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Indiatourism *ne* Presents

# EXPLORE

YOUTH FAIR 2018

*Discover India Discover yourself*

Incredible India

**7-8 APRIL, 2018**

Saturday & Sunday | 10:00 am to 8:00 pm  
SHILPGRAM, PANJABARI, GUWAHATI

Organiser /



**MUBADARA  
SERVICES**

EXPLORE – Youth Fair 2018, is unique in its own kind as an endeavour to welcome all the different industry pioneers to explore the ample potential among the new generations and the natural and cultural beauty of the North-Eastern region.

## VISION

Introducing the people and society to connect to each other through global educational opportunities, culture and heritage of our region.

## OBJECTIVE

EXPLORE – Youth Fair 2018, will create awareness program to come in together to promote and preserve our own land, culture and heritage.

### Theme for EXPLORE – Youth Fair 2018

# OUR HERITAGE, OUR PRIDE

## EXHIBITION

Finishing schools, Institutes and schools can introduce their courses and facilities via customized offers mentioned below:

- On spot discount facilities on admissions
- Fee waiver on brochures and applications
- Education loan assistance
- Scholarship guidance
- Information about part-time work opportunities and post-study work rights
- Financial estimation and accommodation guidance by expert advisors



Exhibition area will also showcase the traditional and innovative product and services of all **industry**, which will create awareness and visibility of our region.

## SEMINARS AND DISCUSSION FORUMS



Platform where eminent personalities, entrepreneur, educationists, institutes, students and parents can discuss on how new and innovative ideas and untouched specialized education opportunities can be introduced for all industrial sectors.

## COMPETITIONS

Various competitions will be arranged which will help us promote and enhance the objective and the theme of EXPLORE – Youth Fair 2018:

**WRITING SKILL | PUBLIC SPEAKING | QUIZ | DEBATE | ART**



## CULTURAL SHOW



Students of various institutes will show case their talent in different art forms, which will help connect the potential new students to attract on the extra curricular activities conducted by these institutes, which would help them excel along with academic uplift.

## MUBADARA ...the initiators RECOGNITION AWARD

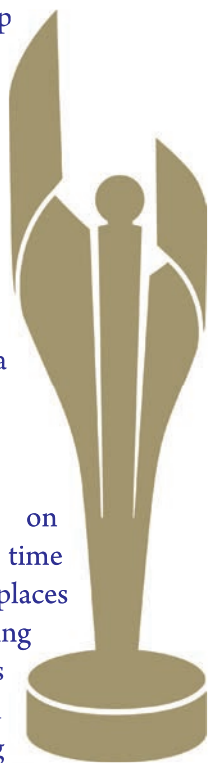
This Award will be presented to any individual or a group recognized by the Mubadara Services Team, who has taken an effort to explore and initiate in individual level on a particular field.

## CYCLING RALLY



Cycle rally to create awareness on conservation of fuel at the same time to promote the beautiful tourist places of Guwahati city. We are expecting minimum 200 participants across Guwahati city. This kind of rally will definitely create awareness that cycling is the easiest and least time consuming mode of transport at the same time safer and pollution free.

**Children** can enjoy in the soft adventure park and participate in the painting competition. Children in the age group of 6 to 10 years, 11 to 16 years can participate in this competition. Other mini events like Magic Show, cultural programs, workshops & lectures on various subjects related to the theme will be there in the fair, in-order to promote the culture and tradition among the visitors. You can also relish mouth-watering dishes in the Mini Food Festival to be organized.







## TARGET AUDIENCE

Our audience encompasses a broad range of age, socio-economic background, and cultural and ethnic diversity. The majority of the visitors coming from Guwahati, will comprise of:

- ❖ STUDENTS (School/College/Other Institutes)
- ❖ LOCAL RESIDENTS
- ❖ FINISHING SCHOOLS, TRAINING & EDUCATIONAL INSTITUTES
- ❖ CORPORATES
- ❖ SOCIAL ACTIVISTS
- ❖ MEDIA PERSONALITIES
- ❖ CELEBRITIES
- ❖ OTHERS

**ESTIMATED TARGET AUDIENCE FOR THE EVENT: 10,000 approx.**

### *Benefits to a Partner or a Sponsor:*

- ❖ Highlight your Institute/Organization, product or service within this one of a kind event and benefit not only from the 2-day fair but also from our strategic marketing campaign in the newspaper, magazine, email campaigns and digital promotions etc.
- ❖ The demand for Industrial & Educational facilities is spiraling in India and abroad... making it one of the fastest growing markets in the World. And the fair is the meeting point between the needs and aspirations of a discerning public with the best that the industry has to offer.

