



# EXPLORE NEW FRONTIERS IN INSTITUTIONAL PROMOTION



**KAIROS**   
EDUCATION **onlineExpo** 2013

[www.KairosOnlineExpo.com](http://www.KairosOnlineExpo.com)



SUCCESS PARTNER @ FINGER TIPS....  
THROUGH ALL THE DAYS OF DECISION MAKING

# KAIROS ONLINE EXPO

## A Virtual Platform for Serious Demand Generation from Prospective Students and Parents

Kairos Online Expo started two years back with a vision to assist institutions to recruit the right kind of students they are looking for, using the IT platform of online expo. It takes all the successful elements of a live, traditional expo and applies them to the virtual world of internet. It also gives the special benefit of complete and comprehensive communication with executive presentation tools.

Students can learn more about the institutions without ever leaving their home through video presentations, e-brochures, useful links, direct interaction with exhibitors using network tools, etc. With its complete registration system and ability to track attendee activities, Kairos Online Expo delivers robust reporting analytics.

## Key Features

- Third year of online expo
- Fully customizable virtual features
- Proven scalability and reliability
- Professional presentation capabilities
- Direct communication and high credibility
- Powerful event registration, reporting and analytics
- Multi-platform support with no download requirement

# Why should Institutions go for Kairos Online Expo?

## ONLINE EXPO ADVANTAGES

- ✱ Avoids expense for travel, hotel, fuel, airfare, expo stall shipping, etc.
- ✱ Is not affected by geography, weather, national boundaries, strikes and time limitations.
- ✱ ROI is more quantifiable. Activities of visitors can be monitored and recorded.
- ✱ Operational 24/7.
- ✱ Easier to gather and qualify leads.
- ✱ Can exhibit and interact with a much wider audience worldwide at a lower cost.
- ✱ Exhibitor Booths are more dynamic with options to upgrade change.
- ✱ Can take orders and show literature.
- ✱ Provides deeper brand experience.
- ✱ Can build database for future shows.
- ✱ Gives effective, complete and comprehensive communication.
- ✱ Can explore new markets and create instant branding.
- ✱ Can tap the huge NRI market who depends on internet for searching higher education options.
- ✱ Reduces the dependency on agents and other services due to direct interaction.
- ✱ Facilitates the students to verify affiliations, approvals and accreditations through the 'Useful Links' of the online expo.
- ✱ Delivers the contact details of the booth visitors to the given email id of the exhibitor.
- ✱ Can gather feedback of the expo and exhibitors
- ✱ Reduces overall costs at every turn.

## PROMOTIONAL CAMPAIGN PLANS

Press Meet and Press Release

Newspaper Ads

Television Ads

Radio Ads

Online Newspaper Ads

Google Ads

Facebook Ads

Ads in Church Journals

Posters and flyers to Schools and Colleges

Genius Hunt Online Scholarship Test (Sponsored program)

Lucky Draw for +2 and Degree Final Year Students

Social Media Promotion

SMS Campaign

Email Campaign

Promotion through Entrance Coaching Centers

Bill Boards in selected places

Promotion through education counselors

Association with the education portal - indianeducator.com

## SPECIFIC EXHIBITOR ADVANTAGES

- ✱ Provides database of all the Booth visitors through email or Booth control panel
- ✱ Can monitor Expo Analytics and Google analytics of visitors by location, Booth visits, banner ad clicks, chats, time spending in the expo, downloads, etc.
- ✱ Makes every visitor a Brand Ambassador
- ✱ Can measure the impact of promotional activities directly
- ✱ Can make changes in the contents, upgrade promotional materials, etc.
- ✱ Makes the visitor feel the Campus
- ✱ Visitors are very prospective
- ✱ Helps brand transition



