

NATIONAL & INTERNATIONAL
**PROPOSAL FOR
PARTICIPATION**



Organizer:



Event Manager:



Executive Summary

The COVID-19 may have done away with the opportunity to host a physical educational event but it doesn't mean that the event and the abroad education industries have gone dark. As current conditions are expected to last a while, education sectors are converting planned live events to online gatherings. With everything going on with COVID-19 and globally rapid digital adoption, ECAN has come up with the decision to resume the event, albeit in a virtual format to help everyone out there struggling to know about abroad education.

No doubt, many of the potential candidates may not visit a physical event because of their busy schedule or distance, so let them have regardless interaction with you through this event. Location and day is no longer an issue, bulky stands replaced with interactive virtual booths and instant direct access for candidates throughout the country.

ECAN educational fair has always been the most successful and the largest educational fair of the country. And this time, with the COVID-19 outbreak, we have decided to shift the physical event to digital platform but with similar amenities. The event will be the largest virtual education fair of the country and will initiate on 15th January, 2021 (2nd Magh, 2077).

The Organizer

Educational Consultancy Association of Nepal, with its acronym ECAN, formally registered under the Government of Nepal, Chief District Administration Office in Kathmandu in the year 1997 with an objective of catering proper information and guidance to parents interested in sending their offspring for abroad studies, is an active association of professionals keeping abreast of knowledge on every related detail. It is endorsed equivocally by education providers in the country and given instant recognition by the overseas education providers as well. As a center of all educational consultancies in Nepal, ECAN is an authoritative body that not only controls and monitors all activities of its member consultancies, but also nurtures and maintains the country's environment for international education.

With its clear vision to make Nepali student an independent human with an ability to compete with and moral to suit for ongoing globalization, ECAN has been organizing Nepal's Largest Educational Fair every year since a long time.

Through the virtuous intention to establish healthy practice and a morale based professionalism in study abroad services and provide proper and professional consultancy to students, guardians and educational establishments, the organization aims to:

- Provide right guidance, information and counselling
- Bring respect and maintain professionalism with ethics in abroad study consulting services
- Continue to cluster everyone concerned in one platform through frequently organized events such as Education Fair, Education Expo, workshops etc.
- Guard itself, its members, students and parents against any malpractices in the industry.
[Such malpractices include giving misleading services and products, false information, trickery and deceit. This can occur in either way: students and guardians misleading and cheating consultants, and consultants misleading and cheating students and guardians.]

The Event Manager

With over 200 successful events and a decade of experience in the field of event management, One Up Pvt. Ltd. is a comprehensive and uniquely qualified event management company specializing in event management, corporate meeting management, incentive meetings, conferences, exhibitions, trade fairs and others. We possibly organize and manage every kind of corporate and business events.

With the visionary leadership of our CEO Mr. Ravi Shankar Jha, our organization is ranked as top MICE (Meetings, Incentives, Conferences and Exhibitions) service provider in the country. Using the best of personalized human resources coupled with latest technology solutions, we target to deliver a superlative experience to our valued business partners through our differentiated services.

The Event

We assure you that we have left no stone unturned to design this event in such a way to build your real relationship with attendees, enhance exposure, create more potential leads and maximize your ROI through unmatched use of technology and expertise. And certainly, you will experience the most brilliant and the best virtual reality of an educational event.

“14th ECAN Educational Fair (Virtual)” is an online education fair that promotes abroad education and provides online information on universities admission in multiple destinations along with programs and scholarships details. Describing it as a one-stop education event, this fair would allow students to explore their options and future pathways safely in light of the global COVID-19 pandemic and provide access to exhibitors to go through series of talks and meeting with students and parents virtually.

The event is scheduled to start from 15th January, 2021 (2nd Magh, 2077) and finish on 18th January, 2021 (5th Magh, 2077). To target the most potential students, the event has been planned after the completion of plus 2 exams. The time will be the peak admission period and the best time for students and parents to have curiosity regarding abroad education, scholarships and admission procedure. The event can be a unique opportune time for exhibitors to reflect their organization as the key suppliers in the field of abroad education.

Entering the virtual venue, a visitor will have access to enter inside the exhibition hall and choose to get his/her preferred booth. Our system do volunteer to guide visitors throughout the event, in case they get confused. Each booth represents an exhibitor where the visitors can get detailed information about the exhibitor, countries and institutions it represents, scholarship opportunities, courses and fees etc. Visitors have access to live interaction with the counselor of the selected exhibitor via different platforms like Viber/WhatsApp/Messenger. With reference to the provided available date and time of the counselor, visitors can even book their appointment for video counselling.