### *Ways to exhibit the product or services:*

- ❖ Media publicity throughout GUWAHATI as well as other parts.
- ❖ Direct face-to-face interaction with targeted customer base.
- ❖ Collect relevant data and sales leads for future business.
- ❖ Sample to thousands of ready to buy clients.
- ❖ Highlight Organization/Company name or logo in the posters and banners.
- ❖ Promotion of brand and services in social media.

Enhance your participation with opportunities to run promotional and competitions on our various digital platforms through our extensive marketing campaign as well as at the venue. This value added youth fair will provide organizations the unique marketing opportunity to meet face to face with thousands of students and families, a platform to introduce your special products or services and gain new clients. Standout above your competitors and demonstrate what makes you the best in your industry. Organization participating in the upcoming Fair can help the target audience make informed choices to enrich their lives.

## SPONSORSHIP

EXPLORE – Youth Fair 2018 would not be possible without the generous support of our many sponsors and supporters. If you are interested in supporting the fair through sponsorship, please come forward with your contribution and association to uphold a beautiful environment for the new generation.

### EXPLORE – Youth Fair 2018 SPONSORSHIP OPPORTUNITIES

*(Sponsors are requested to submit logos for recognition.)*

#### TITLE SPONSORSHIP

1. Brand will be treated as powered by or in association with.
2. Felicitation of the Organization/Institute personnel on the inaugural function
3. Brand name will be mentioned in Radio FM promotions and TV promotions
4. Logo placement on all promotional materials  
(hoardings/banners/ads/stage backdrops/on venue branding/etc.)
5. Center Stall (400 sqft) with 2 Tables, 2 Chairs and ground carpeted.
6. Sponsorship recognition announcement
7. Inclusion in all pre and post event promotional materials and press releases
8. Listing on Fair signage located on poster at entry gates
9. Name listing on social media.
10. Stage will be allotted for an hour both days for any promotional activities with prior discussion with organizer.
11. Four (4) free representative passes will be issued to the organization for stall attendees.
12. Security guards will be provided at the venue.
13. Two power points will be provided.

#### CO - SPONSORSHIP

1. Brand will be treated as partners.
2. Felicitation of the Organization / Institute personnel on the inaugural function
3. Center Stall (240 sqft) with 2 Tables, 2 Chairs and ground carpeted.
4. Sponsorship recognition announcement
5. Brand name will be promoted in press releases
6. Listing on Fair signage located on poster at venue.
7. Name listing on social media.
8. Stage will be allotted for half an hour one day for any promotional activities with prior discussion with organizer.
9. Four (4) free representative passes will be issued to the organization for stall attendees.
10. Security guards will be provided at the venue.
11. Extra facilities can be arranged provided the charges are paid.
12. Two power points will be provided.





## GOLD EXHIBITORS

1. Center Stall (240 sqft) with 2 Tables, 2 Chairs and ground carpeted.
2. Exhibitor recognition announcement
3. Brand name will be promoted in press releases
4. Listing on Fair signage located on poster at venue.
5. Name listing on social media
6. Four (4) free representative passes will be issued to the organization for stall attendees.
7. Security guards will be provided at the venue.
8. Extra facilities can be arranged provided the charges are paid.

## SILVER EXHIBITORS

1. Center Stall (160 sqft) with 2 Tables, 2 Chairs and ground carpeted.
2. Exhibitor recognition announcement
3. Four (4) free representative passes will be issued to the organization for stall attendees.
4. Security guards will be provided at the venue.
5. Extra facilities can be arranged provided the charges are paid.

## COMPETITIONS / ACTIVITIES AND BENEFITS OF PARTNERS

*Exclusive instructions will be provided by professionals in the different competitive segments prior to conducting the events/competitions.*

### CREATIVE WRITING COMPETITION

Theme for this year's competition is 'Importance of Tourism in North East', to be held in 2 languages –English and Assamese. The platform will allow the students to express their views and suggestions on subjects of national importance.

