RECRUIT PAKISTAN’S TOP PERCENTILE STUDENTS AT THE DAWN EDUCATION EXPO 2017
PAKISTAN: A HIGH-RANKING STUDENT MARKET

- Time and again, Pakistani students have made headlines for their outstanding academic achievements. The Cambridge International Examinations Board considers them among the "A-list of high-achievers" when compared to students from around the world.

- An increasing number of Pakistani students are going overseas to pursue undergraduate and graduate degrees. Consequently, Pakistan has been ranked among the top four countries in the world as the main source of outbound tertiary students.

- Pakistan has been ranked the fifth fastest growing country with regard to outbound mobile student flows; the number of outbound students is expected to reach 71,000 within the next four years.

- This increase is mainly due to the fact that employers in Pakistan prefer hiring people with degrees from international institutions; start-ups, in particular, seek certifications and technical degrees that are not offered at the majority of colleges and universities in Pakistan.
Pakistan’s Student Market At a Glance:

38%:
The growth of secondary enrolments in the last eight years; last year, 4.3 million students enrolled in secondary schools.

70%:
The growth of undergraduate enrolments (locally and overseas) in the last eight years; last year, 869,378 students graduated from colleges and universities across Pakistan.

59%:
The growth of graduate and post-graduate enrolments (locally and overseas) in the last eight years; last year, 366,080 students earned Master’s, MPhil and PhD degrees.
The growth in outbound student flows from Pakistan in the last five years; popular countries include:

- Australia
- Belgium
- Canada
- China
- Germany
- Hong Kong
- Ireland
- Malaysia
- New Zealand
- Northern Cyprus
- Singapore
- Sweden
- Switzerland
- The UAE
- The UK
- The US
- Turkey

**Increase in internet penetration in Pakistan's urban centres in the last three years.**

Increased internet and social media access has helped broaden Pakistani students’ interests beyond traditional degrees in banking, business, engineering, medicine and law. They are now interested in pursuing degrees in:

- Architecture
- App design & development
- Communication design
- Entrepreneurial management
- Film studies
- Fashion/textile design
- Human resources
- Media sciences
- Visual animation

**The compound annual growth rate (CAGR) in e-commerce in the last five years.**

This has fuelled an increase in the number of students pursuing a transnational education (TNE) as well as the number of start-ups in Pakistan.

In 2015, Pakistani entrepreneurs received more than $100 million in seed funding and crowd sourcing from outward accelerators. With Pakistan being called the “next destination for entrepreneurs and investors”, pursuing an international education is gaining further traction among Pakistani students.
DAWN EDUCATION EXPO – PAKISTAN’S HIGHEST RANKING HIGHER EDUCATION FAIR

- DAWN Education Expo is Pakistan’s longest running and most results-driven higher education fair.
- Held every year since 2004, it has successfully served as the first point of contact between millions of Pakistani students and prestigious higher education institutions from around the world.
- The Expo is organised by DAWN, Pakistan’s most influential English-language newspaper, and the flagship publication of The Dawn Media Group – Pakistan’s leading media conglomerate. DAWN is required reading at schools, colleges and universities across Pakistan. Its wide readership constitutes a significant proportion of students – and their parents – who attend DAWN Education Expo.
- In addition to myriad events, DAWN organises the DAWN Spelling Bee with the support of the US Embassy in Pakistan and Oxford University Press. Now in its 12th year, it is the only event of its kind in Pakistan, and further increases DAWN’s visibility among schoolchildren. This, in turn, makes DAWN Education Expo the logical venue for them to attend when they want to enrol at a higher education institution.
- Such is the success of the Expo that it has given rise to several offshoots that are held throughout the year; these include DAWN Education Australia Fair, Education Malaysia Fair, Education UK Fair, Education North America Fair and Sindh Education Fair.
## Exhibition Packages: DAWN Education Expo – 2017
### Nationwide Participation

