

Karachi: February 6 & 7, 2011
Karachi Expo Centre

Lahore: February 9 & 10, 2011
Pearl Continental Hotel

Islamabad: February 12 & 13, 2011
Jinnah Convention Centre

Timings: 11 a.m. to 7 p.m.

**Connect,
interact and
network with
the best of the
brightest at...**

THE DAWN EDUCATION EXPO 2011

Pakistan's one and only
higher education hub

www.dawnexhibitions.com



The background of the entire page is a vibrant, abstract collage. It features a large, stylized black arrow pointing upwards and to the right, set against a yellow and blue geometric backdrop. Various educational and technological icons are scattered throughout, including a pencil, a book, a graduation cap, a microscope, a circuit board, a lightbulb, and a globe. The colors are primarily yellow, blue, and magenta, with white and black accents.

DAWN Education Expo...

The hub that will bring you face-to-face with Pakistan's best of the brightest young generation.

New generation Pakistanis are bright, ambitious and eager to explore new horizons in higher education.

Keenly aware that in an increasingly competitive and sophisticated job market, a degree from an internationally recognised university or college is the key to career success, this new generation and their parents are willing to make a significant investment in higher education in order to secure their future.

In the coming academic year, approximately 20,000 Pakistani students (high school and college graduates) will be making decisions about which university they will enrol in.

Of these, an estimated 50% will opt for a university or college education in the United Kingdom.

Australian universities too are growing in appeal, and in the last academic year alone, 3,000 Pakistani students opted to pursue their higher education there.

Meanwhile, Canada, China, Malaysia, New Zealand, North Cyprus and the UAE have also become popular choices among Pakistani students.



Why DAWN Education Expo 2011?

Now in its eighth year, DAWN Education Expo is the largest and most successful education exhibition in Pakistan.

Organised by DAWN, Pakistan's premier English-language newspaper, DAWN Education Expo is able to draw its visitors from the newspaper's significantly influential and affluent readership. The newspaper is also required reading at Pakistan's leading colleges and schools.

This is what makes DAWN Education Expo the enrolment hub for Pakistan's brightest graduates.

Held every year in Pakistan's three metropolitan cities of Karachi, Lahore and Islamabad, DAWN Education Expo provides colleges and universities with the opportunity to interact and engage with – and enrol – Pakistan's brightest young minds.

In fact, this event is eagerly anticipated by students (and their parents) who have reached the next stage of their academic progress and are searching for relevant and detailed one-on-one information from university representatives.

In just seven years, DAWN Education Expo has attracted participation from over 300 foreign and Pakistani institutes of higher learning. With each successive year the Expo has witnessed a substantial increase in the number of exhibitors and the countries they represent, indicating its success and effectiveness.





The Dawn Media Group – Pakistan's Leading Media Group



Originally established as the DAWN Group of Newspapers, The Dawn Media Group came into being in 2008 to reflect the Group's transformation from a publisher of newspapers and magazines into a powerful multimedia group straddling print with DAWN, TV with DawnNews, radio with CityFM89 and the internet with DAWN.COM.

DAWN, the flagship newspaper of The Dawn Media Group, was founded in 1947 and soon established itself as the most authoritative newspaper in the country, widely respected for the credibility of its reporting and the independence of its views.

A market leader and a brand icon, DAWN is read by key influencers in the public and private sectors and by the majority of the English reading public, most of whom are affluent, highly educated, well travelled, and constitute a significant proportion of Pakistan's current decision making generation.

A FOCUSED MEDIA CAMPAIGN FOR DAWN EDUCATION EXPO 2011

To ensure maximum participation, DAWN Education Expo is supported by a nationwide, multimedia advertising campaign in DAWN, DAWN.COM, DawnNews and CityFM89.

A Special Report will be published in DAWN on the opening day of the Expo in each city. The Special Report will provide detailed information about the participating universities and colleges as well as especially commissioned articles on higher education.

HOW TO PARTICIPATE

All participants are offered exhibition space for the duration of the Expo. Kindly refer to our Package Forms for pricing plans and floor plan details.

