



STUDY IN PAKISTAN

Study in Pakistan Education Expo, UAE 2012

An initiative towards socio-economic development of Pakistan through education



at



RAMADA.
HOTEL & SUITES

AJMAN

United Arab Emirates
www.ramadaajman.com

Thursday 22nd March 2012

&



PAD Hall - Dubai
United Arab Emirates

Friday 23rd March 2012

www.sipexpo.pk

www.studyinpakistan.info

Organized by:



Study in Pakistan



Head On
International

About us:

Study in Pakistan "SIP" is working since 2004 for the development and up gradation of education sector in Pakistan; with main focus on influx of overseas Pakistani and dual nationality students to approach Pakistani institutions, resulting in up gradation of contemporary amenities in these institutions and contentment for students and their parents to study in their own country.

We are the concept leaders for the **STUDY IN PAKISTAN program**, by representing over 24 universities & medical Colleges from Pakistan. With first ever education exhibition in UAE named "**Study in Pakistan**" Dubai 2004, since our presence is in all GCC countries especially in UAE with our acquaintances & representatives which enables us to arrange copious seminars and educational exhibitions from time to time.

Every year we represent Pakistan's education flag in all international education exhibitions around Middle-East & to the world. In year 2011 we were part of **GETEX Dubai, UAE** and also participated at **IEHE Riyadh KSA**.

SIP was also part of Pakistan's first ever "**Health Care and Medical Education Expo 2011**" in Lahore Expo Center Lahore.

7 Million + Overseas Pakistanis:

There are **7 Million +** Overseas Pakistanis living abroad; our website www.studyinpakistan.info reaches Pakistani community & foreigners globally, with over 221,000 visitors in year 2011 alone.

Follows the chart of Regions with significant Pakistani population,

COUNTRY	PAKISTANIS
Saudi Arabia	1.5 Million
United Arab Emirates	1.2 Million
United Kingdom	1.2 Million
United States	1 Million
Canada	300,000
Kuwait	100,000
Italy	100,000
Oman	85,000
Qatar	52,000
Bahrain	45,500

*Other than this there are 30+ countries with average 20,000+ Pakistani families

Fee & Cost comparison:

Pakistanis migrated to overseas countries face difficulty in letting their children get higher education from abroad. It has been observed that many overseas Pakistanis feel secured to send their children to Pakistan to acquire higher education. Pakistan as a country offers quality education in minimum possible costs and more overseas and foreign students can pursue education in Pakistan.

There are 20+ (Federal Board curriculum) secondary schools operating in UAE & thousands of Pakistani students are in other schools including British, American, Arabic, Indian, Sri Lanka & Bangladesh school systems.

There is great need of education in UAE with very less opportunities for middle income groups to send their children for quality education; Pakistan's premier education sector can play a very positive role in provision of quality education. Following is a fee comparison between both the countries:

EDUCATION	UAE (tuition fee per year)	PAKISTAN (tuition fee per year)
Average Higher & secondary school	23,000 Dirham's. US\$ 6,200	US\$ 300 to US\$800
Average college/university education	30,000 to 60,000 Dirham's US\$ 8,000 to 16,000	US\$ 1200 to US\$ 2000
MBBS or BDS	80,000 to 120,000 Dirham's US\$ 22,000 to 33,000	US\$ 8000 to US\$ 15000
Hostels	Hostel 35,000 Dirham's USD 10,000	US\$ 1200 to US\$ 2000

Event Profile:

Pakistanis in the United Arab Emirates constitute a population of 1.2 million, only second to the largest migrant population of Indians.

Ajman is ideally located venue for the SIP-Expo as it caters 5 Emirates' of UAE consists 50% population (Sharjah, Ajman, Fujairah, Ras al-Khaimah, and Umm al-Quwain) with just 30 minutes from Dubai & 2 hours drive from Abu-Dhabi & Al-Ain.

Our March-April 2012 activity is planned in UAE (15-26 March), followed by (27-29 March), Oman & KSA (01-20 April).

Study in Pakistan Expo, Ajman, UAE

Date: 22nd March 2012
Venue: Ramada Hotel & Suites Ajman, UAE (5 star Hotel Hall)
Event Theme: Shell scheme Exhibition

Study in Pakistan Education Expo, UAE 2012

Its an exhibition with seminars which will be held on **22-March-2012**; The SIP-Expo UAE will provide a unique platform for Universities, Medicals Colleges, Dental colleges, Engineering colleges, Cadet Colleges & other Group of Colleges.

Why Exhibit?

