

PATHWAY

Education World

Presents



India International Management Education Expo (IIMEE)

Promoting Management Education...

An Ideal Platform for Management Institutions,
Management Experts, Management Consultants,
Management Entrance Exams Coaching Institutes etc...
to Exchange Endless Possibilities...

www.pathway.net.in

18th - 19th
December, 2010
Ahmedabad

23rd - 24th
February, 2011
Lucknow

26th - 27th
March, 2011
Patna

Conferences



Seminars

Summit

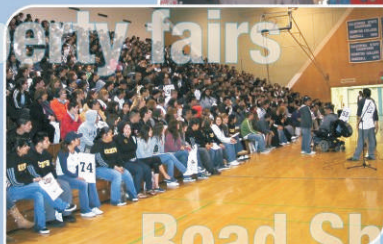


Exhibitions

Spot Admission fairs



Property fairs



Road Shows

Pathway Group

Inspiring Growth & Development...

Pathway Group is a multifaceted conglomerate of various organizations with diversified interest in educational & 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 & solutions, through time tested institutionalized processes since 2001.



Pathway Exhibitions & Conventions

Inspiring Opportunities...

Pathway Exhibitions & Conventions serves as a bridge to connect various Organization's Products & Services and all Support Services with the Prospective Clients in their respective fields across the globe. Through Exhibitions, Conventions, Seminars, Road Shows, Trade Fairs, Spot Admission fairs and Conferences it provides the platform for various organizations and their prospective clients to come together and exchange endless possibilities for growth & development.

Pathway Exhibitions & Conventions has its events & exhibitions held PAN India throughout the year in all major cities, state capitals and metro cities for wide range of products and services across various sectors to achieve objectives and goals of the organizations.

Our network of offices and associates extends across the Indian Sub-continent. With a superior focused market-oriented event than any other organizer, nobody delivers more potential clients & business contacts than Pathway Exhibitions & Conventions.



Vision - Mission

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 fueling them for consistent growth.
- To make our clients successful in their quest for excellence.
- To deliver our commitments in time, thus maintaining loyalty & trust.
- To execute out 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.



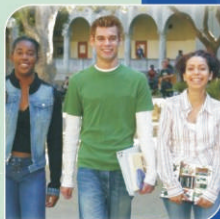


Management Education- Fastest Growing Segment

Management Education is the only academic as well as professional opportunity every one wants to pursue to enter and succeed in the field of diversified range of business world. Every Individual - regardless of age and status desires to become a professional in some field or the other, because the return on management graduates is so high that 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 Management institutions within India and across the globe.

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 Management courses to carve a niche position for themselves.

“Management education leads to the creation of knowledge essential to the success of 21st century organizations.”



Pathway Education World

Presents

IIMEE 10

THE ONLY MANAGEMENT EDUCATION EXPO IN ASIA

Ahmedabad	Lucknow	Patna
18 th – 19 th	23 rd – 24 th	26 th – 27 th
December, 2010	February, 2011	March, 2011

- More than 200 Participants / Exhibitors Directly or Indirectly of Management Education Industry from across India & Abroad.
- More than 15000 targeted visitors, mainly Students and young Professionals.
- Grand promotions of Events in across all cities in print, outdoor, web, electronics etc media.
- Well designed exhibitions stalls at the best locations in each city.
- Excellent opportunity to interact with one to one, GD / PI, Spot Admission, Exhibiting, launching of new courses / programs & institutes.



ALL THE LEADING NATIONAL AND INTERNATIONAL MANAGEMENT EDUCATIONAL INSTITUTES FOCUSED ON

- Reviewing, Teaching, Learning and Research Dimensions at the National and International level.
- Management Education Today, in the context of Globalization
- Higher, Technical & Professional Management Studies
- Vocational & Distance Learning in Management.
- Accreditation, Industry Support & Work Experience
- Financial Resources.
- Placements
- Others