<table>
<thead>
<tr>
<th>Packages</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Package A</strong>&lt;br&gt;US$ 3,500</td>
<td>- Octonorm stand Size-A in Karachi, Lahore &amp; Islamabad  &lt;br&gt; - 15cm x 4 col. advertisement (15cm high x 16cms wide) in DAWN Special Report  &lt;br&gt; - 300-word university profile and 1 picture in the DAWN Special Report  &lt;br&gt; - Strip advertisement (24.5 cms x 5 cms wide) in the Herald Monthly magazine</td>
</tr>
<tr>
<td><strong>Package B</strong>&lt;br&gt;US$ 4,500</td>
<td>- Octonorm stand Size-B in Karachi, Lahore &amp; Islamabad  &lt;br&gt; - Quarter-page advertisement (27 cms high x 16 cms wide) in DAWN Special Report  &lt;br&gt; - 400-word university profile and 2 pictures in the DAWN Special Report  &lt;br&gt; - Strip advertisement (24.5 cms x 5 cms wide) in the Herald Monthly magazine</td>
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<tr>
<td><strong>Package C</strong>&lt;br&gt;US$ 7,500</td>
<td>- Octonorm stand Size-C in Karachi, Lahore &amp; Islamabad  &lt;br&gt; - Half-page advertisement (27cm high x 32.5cms wide) in DAWN Special Report  &lt;br&gt; - 600-word university profile and 3 pictures in the DAWN Special Report  &lt;br&gt; - Strip advertisement (24.5 cms x 5 cms wide) in the Herald Monthly magazine</td>
</tr>
<tr>
<td><strong>Package D</strong>&lt;br&gt;US$ 13,000</td>
<td>- Octonorm stand Size-D in Karachi, Lahore &amp; Islamabad  &lt;br&gt; - Full-page advertisement (54 cm high x 32.5cms wide) in DAWN Special Report  &lt;br&gt; - 1000-word university profile and 4 pictures in the DAWN Special Report  &lt;br&gt; - Strip advertisement (24.5 cms x 5 cms wide) in the Herald Monthly magazine</td>
</tr>
</tbody>
</table>

**Stall description:** Each octonorm is inclusive of name fascia, counters & chairs along with spotlights
Advertising Packages
DAWN Special Report – ‘STUDY ABROAD’

If you are unable to join the expo, the advertising options will provide you the opportunity to target the Pakistani students through advertising in the Special Report.

The circulation of DAWN is approx 240,000 copies/day throughout Pakistan

The Special Report will be published on the day of the exhibition in Karachi, Lahore & Islamabad in the DAWN Newspaper & circulated at the exhibition venues as well. It will also be kept as a reference document & circulated to the schools & colleges once the exhibition is concluded.

REPORT PUBLISHING ACROSS PAKISTAN

<table>
<thead>
<tr>
<th>Date</th>
<th>City</th>
<th>Region</th>
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<tbody>
<tr>
<td>27th January, 2017</td>
<td>KARACHI</td>
<td>Covering Southern Region</td>
</tr>
<tr>
<td>30th January, 2017</td>
<td>LAHORE</td>
<td>Covering Punjab Region</td>
</tr>
<tr>
<td>2nd February, 2017</td>
<td>ISLAMABAD</td>
<td>Covering Northern Region</td>
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COST  

<table>
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<tr>
<th>Cost</th>
<th>BENEFITS</th>
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<tbody>
<tr>
<td>US$ 11,664</td>
<td>Full Page Color Advertisement</td>
</tr>
<tr>
<td></td>
<td>Complimentary 2000 word article &amp; 3 pictures</td>
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<tr>
<td>US$ 5,832</td>
<td>Half Page Color Advertisement</td>
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<tr>
<td></td>
<td>Complimentary 1000 word article &amp; 3 pictures</td>
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<tr>
<td>US$ 2,916</td>
<td>Quarter Page Color Advertisement</td>
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<tr>
<td></td>
<td>Complimentary 600 word article &amp; 2 pictures</td>
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<tr>
<td>US$ 1,620</td>
<td>15cms x 4 column Color Advertisement</td>
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<tr>
<td></td>
<td>Complimentary 300 word article &amp; a picture</td>
</tr>
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Please see the previously published report through: https://goo.gl/oiFqHc
## BOOKING FORM

### DAWN Education Expo 2017

#### Select a Package (Please mark one)

<table>
<thead>
<tr>
<th>Nationwide</th>
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<tr>
<td>N(A)</td>
<td>N(B)</td>
<td>N(C)</td>
<td>N(D)</td>
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<table>
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<tr>
<th>Karachi Only</th>
<th></th>
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<tbody>
<tr>
<td>K(A)</td>
<td>K(B)</td>
<td>K(C)</td>
<td>K(D)</td>
</tr>
</tbody>
</table>

