

# SCHOOL FAIR 2024



## EXPLORE NORTH EAST

Target the Most Potential Student Market

• IMPHAL •  
CITY CONVENTION CENTRE

**16** NOV  
2024

• KOHIMA •  
HOTEL JAPFU

**19** NOV  
2024

• DIMAPUR •  
HOTEL ACACIA

**21** NOV  
2024

• ITANAGAR •  
HOTEL ARUN SUBANSIRI

**24** NOV  
2024

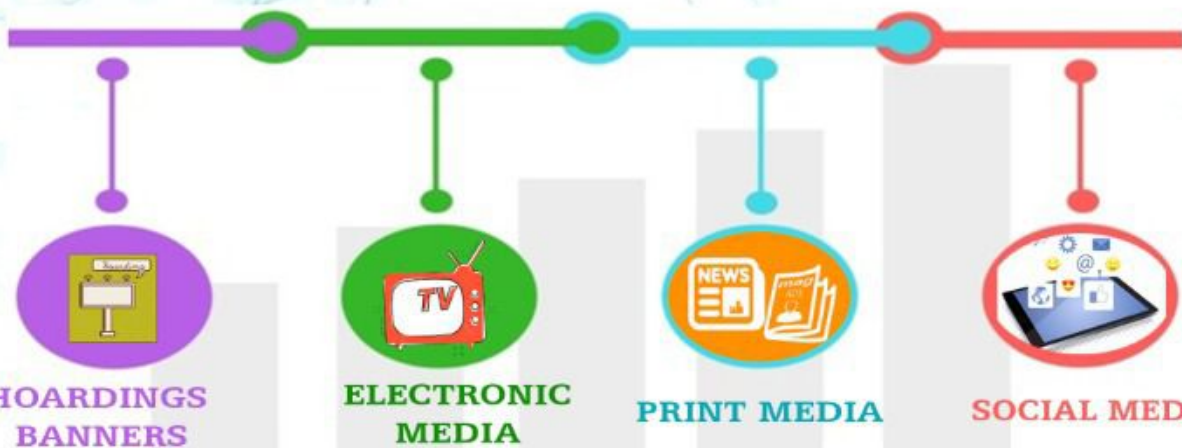
# Market Overview

School Fair 2024 will be a big open platform of information and knowledge and the interface between educational institutions and the students / parent's community seeking mutual benefits for their own interest. Over the last seventeen years of its existence, we have achieved a resounding success and have attracted enough visitors of right profile.



The frequent bandhs, strikes and boycotts are the main hindrance in maintaining proper academic calendar. Despite of such problems, the plight of education remains detrimental as many educational institutes especially schools have inadequate state of the art infrastructure, lack of imparting holistic education, sporting facilities and libraries necessary to cope with the demand of their courses to meet the international standards. Moreover, many ultra rich parents feel that studying with peers from different cultures help them better appreciate the world around them. Therefore, they are compelled to send their children outside their state for further studies.

# Marketing Plan



## HOARDINGS BANNERS

*10 Hoarding & 100 Banners with high visibility to be put up 1 month before the Fair*

## ELECTRONIC MEDIA

*Advertisement in all the Local Cable, Radio, FM*

## PRINT MEDIA

*Newspaper Advertisement & Pre-Event Articles in all the Leading Papers*

## SOCIAL MEDIA

*Bulk SMS will be sent to the Database of the Students*

# WHY SCHOOL FAIR ? WHAT EXHIBITORS CAN DO ?

School Fair being a live demonstration under one roof, a most cost effective and a good opportunity to meet thousands of students and the much- concerned parents searching for a good School for their child well in advance during the academic session seeking further educational / career-oriented opportunities, It is possible to feel and reduce the reactions of the audience to the aim or objective that the event has been conceived for.

You can take advantages of the strategic timing and strategic venues which has been carefully selected keeping in mind the Academic Schedule, Result and the Admission timing, and the Exhibition magnitude in terms of location, accessibility and brand image of the Exhibitors and the Exhibition.

Exhibitors can put the claim of your competitors comprehensively to the test easily and cost effectively by examining the offerings for yourself, questioning them, comparing and constrasting their performance with yours at the same time.





# TIME TO MAKE THE RIGHT DECISION

**AND THE DECISION WILL BE YOURS**

**English Olympiad Exam**

Free Registration|Cash Prize|Certificate|Gifts

**Manipur – 16<sup>th</sup> November 2024**

**Nagaland – 19<sup>th</sup> & 21<sup>st</sup> November 2024**

**Arunachal – 24<sup>th</sup> November 2024**

**Group A: Class 5 – Class 6**

**Group B: Class 7 – Class 8**

**Group B: Class 9 – Class 10**

## BE A SPONSOR & PROMOTE YOUR BRAND

**SPONSORSHIP CHARGES FOR 1 PROGRAM : ( 4 Meter x 2 Meter )**

The School name and Logo will be distinctly featured in all the advertisement.  
Sponsorship Amount per venue : Rs. 2,50,000/-

**PREMIUM STALL: (4 Meter x 2 Meter )**

Stall Charge per venue : Rs. 1,50,000/-

**REGULAR STALL : ( 2 Meter x 2 Meter )**

Stall Charge per venue : Rs. 1,00,000/-

### HOW TO BOOK:

Booking of the stall will be accepted on first come first serve basis. Submit the filled registration form and contact us to confirm the stall number as the stall is limited.

**SHOWCASE YOUR BRAND AT  
THE LARGEST NORTH  
EAST SCHOOL FAIR SERIES**

### NEEC EDUCATION TRUST

**IMPHAL**

Yumshang Building  
Fairyland, Khuman Lampak,

**DIMAPUR**

H/No. 127, River Belt Colony  
Near Don Bosco School

8974619774 / 9774003612

[www.necededucationtrust.co.in](http://www.necededucationtrust.co.in) | [contact@necededucationtrust.co.in](mailto:contact@necededucationtrust.co.in)