

JULY 2012 2 STATES - 4 CITIES

BIHAR, JHARKHAND (Bhagalpur, Patna, Ranchi, Jamshedpur)

MEET WORLD CLASS INSTITUTIONS FROM ACROSS INDIA, GET YOUR DREAM EDUCATION, ACHIEVE YOUR GOALS!



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

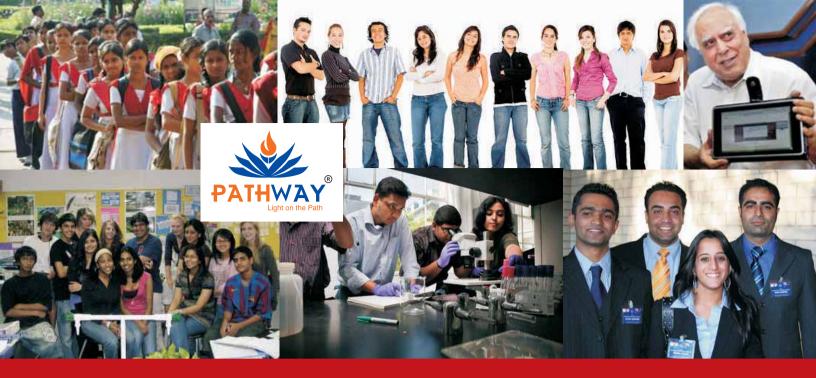
"To create a platform for promotion of various organization's products, services and other diversified interests through organizing exhibitions, conventions, seminars, conferences, road shows, trade fairs etc. with the support of suitable media in respective markets."

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 EDUCATIONAL
INSTITUTES TO
TAP NOT ONLY
INDIAN BUT FOREIGN
STUDENTS
AS WELL.

"EXPANSION, INCLUSION AND EXCELLENCE" is my mantra 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 I 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



MEET WORLD CLASS
INSTITUTIONS FROM
ACROSS INDIA, GET YOUR
DREAM EDUCATION,
ACHIEVE YOUR GOALS!

JULY 2012 (2 STATES - 4 CITIES)



Bhagalpur 14 & 15th July Hotel Rajhans International Patna 17 & 18th July Taramandal (Planetarium) Ranchi
20 & 21st July
Hotel Chanakya

Jamshedpur
22 & 23rd July
Tulsi Bhavan

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

- 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
- Information Technology Education, Software companies.

VISITOR'S PROFILE

- Students
- Parents
- Teachers
- Graduates
- Post Graduates
- Working Professionals
- Diploma Holders
- Academicians
- Joint Venture Partners
- Career Guidance Counselors

ACHIEVE YOUR GOALS

GET YOUR DREAM EDUCATION FROM WORLD CLASS INSTITUTIONS FROM ACROSS INDIA!

- Accountancy
- Advertising
- Animation
- Architecture
- Arts
- BMS
- BMM
- Catering & Hotel Management
- Child Care & Nursing
- Diploma Courses
- Designing
- Engineering
- Event Management
- Fashion Designing
- Film Making
- Finance & Banking
- Health Sciences
- Import & Export courses
- International Business
- IT Hardware & Software
- Management Courses
- Medical Sciences
- MMS
- Multimedia
- Networking
- Oil & Gas, Power, Mining Studies
- Paramedical Courses
- Post Production
- Travel & Tourism
- Transportation, Logistics & Supply Chain Management courses

EXHIBITION HIGHLIGHTS:

- The Most Unique Spot Admission Fair in India
- Ideal For New Applicants as well as students who have already applied
- Face to face interaction with Admission Officers from reputed institutions
- Document Assessments
- Group Discussions & Spot Interviews
- Avail nearly instant decisions On Admissions
- Seminar for course choices
- Exposure to emerging courses.





WHY SHOULD YOU

PARTICIPATE?

- The Most Unique Spot Admission Fair in India
- More than 5000+ targeted students in each location.
- Fast market penetration You can reach a large proportion of the market in a short space of time, achieving more in two days than you might otherwise achieve in months.
- Grand promotions of On the Spot Admission fairs in the Region in print, outdoor, web, electronics, etc in media.
- The potential client comes to you meet pro-active clients.
- Carefully focused profiles, and highly targeted audiences allowing you to direct your sales and marketing effort accurately and costeffectively, with minimum wastage.
- Face to face contact The most persuasive form of selling, and of building customer relationships.
- Well equipped facility for conducting on the spot interviews and document assessment at the best locations in each participating cities.
- Excellent opportunity to interact with one on one, GD/PI, admission,
 & launching of new courses.
- Multi Dimensional sales & promotion.
- 100% Guaranteed Return on Investment.







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.

Spot Admission Fair is being promoted across Bihar, Jharkhand & Gujarat through...

PRINT MEDIA

ELECTRONIC MEDIA

OUTDOOR MEDIA

- INVITATIONS
- LEAFLETS
- POSTERS
- ADVERTISEMENT CAMPAIGN IN LEADING NEWS PAPER
- RADIO SPOTS
- SMS MARKETING
- EMAIL SHOTS
- WEBSITES
- CABLE TV ADVERTISEMENT
- 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 Spot Admission Fair.



MEET WORLD CLASS
INSTITUTIONS FROM
ACROSS INDIA, GET YOUR
DREAM EDUCATION,
ACHIEVE YOUR GOALS!

JULY 2012 (2 STATES - 4 CITIES)

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...



