



An Initiative by  
**Oritra**  
Creating Value



# EDUCATION FAIR 2010

*Venue :*  
**Chennai Trade center**

May 2010. 7, 8 & 9



## VRITRA Event Management Co

With six years of competent presence in the arena, Our company's vision of providing quality Event Management solutions with a single desire to fill the vacuum in quality services in the city .Thus was born VRITRA an Event Management Company. We strongly focus on creating opportunities for our clients by offering a smooth ride, building bridges with effective commitment and enthusiasm for our clients

### Education fair 2010

Education has been the greatest asset of our country. India has one of the largest English speaking people in the world. After the Information Technology revolution, our economy has changed drastically and lot of first generation Entrepreneurs have born. Most of the Information technology jobs are related to Engineering education and Tamilnadu has more engineering colleges.

There are lot of Educational opportunities for Students after their School final. Students career depends upon what course they select after their Higher secondary education. There is lot of career oriented education..

#### Vision



- ⇒ To bring together all the major Universities and colleges in South India under one roof.
- ⇒ To put up a platform for people to compare and decide on their College education



#### Event Attraction

- ⇒ An Education Expert will be available to guide the Students for their career
- ⇒ Banks will be available for Education Loans



#### Event Days

No of Days	:	3 Days (Friday, Saturday and Sunday)
Time	:	10.30 am to 8.30pm
Venue	:	Chennai Trade Centre
Dates	:	7, 8 & 9 May'10
Stall Size	:	3 x 2 sq mt.
Stall Rate	:	Rs. 70000/- (+ service tax)

# Mileage

## Television

Sun /Sun News/Vijay /Kalignar/NDTV Hindu

## News paper

**Times of India/The Hindu/IndianExpress/DeccanChronicle :**

- 4 ads for the Event
- Pre and Post Event coverage

**Dinamalar/Daily thanthi/Dinakaran :**

- 4 ads for the Event
- Pre and Post Event coverage

## Radio

**Radio one/Radio mirchi/Hello fm**

- All the ads to be telecasted in prime time chart
- Associate sponsorship tags in suchi show for 7 days
- To have live link for one day during the Event

## Outdoor Media

- 50 Bus Shelter/Panel Ads for one month
- Banner Advertisement.
- PR, newsletter, banners, adverts, posters, and priority interviews with invited media.
- Expected 25,000 walk ins

## Web Service

- A fixed clickable Banner Advertisement on the home page
- E-mails to their registered members about the event
- Periodical online mailers to all the registered members
- Periodical online mailers to all the registered Advertisers & users of all your group portals / websites

[www.itacumens.com](http://www.itacumens.com)

[www.indiastudycenter.com](http://www.indiastudycenter.com)

[www.collegesintamilnadu.com](http://www.collegesintamilnadu.com)



### Main Sponsor : 6 Lakhs

- ⌘ Recognition as Main Sponsor.
- ⌘ Logo on Registration Brochure and Event Program and any other print media.
- ⌘ Brand Recognition as Main Sponsor in relevant marketing activities, including display on Website leading to the Event (Including E-mails, Mailers, Advertisements and Press Releases).
- ⌘ Promotion : Pre and Post Event press release, Newsletter, Banners, Posters and Priority interviews with invited Media.
- ⌘ 27 Sq mt Space & Coverage in all post Event press releases.

### Co - Sponsor : 3 Lakhs

- ⌘ Recognition as Co - Sponsor.
- ⌘ Logo on Registration Brochure and Event Program and any other print media.
- ⌘ Brand Recognition as Main Sponsor in relevant marketing activities, including display on Website leading to the Event (Including E-mails, Mailers, Advertisements and Press Releases).
- ⌘ Promotion : Pre and Post Event press release, Newsletter, Banners, Posters and Priority interviews with invited Media.
- ⌘ 18 Sq mt Space & Coverage in all post Event press releases.

[www.vritra.co.in](http://www.vritra.co.in)



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