Once you have made your selection, please contact any one of our offices in the following cities:

KARACHI

Khurram Bhatti

Haroon House,
Dr Ziauddin Ahmed Road,
Karachi 74200
Tel: +92 (21) 3561-3344/3561-3185
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ISLAMABAD

Khalid Iqbal

Plot 12, Sector G-7/1, Mauve Area,
Near Zero Point, Islamabad 44000
Tel: +92 (51) 220-2701 (5 lines)
Direct Line: +92 (51) 220-3130
Mobile: +92 (321) 555-4250
Fax: +92 (51) 260-6013
E-mail: khalidiqbal@dawn.com

Pakistan – A Profile

The DAWN Education Expo 2011 will be held in Pakistan's three metropolitan cities of Karachi, Lahore and Islamabad in early February. In terms of weather this is the best time to visit Pakistan as temperatures remain moderate, with crisp sunny days and pleasantly chilly evenings.

Karachi – The commercial hub

February 6 & 7, 2011

Karachi Expo Centre

The Karachi Expo Centre is a purpose built exhibition and convention venue. Centrally located, the Expo Centre accommodates 300 exhibitors and 50,000 visitors in six halls on the ground floor.

Lahore – The cultural hub

February 9 & 10, 2011

Pearl Continental Hotel

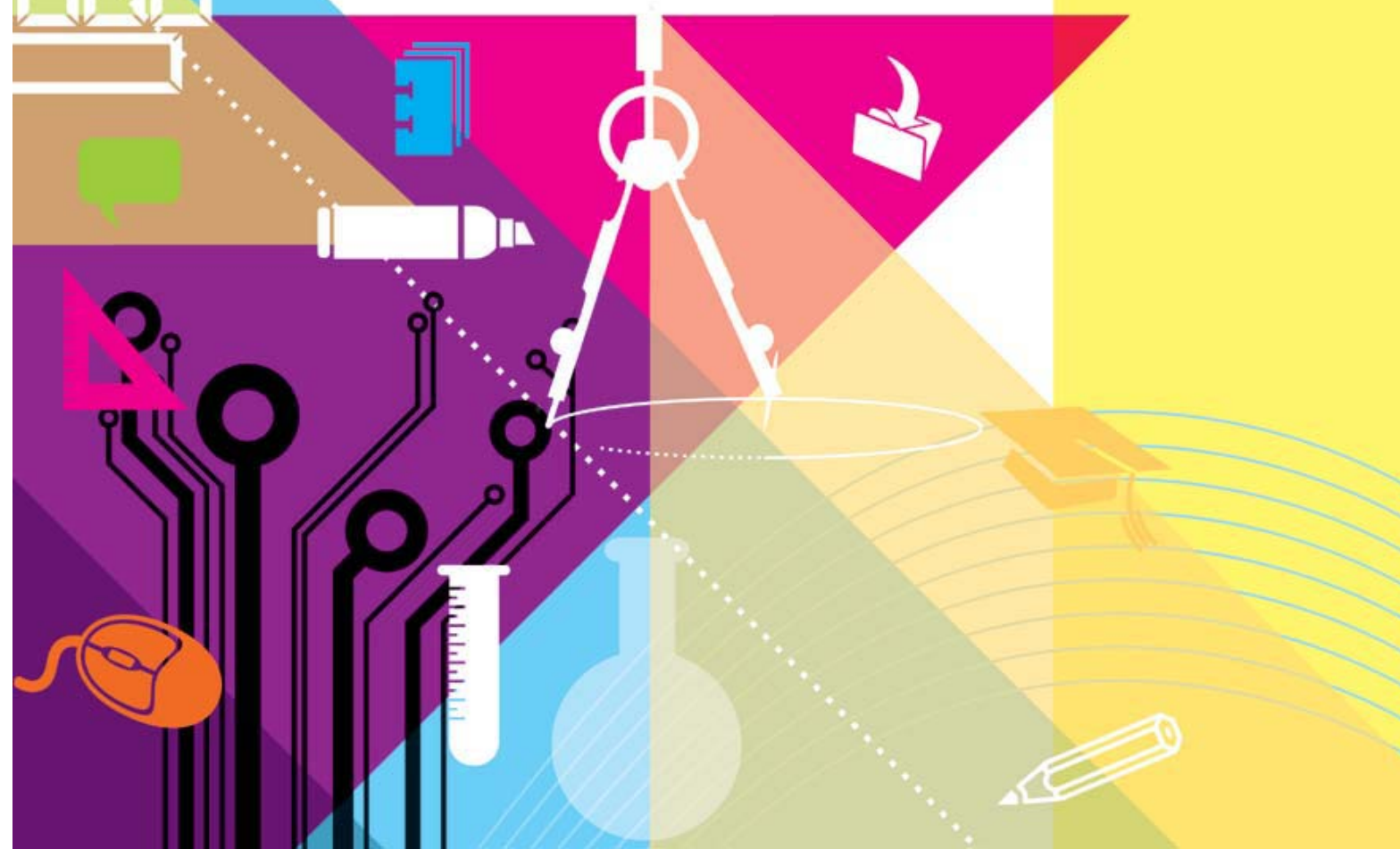
The Pearl Continental Hotel is located in the heart of Lahore and covers about 56,000 square feet, with the capacity to accommodate up to 150 exhibitors and 30,000 visitors.

