

**25**  
YEARS OF LEGACY

 **Microtec**  
events

THE  
**MBA**  
JOURNEY

The  
**NO:1**  
**MBA**  
**EXPO**  
in terms of visitors footfall

# THE MBA JOURNEY

A Premier Educational Expo ever in south India

IDEAL PLACE TO SHOWCASE YOUR COURSES

 +91 79029 11111

 [events@microtec.in](mailto:events@microtec.in)

 [microtec.events](http://microtec.events)



# OUR STORY

Microtec, founded in 1997, was rooted in the idea that dreams are defined by knowledge seekers. Our primary goal is to enhance and enrich educational methods. Our services extend from career guidance to securing seats in top notch institutes in India and Abroad. We constantly create a ripple effect with our educational endeavours.

In 2011, we introduced our pilot educational expo series, which had a profound impact on redefining the educational experience. The tenth event in the series, The MBA Journey, became the largest MBA educational expo in South India, attracting over 20,000 visitors. It created its own unique signature, leaving a lasting impression.

Microtec played a pivotal role in bringing the culture of Educational Expos to the forefront, fostering a nurturing ground for international educational standards. Through these expo we aim to create an amicable environment where you can resonate with your educational dreams.

In summary, Microtec was founded in 1997 with the mission to enhance educational methods and empower knowledge seekers. Through our educational endeavours, including career guidance, seat allocation assistance, and the introduction of educational expos, we aim to create a positive and supportive environment for individuals to pursue their educational aspirations.



# THE MBA JOURNEY BIGGEST EVER IN SOUTH INDIA!

Imagine a mega educational expo where learning aspirants come and gather from everywhere to understand more about their future possibilities, career chances, and top-ranked universities.

Yes! That's exactly what The MBA Journey is - a place for learners to fulfill their educational dreams. The MBA Journey is one of the India's most vibrant educational expos specially crafted for MBA students.

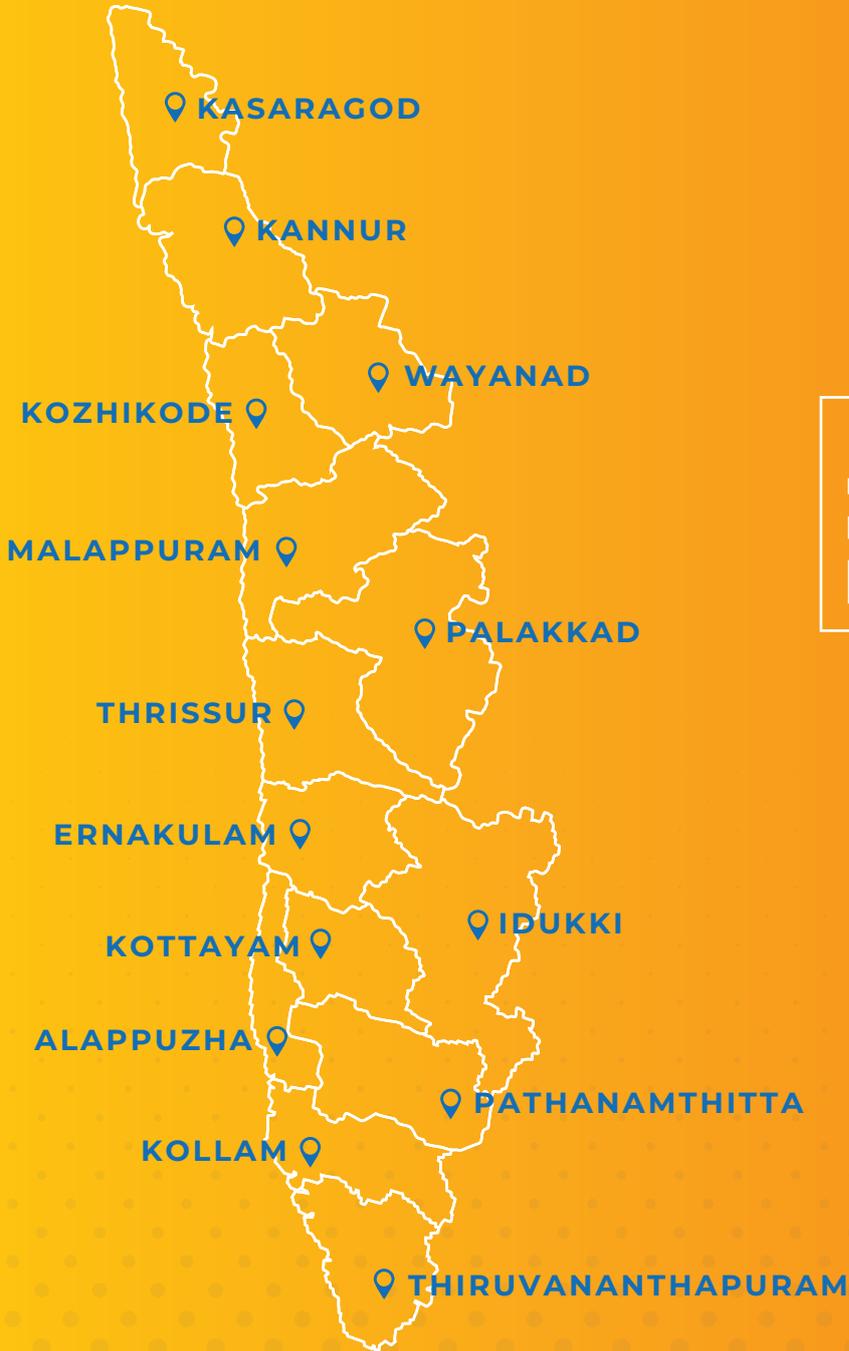
By bringing together top-ranked universities, learners, and celebrated personalities to share their success journey, it is indeed an ideal ground for educational dreams to prosper.





