

SALEM LARGEST EDUCATIONAL EXPO



SALEM FIRST AI POWERED DATA DRIVEN OFFLINE EVENT

A Initiative by

Media Mileage
Fuel your brand stories with us

UMA

Event Management
Company

ABOUT THE EVENT

45+

Educational
Institutions

15+

Speakers
Industry Oriented

5000+

Visitors

Free AI Based Psychometrics Test for Students

Event Date :

27

28

April 2025

Event Venue :

Hanging Garden Multipurpose Hall

Sagadevapuram, Sankar Nagar, Salem - 636 007

WWW.KALVIPADIGAL.IN

ABOUT MEDIA MILEAGE

Media Mileage, a unit of **AGAMADHI CREATIONZ PRIVATE LIMITED**. Founded in the year 2021.

We are a dynamic media and advertising company committed to bringing your brand to life. Our expertise spans a wide array of services including video production, digital marketing, advertising, graphic design, and event management.

Our mission is to empower brands through effective and engaging media strategies. We understand the fast-paced digital landscape and continually adapt to stay ahead of the curve while maintaining high standards in our work.

ABOUT KALVI PADIGAL'25

Kalvi Padigal '25 education expo designed exclusively for 12th-grade students, providing a comprehensive platform to explore diverse career pathways and higher education opportunities.

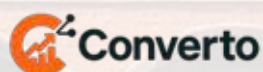
Featuring over 40+ stalls from leading colleges and universities, personalized career guidance sessions by industry experts, and inspiring talks from motivational speakers.

Kalvi Padigal '25 empowers students to make informed decisions about their future. Join us as we guide you through the crucial steps towards your dream career.

Knowledge Partner



AI Partner



Communication Partner



Creative Partner



Cable TV Partner



OOH Partner



OBJECTIVES

1

**Career guidance sessions by
15+ industry experts**

45+ Stalls from Various Institutions

2

3

Free Psychometric Test for Students

Registration Must Free Event for Students

4

5

**Free Kit Bag & Goodies for
Every Registration**

**Post Event Registration Details Shared to
Stalls & Sponsors**

6



ENTRY PROCESS

1 **Students Register their entry in Event Website / Whatsapp Chatbot**
Once Register Barcode will be Sent for Entry

2 **Barcode will be Verified & Kitbag Will be issued for entry**

3 **Post the event Data Will be shared to Stalls & Sponsors Digitally**

CATEGORY

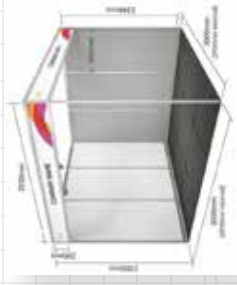
Educational Institutions
Study Abroad Centers
Neet / Jee Centers
Training Institutions
Schools
Banks

SPONSORSHIP TIERS

| | Title Sponsor | Gold Sponsor | Silver Sponsors |
|--|---------------|--------------|-----------------|
| Max No of Sponsors | 1 | 2 | 4 |
| Financial Involvement (Exclusive of all applicable taxes) | 2 Lakhs | 1 lakhs | 70,000/- |
| Complimentary Space at Exhibition | 10*10 | 8*8 | 8*8 |
| BRANDING AT VENUE | | | |
| Logo Placement in Entrance Arch | ✓ | ✓ | |
| Logo Placement in Stage | ✓ | ✓ | ✓ |
| Logo Placement in LED WALL | ✓ | ✓ | |
| Logo Placement in Registration Counter | ✓ | | |
| BRANDING IN PROMOTIONAL ACTIVITIES | | | |
| Logo Placement in Cinema Ads | ✓ | ✓ | |
| Logo Placement in Radio Ads | ✓ | | |
| Logo Placement in Outdoor Advertisement | ✓ | ✓ | ✓ |
| Logo Placement in Newspaper Ads | ✓ | ✓ | |
| Logo Placement in TV Ads | ✓ | ✓ | |
| BRANDING IN KIT BAG | | | |
| Logo Placement in Kit for Students | ✓ | | |
| BRANDING IN DIGITAL SPACE | | | |
| Event Website with Hyperlink | ✓ | ✓ | |
| In Youtube Ads | ✓ | ✓ | ✓ |
| E Mail Marketing | ✓ | | |