Promotional Strategy

Promotion is a key element in putting across the benefits of products or services to customers. Well-designed promotional activities and strategies ensure long term success and profitability of business. One Up assures to use every effective promotional tool to make the event a grand success. Our promotional strategies include new technologies to meet the aspiration of all genres. Considering the present scenario, some of the promotional activities are:

- **Animation Ads**
10-15 animation ads to be displayed in different social media and electronic media
- **Social Media**
Promotion on Facebook, Instagram, messenger and all other social media sites
- **Google and YouTube Ads**
Video ads, banners and SEM
- **Electronic Media**
Ads on television, cable scrolling, FM jingles etc.
- **Print Media**
Print ads in major newspapers, flyers and banners
- **News Portals**
Articles and ad banners in major news portals
- **Mass SMS and email**
SMS and email invitations to all available data
- **Press/media coordination**
Press and media coordination for awareness and marketing

Objectives

- Revive business after the unexpected market crash due to COVID-19 outbreak
- Reunite all industry members
- Showcase the quality services and products of the renowned participants
- One-stop event to assemble all the exhibitors virtually with students and parents and get their queries answered
- Provide platform to boost and promote the brand and services of participated organizations after the huge outbreak of COVID-19
- Provide accessibility to be in touch with students 24/7 through messenger, WhatsApp, viber or any digital platform

Cost of Participation

S.N.	Title	Cost in NRs. (Excluding VAT)	Cost in USD
1.	Presenter (1)	8,00,000/-	7,000/-
2.	In Association With (6)	2,50,000/-	2,200/-
3.	Platinum Sponsor (18)	1,35,000/-	1,200/-
4.	Diamond Sponsor (36)	1,00,000/-	850/-
5.	Gold Sponsor (44)	50,000/-	
6.	Silver Sponsor (Multiple)	13,275/-	

Notes: a. 100% upfront payment has to be made to confirm your participation.
b. Educational institutions (Education Providers) can participate in the event as Presenter, In association with, Platinum Sponsor and Diamond Sponsor only.

Participation Benefits

A. Presenter:

- First booth reservation in the exhibition hall
- Privilege of visitors' entrance directly through homepage
- Logo and banner ad placement in homepage redirecting inside the institution on click
- Profile coverage
- Access to all features like chat, audio call, video call and brochure download
- Valuable leads and participants' data
- Individual social media coverage with different aspects like countries, courses and scholarship
- Privilege to add multiple branches which will also be shown as "presenter" in search result

B. In Association With:

- Booth reservation in the second section of the exhibition hall
- Privilege of visitors' entrance directly through homepage
- Logo and banner ad placement in homepage redirecting inside the institution on click
- Profile coverage
- Access to all features like chat, audio call, video call and brochure download
- Valuable leads and participants' data
- Individual social media coverage with different aspects like countries, courses and scholarship
- Privilege to add multiple branches which will also be shown as "In Association With" in search result

C. Platinum Sponsor:

- Booth reservation in the third section of the exhibition hall
- Privilege of visitors' entrance directly through homepage
- Logo and banner ad placement in homepage redirecting inside the institution on click
- Profile coverage
- Access to all features like chat, audio call, video call and brochure download
- Valuable leads and participants' data
- Individual social media coverage with different aspects like countries, courses and scholarship
- Privilege to add multiple branches which will also be shown as "Platinum Sponsor" in search result

D. Diamond Sponsor:

- Booth reservation in the fourth section of the exhibition hall
- Privilege of visitors' entrance directly through homepage
- Logo and banner ad placement in homepage redirecting inside the institution on click
- Profile coverage
- Access to all features like chat, audio call, video call and brochure download
- Valuable leads and participants' data
- Individual social media coverage with different aspects like countries, courses and scholarship
- Privilege to add multiple branches which will also be shown as "Diamond Sponsor" in search result

E. Gold Sponsor:

- Booth reservation in the fifth section of the exhibition hall
- Logo placement in the homepage
- Profile coverage
- Access to all features like chat, audio call, video call and brochure download
- Valuable leads and participants' data
- Social media coverage
- Privilege to add multiple branches which will also be shown as "Gold Sponsor" in search result

F. Silver Sponsor:

- Booth reservation in the sixth section of the exhibition hall
- Logo placement in the homepage
- Profile coverage
- Access to all features like chat, audio call, video call and brochure download
- Valuable leads and participants' data
- Social media coverage
- Privilege to add multiple branches which will also be shown as "Silver Sponsor" in search result

Event Summary

Name of the event: 14th ECAN Educational Fair (Virtual)

Organizer: Educational Consultancy Association of Nepal (ECAN)

Event Manager: OneUp Pvt. Ltd.

Date: 15th January, 2021 To 18th January, 2021 (2nd Magh, 2077 To 5th Magh, 2077)

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