

8th

ECAN FAIR

EDUCATIONAL

Bhrikutimandap, Kathmandu | 12th - 15th Ashad 2071 (26th-29th June 2014)

International Proposal for
Participation and Sponsorship

Nepal's largest
fair for abroad studies.

Organized by:



**Educational Consultancy
Association of Nepal (ECAN)**

DilliBazar (Near Batule Ghar), Kathmandu
Post Box : 8975, EPC: 5491, Phone: 2004667, 4421487
Email : info@ecan.org.np, Web : www.ecan.org.np

Managed by:

OneUp 
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Executive Summary

Education Consultancy Association of Nepal (ECAN) has come up with the idea of organizing the much awaited education fair for Nepalese students who aspire to study either in Nepal or abroad for a better and a bright career. The fair aims to bring together most of the education institutions, abroad education consultancies offering consultation services around the globe, along with the students and guardians in the event. The fair is aimed high to deliver the required information for the opportunities for choosing a specific area of study, the fore deal in going for a specific nation along with the challenges one have to face being there, the preprocessing and the post processing chores along with the related procedures to simplify things. Thus the students and the targeted mass will have an insight into what suits them best and how can they be best approached. The education fair when coming up with an array of choices for the students will make it easier for the aspiring students to prioritize their choice among the options available. Thus the fair that is scheduled to be held between 12th -15th of Ashad, 2071 (i.e. 26th - 29th June, 2014) will come up with all the available options for the students from which the visitors will come up with what is best for them.

About the Event Manager

One Up Communications Pvt. Ltd. is a growing company in the Event Management arena with a distinct stand and reputation in the market. The Company stands strong in the services it provides not only in the field of Event Management but various approaches ranging from ICT to Media Production. The company is bestowed with successful management of Magical Thumb program- which is a media production on National Television. The company praises itself to be one of the pioneer companies in taking a reality show LIVE. The company has worked as a consultant to various programs at times and again. The company provides services based on VAS [Value Added Service] in the field of ICT. The company has successfully worked as media production house and is soon making some more productions in the near future.

One Up Communications Pvt. Ltd has successfully conducted 6th and 7th ECAN fair consecutively in the year 2012 and 2013. ECAN is one of the largest educational fair in Nepal with the highest number of visitors flocking to the event. The company boasts in conducting the fair that had more than 1.13laks visitors in 4days of the event in the year 2013. The fair was a grand success and acclaimed as the largest fair based on the number of visitors, the number of stalls, participating exhibitors and the time period that it covered. The fair that was organized in Bhrikuti Mandap was scheduled for 4days with 187 stalls, 27 pavilions and 112 exhibitors. Similarly, the recent Kaski education fair which was another milestone in context to education fair exhibited the potential of One Up Communications. Adding to the profile of the events, we recently came up with another successful fair dedicated for Australia and New Zealand Education only hosted at Annapurna Hotel.

The company is well believed of the fact that it is well equipped with the experience and expertise to manage events in the best possible way. One Up doesn't only look in managing the resources and human expertise but it moves forward with the motto of making things simpler, easier and cost effective so that the event is well organized in all aspects.

Introduction to the Event

The ECAN Fair has been able to attract attention from the media, guardians, students, educational institutions and other entities. It has been viewed as a great platform by consultancies, international education providers, educational institutions in Nepal and others. This has led to increase in number of exhibitors, sponsors & visiting students and guardians in the fair over the years. With the number of students aspiring to study abroad on the rise, the changes in the scenario in study abroad opportunities, opening of new destinations, it has become imperative that ECAN & its members come together to share the information with the public, media and other related individuals and groups. Along with this, the event will also help demonstrate the organized nature of the practice of this profession and strength of the industry. The educational fair, like in the previous years, will bring global education to Nepal and the organizers are committed to make the event a "Complete Educational Affair". Much effort is being laid on the details of the event which includes designing, promotional tools, participating institutions and others. Before and during the event, well-known and Influential people and institutions will be a part of the event which will provide the event the necessary recognition.

