



THE
BIGGEST
MBA FAIR
2011

Powered by



Seminar by **Chetan Bhagat**



Supported by

ASSOCHAM 

JC CAT
JUST COMMONS COMMON ADMISSION TEST

&

College 2 Campus
Your future begins here ...

AIMA
ALL INDIA MANAGEMENT ASSOCIATION



HRD Ministry
Govt. of Jharkhand
झारखण्ड सरकार

Presents



THE
BIGGEST
MBA FAIR
2011

Dhanbad | Patna

March 2011

Biggest MBA Fair

College2Campus in association with ASSOCHAM (The Associated Chamber of Commerce and Industry of India) & JC CAT (Just Careers Common Admission Test), is organizing its Biggest MBA Fair cum Seminar, to spread a vast message that sustains growth of economy of the country, strongly linked with the quality of education. This is a mega education event in which about 200 Management, Professional Institutions and foreign Universities / institutions are expected to participate under one roof to showcase their strength. Higher Education is the key driver to this growth wherein ASSOCHAM, JC CAT, COLLEGE 2 CAMPUS plays a significant role to provide a distinctive platform to students under one roof to choose their career-path with greater access to higher education, professional courses and offer a unique opportunity to the aspiring students who are on the threshold of stepping into an ever-increasing globally competitive career path to meet the need based requirement of industry.

Focus

- Higher Education and Specialized Courses
- Professional Course and Management Institutes
- Career Counseling Education & Training
- International Universities and Programmers
- Computer Education and Professional Institutes
- Government Schemes and policies
- Education Loans
- Bank and Financial Institutions



Visitors Profile

- ★ Students aspiring Management Education
- ★ Working Professionals
- ★ Parents
- ★ Education Service Provider
- ★ Government Official
- ★ Counselors and all the Stakeholder in Education and youth advancement
- ★ Corporate Heads
- ★ Public Policy Planners
- ★ Academicians

Participation Eligibility

Biggest MBA FAIR is exclusively designed for institutes offering various kinds of management programs, Under graduates or post Graduates, full time or part time, regular or distance



Promotion & Publicity Plan



The fair will be extensively promoted and publicized with the help of newspaper, TV and radio advertisements, email and SMS campaigns, banners, posters, fliers and personal invitations.

✓ **Press Advertising**

Pre-event Press Ads in the leading Hindi & English Newspapers

✓ **Electronic Advertising**

Commercials in leading National News Channels

✓ **Radio Advertising**

Ad spots on leading FM Stations

✓ **Outdoor Advertising**

Outdoor Hoardings, Kiosks & Display Stands

✓ **Direct Marketing**

Direct mailers to target group
SMS Invitation to the target audience

Special Highlights

- ✓ One to One interaction
- ✓ Strategic Timing
- ✓ Spot Enrollments & Admission
- ✓ Highly Cost Effective Medium
- ✓ Promotion, press & Electronic Media Coverage
- ✓ Highly focused Visitors
- ✓ Ensure 100% Admissions
- ✓ Reach out to 10,000 MBA Aspirants
- ✓ Reach out to 10,000 working Professionals



Organizing Committee

1. **Mr. S.S.Chawla** (Director of Assocham & Former Senior Advisor & Commissioner Govt. of India, Ministry of Finance)
2. **Prof. T. Kumar** (Director of Indian School of Mines, Dhanbad & Chairman of College2Campus Advisory Committee)
3. **Shri Baidyanath Ram** (Hon'ble HRD Minister Govt. of Jharkhand)
4. **Shri Neeraj Singh** (Hon'ble Deputy Mayor, Dhanbad Nagar Nigam)
5. **Prof. S.K.Singh** (Director of BIT, Sindri)
6. **Mr. Anurag Kashyap** (Editor of Prabhat Khabar)
7. **Ms. Vijya Ghosh** (Editor of Limca Book of World Record)
8. **Mr. Sanjay Singh** (Asst. Director Assocham)
9. **Mr. Gulshan Sehgal** (General Manager JC CAT – Just Career Common Admission Test)
10. **Mr. Arun Kapoor** (Asst. Director AIMA - All India Management Association)
11. **Mr. P. K. Pandey** (Manager PR & Communication of College2Campus)
12. **Mr. Dalbir Singh** (Principal of Govt. ITI College Dhanbad)

SPONSORSHIP OPPORTUNITY

Platinum Sponsor – Biggest MBA Fair 2011- Rs. 5, 00,000/- + Service Tax

1. Logo on the welcome gates at the venue, information panel etc.
2. Logo on the website with hyperlink.
3. Logo over all the printing materials used during the event Session.
4. Distribution of company literature to the Media personals visiting the event
5. Distribution of company literature along with the event kits.
6. Free delegation passes for 05 delegates for the each event.
7. Branding / Logo at Registration Counter.
8. Space to put up 2 self standing stands outside the auditorium.
9. 24 Sqrmtr Octonorm Stall.

Gold Sponsor – Biggest MBA Fair 2011- Rs. 3, 00,000/- + Service Tax

1. Logo on the welcome gates at the venue, information panel etc.
2. Logo on the website with hyperlink.
3. Logo over all the printing materials used during the event Session.
4. Distribution of company literature along with the event kits.
5. Free passes for 04 delegation
6. 20 Sqrmtr Octonorm Stall.

Silver Sponsor - Biggest MBA Fair 2011- Rs. 2, 50,000/- + Service Tax

1. Special Branding and Logo at the Lunch area.
2. Logo on the welcome gates at the venue, information panel etc.
3. Logo on the website connecting to your website.
4. Distribution of company literature along with the event kits.
5. Free passes for 03 delegations.
6. 16 Sqrmtr Octonorm Stall.

