



EDU EXPO 2023

Elevate your Institution's Impact!

**Join us at EDU-Expo 2023 as we create
an innovative and inspiring event
for the emerging professionals, career explorers
and continuous learners of T&T.**

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About Us

Cityscape Productions Ltd is an events management company established in 2013, & has hosted numerous events for the past 10 years. We specialize in expo-type events and are popular for our South Market exhibitions. We also host entrepreneurial workshops for SMEs.

Since South Market's inception, we have hosted over 120 exhibitions, and in 2023, we are set to host at least 30 expos across T&T. Our exhibitions have played a pivotal role in bolstering the growth of numerous small businesses by attracting hundreds of customers at each event, held at prestigious locations across the country.



Mission

Our mission for the Edu Expo is to create a transformative educational convention, bringing together educational institutions, financial organizations and training institutes.

By fostering collaboration, innovation, and knowledge exchange, we aim to empower individuals and organizations to thrive in an ever-evolving educational and financial landscape.



Edu Expo July 2022 - Gulf City Mall

Objectives

This expo creates a hub where information is freely and readily available to students, parents, career seekers, entrepreneurs, business representatives, professionals & educational advisors. All attendees can easily obtain information to assist them in making crucial decisions about their field of study, career trajectory, financial decisions, and have access to key information fundamental to achieving educational excellence & career advancement.



Event Overview

Date: Sat 22nd July, 2023

Venue: Gulf City Mall Atrium

Event Duration: 10 am - 6 pm

Participating Institutions

The following institutions are invited to participate:

- **Educational Institutions - Tertiary, Private, Technical & Vocational and Specialized Schools**
- **Financial Institutions - Banks, Credit Unions, Insurance Companies, Brokerage Firms and Fintech Companies**
- **Training Firms - Team Building, Soft Skills, Professional Coaching & Development, Corporate Wellness and HSE**

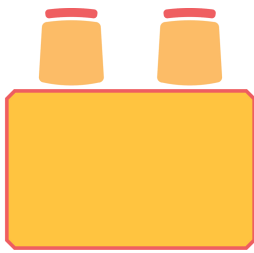
Benefits to Participating Institutions

- Increased brand visibility & exposure among potential students, parents, clients, & career professionals.
- Gain insights into clients' needs and preferences, and market different courses, degrees, products, and services directly to interested individuals.
- Allows face-to-face interaction to demonstrate products and services and acquire potential client information. It is also convenient for students wishing to register for the upcoming 2023/2024 semester
- Overall, the expo will provide a platform for visibility, networking, knowledge sharing, market insights, customer acquisition, and professional development. It fosters growth, collaboration, and success in the respective fields.



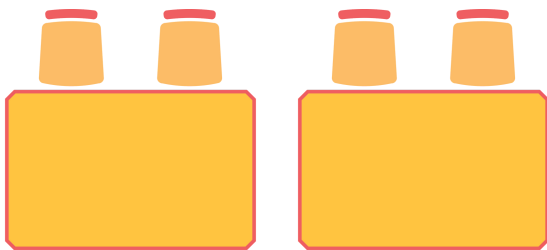
Exhibition Space & Associated Costs

There are 3 options available for booth display which are illustrated in the diagrams below:



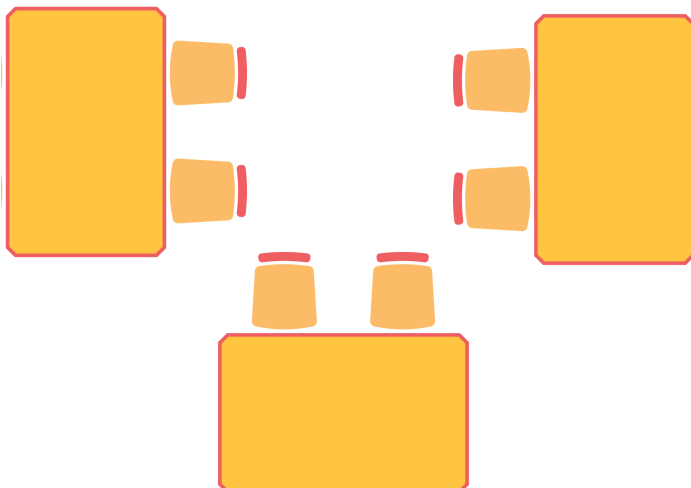
OPTION 1

- 1 rectangular 6ft table
- 2 padded chairs
- Cost \$500



OPTION 2

- 2 rectangular 6ft table
- 4 padded chairs
- Cost \$900



OPTION 3

- 3 rectangular 6ft table
- 6 padded chairs
- Cost \$1200

BOOTH DETAILS:

TABLE DIMENSIONS: 6X2.5 FEET (72X30 INCHES)

ADDITIONAL EQUIPMENT: CHAIRS \$5 EACH

Promotion & Marketing

- **Social Media Marketing** - Our social media platforms, boasting a cumulative following of over 30K followers, will be used to market this expo through regular posts and boosted ads, effectively captivating our target audience and maximizing engagement.
- **Email Marketing** - Timely event updates will be sent to our mailing list, comprising an impressive subscriber base of over 15K individuals, encompassing small business owners, entrepreneurs, and valued customers.
- **Direct Advertising** - Promotional announcements will be made to vendors and customers throughout all South Market events in the buildup to the Edu Expo. Furthermore, ads will be uploaded onto the digital pillar screens at Gulf City Mall in the weeks preceding this event.
- **Formal invitations** - will be sent to select high schools, requesting attendance of parents and students, thereby fostering a sense of student inclusivity and encouraging their active participation.

Sponsorship Opportunity

Sponsorships provide crucial financial support that allows us to expand our outreach, enhance our programs, and offer better services. As prominent institutions committed to the promotion of educational, financial, and professional development, we believe your support would significantly contribute to the success of this event. We are requesting Event Sponsors for our Edu-Expo 2023 as detailed below.

Event Sponsorship - This sponsorship opportunity places your organization at the forefront of our promotional efforts. As an Event Sponsor, your company's distinguished logo will feature prominently across our diverse digital platforms and event advertisements, including our paid ads, adverts on Gulf City's digital billboards, outgoing emails, social media posts, WhatsApp community adverts, as well as printed flyers. This high-visibility opportunity guarantees your brand's exposure to a diverse and wide-ranging audience. This not only amplifies your corporate presence but also showcases your dedication to fostering supportive, community engaged events, thus boosting brand affinity and loyalty. To receive our sponsorship brochure please email us.

Our Audience & Reach

<p>Social Media Following</p>	<p>31,000+ Followers Facebook & Insagram combined</p>
<p>Digital Ad Reach</p>	<p>32,500+ Profiles reached on Social Media Our 2022 Edu Expo reached 52,000+ profiles</p>
<p>Email Suscribers</p>	<p>15,800+ Includes customers, workshop participants, small businesses and our associates</p>
<p>Event Reach</p>	<p>On average we have 500 - 700 customers at each event. However the event is visible to 1000's of persons visiting the venue</p>
<p>Workshop Reach</p>	<p>36 SME's workshop hosted to date. Our digital workshop ads reach on average 65,000+ profiles</p>

Contact Information



Kavita Rambarran
Operations Manager
(868) 732-0986



Varun Santoo
Client Relationship Manager
(868) 720-3004



info@southmarket868.com



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We look forward to your participation.