



Future Minds 2009

19th to 21st June 2009

At

Bandaranaike Memorial International Exhibition Hall

Background

The 'Future Minds' organizers are proud to present its mega career guidance exhibition in June 2009 for the fourth consecutive year. The success of the FM 2008 exhibition and the overwhelming satisfaction expressed by the educational institutes and consultants who took part in the event inspired Nalanda Junior Old Boy's Association in embark on the 'Future Minds 2009'.

In keeping with its motto "No one left behind" this fourth expo will appeal to a significant student populace of privileged and underprivileged, across the country. We strongly believe that access to information on global education is everyone's right and it's rather necessity of the country than an option.

In Sri Lanka almost 90% of school children complete Grade 11, the grade that marks the end of the senior secondary school, but only 37% of those qualify at the GCE (O/L) examination proceed to GCE (A/L), the collegiate years. Despite of endless debates about the plight of the school leavers for decades no concrete solution has been introduced yet by any authority. A recent World Bank report estimates the net tertiary education enrollment in Sri Lanka to be about 11%, with 2.4% in public universities, 1% in public technical education and the rest or 8.5% attending various private institutions*.

This clearly exemplifies the growing competition that each school/university pass-outs have to face. This is further vindicated by the growing education market and the emerging frequent education exhibitions across the country. This culture not only provide exposure on wide range of courses, degrees and post graduate opportunities but they provide other facilities such as insurance policies, bank loans and counseling required for visa and traveling. In this context, education exhibitions help students and parents immensely as they provide all necessary information under one roof within a competitive environment.

It is in this context, that 'Future Minds' ventures into its fourth successive exhibition, to continue its services in keeping with its original vision to prepare Sri Lankan student community to a highly competitive globalizing market.

* *The Treasures of Education System In Sri Lanka, The World Bank, February 2005, Table 1.3.*

Objective

The overarching objective of the “Future Minds” is to prepare the Sri Lankan youth for the rapidly globalizing future and a demanding employment environment.

“Future Minds” facilitates communication amongst the Students, Parents, Teachers, Higher Education Institutes and the private sector to provide various avenues so that the students are able to plan their future effectively. Further, it provides an excellent opportunity for the Education Institutes - irrespective of whether they are local, national or international to showcase their products and services to school leavers and people who seek professional training and higher education in various fields.

Detailed Objective:

In order to meet the over achieving objective i.e. to prepare the Sri Lankan youth for the rapidly globalizing highly competitive world, Future Minds will provide:

Diversified range of Educational Options:

“Future Minds” would attract a wider range of educational institutions in order to provide broad spectrum of education avenues for the visitors.

Support Facilities:

All under one roof: visitors will be provided with all the necessary guidance on the other facilities such as Insurance, Bank loans and air ticketing which are essential in achieving their education dreams.

State of the Art technologies:

“Future Minds” provides a fine opportunity for companies to showcase the latest technologies to Sri Lankans.

Counseling services:

In addition to educational courses, “Future Minds” provides legal and financial advisory services to students who would like to pursue foreign education.

Career opportunities:

“Future Minds” invites private and public sector organizations, job banks and the foreign recruitment agencies to attract talented Sri Lankan youth and thereby provide valuable opportunity for visitors to meet their potential employers.

Programme

“Future Minds” Education & Career Guidance Exhibition, the fourth expo will be held at the Bandaranaike Memorial International Exhibition Hall from 19th to 21h June.

During these three days the exhibition will be open to public from 10am to 8 pm. By taking into account the availability of space and the growing demand from the last year stall holders and new comers, the organizers would like to increase the participation upto 175 stalls from diversified educational sectors. As last year, the exhibition centre will be organized in such a way where visitors can easily gather the necessary information. Further, there will be raffle draw competitions for visitors and general public who would be the target audience of the “Future Minds” advertising campaign. There will be two supportive programs to gain publicity and will be running to the parallel to the exhibition. The 'Future Minds Genius' much admired quiz competition amongst the advance level students of local and international schools is ready to telecast. The 'Future Minds Innovator' that exhibit the young Sri Lankan talent will be telecast adding more strength to the educational expo.

The foremost “Future Minds 2009” initiatives will kick-off on the third week of May 2009 with the official media conference. The “Future Minds” programme and its objectives will be announced at the press conference to inform the prospective stall holders and Sri Lankan's in general. The media campaign of the “Future Minds 2009” also will start with the press conference. In addition to print and electronic media publicity, organizers are planning to use three mobile units which will be traveling around the busy cities in the western province. While campaigning on “Future Minds”, these mobile units will distribute the advertising materials of the exhibition participants who confirmed their participation. The organizers will install hoardings soon after the press conference in prominent places around the western province. Further, handbills, posters and invitation letters to schools and other education and training providers will be dispatched. Organizers will set-up a help desk in the run-up to the event to assist the inquiries of the interested individuals and groups about this exhibition. “Future Minds” website and the frequent email and SMS campaign too will be activated soon after the official kick-off.