Islamabad – The political hub

February 12 & 13, 2011

Jinnah Convention Centre

Located adjacent to the Diplomatic Enclave, the Jinnah Convention Centre can accommodate up to 110 exhibitors and 20,000 visitors.

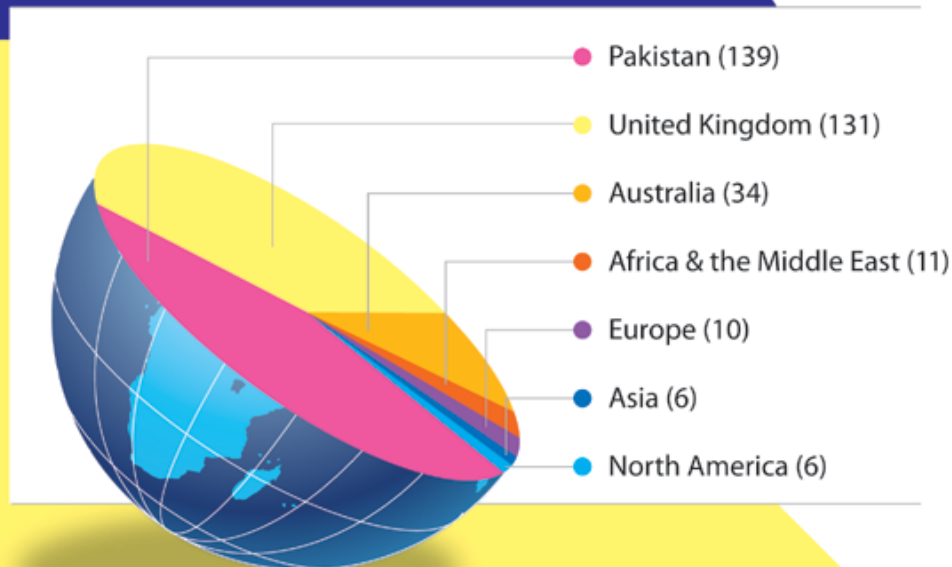


How attendance at the DAWN Education Expo has grown (2004-2010)



DAWN Education Expo has seen a sharp growth in participation over the last seven years. There were 32 participating institutes in 2004. In 2010, the number of participating foreign and Pakistani universities and colleges came to 110.

Where our exhibitors come from...



Participating universities offer the following disciplines of study among many others: Accounting & Finance, Art & Design, Business & Management, Communications & Media, Engineering, Hospitality, Human Resources, Information Technology, Languages, Marketing, Medicine, Social Sciences and Supply Chain.