Details of the Education Fair

Event	: ECAN Education Fair 2014
Organizers	: EDUCATION CONSULTANCY ASSOCIATION OF NEPAL(ECAN) Kathmandu, Nepal
Schedule	: 26th -29th June, 2014
Duration	: 4 Days
Venue	: Bhrikuti Mandap, Exhibition Road, Kathmandu
Visiting Hours	: 11-5pm

The objectives of ECAN Education Fair 2014 are:

- To provide a platform for participating universities, colleges, international education providers in Nepal and abroad to present their quality education programs for Nepalese students.
- To initiate better outreach to a large number of prospective students and guardians with an interest in international education's opportunities both at home and abroad.
- To give the students and guardians opportunities to gather a wide range of information regarding abroad study and international education providers in Nepal under one roof.
- To provide an opportunity for the participating institutions with a brand building opportunity.
- To bring all members , national & international educators under one umbrella sharing a lot of opportunities.
- To equip the Nepalese students and institutions with better knowledge of the ongoing trends and the impact of global education.
- To give education consultancies, prospective students and guardians the opportunity to meet face to face with the representatives of international education providers.

Special Features of the Fair

The 8th ECAN Fair, which will be hosting more than hundred educational institutions and will be having thousands of visitors, has many features to attract the students.

- Consulting zone
- National Education Institutions
- International Education Institutions
- Consultancies Specialized in Australia and New Zealand Education
- Consultancies Specialized in UK and entire Europe Education
- Consultancies Specialized in India/ South Asia (Bangladesh, Malaysia, China)
- Embassies
- International Degree Providers in Nepal

The opening ceremony will be graced by VVIPs and the closing event will be blend of formal exchange of experiences during the event along with musical night.

Exhibitor's Benefit

- Apt time of the event it will be a peak of students reaching to look for abroad colleges in the very next season thus, students will be curious about further education opportunities in international institutions, both abroad and in Nepal with a centrally located venue.
- Opportunity to reach out to thousands of students and guardians under a single roof
- Opportunity to establish preliminary relation with prospective students, partner institutions and explore other business opportunities
- Participation at a low cost
- Attractive door prizes which will help attract visitors enabling exhibitors to build database, in-house business & further follow up.
- It will be well managed, attractive & other facilities will be added to the exhibition which will ensure a huge turnout.
- The nature of exhibition will be such to host a diverse range of participants which will provide everyone with an opportunity for tie-up & expansion adding a few feathers to their wings
- Brand Building Opportunity to the Exhibitor
- Direct contact and relation building with aspirants of national and international education
- Opportunity to learn about the preferences and choices of students regarding educational institutions, subjects, country of education

Promotion Publicity and Marketing

Media Plan:

It is an essential and major portion of any event thus besides traditional approach & ways, we have decided to introduce new technologies to meet the aspiration of all genre; some of them are as follows.

- TVC
- SMS advert
- Print advert
- Articles
- Poll Banner
- Web Marketing
- Social Networking
- FM Jingle
- Seminars/ conference
- Hoarding Board

Cost of Stall & Pavillion

S.N	Category	INR	USD
1.	3x3 Sq.M	30,000/-	\$700
2.	6x9 Sq.M	1,80,000/-	\$4000

Services, Booking and Payment information for the stall:

- Stalls can be booked at One Up Communications Office, Baneshwor, Kathmandu - 014104479, 014104480
- 2 Chairs, 1 table, 1 power socket and carpeting will be provided with the 2x2 stall.
- 6 Chairs, 2 tables, 2 power socket carpeting will be provided with the Pavilion
- 100% upfront payment has to be made during the booking.
- All the payment have to be made in favor of One Up Communication Pvt. Ltd. Failing to do so will be understood as cancellation of booking and no refunds will made.
- 2 Mineral Water Bottle Per Day, 2 News Paper Per Days