# Analysis of Kairos Online Expo 2012

Kairos Expo 2011



Kairos Expo 2012

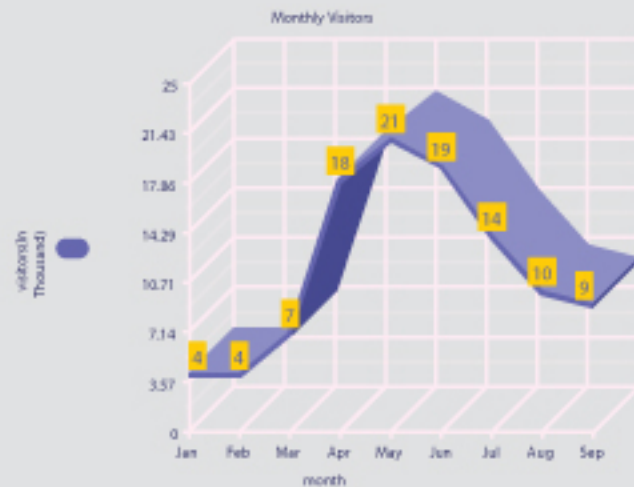


Kairos Expo 2013



The moon representation of the progressive track record with projection

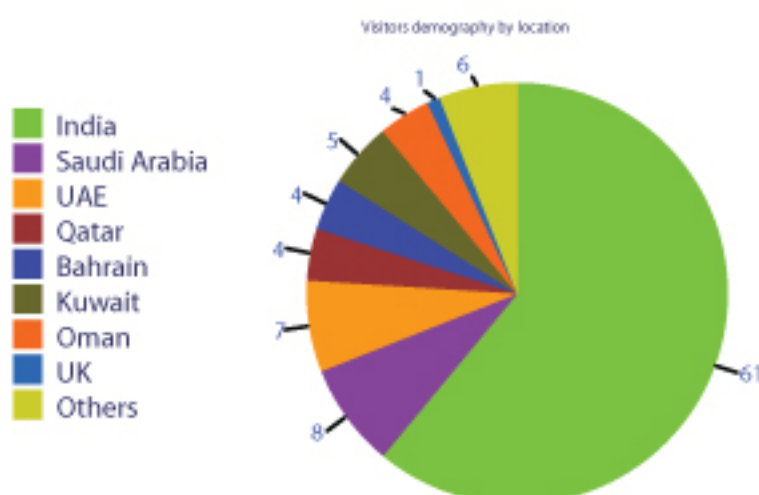
## Monthly Visitors



## Course Preferences



## Visitors by Country



7,650 Likes  
Reach up to 36,64,337

Approaching colleges with the  
**success record**  
of the last two years ..!



## FOCUSED MARKETING REGIONS



KERALA | MIDDLE EAST | NORTH EAST INDIA  
(TEST MARKETING)

# VIRTUAL INFRASTRUCTURE

Intelligent exhibition features to satisfy both the Exhibitors and the Visitors

Kairos Online Expo is designed with high definition 3D stills and animations which give a real life expo experience to the visitors and there by easy access to the contents. The TV-like aesthetic environment specially helps the parents of even non-technical background to feel at home in the expo. The 'Virtual Executive' briefs at every stage the expo to avoid fear of navigation, which the visitors commonly have when logging on a website.

The unique construction of the expo enables the exhibitor institutions to present everything they wish to. What the visitor cannot get from a direct visit to the campus can be communicated to them through Kairos Online Expo, as the system repeats the best presentation to all the visitors. Through the expo Booth they can show the videos of classrooms, hostels, sports activities, cultural programmes, guest lectures, industrial visits; parade the academic details, placement details, media coverage, special recognitions; give the visitors the brochure and materials; chat with them or call them; link to them through social media, etc.



Expo Homepage



Expo Lobby



Expo Hall



Auditorium

# OF KAIROS ONLINE EXPO

## Exhibitor Booths

Exhibitors are offered pre-designed booth templates. The exhibitor will be given a user name and password to upload materials in the booth. They can watch the analytics, get the registration data, make changes in the uploaded contents, etc.

### Types of booths



Regular Booth



Special Booth



Priority Booth

1. Name and Logo display
2. Short description
3. About us
4. Courses
5. Fee Structure
6. Competitive Edge
7. Photo Gallery
8. Video gallery
9. Downloads
10. Website Link
11. 1 Photo in the Booth parlour wall
12. Enquiry / contact
13. Option for Free voice call
14. Video in the Booth Display wall
15. 2 Photos in the Booth parlour wall
16. Option for Virtual Executive
17. Welcome address in the Booth parlour
18. Microsite integration in Facebook
19. Option for 360 Degree photography
20. Institutional Featuring Page

Regular Booth

Special Booth

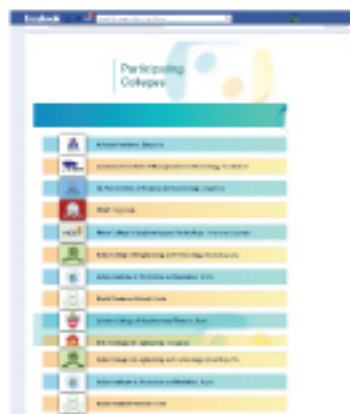
Priority Booth

Virtual campus and campus tour can be designed on request

### Featuring Page



### Facebook Microsite



### Virtual Executive



A drama shaded virtual executive moves through all the levels of the expo. It makes the visit interesting, giving awareness tips and lively for better memory retention.