12	11	1	0 9	8	7	6	5	4	3	2	1	
13	14	15	16									
20	19	18	17	22 ENTRY	23	24	25	26	27	28	29	
	EXIT BHAGALPUR 2X2 METER STALL 29 NOS											

HOTEL RAJHANS INTERNATIONAL

TOTAL STALL NOS 29

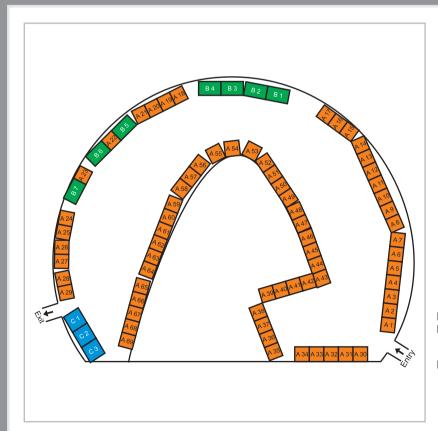


PARTICIPATION FEES

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

Note: 1. Government Service Tax would be applicable 12.30% on the

20% Premium for two sides open and 30% Premium on three sides open stalls.







 $A = 2 \times 2 = 4 \text{ Sq mtr} = 69$

 $B = 3 \times 2 = 6 \text{ Sq mtr} = 07$

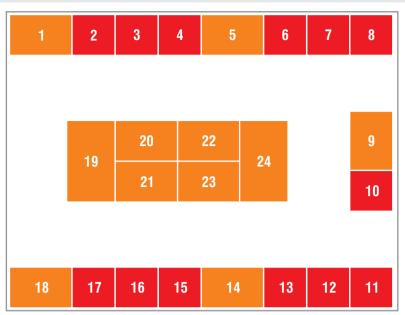
 $C = 3 \times 3 = 9 \text{ Sq mtr} = 03$ Total = 79

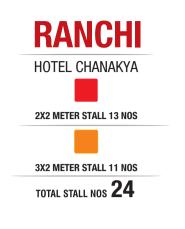
PARTICIPATION FEES

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

Note: 1. Government Service Tax would be applicable 12.30% on the above the rates.

20% Premium for two sides open and 30% Premium on three sides open stalls.



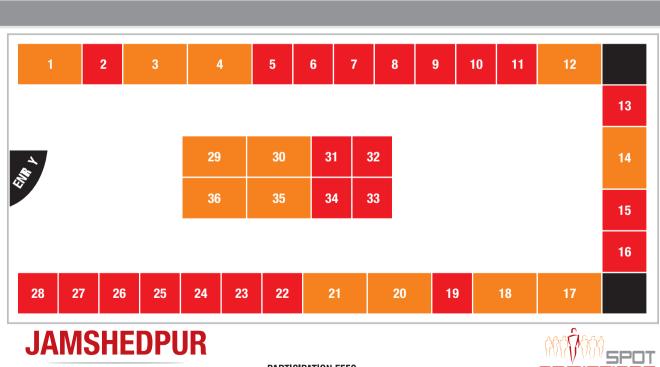


PARTICIPATION FEES Per Square Meter Rate = Rs. 12,000/-

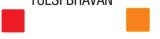
Note: 1. Government Service Tax would be applicable 12.30% on the above the rates.

> 2. 20% Premium for two sides open and 30% Premium on three sides open stalls.





TULSI BHAVAN



3X2METERSTALL13NOS 2X2METERSTALL23NOS

TOTAL STALL NOS 36



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











MEET WORLD CLASS
INSTITUTIONS FROM ACROSS
INDIA & THE GLOBE
GET YOUR DREAM
EDUCATION,
ACHIEVE YOUR GOALS!





Pathway Education World Presents



For Space Bookings Contact

Ms. Sneha Tiwari (Gujarat)

Mobile: +91-955 880 9810, E-Mail: business@pathway.net.in

Mrs. Neerja Rai (Bihar)

Mobile: +91-81023 65222,

E – Mail: Neerja.rai@pathway.net.in

Mr. Sandeep Kumar (Delhi)

Mobile: +91-85275 95941,

E- Mail: dl.business4@pthwaypublication.com

Mr. Arjun Sharma (Gujarat)

Mobile: +91 – 85111 67197, E-Mail: bdm.ged@pathwaypublication.com

Mr. Santosh Bhagwanani (Gujarat)

Mobile: +91-851 116 7192,

E-mail: bm.ahmedabad@pathway.net.in

— Centralized Booking Office: Corporate office:

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- 79-40232324 Email: help@pathway.net.in, info@pathwayexpo.in, reach@pathwayexpo.in

Event Manager

Mr. Bhaskar Choudhary

Mobile: +91-98985 06531, +91 - 99980 64499.

Email: bhaskar@pathway.net.in

www.pathwayexpo.in www.pathway.net.in

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

Branch Office:

1-2-3, Indraprastha Avenue, Near Harsil Motor Show Room, Nizampura Main Road, Nizampura, Vadodara-390 002, Gujarat, India.Phone No. +91- 265-3933 999, 3933 900-10. E- Mail: baroda@pathway.net.in

303, 3rd Floor, Grand Plaza, Fraser Road, Near Dak Bangla Chauraha, Patna- 800 001, Bihar (India). Phone No. +91-612-3933 999, 3933 900-10 E- Mail: patna@pathway.net.in

147 – 147, Somdatt Chamber-II, 9-Bhikhaji Cama Palace, New Delhi-110 066, Delhi (India). Phone No. +91-11-4222 1111 (30 Lines). E – Mail: delhi@pathway.net.in