Sponsorship Details

Sponsorship	Cost Plan
PRESENTER(1)	USD 20,000/-
TITLE SPONSOR(1)	USD 15,000/-
IN ASSOCIATION WITH(1)	USD 10,000/-
MAIN SPONSOR(1)	USD 7,000/-
SUPPORTED BY(1)	USD 6,000/-
SPONSOR(3)	USD 5,000/-
CO-SPONSOR(10)	USD 3,000/-

Sponsor's Benefit

- Excellent opportunity to market your products with large young crowd
- 170(or more) Exhibition Stalls that could incorporate the Sponsor's promotional materials
- The names and logos of the sponsors will be carried in each publication and advertisement related to the event, encouraging the viewers to visit the stall or pavilion for further information
- 4500cc of advertisement will be placed in local newspapers
- Telecasting of television commercials will also take place where the sponsors will also be mentioned
- More than 15 billboards will be placed at central locations of Kathmandu promoting the fair and its sponsors
- Street banners, flyers, backdrop banners will all carry the name and logo of the sponsors
- Opening ceremony will be grand where the sponsors will get extra attention and mileage
- Certificate of Appreciation
- Signage on Promotional Materials
- Banner or pull-through ads on the event website
- Advertising in event program or catalogue
- Promotional media advertising based on the event
- On-site product sampling opportunities
- VVIPs attending the program (especially during the opening ceremony)

For details, log on : www.oneup.com.np / www.ecan.org.np
Or call 977-1-4104479/80, 977-1-2004667 (Rudra) 977-9851111768
E-mail: info@oneup.com.np / info@ecan.org.np



Bhrikutimandap, Kathmandu

26th - 29th June, 2014

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Gate way to the world education

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Exhibitor Contract

Notice :

The exhibitor is fully responsible for any omissions and any non-compliance with deadlines. The contractual conditions are accepted by the exhibitor upon signature and are expressly acknowledged as an integral part of the exhibitor contract.

Exhibitor

Company	
Company Fascia Name (Maximum 27 LETTERS)	
Address :	
Telephone :	Fax :
E-mail:	URL : www
Contact Person :	Mobile :
Products to be exhibited :	

Notice : All correspondence will be made by above mailing address, please correct it, if necessary.

Invoice Address

Company :	Authorised Person :
Address :	
Telephone :	Fax :
E-mail :	URL : www
Contact Person :	Mobile :

Notice : Please complete only. If the invoice address differs from the mailing address. In the event of non-payment the exhibitor is liable for the full amount of the invoice.

Booking Stall Size

3 M Length X 3 M Breadth X No. of Stall	=	Sq M Stall with
9 M Length X 6 M Breadth X No. of Pavilion	=	Sq M Pavilion
Others		

Notice : A completed stall included 3M X 3M with 1 table, 2 Plastic Chairs 2 Tube Light, 1 power point (maximum power capacity 100 watt only) and carpet flooring. A completed Pavilion included 9M X 6M with 10 Plastic Chairs, 100% upfront payment has to be made for booking and confirmation.

