

14TH EDITION

The Career Journey.

2025 | A Premier Educational Fair ✱



Event Organized by:



Media Partner:



**KERALA'S BIGGEST
EDUCATIONAL EVENT
IS HERE AGAIN!**

Mark Your Calendar
08th-23rd May 2025

THRISSUR | PALAKKAD | MALAPPURAM
KANNUR | CALICUT | WAYANAD | COCHIN
KOTTAYAM | KOLLAM | TRIVANDRUM



Inviting esteemed education experts to shape the future of learning.

We are back, more extensive and refined than ever before! It is a privilege to host once again our prestigious educational fair. As pioneers in **educational events since 2011**, we continuously strive to innovate and introduce fresh concepts each year to create an unparalleled platform for our esteemed clients to showcase their brands.

This year, we are broadening our footprint to **10 cities** across Kerala, reaching over **10 lakh students** through targeted marketing strategies. Our event will seamlessly blend celebration and intellectual engagement through various segments such as **education conclaves, inspiring speeches, celebrity presence** and **seminars**, cultivating an environment that fosters both education and entertainment.

Your brand's presence is integral to our success, and we commit to ensure maximum visibility, streamlined branding, and strategic marketing, as we have done for the past **14 years**. Together, let's leave a lasting imprint on the future of education.

We eagerly await the opportunity to welcome you on board as our prestigious client, Please feel free to connect us directly should you have any queries or require further details.



Embark on this transformative **journey with us**.
Your partnership is the key to our shared success.

KEY CATEGORIES INVITED:

PAVILION DESIGNED TO WELCOME YOU:



Management Pavilion

- B-Schools & Management Institutes (MBA, PGDM, Executive Programs)
- Entrance Coaching Centers (CAT, MAT, GMAT, UPSC, PSC, etc.)
- Commerce & Finance Studies (B.Com, M.Com, CFA, CA, ACCA, etc.)
- Hotel Management & Catering Colleges

Medical Pavilion

- Medical Colleges & Universities (MBBS, BDS, MD, etc.)
- Nursing & Allied Health Sciences Colleges
- Paramedical Institutions
- Research & Advanced Medical Studies

Technical Pavilion

- Engineering Colleges (Civil, Mechanical, Electrical, etc.)
- AI, Robotics, Data Science & IT Institutions
- Pilot & Aviation Training Academies
- Marine & Maritime Academies

International Pavilion

- International Universities & Study Abroad Institutions
- Education Consultancy Firms
- Language Training Institutes (IELTS, TOEFL, German, French, etc.)
- Exchange Programs & Foundation Courses

Immigration Pavilion

- Immigration & Visa Consultancy Firms
- Work & Study Abroad Agencies
- PR & Settlement Programs (Canada, Australia, UK, etc.)

Creative & Media Pavilion

- Creative Arts & Design Institutions (Fashion, Interior, Product Design)
- Media & Journalism Schools
- Film, Animation & Photography Institutes

Law & Social Sciences Pavilion

- Law Colleges & Universities
- Psychology, Sociology, & Humanities Institutes
- NGOs & Social Work Programs

Skill Development & Vocational Pavilion

- Vocational Training Institutes (Plumbing, Electrician, Carpentry, etc.)
- Government & Private Skill Development Programs (PMKVY, NSDC)
- Finishing Schools & Personality Development

Banking & Financial Support Pavilion

- Banks Offering Educational Loans (HDFC, ICICI, SBI, etc.)
- NBFCs & Private Lenders for Education Loans

Digital & Online Learning Pavilion

- Online Degree & Certification Programs
- EduTech Companies & Learning Apps
- Distance & Hybrid Learning Institutions



UNMATCHED EXPOSURE: DIGITAL, SOCIAL, PRINT & EVENT BRANDING.

DIGITAL (Reporter TV Website & Online News Portal)

Website Banner Ads | Sponsored News & PR Articles
Logo Placement | Registration & Event Links

SOCIAL MEDIA (FB, Insta, YouTube, Twitter)

Sponsored Posts | Video Promos | Reels
Live Coverage Influencer & Anchor Mentions

PRINT MEDIA

Logo Placement in Special Editions.