#### Stall Number(s)

- Karachi
- Lahore
- Islamabad

#### Name of the person incharge of stall setup

- Karachi
- Lahore
- Islamabad

#### Name of Representatives at the stall

<table>
<thead>
<tr>
<th>Name</th>
<th>Job Title</th>
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</table>

<table>
<thead>
<tr>
<th>Email</th>
<th>Mobile</th>
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</thead>
</table>

#### Signature & Date

- Company Seal

### BOOKING GUIDELINES FOR FOREIGN UNIVERSITIES

Please remit the amount directly to our following account

#### Account Details:

- **Name of Bank & Address**: Habib bank Limited
  Habib Bank Plaza, I, I Chundrigar Road, Karachi Pakistan
- **Account #**: 07867900148903
- **SWIFT Code**: HABBPKKA786
- **Sort Code**: 026007809
- **IBAN**: PK44HABB0007867900148903
- **Title of Account**: Pakistan Herald Publications (Pvt.) Limited

### CANCELLATION CHARGES:

- 25% of the total amount if the booking is cancelled **60 days** prior to the exhibition
- 50% of the total amount if the booking is cancelled **45 days** prior to the exhibition
- 100% of the total amount if the booking is cancelled **30 days** prior to the exhibition

Kindly email this form at events@dawn.com

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**The Dawn Media Group**

- **UAN**: 111-444-777
- **WEBSITE**: [http://educationexpo.dawn.com](http://educationexpo.dawn.com)

**KARACHI**

- **Haroon House, Dr. Ziauddin Ahmed Road**, Karachi 74200
- **Phone**: +92 (21) 3561-0001
- **E-mail**: events@dawn.com

**LAHORE**

- **20N, Gulberg II**, Lahore 54860
- **Tel.**: +92 (42) 3575-8120

**ISLAMABAD**

- **Plot 12, Sector G-7/1**, Mauve Area, Near Zero Point, Islamabad 44000
- **Tel.**: +92 (51) 220-2701
DAWN EDUCATION EXPO 2017
DATES AND VENUES

KARACHI

January 28 & 29, 2017
At the Karachi Expo Centre
The Karachi Expo Centre is a purpose-built exhibition and convention centre; it consists of six halls that can accommodate up to 300 delegates and 50,000 visitors.

LAHORE

January 31 & February 1, 2017
At the Faletti’s Hotel
The Exhibition Centre at the famed Faletti’s Hotel can accommodate up to 130 delegates and 20,000 visitors.

ISLAMABAD

February 3 & 4, 2017
At the Pak-China Friendship Centre
The Pak-China Friendship Centre is purpose-built to host exhibitions, seminars and conferences. It can accommodate up to 130 delegates and 30,000 visitors.

MEDIA CAMPAIGN AND PUBLICITY FOR DAWN EDUCATION EXPO 2017

To ensure maximum participation, DAWN Education Expo will be publicised via a nationwide, multimedia advertising campaign in all of The Dawn Media Group’s media properties: DAWN in the print media, DawnNews on TV, CityFM89 on radio, and DAWN.COM in the digital space.

To further widen the outreach of the Expo, two supplements will be published with DAWN on the days that the Expo will be held. The first (DAWN Education Expo) will focus on the higher education institutes participating at the Expo; the second (Study Abroad) will centre on higher education opportunities overseas.

HOW TO PARTICIPATE

All participants are offered exhibition space for the duration of the event. Kindly refer to our Exhibitor and Advertising Packages for pricing plans.

Once you have made your selection, please contact:

KARACHI (Head office)
Khurram Bhatti
Tel: +92 (21) 3561-3344
Mobile: +92 (321) 822-0064
E-mail: khatti@dawn.com

Khurram Ayub Afridi
Tel: +92 (21) 3561-3124
Mobile: +92 (300) 825-0225
E-mail: aafidi@dawn.com

Zakir Tajammul
Tel: +92 (21) 3561-3185
Mobile: +92 (300) 234-5003
E-mail: zakir.tajammul@dawn.com

Facebook
www.fb.com/dawneduexpo