



**SECOND
EDITION**

Howrah Celebrating
Admission Fair
At
SARAT SADAN
HOWRAH MAIDAN

-  Pre-Primary & Primary School
-  Secondary School
-  Higher Secondary School
-  Colleges & Universities
-  Competitive Institutes
-  Computer Centres



**Be A Part Of This Event &
Grab The Opportunity**

Connect your brand with huge audience & well designed, managed fair with complete publicity support



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About Admission Fair

Following the grand success of its first edition, the Howrah Admission Fair is now entering its second edition, further strengthening its vision of bringing reputed schools and educational institutions closer to the families of Howrah, Kolkata and surrounding districts of West Bengal.

The Howrah Admission Fair provides parents and students with a convenient platform to discover schools, interact directly with school representatives, learn about academic programmes, admission criteria, facilities, fees, scholarships and other opportunities. It saves valuable time while making the school-selection and admission journey easier, more transparent and informatics.

Our Mission

"To provide a comprehensive and accessible platform where parents and students can explore diverse educational opportunities, engage directly with educational institutes, and make informed decisions about their academic futures, all under one roof."

Our Vision

"To become a trusted, inclusive, and dynamic platform that empowers families to make well-informed educational choices, fostering a community where every student has access to quality learning opportunities tailored to their potential and aspirations."

Why Exhibit ?

After the grand success of HAF 2025, the 2nd Edition Howrah Admission Fair is comming with it one year of valuable experience, strong parent engagement and proven success.

1. Showcase the Educational Institute's Offerings: Highlight the educational institute's academic programs, extracurricular activities, facilities, values, and unique strengths to prospective families.
2. Attract and Engage Potential Applicants: Interact directly with parents and students, answer their questions, and spark interest in applying to the educational institutes.
3. Build the Educational Institute's Brand and Reputation: Strengthen awareness and visibility within the community and among competing institutes, positioning as a preferred choice.
4. Generate Enrollment Leads: Collect contact information of interested families for follow-up, open house invitations, campus tours, and eventual enrollment.
5. Network with Other Institutions and Educational Partners: Sometimes educational institutes also connect with educational service providers, exam boards, and enrichment programs for collaboration.
6. Understand Market Expectations and Trends: Gather feedback from parents on what they valuate for educational institutes and know about their competitor.

Why At Howrah ?

Howrah is a highly populated urban area with a large number of families and school & college going students, making it an ideal location to reach a wide student base. With hundreds of educational institutes already operating in the city and thousands of students seeking admission each year, Howrah offers a vibrant educational environment. For educational institutes, this event is an opportunity to reducing communication gaps and boosting trust between educational institutes and parents /guardians.

The Howrah Admission Fair helps to solve the communication gap between schools and parents, fostering trust, engagement and informed educational choices — all under one roof.



Target Audience of Admission Fair 2026

- Students who are looking for admission opportunity in good colleges & boarding schools.
- Students preparing for Competitive Exams : targeting aspirants of JEE, NEET, CUET, SSC, Banking, and other entrance exams
- Students preparing for MBA, BBA, CA, CS
- Students interested for advance computer courses
- Parents of toddlers and preschoolers looking for kindergarten or nursery admissions.
- Parents of children in primary or middle school considering better academic environments or curriculum changes.
- Parents who interested in school fees, curriculum (CBSE, ICSE, State Board etc.), facilities, extra-curriculars, safety, and values.
- Guardians who are interested in understanding academic quality, safety, cost, scholarships, and campus life for their children
- Students interested for advance computer courses