PR & RADIO PROMOTIONS

Radio Ads & Jingles | Anchor Mentions | Interviews

EMAIL & WHATSAPP CAMPAIGNS

Targeted Email Marketing | Bulk WhatsApp Promotions

VENUE BRANDING (On-Ground Promotions)

Hoardings | Posters | LED Screens | Stall Branding
Kiosks | Banners | Dangler Ads

INVITATIONS

600+ higher secondary schools & colleges.
Personalized invites sent to education leaders | school
principals | career counselors | government officials.



WHY SHOULD UNIVERSITIES & COLLEGES PARTICIPATE?

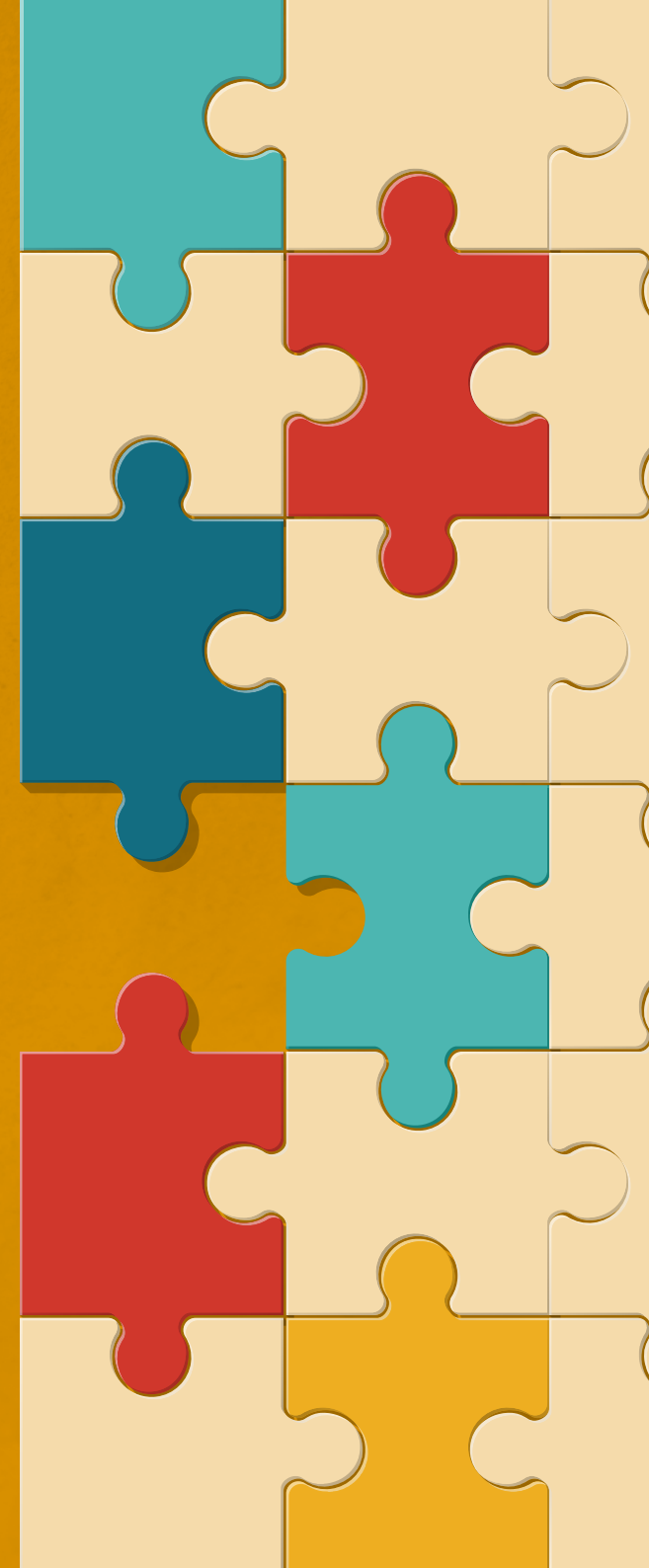
Engage with Ambitious UG & PG Aspirants – Connect directly with a highly motivated student audience actively exploring their higher education pathways.