### Online Events attached to the Expo :

- ◆ Lucky Draw
- ◆ Career Master
- ◆ Genius Hunt Online Scholarship Test
- ◆ Higher Education Online e-Directory

# Engage your prospective students and parents through Kairos Online Expo series !



Tech savvy students are responding faster to online platforms of higher education promotions. They prefer to have self found and authentic information for career decision making.

Corporate sector demands specialized study on management which gives a focus on Business Schools. Apart from the common awareness, options for deeper brand exposure is extremely narrow for informed decisions. The Kairos Online Expo platform opens the door for MBA schools from around the world to meet with the potential students.



Educational institutions are increasingly opting for an online presence now for more effective demand generation, easy communication and worldwide accessibility. Kairos Education Online Expo is gaining momentum to reach to a wider range of prospective students in the target markets of Kerala and the Middle East along with a test market in the North East India. Institutions offering courses of various disciplines can use this vibrant platform to present their undergraduate, postgraduate, technical and professional development courses.

Expo Timing  
2013

FEB

MAR

APR

MAY

JUN

JLY

[facebook.com/kairosonlineexpo](https://facebook.com/kairosonlineexpo)

For details and booth reservation :

ISO 9001:2008 CERTIFIED



81, Girinagar North, Kadavanthra, P.O.  
Kochi - 20, Kerala. Tel. 0484 2207363  
[www.edfactors.org](http://www.edfactors.org)  
Hotline : 09995582390  
Email : [edfactors@gmail.com](mailto:edfactors@gmail.com)

In association with :



## [www.KairosOnlineExpo.com](http://www.KairosOnlineExpo.com)



# EXHIBITOR ORDER FORM

Organized by :

ISO 9001:2008 CERTIFIED



**EDFACTORS™**  
INFOTECH

81, Girinagar North, Kadavanthra, P.O.  
Kochi - 20, Kerala. Tel. 0484 2207363  
[www.edfactors.org](http://www.edfactors.org)

In association with :

**indianeducator.com**  
exclusive education portal

# DECLARATION BY THE EXHIBITOR INSTITUTION

(Prerequisite for the participation in Kairos Online Expo)

1. Name of the Institution:.....
2. Address: .....  
.....
3. Website: .....
4. Email: .....
5. Contact person: ..... Mobile No:.....
6. Chairman / Promoter: ..... Mobile No:.....
7. The year of starting: .....
8. Courses offered:.....  
.....  
.....
9. Affiliated University/ies:.....
10. Are the courses conducted in your institution are recognized by the Government:.....
11. Are the institutional approvals up to date?.....
12. Are you taking students only up to the approved intake capacity?.....
13. Name of the Principal:..... Mob:..... Email:.....
14. Is the hostel facility compulsory for the First Year students?.....
15. Reference number of 5 students:.....  
.....
16. Do you have an alumni association?..... Contact Person: .....
17. Can you please mail the scanned copies of the affiliation papers, if required?.....
18. Are you listed in the website of the concerned university/ies and apex bodies?.....
19. Do you publish the fee structure of courses through the online expo?.....
20. Will you change your fee package once the student gets admitted?.....
21. Contact details of Grievance Cell:.....
22. How do you rate your college?.....

I declare that all the details furnished above is true to my knowledge and belief.

Place:

Date:

Authorized Signatory  
(Academic head)  
with Official Seal

# EXHIBITOR ORDER FORM AND CONTRACT

Name of the Exhibitor Institution : .....

Mailing address : .....

.....Tel: .....

