



A Place Where aspiring students meets
their desired education institutes.

THE GRAND INDIAN EDUCATION FAIR

May-June 2012
3 STATES- 10 CITIES

JHARKHAND, BIHAR & GUJARAT

- Bokaro • Ranchi • Dhanbad • Patna • Gaya • Muzaffarpur • Darbhanga
- Vadodara • Surat • Rajkot



CREATING STATE OF THE ART EDUCATION EVENTS THAT NOT ONLY RECEIVE GREAT FOOTFALL BUT HELPS MANY INSTITUTES IN COVERTING GREAT BUSINESS



A glimpse of grand success of our past events with exhibitors from India and abroad

- ▶ GLOBAL EDUCATION EXPO(GEE-2010, 2011)
- ▶ EDUCATION VISTA 2010
- ▶ SPOT ADMISSION FAIR 2010
- ▶ INDIA INTERNATIONAL MANAGEMENT EDUCATION EXPO (IIMEE) 2010



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.

Our consolidated strength in Education, Overseas, Placement, Publication & Events Management services makes us unique organization to associate with...



www.pathway.net.in
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
THE FASTEST
GROWING SEGMENT
IN INDIA OFFERS
TREMENDOUS
OPPORTUNITY
FOR EDUCATION
INSTITUTES TO
TAPE NOT ONLY
INDIAN BUT FOREIGN
STUDENTS
AS WELL.**

**“EXPANSION, INCLUSION
AND EXCELLENCE”**
is my mantra and and it is
not possible “if you deny
access to education to
every single child in the
country”.

Shri Kapil Sibbal
Hon. Hrd Minister, Govt. of India

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 lead to high demand for qualitative education.

In India Some universities may have to double student enrolment in the next five years, with students per acre of university campus being used as a measure of efficiency, according to the University Grants Commission, or UGC. This was revealed in an internal report on the 12th Five Year Plan 2012-17 for higher education, prepared for the Ministry of Human Resources Development earlier this year. The 12th Plan period began on 1 April.

The report said that if half of India’s 317 publicly funded universities increased their total intake by an average of 30%, they could enrol an additional 200,000 students during the next five years. Similarly, if 20,000 of the country’s 31,324 higher education colleges were allowed to expand through special funding, enrolment would increase significantly. “Assuming the average strength of a college in India to be 400 from the current data, a modest average increase of 200 students per college will result in an increase of about four million in the 20,000 colleges



Pathway Education World Presents

THE GRAND INDIAN EDUCATION FAIR

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BOKARO

26 & 27th May
Hotel Classic,

RANCHI

28 & 29th May
Hotel Capitol Hill

DHANBAD

31st May-1st June
District Indoor Stadium

PATNA

2 & 3rd June
Taramandal (Planetarium)

GAYA

8 & 9th June
A.R. Palace

MUZAFFARPUR

12 & 13th June
Hotel Park

DARBHANGA

15 & 16th June
Hotel Ganga Residency

VADODARA

12 & 13th June
Hotel Surya Palace

SURAT

16 & 17th June
Hotel Lords Plaza

RAJKOT

20 & 21st June
Hotel Imperial Palace

Key Statistics

- More than 300 participant Institutes directly or indirectly related to education industry across India.
- More than 60,000 targeted 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.



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.

VISITOR'S PROFILE

- 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

EDUCATION VISTA 2012 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 & Engineering Courses
- English Enhancement Programs
- Event Management
- Finance & Banking
- Hospitality Management
- 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
- Personality Development
- Printing & Packaging
- 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 2012

- 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.

ADVERTISING & PROMOTION STRATEGY

The key to success of all our events



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 Jharkhand, Bihar & Gujarat 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.



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SPONSORSHIP OPPORTUNITIES

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

LEAD SPONSOR- Rs.7 LACS

Advantages

12 square meter stalls in any three listed cities.
One gatefold advertisement in any PATHWAY EDUCATIONAL DIRECTORY.
One back page cover advertisement in other PATHWAY EDUCATIONAL DIRECTORY
One full page advt. in other six PATHWAY EDUCATIONAL DIRECTORIES.
Two full page advt. in PATHWAY EDUCATION WORLD.
Presence of your logo in Banners, Posters, Hoarding, Leaflets, Print ads, Road shows, Display van.

