



BENGALURU EDUCATION ONLINE EXPO

30-31 OCTOBER 2021

PARTICIPATION AVENUES



BSEI

BENGALURU SCHOOLS
EDUCATION INITIATIVES LLP



INTRODUCTION

Bengaluru Schools Education Initiatives LLP is an offshoot of Bangalore Schools, a Facebook community that was formed in 2012 to be a support platform for parents, educators and students ; regarding schooling, parenting and anything else related to education. Currently we have over 55000 active members, and is one of the largest and most active FB groups.

BANGALORE SCHOOLS COMMUNITY



55000

MEMBERS

9300 new members
last 12 months

86%

AGE GROUP
25-45 YEARS

83%

ACTIVE
MEMBERS

2000

POSTS EVERY
MONTH

11400+ comments



BANGALORE EDUCATION EXPO

30 & 31 OCTOBER 2021

HIGHLIGHTS

TWO EXPOS CONDUCTED IN 2020
THIRD PLANNED FOR OCTOBER 2021

January 2020

2000+ walk-in registrations*
37 stalls, 8 panel discussions, 5 Contests

October 2020

First ever parent led ONLINE education expo
2200+ walk-in registrations*
3D Visual Realistic stalls
29 stalls, 15 panel discussions, 3 contests

* These are number of unique registrations. From a family we have taken only one registration. So actual walk-ins are more.

EXPO JAN 2020



EXPO OCTOBER 2020



Personalizing Education Preparing Children for the Future



How to Choose a School - Bangalore Education Online Expo - Panel Discussion





LOBBY

Sponsors' stalls.
Banners/promo material.
Help Desk.
Entry to Auditorium and Exhibition.



EXHIBITION HALLS

3 separate halls for
Schools, Colleges, Activity Centers &
Service Providers.
3 options for Stalls based on Category.

BSEI EXPO

FEATURES



ENGAGEMENT ROOMS

Photo booths with sponsor branding.
Games rooms with leadership board
and prizes.



AUDITORIUM

2 Auditoriums
Venue for 12+ Panel Discussions.
All 3 contests will be staged here.
Visibility on stage for sponsors.



SCHOOLS

ONLINE/OFFLINE, PRESCHOOLS TO 12TH

COLLEGES

PRE UNIVERSITY TO HIGHER EDUCATION

SERVICE PROVIDERS

UNIFORMS, BOOKS, LMS, STATIONERY ETC.

ACTIVITY CENTERS

TUITIONS, COACHING, CAREER
COUNSELING, HOBBY CLASSES, CODING,
ROBOTICS, ETC.

WHO CAN PARTICIPATE

PARTICIPATION AVENUES

- 01 TITLE AND CO SPONSORS
- 02 CONTEST SPONSORS
- 03 STALLS – MULTIPLE OPTIONS



Investment : Rs 4,00,000 + tax

Deliverables :

Visibility

- Branding at Lobby – Exclusive banners
- Digital marketing till expo and targeted social media.
- Company Name & Logo on our FB page and promos
- Visibility in all Panel Discussions
- Visibility in all stage events and three contests
- Branding in all certificates and mementos

Database of entire registrations (exclusive)

Customized virtual stall at lobby (with all features)

Promo video streaming during breaks in auditorium

1 Curated exclusive live discussion with the sponsor, on a topic to showcase the brand and offering

Nominee will be part of a non-exclusive panel discussion

Exclusive networking lounge (to engage visitors)

Exclusive webinar in Bangalore Schools Group, post expo

SPONSORSHIP OPTIONS

TITLE SPONSOR 1 SLOT

SPONSORSHIP OPTIONS

CO SPONSOR
3 SLOTS

Investment : Rs 2,00,000 + tax

Deliverables :

Visibility

- Branding at Lobby – Exclusive banners
- Digital marketing till expo and targeted social media.
- Company Name & Logo on our FB page and promos
 - Visibility in all Panel Discussions
- Visibility in all stage events and three contests
- Branding in all certificates and mementos

Customized virtual stall at lobby (selective features)
Promo video streaming during breaks in auditorium
Sponsor's Nominee will be part of a non-exclusive panel discussion
Shared networking lounge (to engage visitors)



Investment : Rs 1,50,000 + tax

3 contests – Educator Speak, Social Impact Project and Inspire Talks

Deliverables :

Event will be branded in your name

Visibility

- Branding at Lobby
- All event promos will carry the branding
- Digital marketing visibility till the expo
- Exclusive auditorium branding during the finals
- Branding in all contest certificates and mementos

A virtual stall at expo – Type A

Exclusive 30 minutes panel discussion with the sponsor's nominee along with the contest

SPONSORSHIP OPTIONS

CONTEST SPONSOR 3 SLOTS

CONTESTS

1

Educator Speak

A paper presentation for educators across the globe

2

Inspire Talk

A speaking contest for children of 6 to 18 years in three age groups.

3

Social Impact Project

A group event for children to showcase their project, that has made an impact in the society

- All contests have prior registrations
- Selected entries invited to present live at the finals

STALLS OPTIONS

Type A

Investment : Rs 20,000 + tax

Deliverables

- Virtual Stall in the respective hall (Pick from 5 available models)
 - Branding 3 posters
- TV with 2 minutes promo AV
- Video meeting with visitors
 - Text Chat
- Business Card exchange
 - Brochure stand
 - Video Gallery
- Social media #Tagging



STALLS OPTIONS

Type B

Investment : Rs 12,000 + tax

Deliverables

- Virtual Stall in the respective hall
- Branding 2 posters
- TV with 2 minutes promo AV
- Text Chat
- Business Card exchange
- Brochure stand



STALLS OPTIONS

Type C

Investment : Rs 5,000 + tax
Ideal for activity centers and small businesses

Deliverables

- Virtual space in the respective hall
 - Branding 2 posters
 - Text Chat





THINGS TO NOTE

- Taxes as applicable.
- Once participation is confirmed, a proforma invoice will be shared to initiate the payment.
- 100% advance payment is needed to confirm participation.
- Creatives must be provided as per timelines that will be communicated.
- Exhibitors reserve the right to reject an application for participation.
- All prices are for two days cumulative.

THANK YOU

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