As an exhibitor you will have unrivaled market exposure, the opportunity to interact with international & Expatriate community

- Face-to-face interaction with potential overseas Students, Parents & decision makers
- Direct students Registrations for upcoming session
- Expand your contacts into new and emerging regions
- Build thousands of productive contacts and meet new and ex
- A chance to update Knowledge & new horizons from international academia
- Stand out from your competitors
- Ideal opportunity for institutions to setup liaison or Campuses
- Meet with Professionals to develop new services, products, solutions and find new opportunities
- A series of students counseling & seminars will be alongside the exhibition to ensure that exhibitors get maximum out of it.

Who Visits?

- Students, parents, Teachers, Trainers & managers
- Top management of local education institutions, Business groups
- Key decision-makers from government as well as leading private sector organizations and institutions
- Print & electronic Media journalist & professionals.

Seminars & Students counseling sessions:

This session will provide comprehensive, diverse range of subjects & topics relating to Study in Pakistan.

It will have innovative and mutually beneficial programs for Exhibitors & Visitors. It will be a unique for opportunity to learn, educate, network and focus on issues that are important and relevant to them.

Following sessions will be held;

1. Education in Pakistan and its significance
2. Medical education opportunities in Pakistan
3. Engineering in Pakistan
4. Studying in Pakistan – Experiences shared

Exhibition Stand Package:

Date: Thursday, 22nd March 2012
 Timing: 9 am - 9 pm
 Venue: Majestic Hall, RAMADA Hotel Ajman, UAE

Stall Details:

- Stall Size: 3m x 3m (shell Scheme)
- Shell Scheme Booth

Specifications:

- 3 m x 3 m aluminum structure with H 2.5 m
- White infill wall panels
- Track spot lights (2 nos.)
- Power socket (1 no.)
- A table (1 no.)
- Chairs (2 nos.)
- Waste basket (1 no.)
- Fascia name vinyl cut on white board



Package US\$ 1,200/- Each

Name & fascia: Names using vinyl-cut uppercase lettering onto a white background, white name on all open sides.

Company name: Once company name per stall in computer cut vinyl standard style letters (uppercase lettering onto a white background). Max of 25 letters – XYZ Ltd etc. Corner stall will display one name only.

Lights and power: 2 spot lights per stall and one power point per stall.

Name badge: Name badge for two representatives.

Promotion: Listing of company name in the Expo Program/Handbook

Custom Build Stalls: Companies intending to install custom designed stall must fill specifications and drawings direct to Organizers before 13th March 2012 to facilitate the required approval process by the management.

Sponsorship Opportunities:

An extensive Marketing strategy will be undertaken, including various PR strategies, with a focus on getting as much as possible, in terms of news paper, radio and marketing campaign to ensure maximum attendance; and to promote the marketing/advertising cause of our valued collaborators/sponsors.

We work closely with our sponsors to ensure maximum exposure to their target audience. Study in Pakistan Education Expo is more than just an exhibition; it is a chance to showcase your brand to a relevant audience, add value to your institutions positioning and benefit from extensive coverage. Following are the packages available for sponsorship.

Contact our sponsorship team to discuss your requirements, and we will prepare a package that will help position you within the industry as market leaders in the region.

Sponsorship Packages:

Platinum Sponsor: US\$ 10,000/- Only

- 3 Stalls (Complimentary) of 3x3 sq. meter on a prime location
- Company logo on the Expo catalogue cover as Platinum Sponsor
- Company logo on the Expo website, with link to your website
- Logo on the promotional activities as Platinum Sponsor
- Logo on the invitation passes/Posters
- Logo on the Back-drop for the events related and Expo day
- Official Press conference and media coverage back Drop Logo (a week before the event)
- 50,000+ relevant promotional materials printed and Distributed in UAE
- Back cover full page advertisement on event Catalog
- A4 flyer in Expo visitor kit to ensure for every visitor (to be supplied by sponsor)
- 25 second video clip on Big-screen in Expo hall in every 5 mints (to be supplied by sponsor)

Gold Sponsor: US\$ 7,000/- Only

- Company logo on the Expo catalogue cover as Gold Sponsor
- Company logo on the Expo website, with link to your website
- Logo on the promotional activities as Gold Sponsor
- 2 Stalls (Complimentary) of 3x3 sq. meter on a prime location
- Logo on the invitation passes/Posters
- Logo on the Back-drop for the events related and Expo day as Gold Sponsor
- Official Press conference and media coverage back Drop Logo (a week before the event)
- 50,000+ relevant promotional materials printed and Distributed in UAE
- Back cover-inside full page advertisement on event Catalog
- A4 flyer in Expo visitor kit to ensure for every visitor (to be supplied by sponsor)
- 15 second video clip on Big-screen in Expo hall in every 5 minutes (to be supplied by sponsor)

Individual Package Sponsor:

The traditional sponsor packages, outline above may not cater for all needs. Potential sponsors seeking specific involvement should contact the exhibition & sponsorship co-ordinator to discuss opportunities for a personally tailored package.

