian Universities, Colleges & Institutes offering Medicine, Engineering, Technology, Architecture, Management, IT, Law etc.
- Professional, Technical & Vocational Colleges.
- **Polytechnics, Industrial Training Institutes.**
- Institute of Technical Education.
- Open Universities, Distance Learning Institutes.
- Institutes for IT, Software, Hardware, Designing, Management Training Centres.
- Career Guidance Centers, Consultants
- Immigration & Visa Guidance Experts.
- **Banks Offering Education loans,**
- Insurance companies
- **Information Technology Education, Software companies.**
- Employment Agencies, Consultancy Firms.
- Call Centers
- Govt. & Non-Govt. Organizations.



## Exhibition Features

**Conferences and Seminars**  
**Aptitude Assessments**  
**Career Guidance & Counseling**  
**Spot Admission Seminar**  
**Mock-Test & Workshops**

- Students ● Parents ● Teachers
- Graduates ● Post Graduates
- Educational Equipment Suppliers
- Working Professionals
- Job Seekers ● Diploma Holders
- Academicians
- Joint Venture Partners
- Business Visitors
- Publishers
- Stationery Merchants /Manufacturers
- Career Guidance Counselors

# VISITOR'S PROFILE



## Promotional Plan

Pathway Group, since 2001 is spreading awareness for growth and developments through various diversified products and services offered by different Pathway Group organizations through-out the year and has been hosting Seminars, Road shows, Exhibitions & Conference, Spot Admissions fairs, Counseling Sessions, Quiz Contests etc...in education & development segments, thereby having invaluable experience & insight.

Education Vista is being promoted across Gujarat, Bihar & Jharkhand through...

### PRINT MEDIA

- INVITATIONS
- LEAFLETS
- POSTERS
- ADVERTISEMENT CAMPAIGN IN LEADING NEWS PAPER

### ELECTRONIC MEDIA

- RADIO SPOTS
- SMS MARKETING
- EMAIL SHOTS
- WEBSITES
- CABLE TV ADVERTISEMENT

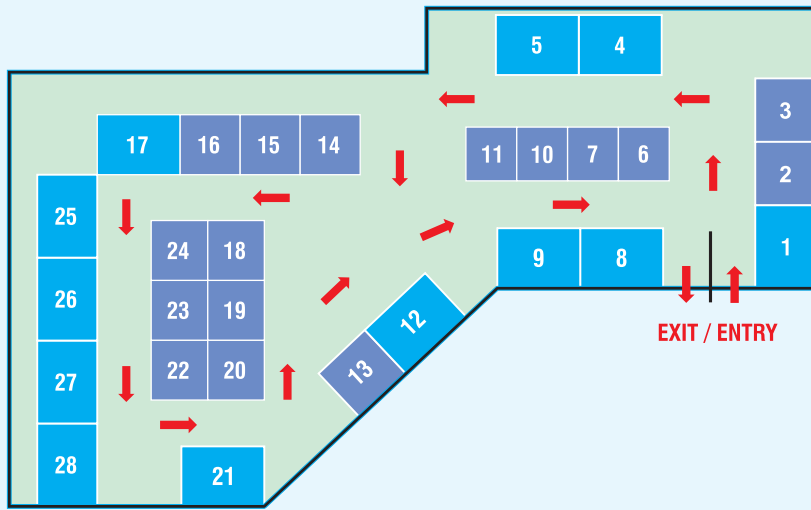
### OUTDOOR MEDIA

- HOARDINGS
- BANNERS
- POLE KIOSKS
- DISPLAY STANDS
- ENTRY GATE
- DISPLAY VEHICALS
- ROADSHOWS

The students and parents will be informed through their respective schools & colleges.

Schools & colleges will be invited to attend the exhibition and students will have facility for pre-registration. During the exhibition all the students, as a part of registration, would be offered complimentary counseling kit and information about the exhibitors of Education Vista.

"STUDENTS are looking for the best opportunities.  
EDUCATIONAL INSTITUTES are looking for the best students."