Co-Sponsor - Biggest MBA Fair 2011- Rs. 2, 00,000/- + Service Tax

1. Logo on the welcome gates at the venue, information panel etc.
2. Logo on the website with hyperlink.
3. Distribution of company literature along with the event kits.
4. Free passes for 03 delegations.
5. 12 Sqrmtr Octonorm Stall.

Biggest MBA Fair-2011 - Registration Sponsor (Exclusive Sponsorship) - Rs. 1, 00,000/- + Service Tax

1. Special Branding / Logo over the registration counter.
2. Logo on the website with hyperlink.
3. Distribution of company literature along with the event kits.
4. Free passes for 02 delegates.
5. 08 Sqrmtr Octonorm Stall.

Biggest MBA Fair-2011 -

Payment Terms:

The following payment terms and conditions will be applicable.

1. Confirmation of sponsorship must be on the company letter head.
2. Along with confirmation 50% of the sponsorship fee will have to be paid.
3. Remaining 50% shall be paid 15 days before the event

Jurisdiction:

All matters are subject to Dhanbad Jurisdiction.

Cancellation Policy:

1. All cancellations will have to be in writing on the company letter head.
2. Full refund will be made for cancellations received before one Month.
3. After 20 February 2011 no cancellation will be entertained and no refund will be made.

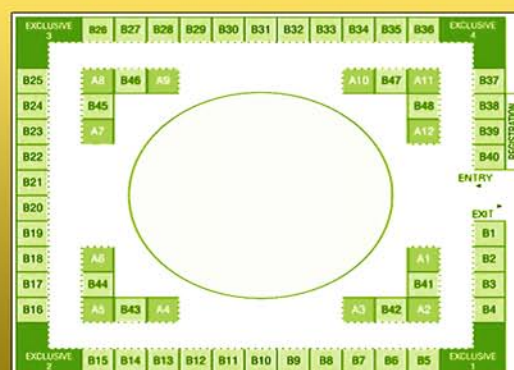
For any additional information please contact Mr. Satya Prakash Singh

E-mail - prakash@college2campus.com

All payments to be made by Cheque / DD in the name of " COLLEGE AND CAMPUS
EDU SERVICES PVT. LTD ", payable at Dhanbad.

Event Schedule & Facts

Date	Time	Place	Venue	Advantage Venue
5-6 March 2011 Sat-Sun	10 am to 8 pm	Dhanbad	ISM (Indian School of Mines) Campus Nera Police Line Dhanbad - Jharkhand, 826001	Centrally located. One of the most happening places. full-fledged technical institution of international acclaim offering a host of programmes like B. Tech., M. Tech., M. Sc. Tech., with 5000 Students.
8-9 March 2011 Tue -Wed	10 am to 6 pm	Patna	Taramandal I.G. Planetarium, Adalatganj, Bailey Road,Patna Bihar. Pin 800001	A sophisticated venue. Well known for top levels events & exhibitions.



Dhanbad, ISM Campus, 05-06 March 2011, Sat-Sun,
10 am – 08 pm

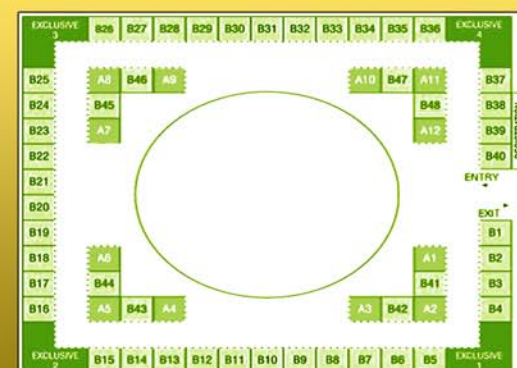
Type	Area	Specification	Amount
A	2m x 2m	10,000 per sqmtr	Rs - 40,000
B	2m x 2m	10,000 per sqmtr	Rs - 40,000

Note: The Govt. service tax applicable would be 10.30% on the above rates.
10% Premium for 2 sides open / 15% Premium for 3 sides open

Patna, Taramandal I.G. Planetarium, 8-9 March 2011, Tus-Wed,
10 am – 06 pm

Type	Area	Specification	Amount
A	2m x 2m	10,000 per sqmtr Air Conditioned	Rs - 40,000
B	2m x 2m	10,000 per sqmtr Air Conditioned	Rs - 40,000

Note: The Govt. service tax applicable would be 10.30% on the above rates.
10% Premium for 2 sides open / 15% Premium for 3 sides open



Participation Package

- 1 Construction Octagonal/Plywood Structure
- 2 Carpeted Flooring
- 3 Facia Name
- 4 Two Spotlights
- 5 One Centre Table

- 6 Two chairs
- 7 One Dust Bin
- 8 Two days Lunch for two Person
- 9 Two days Tea/Coffee for two Person
10. Power Point

Organizer:

College & Campus Education Services Pvt. Ltd. is a team of Professional organizers of National exhibitions and conferences. Since 2007, we have been providing our clients with access to global distribution networks through our well-organized and widely-marketed events. Leveraging on our strong relationship with the Key Industry players, government bodies and trade association, we have been securing business success for our clients by playing a critical role in leading many firms to benchmark themselves against the standards of National Players



❁ For Space Booking & Sponsorship Contact ❁ MBA Fair 2011 Centralized Booking Office

Mr. Satya Prakash Singh (College2Campus) : 09801654970
Mr. Sanjay Singh (Assocham) : 09999234553
Mr. Gulshan Sehgal (JC CAT) : 09311428141
Mr. P.K. Pandey (College2Campus) : 09334510171
Mr. Narendra Kumar (College2Campus) : 09204856666



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