



EDUCATION
ایک و سپو
BOOK FAIR
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In Connection with the
147th Birth Day Celebrations of the
Father of our Nation QUAID-I-AZAM MUHAMMAD ALI JINNAH

"Better Education
Better Nation"



4th
EDUCATION
EXPO &
BOOK FAIR

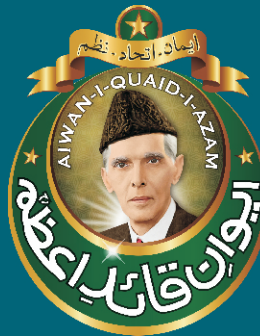
5-6-7
January 2024
Friday, Saturday, Sunday

Venue

Aiwan-i-Quaid-i-Azam
1-Shahrah-i-Nazaria-i-Pakistan
20-J/1, Johar Town, Lahore

Contact

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THE BIGGEST
EDUCATION EXPO
& BOOK FAIR IN
PAKISTAN

Organized & Managed By

Idara-i-Nazaria-i-Pakistan



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Idara-i-Nazaria-i-Pakistan

January 05-06-07, 2024
Aiwan-i-Quaid-i-Azam

1-Shahrah-i-Nazaria-i-Pakistan
20-J/1, Johar Town, Lahore

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Aims & Objectives

The aims and objectives of this event are to celebrate the 147th birth day of our founding father Quaid-i-Azam Muhammad Ali Jinnah in a unique manner. We have a strong desire to motivate our youth to participate in the process of nation-building programmes. We also hope to equip them with a sense of ownership regarding their motherland because more than 60 percent of our population comprises youth. We want to make them able to use their own potential so that they can rise Pakistan to unprecedented highs. Further, we wish to provide them proper guidance for their career development and to promote amongst them the habit of book reading through this 4th successive Education Expo & Book Fair. We must remember that, in past, our youth played a vital role during the Pakistan Movement and Idara-i-Nazaria-i-Pakistan wish to see them once again playing a positive and constructive role in the development of our motherland.

This event is being organized in the light of following saying of our great leader Quaid-i-Azam Muhammad Ali Jinnah:-

"Pakistan is proud of her youth, particularly the students who have always been in the forefront in the hour of trial and need. You are the nation-builders of tomorrow and you must fully equip yourself by discipline, education and training for the arduous task lying ahead of you. You should realize the magnitude of your responsibility and be ready to bear it."

(Addressed to a deputation of the Committee of Action of the Punjab Muslim Students Federation, Lahore, October 31, 1947)



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Main Programmes of the Event

Education Expo

Official Representatives of National & International Universities, Colleges, Professional Bodies, Recruitment Firms and Education Promotion Organizations will be available for Face-to-Face Meetings and Career Guidance of aspiring Students and their Parents.

Book Fair

National & international publishing firms and booksellers will participate. Books of all disciplines and journals will be available on discounted rates. Renowned stationery manufacturers will also display their products. The purpose of this book fair is to promote reading habits among youth.

Career Counseling Sessions

As an integral part of Expo, career counseling sessions will be arranged for students and youth to facilitate them in determining their career path in relevant education fields according to their aptitude, aspirations and personalities. Meeting with pre-screened students and parents will be arranged.

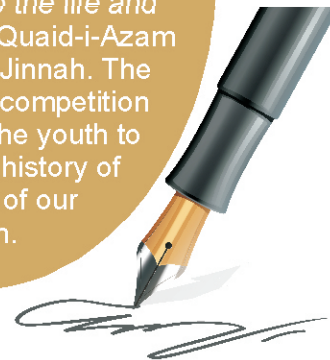
National Songs Competition

A national song competition will be arranged for all categories of students who will sing famous national songs. The aim of this competition is to inject the sentiments of patriotism in youth. This Competition will enhance their abilities in this particular field.



Essay Writing Competition

An essay writing competition will be held for students of schools, colleges and universities on different topics relating to the life and achievements of Quaid-i-Azam Muhammad Ali Jinnah. The purpose of this competition is to motivate the youth to study the life history of the father of our nation.



Painting Competition

A painting competition will be held in which the students of schools, colleges & universities will make portraits of Quaid-i-Azam Muhammad Ali Jinnah. The participants will have an opportunity to express their inner feelings through brush and colours. Aim of this competition is to encourage the creative expression of youth.



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Main Programmes of the Event

Motivational Lectures

Renowned motivational speakers & life coach will deliver lectures designed to inspire and motivate the audience particularly students. They shall boost their courage to overcome problems and achieve their goals in life.

Activity Lounge

There will be an open activity lounge where children visiting the fair will be given an opportunity to express their true potential and feelings. They can make speeches, sing national songs, do paintings, write and tell stories, read books and ask questions from dignitaries. Good performers shall be awarded with prizes.