Focus On

Accounting Management, Agri - Business Management, Association Management, Brand Management, Business Management, Capability Management, Change Management, Conflict Management, Commercial Operation Management, Communication Management, Constraint Management, Construction Management, Cost Management, Crisis Management, Critical Management Studies, Customer Relationship Management, Data Management, Digital Content Management, Design Management, Disaster Management, Distribution Management, Earned Value Management, Educational Management, Engineering Management, Environmental Management, Event Management, Export - Import Management, Facility Management, Financial Management, Fire Management, Forecasting Management, Health Management, Hospital Management, Hospitality Management, Hotel Management, Human Resource Management, Image Management, Information Technology Management, Innovation Management, Insurance Management, International Business Management, Inventory Management, Knowledge Management, Land Management, Lifecycle Management, Logistics Management, Marine Fuel Management, Merchandising Management, Marketing Management, Materials Management, Media Management, Office Management, Operation Management, Operation Research Management, Organization Development Management, Performance Management, Politics Management, Port Management, Portfolio Management, Process Management, Product Management, Project Management, Public Administration Management, Public Management, Quality Management, Real Estate Management, Records Management, Relationship Management, Resource Management, Restaurant Management, Retail Management, Risk Management, Skills Management, Social Entrepreneurship Management, Strategy Management, Supply Chain Management, Systems Management, Talent Management, Technology Management, Travel & Tourism Management, Work Management, Management Schools, Management Courses, CAT, XAT, SNAP, NMAT, MAT, G-MAT, MMS, Education Loans, & Others.



“Management education contributes directly to society by facilitating economic development and service.”

Exhibitor Profile

Asia's BIGGEST Classroom!

- International Institutes, Colleges, Schools and Universities offering Various Courses / Programmes in Management at National & International level
- Education Departments of Overseas Governments
- Indian Universities & Colleges in Management
- Career & Educational Consultants
- Placement Firms
- Banks Offering Education loans
- Management Training Centre's
- Distance Learning Centers of Management Courses
- Career Guidance Centers
- And others



ADVANTAGE –IIMEE-10

- Extremely powerful platform to reach your target audience.
- All Management Education Industry segments together under one roof.
- Thousands of visitors expected across all spectrum of Management Education.
- A collaborative communication process to live audience.
- On the spot enrollments, sure way to tap potential clients.
- Fastest Market Penetration.
- Beautiful exhibition space to showcase your products & services.
- Opportunity to brand your institute through sponsoring the Events.



Highlights

- Career Seminar
- Achievement Gallery
- Job Aptitude Assessment
- Job & Courses Seekers
- Enquiry Service

WHY SHOULD YOU CATCH THIS FLIGHT?

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.



Everything under one Roof:

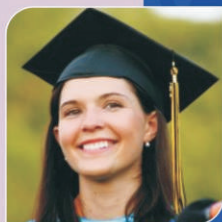
- Overseas & Indian Institutes, Colleges, Schools & Universities offering Management Courses / Programmes in Various Specializations of Management.
- Management Expert.
- Management Career Counselors.
- Management Entrance Examinations Coaching Institutes.
- Management Consultants.
- Management Education Software Companies.
- Jobs & Recruitment Service Providers.
- Management Education Consultants.
- Banks Offering Education Loans.
- Others...





Visitor Profile

- Students
- Parents
- Diploma Holders
- Graduates
- Job Seekers
- Working Adults
- Career Guidance Professionals
- Teachers
- Educational Equipment Suppliers
- Academicians
- Joint Venture Partners
- Business Visitors
- Publishers
- Stationery Merchants & Manufacturers
- Others



Expo will Feature

Conferences and Seminars, Aptitude Assessments, Group Discussion, Personal Interview, Exhibitor booths & Workshops.

IIMEE 2010 is going to be the best of the best!

**"Management aspirants is looking for World Class
Management Institutions &
Management Institutions is looking for
Best students"**

Promotion Plan

Pathway Group, since 2001 is spreading awareness for growth and developments through various diversified products & services offered by different divisions of Pathway Group throughout the year and has been hosting Seminars, Conferences, Summit, Counseling Sessions, Quiz Contests, Road Show, Spot Admission Fair, Exhibitions etc in Education , Property & Development segments, thereby having invaluable experience & Insight.

India International Management Education Expo is being promoted across Gujarat, U.P. & Bihar.

PRINT MEDIA	ELECTRONIC MEDIA	OUTDOOR MEDIA
Advertisements Campaign in leading newspaper	Radio Spot	Hoardings
Leaflets / Handouts	SMS Marketing	Banners
Posters	E-Mail Marketing	Pole Kiosks
Invitations	Online Promotions	Display Stands
	Cable TV Advertisements	Entry Gate
		Display Van
		Road Show

The students & Parents will be invited through their respective schools & Colleges, and all the students will have facility for pre registration. At the exhibition venue all the students, as a part of registration, would be offered complimentary counseling kit and information about exhibitors of India International Management Education Expo.

The Schools & Colleges will be invited to attend the exhibitions with personalized invitation letter.