Payment

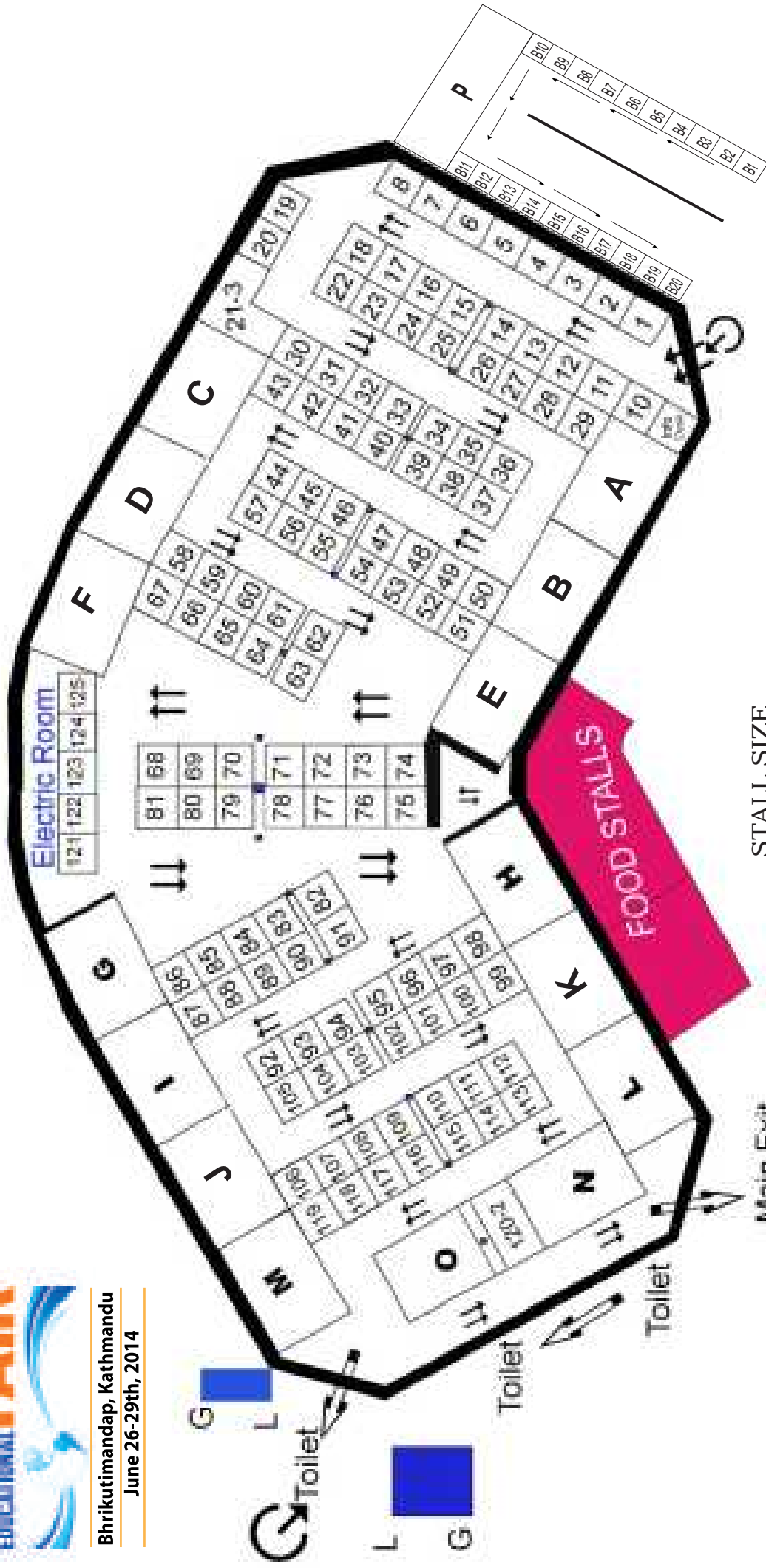
Bank Transfer	Draft No. :	Bank :	Valid Date
A/C Payee Cheque	Cheque No.:	Bank :	Valid Date :

Stall Charge per Stall or Pavilion INRs 30,000/- or 1,80,000/- \$700/- or \$ 4000/- exclusive 13% Vat only.

Notice : The invoice must be paid without bank charge and any discount. Cheque or Draft must be issued on the name of **One Up communication Pvt. Ltd.**

Date/City/Country

Stamp & Signature



STALL SIZE
 3Mx3Mx145 stall
 27sq Mx Stall No 21-3
 18sq Mx Stall No-120-2
 9Mx6Mx "A"to"O" Pavilion
 9x9 sqm Pavilion "P"
 ■ Pillar

Main Entrance

Main Exit

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