Showcase Your Institution's Distinctive Advantages – Highlight your academic programs, state-of-the-art facilities, esteemed faculty, and success stories to attract top-tier students.

Strengthen Your Institutional Presence in Kerala – Leverage this strategically curated platform to enhance brand recognition and establish a strong foothold in Kerala's dynamic higher education landscape.

Expand Your Professional Network – Forge valuable connections with leading universities, industry experts, and academic thought leaders to explore collaborative opportunities.

Accelerate Enrollments & Admissions – Maximize student engagement through on-the-spot admissions and personalized application guidance, driving increased enrollments for the upcoming academic year.



STRATEGIC MEDIA PARTNERSHIP WITH

We are proud to announce our collaboration with Reporter TV for The Career Journey 2025, Kerala Edition. Reporter TV - Known for their industry-leading TRP ratings and dynamic digital presence, offers a robust and secure platform that significantly amplifies our brand visibility. This partnership ensures your brand reaches an even wider audience, reinforcing credibility and trust as we connect with stakeholders across the education sector. Join us as we leverage this unparalleled media synergy to create a safer, more impactful event experience.

WHY REPORTER TV?



First HD News Channel in
South India (Launched in 2011)



Wide Audience Engagement-
Reaching millions across TV, web,
and social media.



Ranked Among Top 3 News Channels
in Kerala in multiple TRP reports.



Live Coverage & Promotions-
Ensuring extensive visibility for
associated brands.



Massive Digital Reach-
One of the most active and trusted
digital news platforms.



Strong Regional Influence-
Deeply connected with Kerala's audience, making it
the perfect platform for educational outreach.



Unmatched Credibility-
A strong reputation for authentic
and impactful journalism.



With **Reporter TV** as our media
partner, we are set to deliver bigger,
safer, and more influential branding for
all stakeholders in this event!



Guest Luminaries from Previous Years



10 Venues
Different
Dates
All Across Kerala

MARK YOUR CALENDAR:

May 08 - Thu

May 09 - Fri

May 12 - Mon

May 13 - Tue

May 15 - Thu

May 16 - Fri

May 19 - Mon

May 20 - Tue

May 22 - Thu

May 23 - Fri

Thrissur

Palakkad

Malappuram

Kannur

Calicut

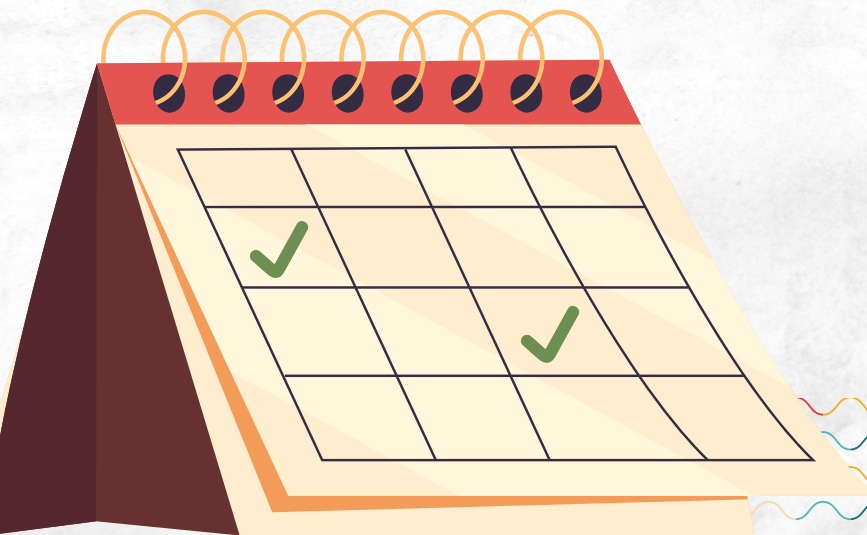
Wayanad

Cochin

Kottayam

Kollam

Trivandrum



Title Sponsor:

SPONSORSHIP OPPORTUNITIES:



Unmatched Brand Exposure & Exclusive Rights

As the **Title Sponsor**, your institution will receive exclusive naming rights for The Career Journey 2025, ensuring maximum visibility and prestige across all promotional materials, including hoardings, digital marketing, press advertisements, and the event website.