*Group A: Class IV to VI, Group B :VII to X. Group C : XI to Graduate.*

#### **Brand promotional benefits of creative writing competition partner:**

- Brand name will mention in all media promotion and press release.
- Basic amenities like pens, pencils, papers, erasers, scales, hardboards, caps; T-shirts with brand logo of the organization can be promoted along with logo of Event Organizer and Title sponsor.
- Brand logo can be promoted at the refreshment boxes.
- Award or prize courtesy can be shared along with the organizer.



## STORY TELLING, DEBATING AND PUBLIC SPEAKING COMPETITION:

This is a contest for the entire Guwahati and North East region; those are fond of talking, addressing gatherings and entertaining the audience. There are five basic elements, often expressed as “who is saying what to whom using what medium with what effects?” The purpose of public speaking can range from simply transmitting information, to motivating people to act, to simply telling a story. Good orators should be able to change the emotions of their listeners, not just provide them information. In this contest we are looking for such student who is able to do the same. The participant should be fluent in either Assamese or English.



Group A: Class IV to VI, Group B : VII to X. Group C : XI to Graduate.

### **Brand promotional benefits of Storytelling, debate and Public Speaking competition partner:**

- Brand name will mention in all media promotion and press release.
- Basic amenities like pens, pencils, papers, erasers, hardboards, caps; T-shirts with brand logo of the organization can be promoted along with logo of Event Organizer and Title sponsor.
- Brand logo can be promoted at the refreshment boxes.
- Award or prize courtesy can be shared along with the organizer.

## CYCLING RALLY

### **Brand promotional benefits of cycling competition partner:**

- Brand name will be mentioned in all media promotion and press release.
- Basic sport gears like caps, T-shirts, hand gloves, water bottle with brand logo of the organization can be promoted along with logo of Event Organizer and Title sponsor.
- Brand logo can be promoted at the refreshment boxes.
- Award or prize courtesy can be shared along with the organizer.

## TERMS AND CONDITION

1. Main concept and creative layout of the said event cannot be changed without the approval of Mubadara Services.
2. Any kind of promotion cannot be materialized without the consent of the organizer.
3. Any activities designed for the 2 (two) days said event should be with prior discussion with the organizer.
4. Discipline and decorum of the event has to be maintained for proper functioning of the event.
5. Full payment has to be done on signing the agreement. All charges are exclusive of any taxes.

Suggestions and discussion are welcomed for making the event fruitful and successful.



**MUBADARA SERVICES**, a Guwahati based Event organizer, Consultant, Workshop and Service provider. We are having experienced expertise in the field of Event planning, Image Consultancy, Personality Development and Soft Skill training..

### PREVIOUS EVENT



### KIDS FESTIVAL 2017

For the very first time the KIDS FESTIVAL 2017 is introduced to the North East region of India. The main objective of KIDS FESTIVAL 2017 is to provide a common platform to promote the talent of all children including differently abled children. The show consists of three main focus areas...

### EXHIBITION

Space that showcases the latest and most innovative products and services for children and families.

### ORIENTATION WORKSHOP

Where kids were encouraged to participate in engaging and educational activities held throughout the day.

### PERFORMANCE

The spellbinding stage area with an amazing line up of performances, to encourage and showcase the talents of the children in any art form.

### WORKSHOP

Educational value programme or orientation workshop catered minimum 10 sessions, each day, conducted by known personalities. The programme such as— Life skills, Storytelling, Yoga, Gardening, Art & Craft, Terracotta, painting, Drama, Acting, Theatre, Cooking, Photography, Radio jockey

### PERFORMANCES

Performance and craft work exhibition by students of Shishu Sarothi, Fashion Show, Recitation, Dance in any art form, Singing, Drama/Street Play, Instrumental performance, Group performance from Schools,  
*Talk Show by Pratidin Time, exclusive media partner.*

### FUN ACTIVITIES

City Tour - India Tourism, Guwahati, Martial Art Techniques, Cycling, Face painting / Stickers, Sci-Fi game activities, Quiz, Handwriting and Drawing, Magic show and Puppet show, Lego creative building and Beyblabe battle station, Traditional games

### SPONSORS & PARTNERS



### Organiser /



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