

9th ECAN FAIR EDUCATIONAL

Bhrikutimandap, Kathmandu | 17th - 20th Ashad 2072 (2nd - 5th July 2015)

Proposal for
Participation and Sponsorship
(National & International Exhibitor)

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:



EVENTS & MEDIA
SOLUTIONS

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Executive Summary

Education Consultancy Association of Nepal (ECAN) is the umbrella organization of consultancy institutions in Nepal that facilitate students to go abroad for higher studies. Students have specific choice for universities and courses round the globe and when their exams are over they are always in need of guidance to choose from hundreds of courses that suits their purpose and interest. Finding universities and courses that is appropriate for a student has always been a challenge as the websites are alone not sufficient in providing information and the aspirants along with the guardians are in seek for better options. This is where counseling is required and ECAN comes into action which has the largest network of educational consultancies and has been providing with clear, concise information to guardians and students regarding abroad education since a long time now. For past one decade ECAN has been conducting education fair at Bhrikuti Mandap and this year as well in its 9th Mega Education Fair to be held in the month of July (2-5), ECAN has planned to interact with students and guardians regarding studying abroad.

About the Event Manager

One Up Events and Media Solutions Pvt. Ltd is a growing company in the Event Management arena with a distinct stand and reputation in the market and has been able to manage and successfully organize events. The Company stands strong in the services it provides not only in the field of Event Management but various approaches ranging from Media Placement to Media Production.

The company is headed by CEO Mr. Ravi Shankar Jha. Some of the previous engagements of the Mr. Jha are outlined below.

- 2nd ECAN Educational Fair- Kaski-2014, Pokhara
- Destination India Educational Fair-2014
- 8th ECAN Educational Fair-2014
- ECAN- Australia, New Zealand Education Fair-2014
- 1st ECAN- Kaski, Education Fair, Pokhara-2014
- 7th ECAN Fair at Bhrikuti Mandap-2013
- 6th ECAN Fair at Bhrikuti Mandap-2012
- FNCSI Fair (Gharelu Udyog Mahotsav)-2011

About the Event

ECAN is the largest education fair in Nepal and has been able to attract more than 1.25 lakhs visitors in the duration of four days at Bhrikuti Mandap in its previous fairs in the years 2013 and 2014. The event cherishes representation by abroad study consultancies from all over Nepal and more than 100 exhibitors work hard for four days to clarify aspirants and guardians regarding pros and cons of countries, universities and courses offered by them. This event is the only and the largest platform for students to have clear insight regarding education abroad.

Objectives of the Education Fair

The general objectives of ECAN Mega Education fair shall remain but not limited to:

- To provide a common platform for international universities to present their product to Nepalese Students aspiring to study abroad.
- To provide Nepalese students with opportunity to interact with varieties of counsellors and representatives from educational institutions and choose which option among thousands suit their need.
- A golden opportunity for consultancies for brand building, business and network enhancement.

Special Features of the Fair

The 9th ECAN Mega Education Fair shall have following special features to entertain the need of exhibitors and aspirants:

- Consulting Zone
- National Education Institutions
- International Education Institutions
- Specialist consultancies for Australia, New Zealand, UK , Europe and India

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

Exhibitors Area and Details

1. Details of Education Fair

Name of the Event	:	ECAN Education Fair-2015
Organizer	:	ECAN
Date	:	2-5 July, 2015
Venue	:	Bhrikuti Mandap
Visiting Hours	:	11am to 5pm

2. Benefit to Exhibitors

- Brand building and networking opportunities
- Business Opportunities as the event is expected to witness more than 150,000 visitors in the duration of four days.
- A low cost participation and an opportunity to interact with students and learn about their feelings and knowledge regarding studying abroad.