Premium Sponsorship Benefits

1. Prime Stall & On-Ground Presence

- First stall at all 10 venues – Be the first point of interaction for students and parents.
- Largest premium stall (8m x 2m) at a prime location, ensuring high engagement.
- Exclusive stage presence– Opportunity for a keynote address or seminar during the event.

2. Extensive Media Coverage & Strategic Branding

- 360° coverage on Reporter TV (Kerala's No.1 news channel) for one month.
- Media Partner for the Expo– Gain exclusive branding rights as the official media partner.
- Expo Launch Announcement on Reporter TV to mark the beginning of the campaign.
- 15-sec ads about the event in every commercial break throughout the campaign period.
- Backdrop branding in top-rated TV programs like Coffee with Arun & Meet The Editors.
- Top Band & L Band support, ensuring consistent TV screen presence.
- Special video bytes of key delegates, university vice-chancellors & students.

3. Digital & Social Media Promotions

- Promo videos, reels & shorts across all social media platforms for maximum engagement.
- Maximum digital card promotions to ensure widespread digital visibility.
- Top banner placement on the official event website.
- Customised branding zones tailored to showcase your institution across various digital platforms.

SPONSORSHIP OPPORTUNITIES:



4. PR & Outreach for Maximum Impact

- High-impact student engagement through seminars, interactive sessions & panel discussions.
- Dedicated PR campaigns & strategic press coverage in leading publications.
- Event souvenir feature – Full-page institutional branding in the official expo publication.
- Institutional write-ups & feature stories to reinforce brand credibility and influence higher education decisions.
- Comprehensive database access – Get exclusive access to participant data for direct follow-ups.

Why Become the Title Sponsor?

By securing the **Title Sponsorship**, your brand will be at the forefront of **The Career Journey 2025**, creating an unmatched opportunity to engage with **students, parents, and academic professionals** at scale.

This is your chance to **maximize visibility, establish authority,** and **drive admissions** like never before!

Sponsorship Investment:

INR 60 LAKHS ONLY

SPONSORSHIP OPPORTUNITIES:



Powered by Sponsor

Premium Branding & High-Impact Visibility

As the **Powered by Sponsor**, your institution will enjoy prominent visibility and exclusive branding benefits across **The Career Journey 2025**. This sponsorship ensures high engagement, media exposure, and strategic positioning, making it a prime opportunity to showcase your institution.

Sponsorship Benefits

1. Prime Stall Location & On-Ground Engagement

- Premium stall (6m x 2m) at the venue, positioned as the second stall for optimal visibility and engagement.

2. Branding & Extensive Media Exposure

- Featured in public materials, including roll-ups, brochures, leaflets, pamphlets, and more.
- Promotional spots, interviews & primetime coverage on Kerala's No.1 news channel, Reporter TV.
- Expo launch announcement on Reporter TV to highlight sponsorship prominence.
- Exclusive "Powered by" branding in event advertisements across print, digital, and TV.
- Video advertisements & interview features in high-engagement TV programs.

3. Digital Presence & Online Promotions

- Dedicated web link & detailed write-up on the event website.
- Advertisements, push notifications & event promotions across digital platforms.
- Maximum visibility through social media reels, shorts & sponsored content.

4. Student Engagement & Seminar Opportunities

- 10-minute session to address school students across Kerala.
- Exclusive sponsorship of one stage event of your choice, ensuring direct student interaction.

- **5. Access to Student Database & Direct Outreach**
- Exclusive access to student data in Excel format for follow-ups and admissions.
- Event souvenir feature – Full-page institutional write-up for lasting brand presence.
- Dedicated Experience Zone – Additional space for interactive engagement with students and parents.
- Brand Customisation – Tailored branding for maximum impact across the event.

Why Become the Title Sponsor?