Food Court

A food court comprising multiple food stalls will be set up for the enjoyment and taste of visitors. Hygienically prepared traditional meals as well as Bar.B.Q and fast food will be available on affordable rates.

Handicrafts

Rich and diverse Pakistani handicrafts e.g., wood carving, ceramics, pottery, gemstones, mirror work, embroidery, semi-precious jewelry and traditional outfits like ajraks, caps, shawls etc. will be displayed on stalls for prospective buyers. Handicrafts made of copper, silver, brass and other wide range of materials will be available on reasonable prices.

Lucky Draws

3 lucky draws will be held everyday and a coupon worth Rs. 2000 will be given to the lucky winner. With this coupon, he/she can purchase books from any book stall of the Book Fair. The objective of this lucky draw is to promote book reading.

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Introduction

By the grace of Almighty Allah, the unprecedented success of the previous successive three Education Expos & Book Fairs has motivated the management of Idara-i-Nazaria-i-Pakistan to transform this venture into an annual mega-event.

The main objective of this one of the biggest Education Expo & Book Fair of Pakistan is to provide a collective platform to students for intellectual guidance & career building and for book lovers.

This Event will be a must visit for the people of all walks of life, from students to parents and professionals to businessmen. It will provide an ample opportunity to the world class institutions, local and international, to get connected with the decision makers of educational set-ups for sharing of intellectual & business resources for mutual benefits through networking.

Our objective is to transform Pakistan into a modern Islamic, democratic & welfare state as dreamed of by our founding fathers Quaid-i-Azam Muhammad Ali Jinnah and Allama Muhammad Iqbal.

What actually makes this event really unique?

The most appropriate time and ideally located venue are the signs of success for any such event particularly in a metropolitan city like Lahore. The marketing campaign has been designed in a way that the message would reach nearby potential area in terms of visitors and potential audience to make the event lucrative and result-oriented both for the visitors and participants. Some of the salient features of the event are as follows:

- Being the mega activity of Idara-i-Nazaria-i-Pakistan, both visitors and participants are very keen to avail this direct interaction opportunity to seek up-dated information and guidance.
- Range of co-located activities including career counseling sessions, personality grooming motivational lectures and food court would provide a stuff for the interest of visitors from every walk of life.
- Pre-registration and pre-screening of the visitors make it result-oriented for the participant institutions and they may coordinate and interact for one-on-one meeting during the event.
- This is a unique event of the city fully endorsed by leading Government and Private Sector Educational and Media Organizations as well as publishers and book sellers committed to raise the scale of the event and its hype, making it result-oriented both for the visitors and participants with a sublime mission to engage and groom the youth of our country.
- This event would provide an ample opportunity to the visitors to explore the educational opportunities, increase awareness regarding the ideology of Pakistan and the historical freedom movement.
- Targeted Digital and Outdoor Marketing Campaign have already been launched and tremendous response has been observed and gauged in terms of online visitors and participants registration.
- The event provides an excellent opportunity to establish a network of contacts with professionals, publishers, booksellers, recruiters, academia and student counselors for future business.
- A wider range of representations from educational, academia & business, etc. will really make this event even more attractive for visitors of all age groups to reap the benefits.
- The presence of Immigration and Residency Processing Consultancy Firms would lure professionals and business community to visit and get on-the-spot free assessment.



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Exhibitors' Profile

- National & international schools, colleges & universities.
- Professional bodies and organizations in public/private sectors.
 - Publishers, Booksellers and Stationers
 - Educational equipment and tools providing companies.
- Public/private education promotion organizations.
- Students recruitment and immigration firms and organizations.
- Scholarships awarding institutions & organizations.
- Franchise offering national/international institutions.
- Entry test preparation institutions/IELTS academies.
- Companies targeting youth and student community.

Attractions for Participants & Sponsors

- Interact with main stream segments of society for services and products under one roof.
- Guaranteed meetings with pre-screened students, professionals and businessmen.
- Books, journals, reading materials & stationery items will be available on discounted rates.
- Strategically planned events for different segments of society would be a crowd puller.
- Parents and guardians will be encouraged to be a part of this major career decision making process.
- Online registration through website, social media tools and WhatsApp campaign.
- Institutional visits will be arranged for steady flow of visitors during the event.
- Networking opportunities with representatives of top ranked institutions & organizations.

Competitive Edge for Participants & Sponsors

- Confirmed scheduled meetings with pre-registered students / visitors for services and products.
- Post-event follow-ups of visitors for converting leads into positive intakes and business.
- Visitors' data of the event will be shared in excel sheet as per the package deal.
- Mix of events would provide an added advantage in terms of visitors' category.

OUR
YOUTH
IS OUR
HOPE

Attraction for Visitors

- Interaction with a large number of national & international universities under one roof.
- Explore dozens of study destinations, universities, courses and visa application guidance.
- Free information material by the participant institutions & organizations for guidance.
- No entry or career counseling fee will be charged from visitors.

Visitors' Profile

- Students (from 10-year education and above)
- Parents/guardians for consultation & decision making
- Head of institutions / faculty / librarians / student's counselors etc.
- Professionals / businessmen / members of chamber of commerce.
- Dignitaries from all spheres of life will visit frequently during the event.

**Youth
can serve
Pakistan
better**

Marketing Campaign

Comprehensive marketing campaign is made in order to ensure maximum and steady flow of visitors in addition to confirmed individual appointments with the students, parents and professionals through aggressive campaign including:

- Print / electronic media advertisements/commercials.
- Social Media Marketing on Facebook, Instagram, Twitter, Youtube, TikTok, Snack Video & LinkedIn etc.
- Online registration of visitors through our dedicated website.
- WhatsApp marketing campaign to targeted groups / audience.
- Commercials on FM Radio.
- Email marketing campaign through mail chimp.
- Flyers distribution broadcasts to over 100,000 persons through WhatsApp.
- Comprehensive outdoor marketing campaign including billboards & streamers.
- Posters display in schools, colleges and universities of Lahore.
- Leaflets / flyers distribution in different residential societies and public places.



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PARTNERSHIP SPONSORSHIP for Education Expo

Strategic Partnership **PKR. 1 Million**

- 12x3 M Space (4 Projects with 3x3 M Shell Scheme may also be displayed)
- Placement of Logo as Strategic Partner in Rs. 2 Million Media Campaign
- 30 Seconds Promo Display for two weeks on Social Media
- Logo Placement on Media Wall, in all branding campaign on the venue and Backdrop of all events during two days of Education Expo
- Provision of Seating in Front Row on Closing Ceremony
- 10 Branding Display 2x5 feet of Indoor Standee in the Expo Halls & Galleries
- Visitors' data will be shared with the sponsor
- Lunch & Tea for Representatives of the Institution during Expo Days
- Commemorative shield and participation certificate will be presented by the dignitary

Premier Partnership **PKR. 0.8 Million**

- 9x3 M Space (3 Projects with 3x3 M Shell Scheme may also be displayed)
- Placement of Logo as Premier Partner in Rs. 1.5 Million Media Campaign
- 30 Seconds Promo Display for one week on Social Media
- Logo Placement on Media Wall, in all branding campaign on the venue and Backdrop of all events during the Education Expo
- Provision of Seating in Front Row on Closing Ceremony
- 5 Branding Display 2x5 feet of Indoor Standee in the Expo Halls & Galleries
- Visitors' data will be shared with the sponsor
- Lunch & Tea for Representatives of the Institution during Expo Days
- Commemorative shield and participation certificate will be presented by the dignitary

PKR. 0.6 Million Diamond Partnership

- 6x3 M Space (2 Projects with 3x3 M Shell Scheme may also be displayed)
- Placement of Logo as Diamond Partner in Rs. 1 Million Media Campaign
- 30 Seconds Promo Display for 3 Days on Social Media
- Logo Placement on Media Wall, in all branding campaign on the venue and Backdrop of all events during three days of Education Expo & Book Fair
- Provision of Seating in Front Row on Closing Ceremony
- 2 Branding Display 2x5 feet of Indoor Standee in the Expo Halls & Galleries
- Visitors' data will be shared with the sponsor
- Lunch & Tea for Representatives of the Institution during Expo Days
- Commemorative shield and participation certificate will be presented by the dignitary

Note

- Above mentioned all packages are without taxes.
- Payment should be made in favor of "Nazaria-i-Pakistan Trust" through Cross Cheque / Demand Draft.
- Any institution or company can have a customized stall on its own expenses.
- The stall will only be used for the purpose for which it is specifically booked.

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SPONSORSHIP PACKAGES for Education Expo

INTERNATIONAL

Package A

US\$ 2000

- 6x3 M Shell Stall in Expo.
- Single room accommodation in a reputed hotel for 2 nights.
- Pick & drop from airport.
- Staff for assistance on stall if required.
- Lunch for representatives during Expo.
- Tea for representatives during Expo.
- Placement of Company Logo in marketing campaign.
- Visitors' data will be shared with the Sponsor.

Package B

US\$ 1500

- 3x3 M Shell Stall in Expo.
- Single room accommodation in a reputed hotel for 2 nights.
- Pick & drop from airport.
- Staff for assistance on stall if required.
- Lunch for representatives during Expo.
- Tea for representatives during Expo.
- Placement of Company Logo in Marketing Campaign.
- Visitors' data will be shared with the Sponsor.

Package C

US\$ 1000

- 3x3 M Shell Stall in Expo.
- Lunch for representatives during Expo.
- Tea for representatives during Expo.
- Placement of Company Logo in marketing campaign.
- Visitors' data will be shared with the Sponsor.

Note

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- Payment should be made in favor of "Nazaria-i-Pakistan Trust" through cross cheque / Demand Draft.
- Any institution or company can have a customized stall on its own expenses.
- The stall will only be used for the purpose for which it is specifically booked.

Our Youth is
our Future

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SPONSORSHIP PACKAGES **for Education Expo** **NATIONAL**

Platinum Sponsor **PKR. 200,000**

- 6x3 M Shell Stall in Expo.
- Placement of Logo as Platinum Sponsor in marketing campaign.
- Lunch for representatives during Expo.
- Tea for representatives during Expo.
- Visitors' data will be shared with the Sponsor.
- Commemorative shield and participation certificate will be presented by the dignitary.

Diamond Sponsor **PKR. 100,000**

- 3x3 M Shell Stall in Expo.
- Placement of Logo as Platinum Sponsor in marketing campaign.
- Lunch for representatives during Expo.
- Tea for representatives during Expo.
- Visitors' data will be shared with the Sponsor.
- Commemorative shield and participation certificate will be presented by the dignitary.

Standard Sponsor **PKR. 50,000**

- 3x3 M Shell Stall in Expo.
- Lunch for representatives during Expo.
- Tea for representatives during Expo.
- Commemorative shield and participation certificate will be presented by the dignitary.

Note:

- Above mentioned all packages are without taxes.
- Payment should be made in favor of "Nazaria-i-Pakistan Trust" through cross cheque / Demand Draft.
- Any institution or company can have a customized stall on its own expenses.
- The stall will only be used for the purpose for which it is specifically booked.

Our Youth is our Pride

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Book Stalls, Handicrafts, Food Court Packages

Platinum Package

Rs. 50,000

- 6x3 M Shell Stall in Expo with 4 tables & 4 chairs
- Placement of Logo as platinum sponsor in marketing campaign
- Tea for representatives during Expo
- Commemorative shield & participation certificate.

Diamond Package

Rs. 30,000

- 3x3 M Shell Stall in Expo with 2 tables & 2 chairs
- Placement of Logo as diamond sponsor in marketing campaign
- Tea for representatives during Expo
- Commemorative shield & participation certificate.

Standard Package

Rs. 15,000

- 3x3 M Shell Stall in Expo with 2 tables & 2 chairs
- Tea for representatives during Expo
- Commemorative shield & participation certificate.

Note:

- Above mentioned all packages are without taxes.
- Payment should be made in favor of "Nazaria-i-Pakistan Trust" through Cross Cheque / Demand Draft.
- Extra tables & chairs will be available on rent.
- Any bookseller or publisher can have a customized stall on its own expenses.
- The stall will only be used for the purpose for which it is specifically booked.

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Achievements

1st Education Expo & Book Fair (Dec 17-18-19, 2021)

| | |
|--|----|
| ■ Stalls of Educational Institutions & Companies | 35 |
| ■ Stalls of Publishers & Booksellers | 36 |
| ■ Stalls of Food & Handicrafts | 21 |

Total No. of Visitors Approx. 70,000

2nd Education Expo, Job & Book Fair (Nov 11-12-13, 2022)

| | |
|--|----|
| ■ Stalls of Educational Institutions & Companies | 36 |
| ■ Stalls of Publishers & Booksellers | 60 |
| ■ Stalls of Job Fair | 06 |
| ■ Stalls of Food & Handicrafts | 34 |

Total No. of Visitors Approx. 90,000

3rd Education Expo (August 05-06, 2023)

| | |
|--|----|
| ■ Stalls of Educational Institutions & Companies | 39 |
|--|----|

Total No. of Visitors Approx. 22,000

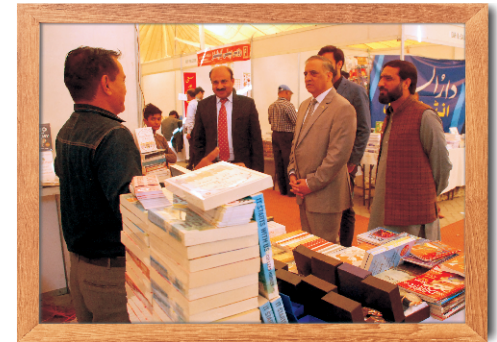
**1st Education Expo
December 17-18-19, 2021**



2nd Education Expo, Job & Book Fair November 11-12-13, 2022



2nd Education Expo, Job & Book Fair November 11-12-13, 2022





For Sponsorships & Booking of Stalls

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