Event Catalogue Insert: US\$ 500

Opportunity to place either an A4 flyer/brochure or company material in the Expo catalogue.

Audio Visual & large high definition Screen Package: US\$ 500

It will be attached with the Roof for 100% visibility; you can play a Video clip of 30 Sec. (Maximum length) every 5 minutes on event day in Exhibition.

Study in Pakistan representation, Dubai, UAE

Date: 23rd March 2012,
Venue: Pakistan Association Dubai Hall, Dubai (Community Hall, Registration Desk)
Event Theme: Registration Desk

Application Form

University/College/Institution: _____

Contact Person: _____ Position: _____

Address: _____

Phone: _____ Fax: _____

Mobile: _____ Email: _____

Sponsorship/Stall (Package) _____

Note: I have read the enclosed Sponsorship Terms and Conditions and understand that I am bound by them.

SIGNED: _____

DATE: _____

Payment will be required as follows:

A 50% non-refundable deposit must be received before sponsorship can be confirmed.

Note: Stall payment 100 % advance.

Return your cheque with this form an invoice will be issued for immediate payment.

Confirmation last Date: 10th March 2012, Balance due: 15th March 2012

Make all cheques, DD and Pay order payable to: "Head-on international"

Forward your completed form to:

SIP-EXPO 314-A, Street 31, Sawan Road, Sector G-10/1, Islamabad, +92- 51-2110331 & 2

Terms & Conditions:

The term "Exhibitor" includes all employees or agents of exhibiting company "Exhibition " means the Study in Pakistan Expo. "The organizers" means Study in Pakistan Expo's Management.

Application for stalls must contain details of the proposed exhibit, the name of company represented by exhibitor, whose products are to be shown on or whose services are to be referred to, on the stall.