Total Advantage cost - Rs. 12,50,000/-

ASSOCIATE SPONSOR- 5 LACS

Advantages

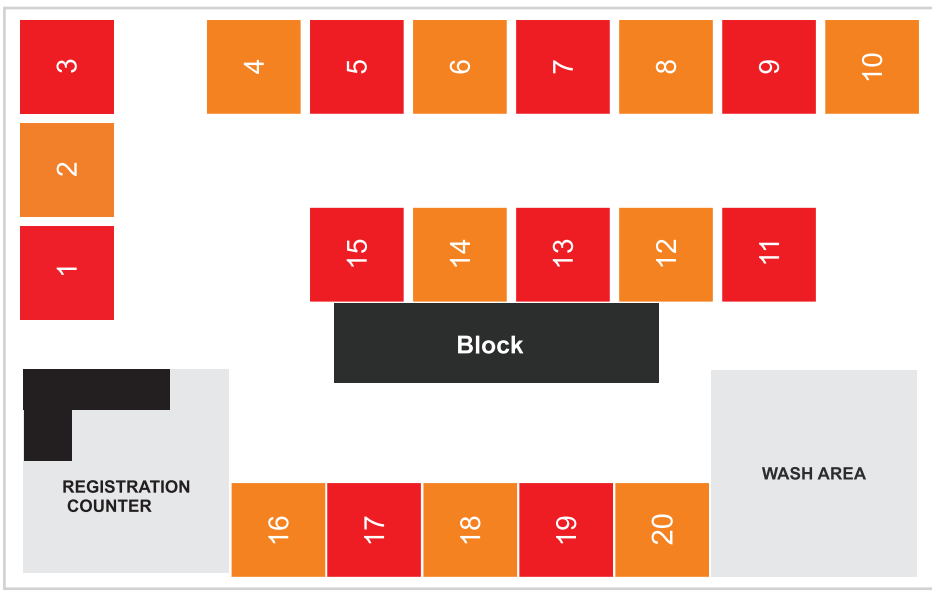
8 square meter stalls in any three listed cities.
2 opposite to content page advertisement in any two PATHWAY EDUCATIONAL DIRECTORY.
One full page advt. in other four PATHWAY EDUCATIONAL DIRECTORIES.
One full page advt. in PATHWAY EDUCATION WORLD
Presence of your logo in Banners, Posters, Hoarding, Leaflets,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

Total Advantage cost - Rs. 9,00,000/-

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

Let's shake hands..





2X2 METER STALL

TOTAL STALL NOS
20

BOKARO

HOTEL CLASSIC

PARTICIPATION FEES
Per Square Meter Rate = Rs. 12,000/-

- Note: 1. Government Service Tax would be applicable 12.30% on the above the rates.
2. 20% Premium for two sides open and 30% Premium on three sides open stalls.



RANCHI

SENATE PREZ, HOTEL CAPITOL HILL



2X2 METER STALL 37 NOS



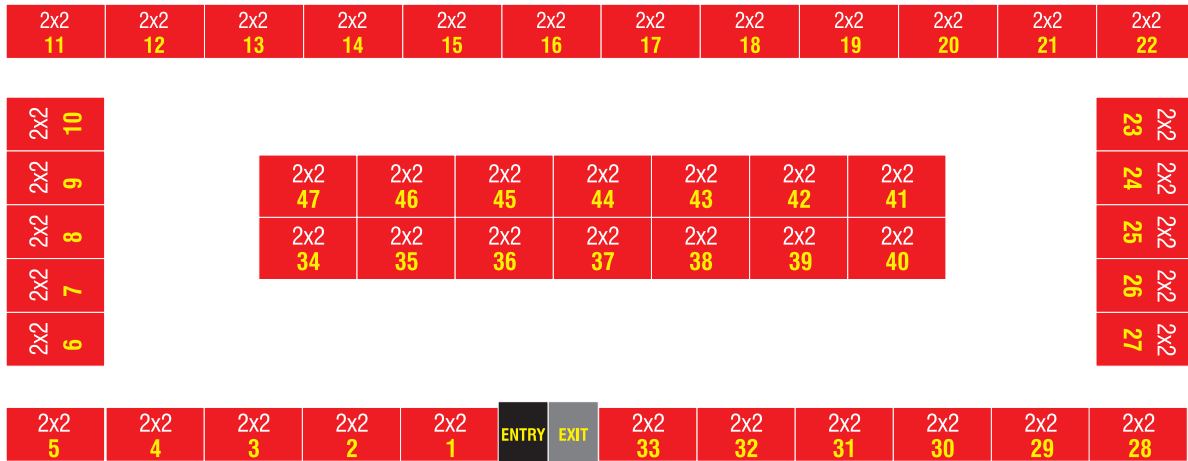
4X2 METER STALL 5 NOS

TOTAL STALL NOS **42**



PARTICIPATION FEES
Per Square Meter Rate = Rs. 12,000/-

- Note: 1. Government Service Tax would be applicable 12.30% on the above the rates.
2. 20% Premium for two sides open and 30% Premium on three sides open stalls.