**3X2 METER STALLS**  
TOTAL NOS  
**12**

**2X2 METER STALLS**  
TOTAL NOS  
**16**

**TWO SIDE OPEN STALLS NO**  
3, 4, 5, 6, 8, 9, 11, 12, 13,  
14, 18, 20, 22, 24

**THREE SIDE OPEN STALLS NO**  
21

22 - 23 MAY, 2010

# SURAT

RAJMAHAL, HOTEL LORDS PLAZA

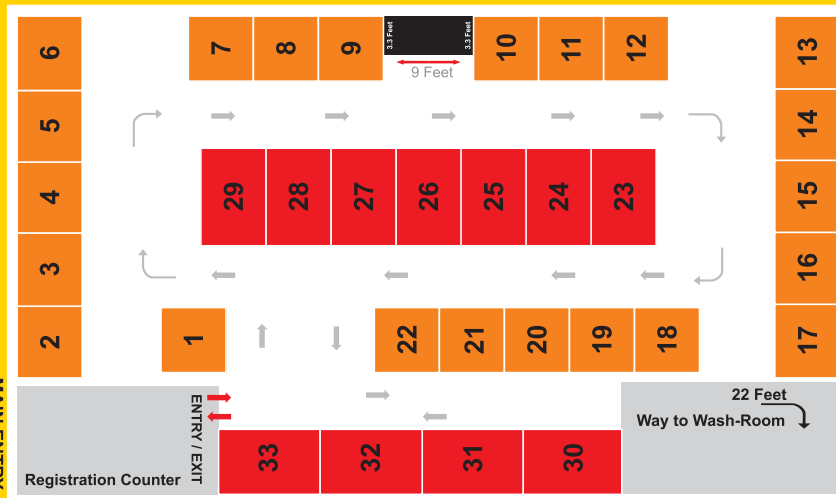
## PARTICIPATION FEES

Per Square Meter Rate = Rs 9,000/-

Stall Size (Sq Mts)	Cost of Stall (Rs.)
4	36,000/-

## Note:

- (1) The Govt. service tax applicable would be 10.30% on the above rates.
- (2) 20% Premium for 2 sides open & 30% Premium for 3 sides open stall.



**2X2 METER STALLS**  
TOTAL NOS  
**22**

**3X2 METER STALLS**  
TOTAL NOS  
**11**

**TWO SIDE OPEN STALLS NO**  
7, 12, 18, 19, 20, 21, 24,  
25, 26, 27, 28, 33

**THREE SIDE OPEN STALLS NO**  
1, 22, 23, 29

29 - 30 MAY, 2010

# AHMEDABAD

REGENT HALL, HOTEL METROPOLE,  
SUBHASH BRIDGE

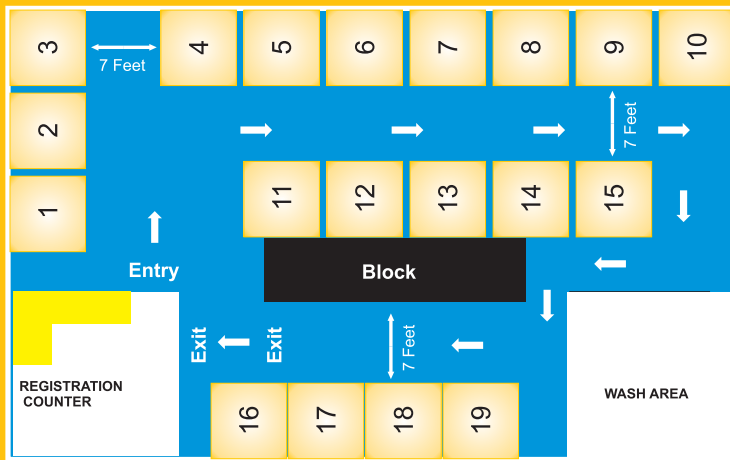
## PARTICIPATION FEES

Per Square Meter Rate = Rs 9,000/-

Stall Size (Sq Mts)	Cost of Stall (Rs.)
4	36,000/-

## Note:

- (1) The Govt. service tax applicable would be 10.30% on the above rates.
- (2) 20% Premium for 2 sides open & 30% Premium for 3 sides open stall.



2X2 METER STALL

TOTAL STALL NOS

19

TWO SIDE OPEN STALLS NO

4, 11, 15, 19

12 - 13 JUNE, 2010  
**BOKARO**  
 HOTEL CLASSIC

**PARTICIPATION FEES**

Per Square Meter Rate = Rs 9,000/-

Stall Size (Sq Mts)	Cost of Stall (Rs.)
4	36,000/-

**Note:**

- (1) The Govt. service tax applicable would be 10.30% on the above rates.
- (2) 20% Premium for 2 sides open & 30% Premium for 3 sides open stall.

18 - 19 JUNE, 2010  
**PATNA**  
 IMPERIAL GARDEN,  
 HOTEL CHANAKYA



2X2 METER STALL

TOTAL STALL NOS

33

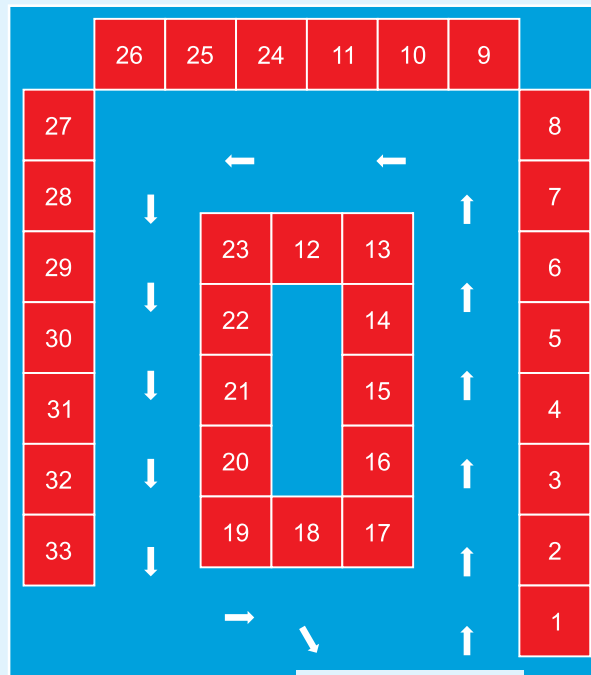
**PARTICIPATION FEES**

Per Square Meter Rate = Rs 9,000/-

Stall Size (Sq Mts)	Cost of Stall (Rs.)
4	36,000/-

**Note:**

- (1) The Govt. service tax applicable would be 10.30% on the above rates.
- (2) 20% Premium for 2 sides open & 30% Premium for 3 sides open stall.