Packages US\$: Foreign Institutions – 2011 – Nationwide

Package A – US \$ 2,900

- Octonorm stand Size-A in Karachi, Lahore & Islamabad
- A 15cm x 4col. color advertisement (15cm x 16cms) in the DAWN Special Report on Education
- A full-page color advertisement (27cm x 18cms) in the SPIDER Internet Magazine
- Button advertisement for 1 week on the website DAWN.com
- 150 - 200 words introductory write-up in DAWN Special Report

Package B – US \$ 3,900

- Octonorm stand Size-B in Karachi, Lahore & Islamabad
- A 15cm x 8col. color advertisement (15cm x 32.5cms) in the DAWN Special Report on Education
- A full-page color advertisement (27cm x 18cms) in the SPIDER Internet Magazine
- Button advertisement for 1 week on the website DAWN.com
- 150 - 200 words introductory write-up in DAWN Special Report

Package C – US \$ 6,150

- Octonorm stand Size-C in Karachi, Lahore & Islamabad
- A half-page color advertisement (27cm x 32.5cms) in the DAWN Special Report on Education
- A full-page color advertisement (27cm x 18cms) in the SPIDER Internet Magazine
- Button advertisement for 1 week on the website DAWN.com
- 150 - 200 words introductory write-up in DAWN Special Report

Package D – US \$ 10,300

- Octonorm stand Size-D in Karachi, Lahore & Islamabad
- A full-page color advertisement (54 cm x 32.5cms) in the DAWN Special Report on Education
- A full-page color advertisement (27cm x 18cms) in the SPIDER Internet Magazine
- Button advertisement for 1 week on the website DAWN.com
- 150 - 200 words introductory write-up in DAWN Special Report

**The Dawn
Media Group**

UAN: 111-444-777
WEBSITE:
WWW.DAWNEXHIBITIONS.COM

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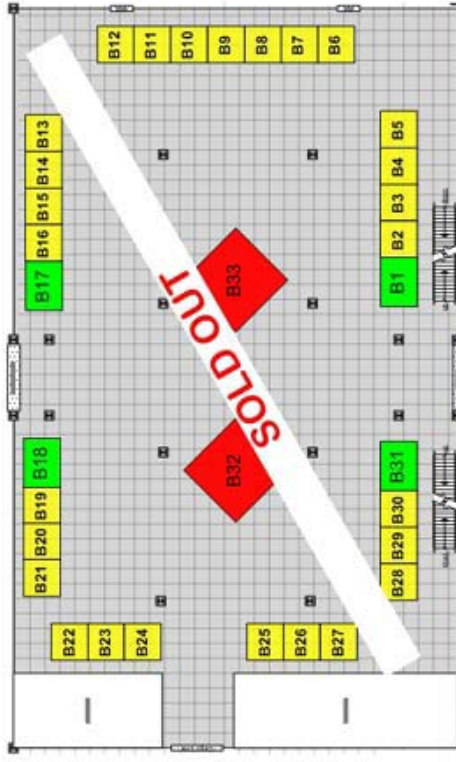
ISLAMABAD

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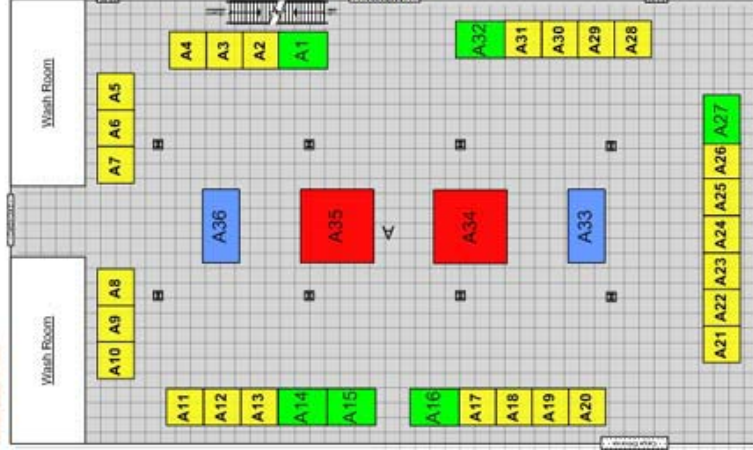
DAWN Education Expo 2011