By becoming a **Powered by Sponsor**, your institution gains prime positioning, extensive media exposure, and direct engagement with thousands of students. This sponsorship guarantees high returns on **visibility, credibility, and student conversions.**

Take advantage of this opportunity **to showcase your brand** as a leader in education

Sponsorship Investment:

INR 40 LAKHS ONLY

SPONSORSHIP OPPORTUNITIES:



SPONSORSHIP OPPORTUNITIES:



Co-Sponsor

Prime Stall Location: 4m x 2m stall positioned as the third or fourth stall.

Branding & Visibility: Name and logo featured in selected public materials.

Media Exposure: Brand presence on Kerala's No. 1 news channel.

Digital Presence: Web link, write-up, advertisements, and push notifications.

Seminars: 10-minute session to engage with students.

Event Souvenir Feature: Full-page institutional write-up.

Dedicated Experience Zone: Interactive engagement space.

Brand Customization: Tailored presence for brand alignment.

Sponsorship Investment:

INR 25 LAKHS ONLY

Platinum Partner

Prime Stall Location: Two 3m x 2m stalls.

Branding & Visibility: Name and logo featured in selected materials.

Digital Presence: Web link, write-up, advertisements, and push notifications.

Seminars: 10-minute address to students.

Event Souvenir Feature: Full-page institutional write-up.

Dedicated Experience Zone: Additional engagement space.

Brand Customization: Aligned branding strategy.

Sponsorship Investment:

INR 20 LAKHS ONLY

SPONSORSHIP OPPORTUNITIES:



University / College Partner

Prime Stall Location: Two 3m x 2m stalls.

Branding & Visibility: Featured in selective event materials.

Digital Presence: Web link, write-up, advertisements, and push notifications.

Event Souvenir Feature: Full-page institutional write-up.

Dedicated Experience Zone: Interactive space.

Brand Customization: Tailored branding strategy.

Sponsorship
Investment:

INR 15 LAKHS ONLY

Study Abroad Partner

Prime Stall Location: Two 3m x 2m stalls.

Branding & Visibility: Featured in selective event materials.

Digital Presence: Web link, write-up, advertisements, and push notifications.

Event Souvenir Feature: Full-page institutional write-up.

Dedicated Experience Zone: Interactive engagement area.

Brand Customization: Custom event branding.

Sponsorship
Investment:

INR 15 LAKHS ONLY

Medical Partner

Prime Stall Location: 3m x 2m stall.

Branding & Visibility: Featured in selective event materials.

Digital Presence: Web link, write-up, advertisements, and push notifications.

Event Souvenir Feature: Full-page institutional write-up.

Dedicated Experience Zone: Additional engagement space.

Brand Customization: Tailored branding opportunities.

Sponsorship
Investment:

INR 15 LAKHS ONLY

Banking Partner

Prime Stall Location: Two 3m x 2m stalls.

Branding & Visibility: Featured in selective event materials.

Digital Presence: Web link, write-up, advertisements, and push notifications.

Event Souvenir Feature: Full-page institutional write-up.

Dedicated Experience Zone: Interactive engagement area.

Brand Customization: Custom event branding.

Sponsorship
Investment:

INR 15 LAKHS ONLY

Entrance Coaching Partner

Prime Stall Location: 3m x 2m stall.

Branding & Visibility: Featured in selective event materials.

Digital Presence: Web link, write-up, advertisements, and push notifications.

Event Souvenir Feature: Full-page institutional write-up.

Dedicated Experience Zone: Additional engagement space.

Brand Customization: Tailored branding opportunities.

Sponsorship
Investment:

INR 15 LAKHS ONLY

Stall Partner

Standard Stall Setup: 2m x 2m stall with essential amenities.

Branding & Visibility: Common branding in event materials.

Digital Presence: Web link and institutional mention on the event website.

