



GARSHOM
INDIAN EDUCATION EXPO
KUWAIT 2012

Hotel Ramada International Kuwait
16th & 17th March 2012

GARSHOM INFOMEDIA LTD

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Welcome to the largest & most focused exhibition on education in Kuwait

GARSHOM INDIAN EDUCATION EXPO is the perfect platform to promote Educational Institutions and their services, to enroll / register NRI & foreign students for Schools, Undergraduate / Postgraduate Programs, Distance Education Universities / Institutions, and Professional & Technical education.

This international event offers educational institutions direct access to fresh school leavers, undergraduates, working professionals and executives who wish to pursue education at home or abroad, or via distance education; and crucially speaking, gives an opportunity to meet targeted students & parents for counseling.

In other words, this event will ensure prospective students get the unique chance to gain relevant information from multiple professional colleges, all under one roof.

Relevance of Garshom Indian Education Expo – Kuwait 2012

This event will draw students & parents in large numbers, for it will showcase the complete range of Engineering, Medical & Vocational courses, as well provide pre-college counseling and spot-admission applications.

There are over 23 Indian schools, and nearly 7000 students at Higher Secondary level, following Indian syllabi. Besides this, almost 70% of NRI students avail the NRI quota in Indian Institutions.

It's also a fact that most NRI parents & students in the Gulf seek advice on higher education programs from Academic Counselors well in advance of final Board exams.

And with the economic slow-down there has been a visible result from our previous events that has paved the way for nearly 5000 students migrating to Indian Institutions.

And their numbers are increasing with every passing year.

The people behind Garshom Indian Education Expo – Kuwait 2012

Garshom Infomedia LTD (GIL) has its head office in Bangalore. Our vision is to facilitate the non-resident Keralite with information from home and abroad. Garshom means 'Motherland' and stands for over 10 million NRIs' whose sway is far reaching, and influencing 50 million families 'back home'.

GIL is a Media company with interests in Publishing, Informative TV Programs, Cultural Events & Exhibitions. The company's publishing interests include Garshom, an international magazine, Garshom Vartha, a monthly tabloid published from Bangalore, Hyderabad, Adelaide & Brisbane.



Visitors Profile

- Students (School & College)
- Parents
- Graduates, Post Graduates
- School & College Principals
- Managers, Management & Administrative Officials
- Job Seekers
- Corporate Financial Investors & Consultants
- Entrepreneurs
- Counsellors & Others

Seminar

Two seminar sessions of 30 minutes, in a '30 people' capacity seminar hall, Audio - Video equipment & Multimedia projector facilities.



Stall Specification & Tariff

Venue: Al Seif Hall

Visitors admission: Free

Timing: 11.00 AM to 9.00 PM

Standard stall Size: 3M X3M

Facilities: Three spot lights, one table, three chairs, 220V power plug, dust bin and fascia (300mm high) with exhibitors names. (DVD player & TV on request) customized designer stalls at extra cost and on special request & terms.

Rate: IRS 2,00,000 plus service tax.

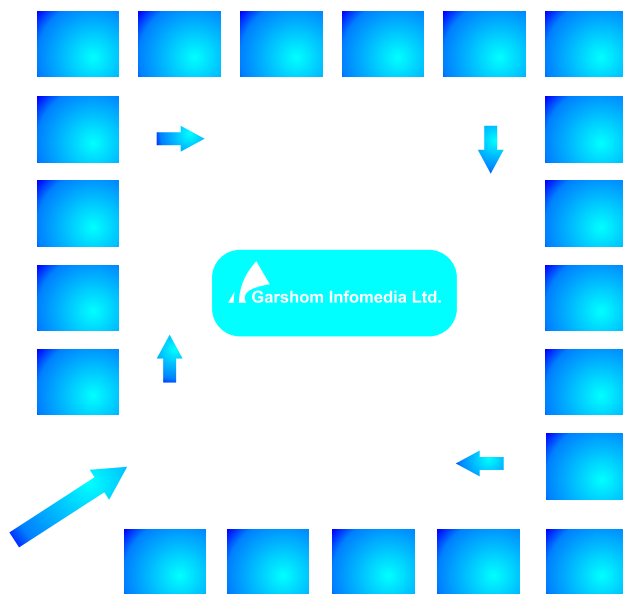
The above rate includes rent, promotional costs, event management charges, visa charges, to & fro flight charges, accommodation for 2 nights & 3 days, breakfast, lunch & dinner, airport pickup & drop for one delegate.

Payments: 50% on booking and balance on receipt of visa & tickets. All payments to be made in favor of Garshom Infomedia LTD payable at Bangalore.

Value addition: Full page color advertisement in Garshom Education Special Edition on February 2012.

Two seminar sessions of 30 minutes for 2 days.

Floor Plan



* Floor plans subject to change based on final total number of participants



Promotions & Publicity

Print Media

News paper advt quarter page in Kuwait Times daily

News paper advt quarter page in Arab Times daily

8 column x 15 cm write up about event in Kuwait Times & Arab Times

Half page colour write up / news, photos, about event in Arab Times & Kuwait Times

Portal Promotions

Tower display advt in Indians in Kuwait portal

Various write ups / photos about event in Indians in Kuwait portal

Mailers / SMS

E mails to over 1,00,000 of Indian community data base

Distribution of leaflets to public @ shopping malls/ churches / schools / hospitals.

SMS campaign to over a Lakh people

Mailers to Indian cultural associations to over 4,00,000 people

Electronic Media

Advertisements in leading channels

News / press conferences

For further enquires contact

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