Floor/Layout Plan

Ahmedabad

The Diamond Hall
Rajpath Club, S.G. Highway,

TOTAL STALLS = 71

PARTICIPATION OPTIONS

Per Square Meter Rate = Rs. 9000/-

Stall Size (Sq. Mts)	Cost of Stall (Rs.)
6	54,000/-
4	36,000/-

Note: The Govt. service tax application would be 10.30 % on the above rates.
20% Premium for 2 sides open & 30% Premium for 3 sides open

**BOOK
YOUR
SPACE
NOW!**

**TO BOOK YOUR SPACE-
FAX THE ENCLOSED
FORM TO**

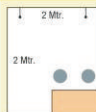
+91-79-3017 7440

6.0 x 2.0 mtr. = 02 nos.
4.0 x 3.0 mtr. = 02 nos.
3.0 x 2.0 mtr. = 60 nos.

4.0 x 2.0 mtr. = 04 nos.
5.0 x 2.0 mtr. = 01 nos.
2.0 x 2.0 mtr. = 02 nos.

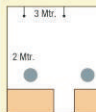
Exhibition Lay-out plan for Diamond Hall, Rajpath Club - S.G. Highway, Ahmedabad.
EXHIBITION DATE : 18th & 19th December, 2010

Design & Facilities in a 4 Sq. Mtr. furnished stall

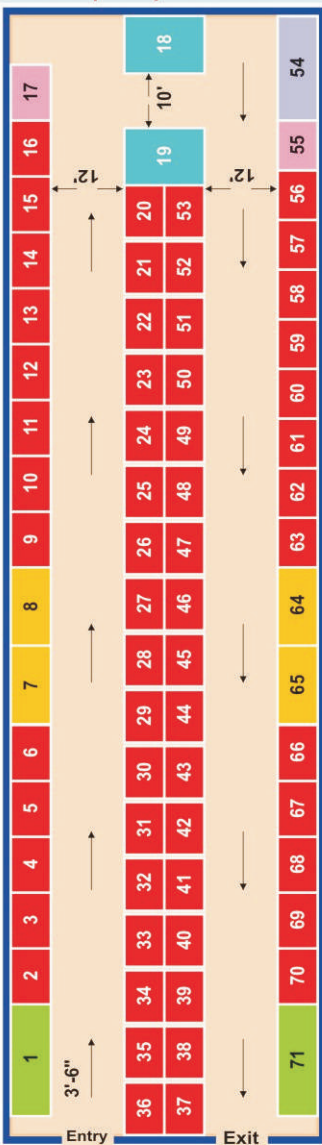


01. One Table.
02. Two Chairs.
03. Two Spotlights.
04. One Power Supply.
05. Stall Carpet.
06. Fascia.
07. One Dustbin.
08. Hot/Cold drink for two persons twice a day.
09. Drinking Water-Two Bottle of 1 Ltr. per day

Design & Facilities in a 6 Sq. Mtr. furnished stall



01. Two Table.
02. Three Chairs.
03. Three Spotlights.
04. One Power Supply.
05. Stall Carpet.
06. Fascia.
07. One Dustbin.
08. Hot/Cold drink for two persons twice a day.
09. Drinking Water-Two Bottle of 1 Ltr. per day



Lucknow

**Aiwan - E - Avadh,
The Hotel Clarks Avadh,**

TOTAL STALLS = 71

PARTICIPATION OPTIONS
Per Square Meter Rate = Rs. 9000/-

Stall Size (Sq. Mts)	Cost of Stall (Rs.)
6	54,000/-
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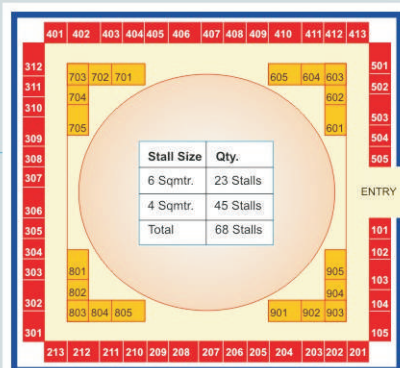
Patna

**Taramandal
IG Planetarium**

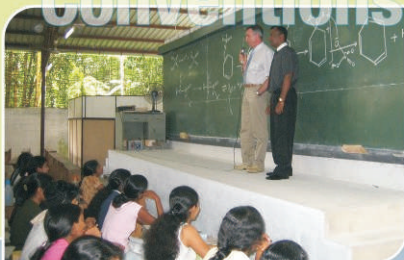
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Floor/Layout Plan



Exhibitions & Conventions



Trade fairs



Seminars

Ahmedabad

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Lucknow

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The Hotel Clarks Avadh

Patna

**26th - 27th
March, 2011**

Taramandal IG Planetarium

FOR SPACE BOOKINGS CONTACT

CENTRALISED BOOKING OFFICE:

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**Please fax booking forms to
+91 -79-3017 7440**

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