Sponsorship
Investment:

INR 1 LAKHS PER VENUE

OUR HAPPY CLIENTS:



TITLE SPONSER

- Vellore Institute Of Technology, Vellore, Tamil Nadu
- Riju & PSK Classes, Thrissur
- Presidency University, Bangalore

POWERED BY

- PES University, Bangalore
- Koshys Group of Institutions, Bangalore
- Vivekananda Institute of Management Studies (VIMS), Coimbatore
- Eduworld, Thrissur
- Edroots Internationals
- UK Calling
- HAFS International

CO-SPONSER

- Bharath University, Chennai
- VELS University, Chennai
- KMEA Engineering College, Ernakulam
- SRM Institute of Science and Technology, Tamil Nadu
- Jain University, Bangalore

UNIVERISTY PARTNER

- Alliance University,
- Gandhi Institute of Technology and Management, Andhra Pradesh
- CMR University, Bangalore
- Noorul Islam Centre for Higher Education, Tamil Nadu
- NITTE School of Management, Bangalore
- VELS University, Chennai
- Bucks New University, UK
- Amity University, Noida
- B.S. Abdul Rahman Crescent University, Chennai
- REVA University, Karnataka
- Sri Siddhartha Academy of Higher Education

ASSOCIATE PARTNER

- RVS Group Coimbatore
- Vishwa Vishwani Institute of Systems and Management, Hyderabad
- AIMS, Bangalore
- PSG Institute of Management, Coimbatore
- New Horizon College of Engineering, Bangalore
- Sunstone Eduversity
- FlyWorld
- UniApplica
- Algate
- Prudence Management Consultancy Centre
- Global Study Link

MEDIA PARNTERS

- Middle East Chandrika

RADIO PARNTERS

- Hit FM

HOSPITALITY PARNTERS

- Star Berries

UNIVERSITY PARTNERS ABROAD

- Wrexham glywnder
- Demont fort University
- Idea Academy Malta
- Succes point college
- Edinburgh Naiper
- Navitas
- Cardiff metropolitan university
- University of Hertfordshire

OUR EARLIER SUCCESSFUL EVENTS AS AN ORGANISER:



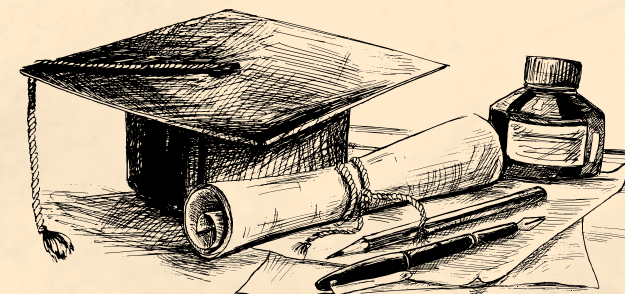
COLLEGES / UNIVERSITIES / INSTITUTIONS -INDIA



- Acharya Bangalore B- School (ABBS), Bangalore
- Acharya Institute Of Management Studies (AIMS), Bangalore
- AIT, Bangalore
- Adarsh Group Of Institutions, Karnataka
- Adarsh Institute of Management & Information Technology (AIMIT), Bangalore
- Asian School of Business, Trivandrum
- Bangalorestudy.com - Bangalore
- Campus Abroad Educational Services, Thrissur
- CMS CET, Tamil Nadu
- CMS Institute of Management Studies, Coimbatore
- Excel College, Erode / Future Care, Coimbatore
- Evan Business School, Trivandrum
- Firebird Institute of Research in Management, Tamil Nadu
- Future Care Educational Solutions, Kerala
- Galaxy Educational Services, Bangalore
- Guruvayurappan Institute of Management,
- Gnanam Business School, Thanjavur
- Happy Valley Business School, Tamil Nadu
- Hindusthan College of Arts & Science, Tamil Nadu
- Hindustan Group of Institutions, Coimbatore
- Holy Grace Academy, Mala
- House of MBA, Palakkad
- Dhanalakshmi Sreenivasan College of Engineering,
- DCSMAT Business School, Vagamon
- Dr SM College of Engineering,
- Don Bosco
- East West College Of Managment Studies, Karnataka
- Edex
- Eduworld, Thrissur
- IBMR, Bangalore
- International Institute of Business Studies (IIBS),
- Indian Academy School of Management Studies, Bangalore
- Indus Business Academy, Bangalore
- Interman Educational Service, Kerala
- ITM , Bangalore
- IZEE Business School, Bangalore
- Jai Bharath College of Management, Perumbavoor
- Krupanidhi College of Management, Bangalore
- KCM School of Business Studies, Bangalore
- LEAD College of Management, Palakkad Lords
- Institute of Engineering & Technology, Hyderabad
- Mar Athanasios College for Advanced Studies
- (MACFAST), Thiruvalla
- Nehru Group of Institutions, Thrissur
- Nehru College of Engineering & Research Centre, Thrissur