- The charge for space is based on current rates and will be subject to alteration in the event of any change therein. A notice signed by the organizers and send by the recorded delivery to the address on the application form shall be sufficient notice of such amendment to the contract which shall otherwise remain binding in all respects.
- The Organizers shall have full power to determine in every respect the application of area and position of space and they shall be entitled for any reason, which is in their sole opinion in the general interest of the exhibition, to vary the general layout or the situation of any particular stall even if already allotted and the exhibitor shall accept such new allotment of stall in substitution of the originally allotted.
- Upon the allocation of space a contract shall arise between Organizers and Exhibitor. In case of the non payment of any sum due or any breach of contract by Exhibitor the Organizer shall have full right to revoke this allotment of stall and re allot the allotted space and may remove and exclude the exhibitor without prejudice to recovering all amount payable hereunder, all other claims against him and damage sustained by the Organizers.
- Every Exhibitor shall occupy the space allotted to him by 8:00 am. In the event of default for whatsoever reason the Exhibitor shall pay to the organizer sum due and the Organizers shall deal with the space in any way they think best.
- In the event of any Exhibitor committing an act of bankruptcy or if a limited company being wound up all amount already paid shall be retained by the organizers.
- Exhibitors may not assign, sublet or grant license of any part of the space allotted to them nor any advertisement of firms who are not bona-fide Exhibitors be Exhibited on any stands. Only those products, services and companies mentioned on the application form may be displayed on the stall.
- Exhibitor shall not advertise products in their catalogues, brochures or any other promotions material in violation of federal and state copy right and trademark laws, nor shall Exhibitor display or exhibit in any manner, or sell or offer for sale or resale any products, or commit any act whatsoever, in violation of federal and /or state copyright and trademark laws as laid down by the Government of Pakistan.
- The Exhibitor shall forward to the Organizers all catalogues, brochures and all over the promotional materials to be used by the exhibitor at the exhibition to ensure compliance with federal and state copyright and trade mark laws. The organizers reserve the right to verify Exhibitor compliance, and the exhibitor shall comply with all requests by the organizers to review its promotional material.
- If the Exhibitor is found in violation clause 8. In addition to the legal recourse that may be prosecuted by law enforcement agencies or by the parties whose copyright and/or trademark was infringed on as a result of Exhibitor's violation, the Exhibitor shall be subject to immediate eviction from the exhibition pursuant to the procedures detailed in clause 8. The Organizers shall be harmless to any damages, financial or otherwise, to Exhibitor resulting from the application of policy by the Organizers against the Exhibitor.
- Mechanical or electrical devices which produce sound must be operated so as not to disturb other exhibitors. The Organizers reserve the right to determine the acceptable sound level on all such devices.
- The Exhibitors acknowledges that any live or recorded performances of music which occur in the Exhibitor's stand must be licensed from the appropriate copyright owner or its agent. Exhibitors warrant to the Organizers that it will take full responsibility for obtaining the necessary license to play or perform such music.
- Retail sales are absolutely prohibited during the Exhibition violation of this rule will result in the closure of your exhibit.
- The Organizers will not be responsible for the safety of any exhibit or property of any exhibitor, or any other person, or for the loss of or damage to same, by theft, or fire, or other cause whatsoever, or for any loss or damage whatsoever sustained by any Exhibitor, by reason of any disturbance, explosion, inevitable accident, force majeure, or any other cause not within control of the Organizers, whether generic or not, or for any loss or damage occasioned, by reason of happenings of any such events, the opening of Exhibition, is prevented or postponed, or abandoned, or building wholly or partially unavailable, for the holding of Exhibition, The Exhibitor for the liable for third party claims arising from their own stand fitting and for their proportion of the shell scheme and furthermore for physical loss or damage to the basic shell scheme stand, as the Organizer will accept no responsibility of any of the matters aforesaid. In respect thereof the Exhibitor will be responsible for insuring their Exhibits and property their against third party claim, loss or damage or personal injury during the build-up, break down and show dates of Exhibitions.
- In no event shall, the Exhibitor have any claim of damages of any kind against the Organizers in respect of any loss or damage, consequential upon the prevention, or postponement, or abandonment, of the Exhibition, by reason of the happening or any of the events referred to in clause 15 otherwise, or of the Exhibition building becoming wholly partially unavailable for the holding of the Exhibitions for reason beyond the Organizers control, the Organizers shall be entitled to retain all sums paid by Exhibitors, or such part thereof as the Organizers shall consider necessary. If in the opinion of the organizers, by re-arrangement or postponement of the period of the Exhibition, or by substitution of another hall, or building, or any other reasonable manner, the Exhibition can be carried through, the Application for space, shall be binding upon the parties, except as the size positions, as to which any modification, substitution, or re-arrangement they consider necessary shall be determined by the Organizers. In respect thereof, the Exhibitor will be responsible for insuring their property and expenses, paid and unpaid, incurred due to, abandonment or postponement of the Exhibition for whatever the reason.
- The labor employed by Exhibitors for contractors for all work carried out on the Exhibitor, including stand constructions, stand fitting, electrical installation, decoration, (including floral work) must be members of an appropriate contractor recognized by the Organizers.
- The Organizers reserve the right to make an additional charge to each Exhibitor equal to any amount charged to them for any services supplied whether specifically ordered or not. The Organizers accept no responsibility for breakdown or failure of any of the services provided for, or in connection with the Exhibition.
- Breach of contract withdrawal by the Exhibitor-Without prejudice to the right and the remedies of the Organizers in respect of any breach of the contract on the part of the Exhibitor the Organizers may at their discretion allow the Exhibitor to withdraw from the Exhibition subject to the following conditions.
- The Exhibitor must give written notice to the Organizers that he desires to withdraw and if the Organizers allow such withdrawal they will notify the Exhibitor of their decision in writing;
- Any such notification by the Organizers to the Exhibitor will constitute a cancellation of the contract subject to the payment by the Exhibitor to the Organizers a consideration for release from the contract;
- The amount of such payment will be specified in the Organizers notification to the Exhibitors and will be that proportion of the space rental payable under the contract specified in the column below:
- Any cancellation received within 1 week of the opening of the Exhibition will be subject to a cancellation fee equivalent of 100% of this contract value.
- Any cancellation received within 2 weeks of the opening of the Exhibition will be subject to a cancellation fee equivalent of 75% of this contract value.
- Any cancellation received before 2 weeks of the opening of the Exhibition will be subject to a cancellation fee equivalent of 50% of this contract value.
- Upon Payment of such amount to the Organizers by the Exhibitor (credit being given by the Organizers for all rental already paid by the Exhibitor) the contract shall be cancelled and neither party shall have any further claim against each other.
- The Organizers reserve the right to alter, add to or amend any of these conditions or not, the decision of the Organizers shall be final. No alteration, addition, amendment or waiver to or of these Conditions shall operate to release any Exhibitor from this contract.
- Particular attention is drawn to the relevant Safety Standards which must be strictly observed for any exhibits involving lasers or radioactive materials, or which might provide noxious fumes or which make use of display of any other materials which may involve a danger to health or safety of any person. No such materials may be brought into the Exhibition without the prior agreement in writing of the Organizers and also the Exhibitor or person responsible agreeing indemnify the Organizers against any claim or action arising from the use or display of such materials.
- An Exhibitor manual will be issued to each Exhibitor containing detailed instructions for the organization of the Exhibition.
- The contract or its agreement shall be governed by Pakistan's law and Exhibitor consents to the exclusive jurisdiction of the Pakistan's courts in all matters regarding the contract. We agree to abide by the above Expo terms and conditions



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