



SERVICES FOR INTERNATIONAL EDUCATION MARKETING

Fantastic opportunity to reach a new audience at the International Kolkata Book Fair 2015

SIEM India is delighted to present a fantastic opportunity to reach a new audience of 2 million at the International Kolkata Book Fair from 27 January- 8 February 2015.

The International Kolkata Book Fair or KBF is one of the leading commercial book fairs across the world with an approximate 2 million visitors, over 1000 publishers and book sales of over £180 million per year (for the last four years).

Each year, the KBF is themed on a country and the organisers offer special platforms for promotions and publicity of the nation in spotlight. The focal theme for 2015 is Great Britain.

As the focal theme, the organisers will

- Offer the central pavilion/stall to the British Council for the entire duration of the fair. Over 150 thousand visitors are expected at the pavilion.
- Build the pavilion modelled on a British architectural landmark. It will be themed Knowledge is GREAT.
- Provide full scope to British Council to drive publicity and events based on the theme and aid us to promote our offers to the two million plus visitors at the fair and to our stall

The British pavilion at the fair will provide:

- A showcase of UK arts and creativity
- Students/young people visiting the premises will have the opportunity to find out more about Education in the UK and education services offered to them
- Parents/influencers of young people and prospective students to seek and engage in offers related to higher education in the UK including scholarships and other educational and cultural opportunities in the UK
- Opportunity for target groups who aim to procure services from the UK for Higher Education, Learning Language Teaching, Arts, Examinations, and Library etc.)
- A showcase of the UK's excellence in higher education to position the UK as the first choice for prospective individuals pursuing study in the UK

Benefits of taking part

- To take advantage of the visitor footfall of over 150 thousand visiting the focal theme pavilion
- To showcase your institution to students and influencers visiting the pavilion through direct interaction and publicity
- To provide information on courses, scholarships, student life, visas and other key information to students and their influencers who wish to study/send their children to the UK
- To provide UK institutions with a platform for setting up business links with relevant local Universities and visiting/exhibiting organisations and businesses
- To take advantage of a leading national media campaign around the fair, free of charge
- Opportunity to display and distribute brochures, flyers and other promotional material through designated kiosks at the central pavilion

UK institutions can choose from the following offers:

Silver offer:

- Each Institution will be given the opportunity to display takeaways such as brochures and other promotional material through a single 'Study in the UK British Council kiosk' at the fair.
- We recommend a quantity of 10,000 single page leaflets which entails all the information about courses you offer. You may also send us a high-res PDF version which we can print locally for you in case you run out of flyers.
- Besides this you may carry 50 brochures or booklets and prospectuses with more detailed information about your institution and courses for only display at your stall.
- Visitors will be able to browse through and take away university promotional material from the kiosk the entire duration of the fair (27 January – 8 February).

Participation fee: 500 GBP + VAT

Gold offer:

- Each University will have a dedicated open kiosk of 4 feet by 5 feet dimensions in a table-chair format, which will include a backdrop with the institution name on the fascia. The rest of the backdrop will be blank to allow institutions to put up posters and other branded and promotional material.
- Universities may carry branded table cloth and standees for display.
- Universities will need to send their representative/s for the fair. The British Council will provide one volunteer if requested by the institution to assist the university representative in student interaction.
- We recommend a quantity of 10,000 single page leaflets which entails all the information about courses you offer. You may also send us a high-res PDF version which we can print locally for you in case you run out of flyers.
- Besides this you may carry 50 brochures or booklets and prospectuses with more detailed information about your institution and courses for only display at your stall.
- The kiosk facility will be available from 27 January to 2 February after which universities can display their promotional materials in the Study in the UK British Council kiosk for the remaining duration of the fair.

Participation fee: 1000 GBP + VAT

Branding and publicity:

Pre-event, post-event and ongoing marketing and publicity will be undertaken by the British Council through various channels. The participating UK institutions will be publicised through the following channels:

- Pre and ongoing publicity of participating institutions through British Council website listings and event pages.
- Social media campaign through British Council Facebook and Twitter channels.
- University logos and names display in digital campaign on British Council websites and social media channels. Participating Universities to send logos by 15 January.
- All day ongoing display of Institution names on plasma inside the pavilion alongwith other British Council stall offers.
- Display banner at the entrance of the pavilion listing institution names.
- Photo campaign: British Council assistants to take pictures of Institution kiosks during the fair for Twitter campaign.
- Pre-event and ongoing press and media coverage will mention participating institutions.

Important details:

Fair dates and timings:

27 January – 8 February

Monday to Friday: 2 p.m. – 8 p.m.

Saturdays and Sundays: 12 noon – 9 p.m.

Participation fee:

Gold offer: 1000 GBP

Silver offer: 500 GBP

Universities will need to pay for and arrange accommodation and travel for their representative during the fair. Please note the participation fee does not include international or domestic travel, accommodation, subsistence or freight.

Participation is limited to maximum ten universities. We will go ahead with a minimum participation of five UK institutions

Action required

Send your expressions of interest to [Aatreyee Guha Thakurta](mailto:Aatreyee.GuhaThakurta@britishcouncil.org) with a mention of the package you would like to opt for by **5 January 2015**

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