**ENTRY / EXIT**

**22 - 23 JUNE, 2010**  
**RANCHI**

SENATE, PREZ, HOTEL CAPITOL HILL

2X2 METER STALL 37 NOS

4X2 METER STALL 5 NOS

**TOTAL STALL NOS 42**

**PARTICIPATION FEES**  
Per Square Meter Rate = Rs 9,000/-

Stall Size (Sq Mts)	Cost of Stall (Rs.)
4	36,000/-

**Note:**

(1) The Govt. service tax applicable would be 10.30% on the above rates.  
(2) 20% Premium for 2 sides open & 30% Premium for 3 sides open stall.

### Design & Facilities

2x2 mtr stall ( 4 sq. Mtr.)  
furnished stall

01. One Table.
02. Two Chairs.
03. Two Spotlight.
04. One Power Supply.
05. Stall Carpet.
06. Fascia.
07. One Dustbin

### Design & Facilities

2x3 mtr stall (6 sq. Mtr.)  
furnished stall

01. Two Table.
02. Three Chairs.
03. Three Spotlight.
04. One Power Supply.
05. Stall Carpet
06. Fascia.
07. One Dustbin

### Design & Facilities

4x2 mtr stall (6 sq. Mtr.)  
furnished stall

01. Three Table.
02. Four Chairs.
03. Four Spotlight.
04. One Power Supply.
05. Stall Carpet
06. Fascia.
07. One Dustbin

**BOOK YOUR SPACE NOW - FAX THE ENCLOSED FORM TO 079-30177440**



# SPONSORSHIP OPPORTUNITIES

DEVELOP, PROMOTE, ESTABLISH & MAINTAIN YOUR BRAND WITH US.

## → LEAD SPONSOR- Rs.6 LACS

### Advantages

- 1) 12 square meter stalls in any three listed cities.
- 2) One gatefold advertisement in PATHWAY EDUCATIONAL DIRECTORY.
- 3) One back page cover advertisement in PATHWAY EDUCATIONAL DIRECTORY
- 4) One full page advt. in six PATHWAY EDUCATIONAL DIRECTORIES.
- 5) Two full page advt. in PATHWAY EDUCATION WORLD.
- 6) Presence of your logo in Banners, Posters, Hoardings, Leaflets, Print ads  
Road shows, Display van.

**Total Advantage cost - Rs. 12,39,000/-**

## → ASSOCIATE SPONSOR- 4 LACS

### Advantages

- 1) 8 square meter stalls in any three listed cities.
- 2) 2 opposite to content page advertisement in PATHWAY EDUCATIONAL DIRECTORY.
- 3) One full page advt. in four PATHWAY EDUCATIONAL DIRECTORIES.
- 5) One full page advt. in PATHWAY EDUCATION WORLD
- 6) Presence of your logo in Banners, Posters, Hoardings, Leaflets, Print ads  
Road shows, Display van.

**Total Advantage cost - Rs. 8,58,000/-**

**Note:** Position of advertisement is subject to availability of space.



SURAT

**22 & 23rd May**

Rajmahal, Hotel Lord's Plaza

AHMEDABAD

**29 & 30th May**

Regent, Hotel Metropole

BOKARO

**12 & 13th June**

Hotel Classic

PATNA

**18 & 19th June**

Imperial Garden, Hotel Chanakya

RANCHI

**22 & 23rd June**

Senate Hall, Capitol Hill

Pathway Education World Presents



**For space bookings contact**

**Centralised Booking Office**

Mobile: +91-955 880 9811,  
+91-98985 06526

Phone: +91-79 4023 2323

Email: [info@pathwayexpo.in](mailto:info@pathwayexpo.in)  
[reach@pathwayexpo.in](mailto:reach@pathwayexpo.in)  
[help@pathway.net.in](mailto:help@pathway.net.in)

**Corporate office:**

21, 22, 23, 2nd floor,  
Sukhshine Complex,  
8 - Sunrise Park, Opp. Himalaya Mall,  
Off Drive-in Road, Bodakdev,  
Ahmedabad - 380054. Gujarat, INDIA.  
Phone: + 91 - 79 - 4023 2323  
Fax: +91- 79-3017 7440

**Event Manager**

**Mr. Shashi Jha**

Mobile: +91-955 880 9811

Email: [marketing@pathway.net.in](mailto:marketing@pathway.net.in)

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

[www.pathway.net.in](http://www.pathway.net.in)

Please Fax Space booking form to  
**+91-79-3017 7440**