DHANBAD

DISTRICT INDOOR STADIUM

PARTICIPATION FEES

Per Square Meter Rate = Rs. 12,000/-

- Note:**
1. Government Service Tax would be applicable 12.30% on the above the rates.
 2. 20% Premium for two sides open and 30% Premium on three sides open stalls.



EDUCATION VISTA-2012
Spreading Education...

PATNA

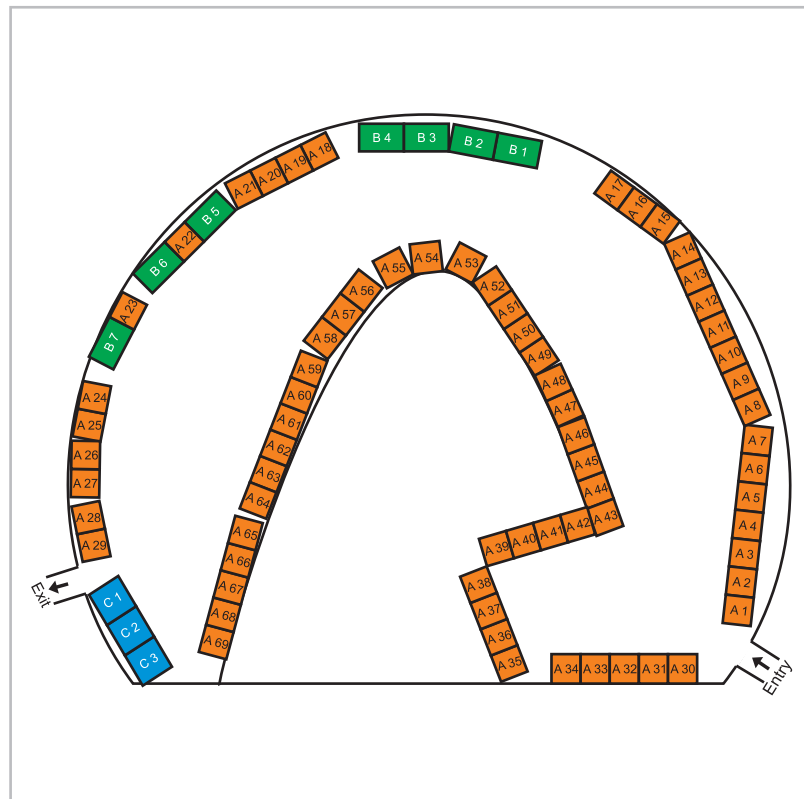
TARAMANDAL

A = 2 × 2 = 4 Sq mtr = 69

B = 3 × 2 = 6 Sq mtr = 07

C = 3 × 2 = 9 Sq mtr = 03

Total = 79



PARTICIPATION FEES

Per Square Meter Rate = Rs. 12,000/-

- Note:**
1. Government Service Tax would be applicable 12.30% on the above the rates.
 2. 20% Premium for two sides open and 30% Premium on three sides open stalls.

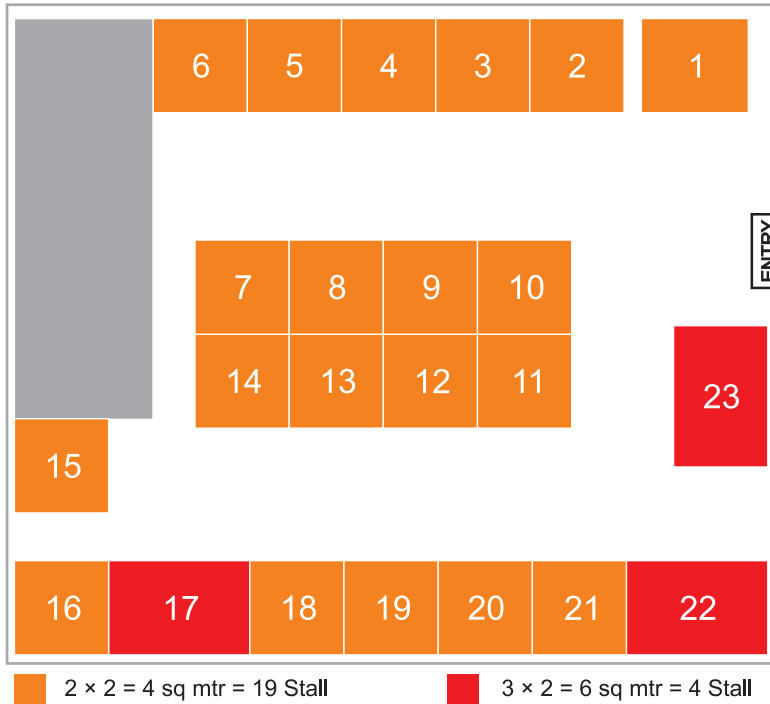


GAYA

A.R. PALACE

PARTICIPATION FEES
Per Square Meter Rate = Rs. 12,000/-

- Note: 1. Government Service Tax would be applicable 12.30% on the above the rates.
2. 20% Premium for two sides open and 30% Premium on three sides open stalls.