## Participation Fee Details

### Kairos MBA Online Expo 2013

Booth Category	Expo Timing-1 FEB-MAR-APR (90 Days)	Expo Timing-2 MAY-JUN-JLY (90 Days)	Expo Timing-Combo FEB-JLY (180 Days)
General Booth	Rs. 50,000	Rs. 50,000	Rs. 80,000
Special Booth	Rs. 75,000	Rs. 75,000	Rs. 120,000
Priority Booth	Rs. 100,000	Rs. 100,000	Rs. 160,000

### Kairos Education Online Expo 2013

Booth Category	Expo Timing-1 FEB-MAR-APR (90 Days)	Expo Timing-2 MAY-JUN-JLY (90 Days)	Expo Timing-Combo FEB-JLY (180 Days)
General Booth	Rs. 50,000	Rs. 50,000	Rs. 80,000
Special Booth	Rs. 75,000	Rs. 75,000	Rs. 120,000
Priority Booth	Rs. 100,000	Rs. 100,000	Rs. 160,000

### Edfactors E-Directory

Additional Participation	Timing-1 FEB-MAR-APR (90 Days)	Timing-2 MAY-JUN-JLY (90 Days)	Timing-Combo FEB-JLY (180 Days)
Higher Education Online e-Directory	Rs. 15,000	Rs. 15,000	Rs. 20,000

The Exhibitor can participate on both Kairos MBA Online Expo 2013 and Kairos Education Online Expo 2013 simultaneously by paying 30% extra of an event.

They will be given additional 30 days of Expo participatio without payment. Service Tax 12.36% extra.

We accept the GENERAL RULES OF THE ONLINE EXHIBITION AND THE TERMS OF CONTRACT printed overleaf for the Expo participation.

We place the order to participate in the following Expo Event/s :

Expo/s.....

Expo Timing.....

Higher Education Onliine e-Directory participation timing.....

The full Payment of the Participation Fee and 12.36% Service Tax is being made by a Demand Draft, No: .....

Issued by (Bank)..... Branch .....Dated.....

In favour of 'Edfactors' payable at Ernakulam is enclosed.

Place :

Date :