Future Minds Target Segments and envisaged outputs

CHIEF SERVICE SECTORS	PARTICIPANTS	OUTPUTS
Education Institutes	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Local Universities <input checked="" type="checkbox"/> Foreign Universities <input checked="" type="checkbox"/> Local professional educational institutes (including beauty culture, hair design inst.) <input checked="" type="checkbox"/> Local primary and secondary educational institutes <input checked="" type="checkbox"/> Affiliated institutes 	Increase awareness and provide a wider range of educational options for students
Education related facilities	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Local and foreign Banks <input checked="" type="checkbox"/> Insurance Companies <input checked="" type="checkbox"/> Ministry of Education <input checked="" type="checkbox"/> Ministry of Information and Media <input checked="" type="checkbox"/> Travel Agencies 	Provide all the available services for students who are striving to pursue further education
State of the art technologies	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Government Ministries <input checked="" type="checkbox"/> IT companies <input checked="" type="checkbox"/> Software developers <input checked="" type="checkbox"/> Communication Sector 	Provide an overview about the latest technologies and extent to which it being used in the Sri Lanka
Education related Counseling services	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Foreign education agencies <input checked="" type="checkbox"/> Local agents of the renowned universities 	Provide guidance to the candidates who are planning to join with foreign universities

Joining “Future Minds”

SPONSORSHIP GRADE	YOUR CONTRIBUTION	HERE'S WHAT YOU GET
Platinum Sponsor	3 Million	4 Stalls Free
Gold Sponsor	2 Million	3 Stalls Free
Silver Sponsor	1 Million	2 Stalls Free
PARTICIPANTS		
Foreign Education Stall	US\$ 1000	Stall space 3 X 3 M

Sponsor Categories

PLATINUM SPONSOR

Pre-Exhibition Promotion

Acknowledgment as a Platinum Sponsor in event promotional material and in activities such as Press releases, Electronic & Printed Media Advertisements, Videos, Posters, Leaflets, Hoarding, Banners produced after the day of the commitment

Authorization to publicize involvement with the event

Right to receive supply of event marketing material produced for distribution at sponsor's discretion to highlight involvement

On-site Acknowledgment Promotion

Company Logo on the message board

Logo on the website with a link to the Sponsor's home page and profile (150 words) in the sponsors section of the event website.

Broadcasting an advertisement (duration-30 sec) once every twenty minutes on exhibition announcement system (19th to 21st June 2009.)

Promotional materials of the Sponsor can be distributed at the venue.

Full-page advertisement in the souvenir.

A maximum of 20 banners can be displayed at the venue.

Exhibition & Social Benefits

Four Exhibition Stalls at the exhibition area space of LDH 3 x 3 x 2.4 m

GOLD SPONSOR

Pre-Exhibition Promotion

Acknowledgment as a Gold Sponsor in event promotional material and in activities such as Press releases, Electronic & Printed Media Advertisements, Videos, Posters, Leaflets, Hoarding, Banners produced after the day of the commitment

Authorization to publicize involvement with the event

Right to receive supply of event marketing material produced for distribution at sponsor's discretion to highlight involvement

On-site Acknowledgment Promotion

Company Logo on the message board

Logo on the website with a link to the Sponsor's home page and profile (150 words) in the sponsors section of the event website.

Broadcasting an advertisement (duration-30 sec) once every twenty minutes on exhibition announcement system (19th to 21st June 2009.)

Promotional materials of the Sponsor can be distributed at the venue.

Full-page advertisement in the souvenir.

A maximum of Ten banners can be displayed at the venue.

Exhibition & Social Benefits

Three Exhibition Stalls at the exhibition area space of LDH 3 x 3 x 2.4 m

SILVER SPONSOR

Pre-Exhibition Promotion

Acknowledgment as a Silver Sponsor in event promotional material and in activities such as Press releases, Electronic & Printed Media Advertisements, Videos, Posters, Leaflets, Hoarding, Banners produced after the day of the commitment

Authorization to publicize involvement with the event

Right to receive supply of event marketing material produced for distribution at sponsor's discretion to highlight involvement

On-site Acknowledgment Promotion

Company Logo on the message board

Logo on the website with a link to the Sponsor's home page and profile (150 words) in the sponsors section of the event website.

Broadcasting an advertisement (duration-30 sec) once every twenty minutes on exhibition announcement system (19th to 21st June 2009.)

Promotional materials of the Sponsor can be distributed at the venue.

Full-page advertisement in the souvenir.

A maximum of Five banners can be displayed at the venue.

Exhibition & Social Benefits

Two Exhibition Stalls at the exhibition area space of LDH 3 x 3 x 2.4 m

EXHIBITOR LAYOUT



RATE CARD

Category	Area(sqm)	Fee
A1,A2	36	LKR 425,000
B1,B2	31.5	LKR 350,000
B3,B4	18	LKR 250,000
C 1-4	18	LKR 140,000
D 1-4	18	LKR 175,000
E1,E2	31.5	LKR 250,000
E3,E4	18	LKR 140,000
N 1-4	18	LKR 140,000
P 1-5	20	LKR 140,000
Q 1-2	27	LKR 225,000
R	9	LKR 100,000
G	9	LKR 50,000
H	9	LKR 55,000

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