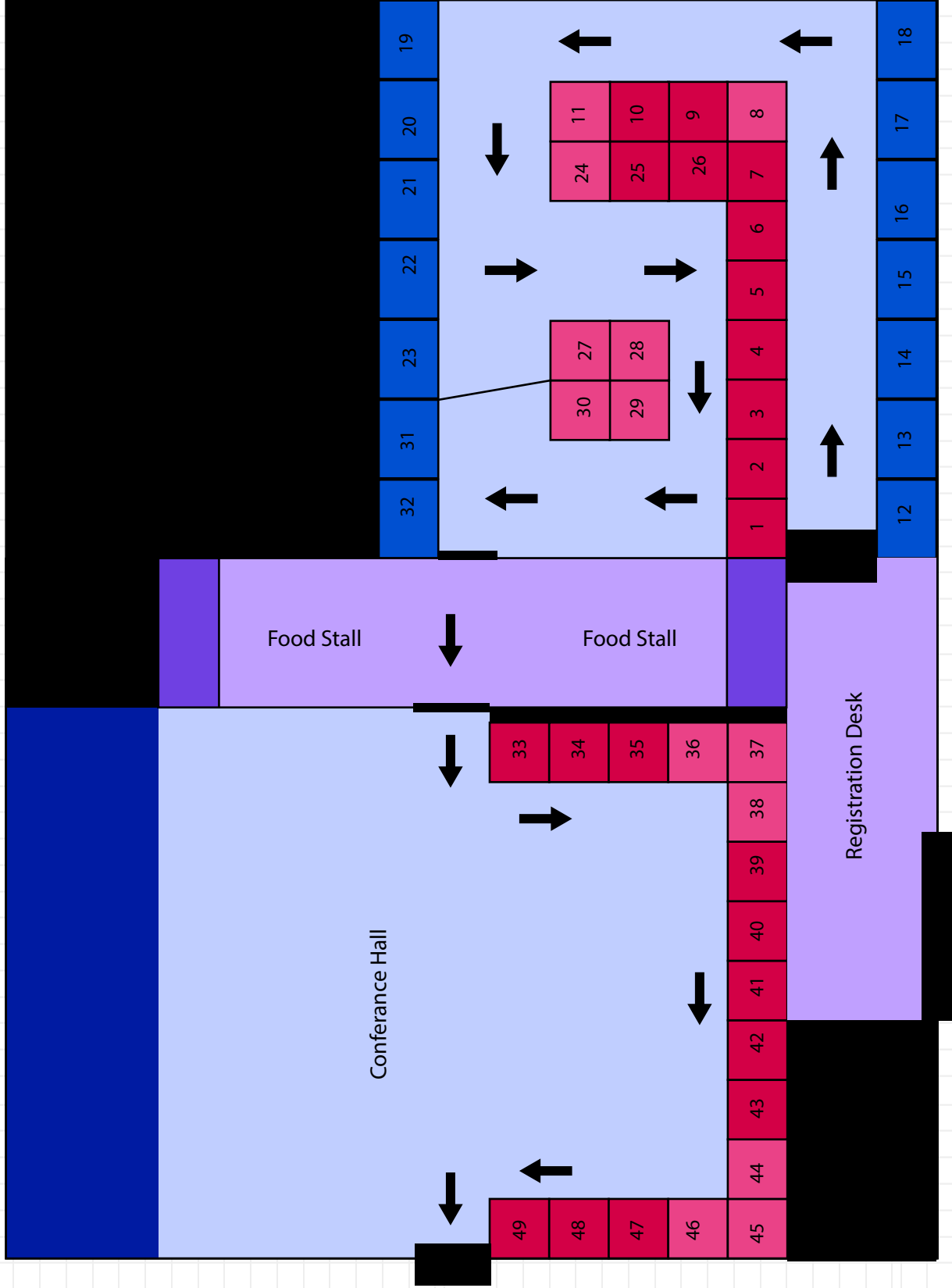
45+ Institutions | 15+ Speaker
AI Based Psychometric Testing



Floor Carpet,
Table - 1
Chair - 2
Lights
Electricity Connection

- 8*8 - Rs.40000
- 8*8 Premium Stalls - Rs.42000
- 10*8 - Rs.50000
- Food Stalls 10*10 - 30000

GST 18% Extra



Hanging Garden Multipurpose Hall (AC)

Opp Rotary Hall, Cherry Road, Salem - 7

APRIL
27 | 28
2025

PROMOTIONAL ACTIVITIES

THEATER ADS



PROCESS

EMAIL MARKETING



IDEA

WHATSAPP CAMPAIGN



GOAL

DIGITALS ADS (META ADS, YOUTUBE ADS, GOOGLE ADS)



TIME

TRADITIONAL ADS (BANNERS , TV ADS, NEWSPAPER ADS)



RESEARCH

ABOUT VENUE

Salem Corporation Hanging Garden Multipurpose Hall (A/C)
Multipurpose AC hall with ample car and bike parking located
in heart of salem near sunder lodge signal with a easy
connectivity to Old Bus Stand and New Bus Stand.



Media Mileage

Fuel your brand stories with us

Branding | Digital Marketing | Video Production
Events | PR Management | Print Media

AGAMADHI CREATIONZ PRIVATE LIMITED

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