Name and Signature of Authorized Signatory  
with Office Seal

# KAIROS ONLINE EXPO

## GENERAL RULES OF THE ONLINE EXHIBITION AND THE TERMS OF CONTRACT

- 1. Terms of Reference:** In these rules and regulations the term 'Exhibitor' shall include all employees, servants, and agents of any Company, Society, Trust, individual, partnership firm who runs the educational institution to whom space has been allocated for the purpose of exhibiting in Kairos Online Expo. The term 'Expo' shall mean 'KAIROS ONLINE EXPO'. The term 'Organizer' shall mean Edfactors or its respective heirs, executors, legal representatives, successors-in-office and assignees. Term 'contract' means the contract for participating in the Online Expo and reserving a Built-up booth, entered into between the Organizer and the Exhibitor which incorporated the rule and regulations.
- 2. Applications for Participation:** All application of participation shall be made on the prescribed Exhibitor Order Form. The application form shall be submitted to the Organizer accompanied by the required payment. The submission of the application form shall deem to be the confirmation of participation and acceptance of the GENERAL RULES OF THE ONLINE EXHIBITION AND THE TERMS OF CONTRACT. The organizer shall reserve the right to accept or refuse any application without assigning any reason what so ever. In such case, the Exhibitor shall not have any right to question the same.
- 3. Booths :** There will be three models of built up booth with 20 distinct features to promote the Exhibitor in the Online Expo Hall namely General Booth, Special Booth and Priority Booth. Booths shall have different Participation Charges depend on the model.
- 4. Allocation of Stall:** (a) the Expo Hall will be in continuous looped motion format and if anyone wants to stop the movement, it is possible by clicking in the pause button on both the sides. Everybody will be given an equal opportunity to come in the visible screen as the booths change their position in random and the visitor can go to any of the institutional Booths they like. (b) Booths are not transferable and only one name board will be displayed per booth. (c) The display and promotion of the Exhibitor shall be in accordance with the name mentioned in the Exhibitor Order Form.
- 5. Use of Virtual Space:** Exhibitors are requested to hand over the soft copies of all parading materials to the Organizer well in advance and it needs seven working days to upload the both after making the necessary changes or editing.
- 6. Modifications:** Once an Exhibitor Booth is up in the Expo Hall, modifications needs minimum 48 working hours and they can change or modify the existing contents once in a month during the Expo.
- 7. Terms of Payment:** 100% advance of the participation charges to be paid along with the duly filled in Exhibitor Order Form. All payments should be by Demand Draft payable to 'Edfactors' payable at Ernakulam. Service Tax of 12.36% is extra to all Expo participation payments.
- 8. Breach of Contract and withdrawal by Exhibitor:** Without prejudice to the rights and remedies of the Organizer in respects of Exhibitor, the Organizer may at their discretion allow the Exhibitor to withdraw from the Exhibition subject to the following conditions:-
  - a) The Exhibitor shall pay the Organizer a consideration not less than 50% of the participation charges for withdrawing from the contract by giving a 30 days notice in writing. Upon payment of such amount to the Organizer, the Contract shall be cancelled and neither party shall have any further claim against each other.
  - b) In the event of any failure on the part of the Exhibitor to observe and perform any of the provisions of the Contract, the Organizer shall have the right to terminated the Contract forthwith by written notices to that effect, in which event, participation charges then paid by the Exhibitor shall be forfeited and retained by the Organizer.
- 9. Online Exhibitions:** Two exhibition will be running simultaneously in the Expo, namely Kairos MBA Online Expo 2013 and Kairos Education Online Expo 2013.
- 10. Contract Period:** The Expo will be functioning for a period of six months from February to July of 2013. The timings of the Expo is divided into two parts: Expo Timing-1 during February, March, April and Expo Timing-2 during May, June, July. The Organizer may run the Expo for one more month to give a combo offer to those Exhibitors who opted for both the Timings and for both the exhibitions.
- 11. Changes and Extensions:** The Organizer reserves the right to change the Focused Marketing Regions, extension of the duration of the Exhibition if exceptional circumstances demand. In the event of extension of duration, the agreement to participate shall remain in force so long as the Exhibitor is informed at least 10 days before the change. In the event of extending the duration or cancellation, the exhibitors shall not be entitled to any claim for compensation in connection with their booking for participation.
- 12. Termination of the Event:** The Expo will be stopped functioning as per the declared dates. However the visitors can avail other services of the website except the Expo.
- 13. Affiliations and approvals of the Exhibitor:** The Exhibitor will be solely responsible for the affiliations, approvals and admissions to the allotted number of seats. The Organizer will not be responsible for any discrepancy in this regard. Courses awaiting approval should not be promoted through the Expo. Any Exhibitor found to do so will be withdrawn from the Expo immediately and legal action shall be taken to safeguard the interest of the visitors.
- 14. Failure of Services :** The Organizer shall not be liable for any loss sustained by the Exhibitor directly or indirectly attributable to the cancellation, suspension or reduction of the schedule of the Expo from the period advertised or specified due to
  - a) Force Majeure;
  - b) Acts of war, military activity, Municipal, Statutory of Civil Authority Requisition;
  - c) Fire, flood, tempest, excessively inclement weather, earth quake or a combination of the same;
  - d) International or national Government policies for the usage of Internet, Problems with Internet Gateway, Unexpected problem with the Server of the site, or problems at the locality of the server, etc.
- 15. Advertisement and Promotion:** There will be advertisements and promotions as per the given offer including press release, newspaper ads and write ups, Online Newspaper Ads, Facebook & Google Ads, Posters, Bill Boards, Social Media Promotion, online events, etc.
- 16. Advertisement by the Institutions:** However the exhibitor can release their own advertisements, inviting the visitors to the Expo by offering Fee discounts, Scholarships, Special offers etc.
- 17. Exhibition Data :** The data of all the visitors to a particular both can be availed to an Exhibitor through a Username and a Password given by the Organizer. The data must not be handed over to a third party and shall be used only for the promotion of the Exhibitor.
- 18. Financial Transactions:** The site is featured neither with any money transfer options nor any online admission or spot Admission. The site is only an avenue for introduction, interaction and exchange digital materials and contacts for the promotion of the Exhibitor. The site shall not be involved in any financial transactions between the Exhibitor and the visitor.
- 19. Supplementary Clauses:** Whenever necessary, the Organizers shall have the right to Supplementary regulations in addition to those in the GENERAL RULES OF THE ONLINE EXHIBITION AND THE TERMS OF CONTRACT to ensure the smooth management of Exhibition. Any additional written regulations/instructions shall form part of the GENERAL RULES OF THE ONLINE EXHIBITION AND THE TERMS OF CONTRACT and they shall be binding on the Exhibitor.
- 20. Disputes:** Any dispute arising out of or incidental thereof shall be subject to the arbitration at Ernakulam as per the Arbitration and Conciliation Act 1996 or any statutory amendment thereof and shall be referred to the sole Arbitration of Indian Institute of Arbitration and Mediation. The award given by the arbitrator shall be final and binding upon all parties concerned.