- Seshadripuram Institute of Management Studies, Bangalore
- SJES Colleg Academy of Management Studies and Technology, Tamil Nadu
- SSM College of Engineering, Erode
- St.Paul's Institute of Communication Education, Bangalore
- Talent Institute of Management Studies, Malappuram
- TransGlobe Academy, Calicut
- Vidya Vikas Educational Trust, Karntaka
- Viswajyothi College of Engineering & Technology Ernakulam
- Vishwa Vishwani Institute of Systems & Management Office, Hyderabad
- Westford University College - Al Zahia campus- Sharjah
- Westminster International College, Malaysia
- International Academy of Management and Entrepreneurship,Bangalore
- ISC - Indian School of Commerce, Kerala
- ISDC International Skill Developmental Corporations, Karnataka
- SVPITM, Tamil Nadu
- Kalasalingam Academy of Research and Education, Tamil Nadu
- The kaveri group of institutions, Karnataka
- Conspi Academy of Management Studies (CAMS), Trivandrum
- Kodai International Business School, Kodaikanal
- MAMS College, Kochi
- Mccoy- Alpha- Atlantic, Bangalore
- Mercury Academy, Thrissur
- Galaxy Education, Karnataka
- The New Horizon College of Engineering, Karnataka
- Elijah B School, Thrissur
- Regional College of Management, Odisha
- SB Group Of Institutions,Karnataka
- Sethu Institute of Technology, Tamil Nadu
- Santhigiri College,Kerala
- Study Europe
- God Zone, Kochi
- Sree Narayana Guru Engineering College, Kerala
- Shridevi Institute of Medical Sciences, Karnataka
- Saint James School of Medicine, Anguilla
- Absolute educational Services, Kerala
- Sri Venkateswara College of Computer Applications & Management, Coimbatore
- Impact Institute of Management Studies,
- David Tvildiani Medical University, Georgia
- Girideepam Institute Of Advanced Learning, Kerala
- Christ Academy Institute for Advanced Studies (CAIAS), Karnataka
- Christ university, Bangalore
- Edroots International, Kerala
- Kodaikanal International business School, Karnataka
- Peevees Public School,Kerala
- sri jayachamarajendra education society, Karnataka

- GITAM (DEEMED TO BE UNIVERSITY)
- BRINDAVAN GROUP OF INSTITUTIONS BANGALORE
- BHANWAR RATHORE DESIGN STUDIO
- GANPAT UNIVERSITY
- RV UNIVERSITY
- JAIN (DEEMED-TO-BE UNIVERSITY)
- REVA UNIVERSITY
- KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY (KIIT)
- RAJAGIRI SCHOOL OF ENGINEERING & TECHNOLOGY
- EDLOGICA
- BGS
- KARUNYA INSTITUTE OF TECHNOLOGY AND SCIENCES (DEEMED TO BE UNIVERSITY)
- FLYWORLD MIGRATION AND EDUCATION SERVICES
- EMPIRE COLLEGE OF SCIENCE
- MH COCKPIT
- EDROOTS INTERNATIONAL
- EDUZONE
- YENEPOYA (DEEMED TO BE UNIVERSITY)
- Park Group of Institutions, Coimbatore
- Presidency College, Bangalore
- Rajalakshmi Engineering College, Chennai
- Ramaiah Institute of Management Studies, Bangalore
- RVS College of Arts & Science, SAN B School, Coimbatore
- The Sardar Vallabhbhai patel
- International school of Textiles and Management, Tamil Nadu



THANK YOU



14TH EDITION
**The Career
Journey.**
2025 | A Premier
Educational
Fair 

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events.microtec.in

events@microtec.in