Karachi Expo Centre
February 6 & 7, 2011

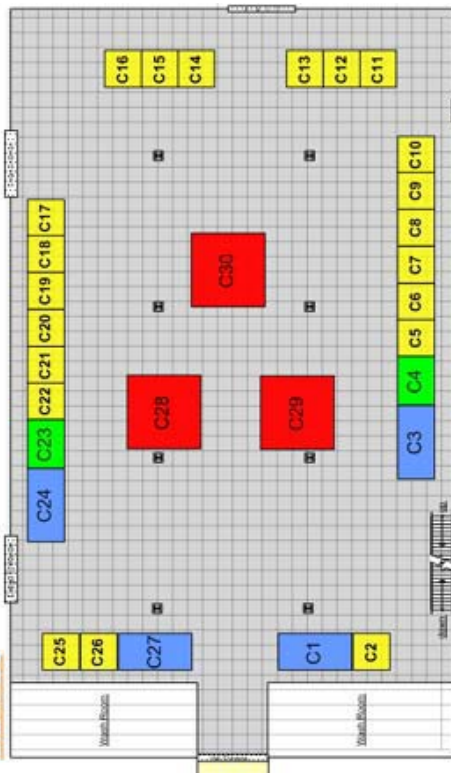
HALL 2



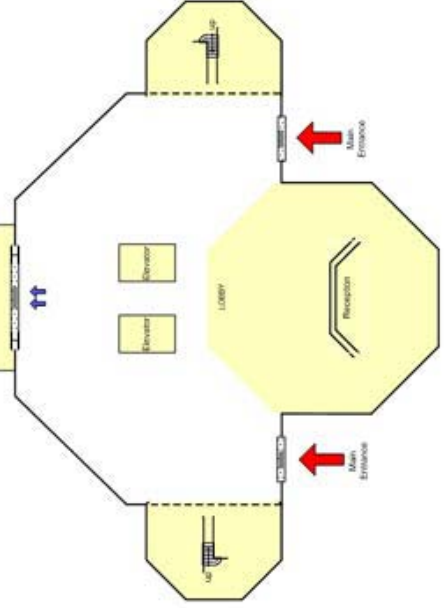
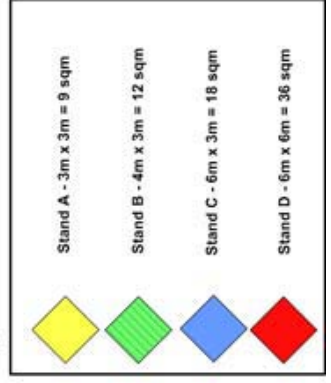
HALL 1



HALL 3



Key



BOOKING FORM

Select a Package (Please mark one)			
National:			
N(A)	N(B)	N(C)	N(D)
Karachi Only:			
K(A)	K(B)	K(C)	K(D)

Stall Number(s)	
Karachi	
Lahore	
Islamabad	

Name of the person incharge of stall setup	
Karachi	
Lahore	
Islamabad	

Name of Representatives at the stall

Full Institution's Name	
Phone	Fax

Name on Stall Fascia

On behalf of the above mentioned organization, I confirm & undertake:

- that the above mentioned organization will be participating in DAWN Education Expo 2011
- to abide by the booking terms including the cancellation charges mentioned below
- to indemnify PHPL for any loss that it may suffers as a result of a cancellation for any reason whatsoever

Name
Email
Signature & Date

Job Title
Mobile
Company Stamp

BOOKING GUIDELINES FOR FOREIGN COMPANIES

Please remit the amount directly to our following account

Account Details

HSBC Bank Middle East

Shaheen Commercial Complex, M. R. Kiyani Road, Karachi.

Account: 001-047091-001

Swift Code: HSBCPKXX

Title of Account: Pakistan Herald Publications (Pvt.) Limited

CANCELLATION CHARGES

25% of the total amount if the booking is cancelled 60 days prior to the exhibition

50% of the total amount if the booking is cancelled 45 days prior to the exhibition

100% of the total amount if the booking is cancelled 30 days prior to the exhibition

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