3. Cost of Stalls and Pavilions

SN	Category	Cost in NPR	Cost in INR	Cost in USD
1	3m*3m	50,000/-	30,000/-	500\$
2	6m*9m	3,00,000/-	1,80,000/-	3000\$

Note: The above rates are exclusive of VAT 13%

4. Stalls Services, Booking and Payment Information

- Services include 2 chairs, 1 table and 1 power socket for 3m*3m stalls.
- Pavillion are subjected to self-manage all the equipment required for the pavilion.
- We shall also provide 2 bottles of mineral water every day.
- Booking should be made at One Up office, 100% upfront payment and is non-refundable.

5. Sponsorship Details

SN	Sponsorship Category	Cost in NPR	Cost in USD
1	Presented by (1)	20,00,000/-	20,000 \$
2	Title Sponsor (1)	15,00,000/-	15,000 \$
3	In Association With (1)	10,00,000/-	10,000 \$
4	Main Sponsor (7)	5,00,000/-	5,000 \$
6	Sponsor (15)	3,00,000/-	3,000 \$
7	Officials (10)	3,00,000/-	3,000 \$

Note: Logo of exhibitor for sponsorship will be arranged on the basis of contract date for sponsorship with One Up. First come, first serve approach will be implied.

6. Benefit to the Sponsor

- The sponsors logo shall be carried out in all the advertising material that include Print Advertisements, TV Commercials, Radio Jingle, pamphlets, banners, flyers, backdrops and tickets.
- 6000 cc of advertisement on National Daily Newspaper all of which includes the sponsors.
- Reach to even large number of people through advertisement and online campaign on social networking sites which includes twitter, Facebook, Google+ etc.
- All the accessories and related material will carry the Name & Logo of the company for promotion.

The details of the advertisement plan

Advertisement Plan

Paper Advertisements	National Daily	6000 cc
Cable Scrolling	Star Plus, Sony, Colors	25 days
TVC	Multiplexes	25 days
Online Advertisement	FaceBook, Twitter , Google etc.	25 Days

Promotions

Mass Email	Will send thousands of mass e-mails for promotional campaign.
Website Promotion	Promotion through educational websites.
Mass SMS	Web server based SMS for promotion shall be sent to generate awareness.
News Article	News articles and Interviews shall be published in Print Media
Bunting/ Welcome Gates	Entrance gates at exhibition sites.
Press Meet	Covering and sensitization for brand building

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Exhibitor Contract

Notice :

The exhibitot 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 Lenght X 3 M Breath X No. of Stall	=	Sq M Stall with	Stall No.
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 :				

National Stall Charge per Stall or Pavilion NRs 50,000/- or 3,00,000/- exclusive 13% Vat only.
International Stall Charge per Stall or Pavilion INRs 30,000/- (USD\$500) or 1,80,000/- (USD\$ 3000) 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 Events & Media Solutions Pvt. Ltd.**

Date/City/Country

Stamp & Signature

We do confirm our acknowledgement to abide by the conditions mentioned below as an essential part of this Exhibitor's Contract:

Conditions for participation:

1. Participation in 9th ECAN Education Fair shall be among the members of ECAN only.
2. Exhibitor must comply with ECAN Code of Conduct during participation in the 9th ECAN Education Fair.
3. International exhibitor must consider the matter that promotion of your individual product via you, your team or local Agents, must be from ECAN members. Non ECAN members are not allowed to participate in this fair.

Procedure for stall booking:

Stall booking will be confirmed only upon receiving the contract form (2 pages) signed and sealed along with 100% advance payment of the agreed amount for required space in same date of contract signing. An additional charge of 5% will be charged for reallocation of stall if produced cheque would be dishonored.

Refund Policy:

1. 25% of the total deposited amount for stall shall be deducted in condition to refund the amount prior to 1 month of exhibition date.
2. 50% of the total deposited amount for stall shall be deducted in condition to refund the amount prior to 20 days of exhibition date.
3. No refunds shall be provided to the exhibitor who claims it prior to 10 days of exhibition date.

Name of Institution:

Signature:

Designation:

Date :

Company Seal: