



## EDUCATION EXHIBITION AND JOB FAIR

SRI LANKA EXHIBITION AND CONVENTION CENTRE, COLOMBO 10  
24<sup>TH</sup>, 25<sup>TH</sup> AND 26<sup>TH</sup> FEBRUARY 2023

KANDY CITY CENTRE  
04<sup>TH</sup> AND 05<sup>TH</sup> MARCH 2023

# SPONSORSHIP PROPOSAL 2023

VALUE		PLATINUM	GOLD
SPONSORSHIP VALUE		LKR 2,200,000	LKR 1,750,000
EVENT DATES	Colombo	24th 25th & 26th February at SLECC	
	Kandy	04th & 05th March at KCC	
SPACE & VENUE	Slecc - Colombo	36 Square Meter	36 Square Meter
	Kcc - Kandy	27 Square Meter	18 Square Meter
SOCIAL MEDIA	Facebook	Exclusive cross promotions on Facebook for 6 days	Exclusive cross Promotions on Facebook for 3 days
	Facebook	Weekly updates (20 posts) with logos (from January 2023) and daily updates from the last week prior to the event	Weekly updates (10 posts)with logos (from January 2023) and daily updates from the last week prior to the event
	You Tube	03 minutes video clip	02 minutes video clip
	Instagram	Weekly updates with logos (from January 2023)	Weekly updates with logos (from January 2023)
MEDIA	Newspapers	Logo under "Platinum Sponsor"	Logo under "Gold Sponsor"
	PR Article - Exclusive	Exclusive PR article (limited to 300 words) with a photograph (02 rounds)	Exclusive PR article (limited to 300 words) with a photograph
	PR Article - EDEX Related Events Newspaper supplement (*subject to conditions)	Collaborative publicity PR article photograph under "Platinum Sponsors"	Collaborative publicity PR article photograph "Gold Sponsors"
MOBILE APP	EDEX	Logo will be displayed on a running carousel teaser	Logo will be displayed on a running carousel teaser
WEBSITE <a href="http://edex.lk/">http://edex.lk/</a>	Recognition in the home page - under relevant sponsorship category	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Inner pages - PR articles	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

WEBSITE http://edex.lk/	Inner pages - PR photograph	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Inner pages - Company profile	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Inner pages - link to sponsor web sites	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
POSTER CAMPAIGN	Posters - coverage over 250 schools	Colombo , kandy and suburbs	Colombo , kandy and suburbs
BANNERS	Banners - at over 30 bus stands	Banners - at over 30 bus stands	Banners - at over 30 bus stands
	Banners - at over 60 railway stations	Key railway stations along Kandy, costal and Negambo railway lines	Key railway stations along Kandy, costal and Negambo railway lines
PENNANTS	Pennants - 60 (11*2) at entry points to Colombo	Peliyagoda, Kaduwela, Battaramulla, Dehiwala, Moratuwa, Nugegoda	Peliyagoda, Kaduwela, Battaramulla, Dehiwala, Moratuwa, Nugegoda
LEAFLETS	Leaflets - 20,000 with logo belt	5,000 - direct mail and balance at tuition centers ( Nugegoda, Kandy, Gampaha, Kurunegala )	5,000 - direct mail and balance at tuition centers ( Nugegoda, Kandy, Gampaha, Kurunegala )
	Leaflets - with logo belt at Fort railway station and Central bus stand	Prior week Friday evening and Saturday morning	Prior week Friday evening and Saturday morning
HORDINGS	Entrance backdrop with logo	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Hording with Sponsor logos - at event location	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Hording with Sponsor logos - at 06 prime locations in Colombo	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
DIGITAL SCREENS	Digital screens in prime locations in Colombo - EDEX advertisements with Sponsor logos	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Mobile digital screen at event location - introductory videos with sponsor logos	2 minutes video/ trailers	1 minutes videos/ trailers

EXHIBITION MATERIAL	Exhibitor Catalogue - recognition under relevant category	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Floor plan with Sponsor logo	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
ONSITE PROMOTIONS & ADVERTISING	Pennants *	15 pennants	7 pennants
	A Boards*	06 "A" boards	03 "A" boards
	Ushers for unrestricted distribution of promotional materials	05 ushers	02 ushers
PRE - EVENT MEDIA BRIEFING	Recognition in the backdrop with logos	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Reserved chair at the head table	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Two minutes introductory video presentation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
INAUGURATION CEREMONY	Invitations to the ceremony	10 Invitees	04 Invitees
	Invitation for Lighting the oil lamp	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
VISITOR INSIGHTS	Insights gathered through interviews, questionnaires	Free access	Free access
	Access to Visitor Database	Free access	Free access

Note: Display of logo sizes in all promotional material will vary according to the category of Sponsorship.

Onsite promotional activities are subject to clearance of SLECC/KCC and security authorities

Artworks for the social media posts to be provided by the respective sponsors

Pennants and A boards can be arranged only in Colombo - SLECC only

Eligibility to participate depends on the sponsorship confirmation at that time

**EDEX** Expo  
2023

**EDEX** Job Fair

**EDEX** Entrepreneur

**EDEX** Careers

**EDEX** Magazine

**EDEX** Nenapahana

**EDEX** Sithuwam

**EDEX** Think Green

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SINCE 2004