**17** VENUES **14** DISTRICTS

**ALL ACROSS KERALA**



**STARTING**  
**JAN 9<sup>TH</sup>**  
**2024**



## THE GAINS OF PARTICIPATION

What if learners from all walks of life gather in one space? Yes! This is exactly that! Indeed, there won't be any other place better than this for your brand promotion, where you can craft seminars and workshops to speak out loud, about your institution, about your vision! Collect valuable leads through seminars, workshops & registration. Chance to push brand awareness through creative & academic means, potential ground for inculcating brand awareness.

- Opportunity to meet final year students.
- Collect valuable leads through seminars, workshops & registration.
- Opportunity to impart brand awareness.
- Opportunity for exclusive marketing.

## REACHING THE RIGHT AUDIENCE - CUSTOMISED PR & ADVERTISEMENTS!!!



**ACTIVE SMS AND  
WHATSAPP CAMPAIGN**  
to students, Parents.



**RADIO  
CAMPAIGNS**



**EMAIL BROADCASTING  
ON EVENT UPDATES**



**PRESS RELEASE &  
NEWSPAPER  
ADVERTISEMENT**



**SOCIAL MEDIA /  
DIGITAL MARKETING**



**DIRECT  
INVITATIONS**  
to students, Parents.



# PROMOTIONAL PROMISES

FOR THE MBA JOURNEY 2024

## TITLE SPONSOR

- The MBA Journey will be branded in the name of respective Institution Eg: "Institutional Name – The MBA Journey".
- Expo will be conducted in all Districts in Kerala.
- **Promotions among Students:** Brochures, Flyers etc will be distributed in College along with Expo invitation flyer.
- **High Spot:** Premium stall space at the venue positioned as the first stall on one-point contact and their gateway gets access to reach out and interact with all participating students.
- **Brand Positioning:** Brand Logo inclusion in all communication collateral including newspaper advertisement, 4 page, hoardings, digital marketing, posters, website etc.
- **Website:** Notable presence through web link, detailed write-up, advertisements and push notifications in website.
- **Seminars:** Opportunity to address students on specific topic related to MBA by your expert Panel.
- **Brand appropriate customization:** Bring in desired customization suitable to your brand while making your presence felt and make an impact at the event.
- **Visual Promotion:** Institutional Promotional Videos in Social Media Platforms.
- **Souvenir:** An event souvenir with college profile will be published
- PR & Digital Marketing Support.
- Sponsorship Cost – **30 LAKHS INR ONLY**

+ GST of 18% will be applicable on all the rates mentioned here.

## STALL PARTNER

- **High Spot:** 2X2 Stall space at the venue
- **Common Branding facilities will be provided**
- **Souvenir:** An event souvenir with college profile will be published
- Sponsorship Cost – **INR 15,000 for each venue**

+ GST of 18% will be applicable on all the rates mentioned here.



For more details, please connect:

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