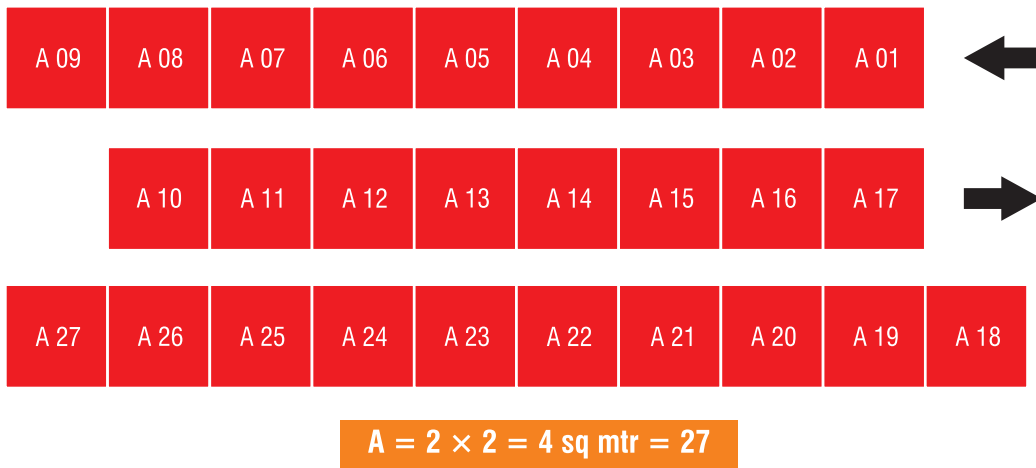


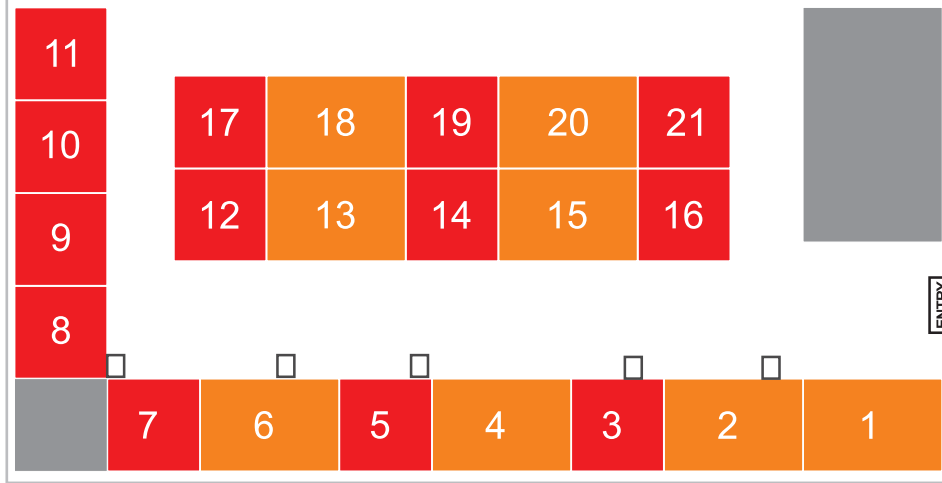
MUZAFFARPUR



HOTEL PARK

PARTICIPATION FEES
Per Square Meter Rate = Rs. 12,000/-

- Note: 1. Government Service Tax would be applicable 12.30% on the above the rates.
2. 20% Premium for two sides open and 30% Premium on three sides open stalls.





 $3 \times 2 = 6 \text{ sq mtr} = 8 \text{ stall}$
 $2 \times 2 = 4 \text{ sq mtr} = 13 \text{ stall}$



DARBHANGA

HOTEL GANGA RESIDENCY

PARTICIPATION FEES
Per Square Meter Rate = Rs. 12,000/-

- Note:
1. Government Service Tax would be applicable 12.30% on the above the rates.
 2. 20% Premium for two sides open and 30% Premium on three sides open stalls.