Marketing Support For Admission Fair

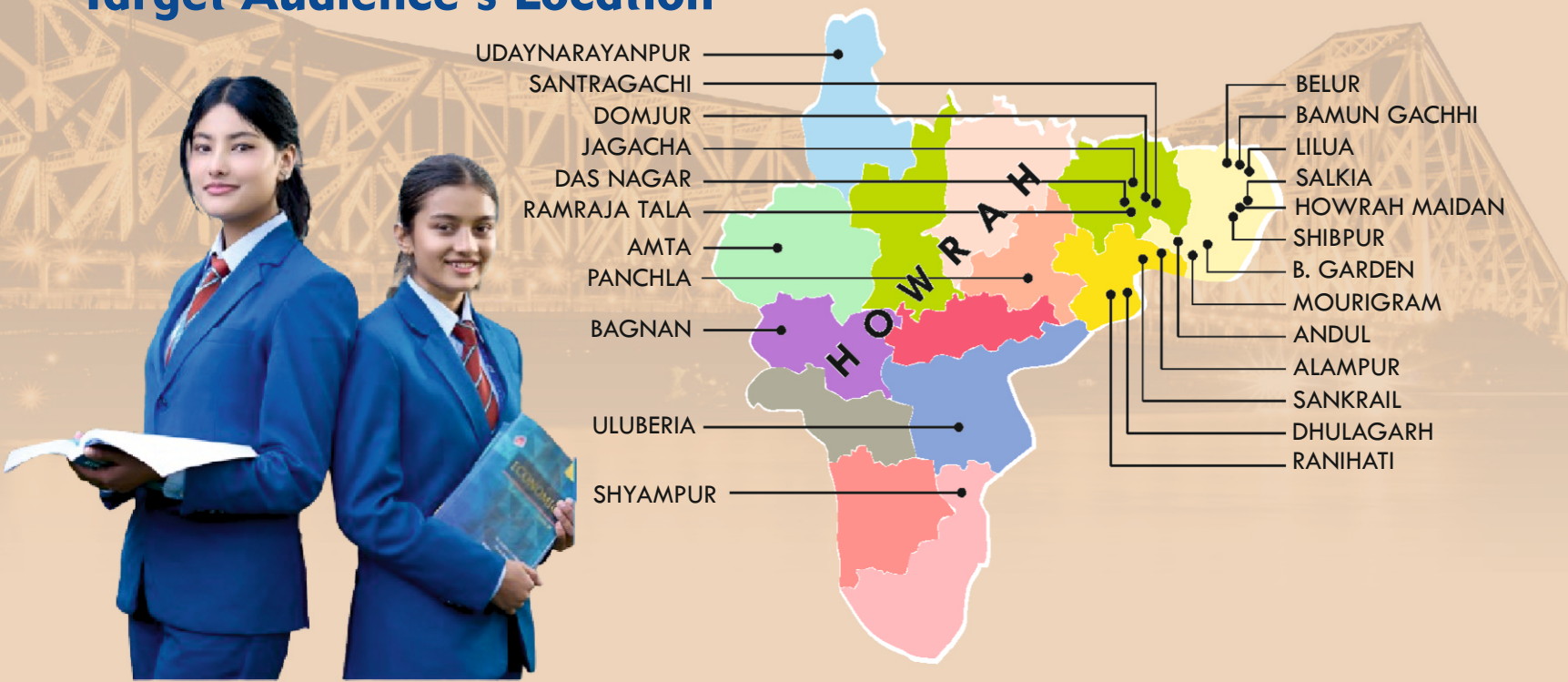
To increase awareness and visitor footfall by promoting the admission fair through multiple channels like

- Social Media Campaigns
- Indoor Marketing
- Short Video Promotions
- Local Area Promotion (Offline)
- Hoardings & Banners
- Pamphlet / Flyers Distribution
- Auto Rickshaw / Bus Branding
- Personal Invites
- Influencer Marketing
- Tablo Mobile Van Marketing

Amenities In Admission Fair

- Welcome & Information Desk
- Front Facia
- Medical / First-aid Booth
- Security Booth
- CCTV surveillance
- Event Signage And Direction Boards
- Fire Safety Equipments
- Hi - Tea & Drinking Water

Target Audience's Location



Internal Marketing Support

- Inter School Dance Competition
- Mega Drawing Competition
- Magic Show for Kids
- Scholarship Program
- Visitors Follow up with Telecaller Team
- Ramp Walk
- Return Gift for Visitors
- Exhibitors Manual for Visitors
- Photography Competition

Sponsorship Opportunity

SPONSORS TYPE	NO. OF SPONSORS	SPONSORSHIP BENEFITS
➤ Title Sponsors	(1)	✓ Coverage in banner, direction boards, ✓ Leaflets & social media post ✓ 5 Pcs standee ✓ 1 Pcs Selfie Stand ✓ Name & logo print on I card
➤ Co Sponsors	(2)	✓ Coverage in banner, & social media post ✓ 2 Pcs Standee ✓ Logo branding on the stage background and both pillar of exit gate.
➤ Print Media Partner	(5)	✓ Coverage in banner & leaflets ✓ 1 Pcs Standee
➤ Digital Media Partner	(1)	✓ Coverage in banner & leaflets ✓ 1 Pcs Standee
➤ Medical Partner	(1)	✓ 2x2 Sq Mtr Stall, Coverage in banner, ✓ 1 Pcs Selfie Stand
➤ Radio Partner	(1)	✓ Coverage in banner ✓ 1 Pcs Standee



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