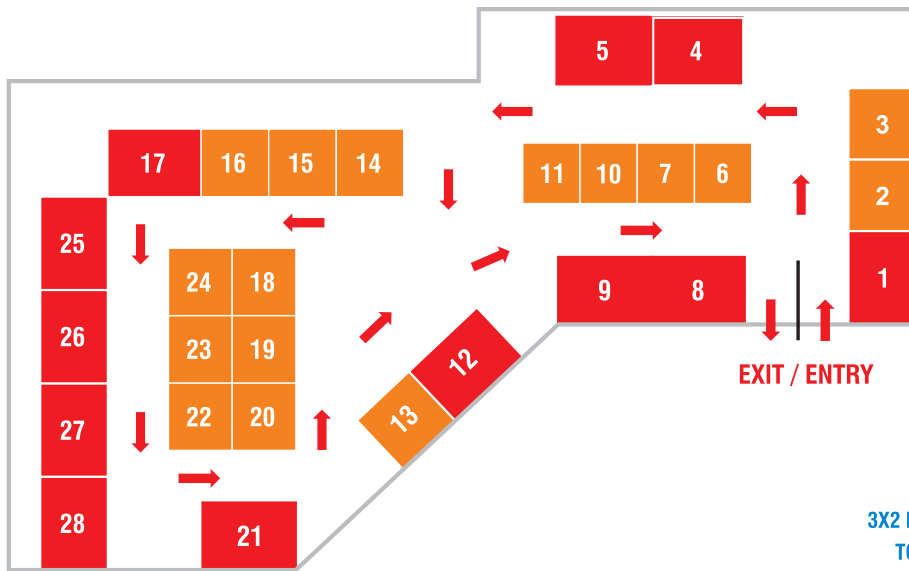


VADODARA

HOTEL SURYA PALACE

PARTICIPATION FEES
Per Square Meter Rate = Rs. 12,000/-

- Note:
1. Government Service Tax would be applicable 12.30% on the above the rates.
 2. 20% Premium for two sides open and 30% Premium on three sides open stalls.



3X2 METER STALLS
TOTAL NOS
12

2X2 METER STALLS
TOTAL NOS
16



SURAT

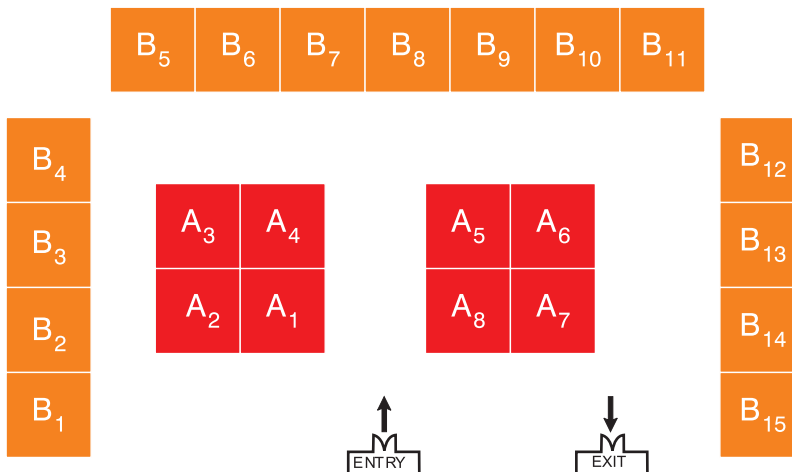
RAJMAHAL, HOTEL LORDS PLAZA

PARTICIPATION FEES

Per Square Meter Rate = Rs. 12,000/-

- Note: 1. Government Service Tax would be applicable 12.30% on the above the rates.
2. 20% Premium for two sides open and 30% Premium on three sides open stalls.

Type	Stall Size	Total Stall
A (2 sides open)	2 m x 2 m = 4 Sq. mtr	8 Stall
B (1 side open)	2 m x 2 m = 4 Sq. mtr	15 Stall



RAJKOT

HOTEL IMPERIAL PALACE,

PARTICIPATION FEES

Per Square Meter Rate = Rs. 12,000/-

- Note: 1. Government Service Tax would be applicable 12.30% on the above the rates.
2. 20% Premium for two sides open and 30% Premium on three sides open stalls.



Pathway Education World Presents



— **For Space Bookings Contact**

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— **Centralized Booking Office: Corporate office:**

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 8 - Sunrise Park, Opp. Himalaya Mall,
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 +91 – 99980 64499.
 Email: bhaskar@pathway.net.in

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www.pathway.net.in

**Please Fax Space booking form to
 +91-79-40232324**

Branch Office:

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