

Association of Indian Universities, New Delhi

Subject: Invitation of Expression of Interest for organizing International Education Fairs and Summits.

Association of Indian Universities, apex level representative body of universities and other higher education institutions in India, invites proposals with expression of Interest (EOI) from eligible firms/ companies to organize higher education fairs and education summits on a global scale **to bring together educators, students, and industry experts** together. The main purposes of such events would be:

A. Networking Opportunities:

- These events will serve as platforms for networking, knowledge exchange, and collaboration. Participants can connect with peers, explore educational opportunities, and foster meaningful partnerships.
- By participating in these fairs and summits, educational institutions can expand their global reach and enhance their international presence.

B. Global Impact:

- AIU's vision of promoting higher education worldwide will be shared during these events. Our commitment aligns with the mission to empower students and institutions.

Eligibility:

1. The minimum annual turnover of the firm in the last 3 years should not be less than 3 Cr.
2. Past experience in the organization of such events in at least 4 different countries should be there.
3. The firms applying should be well-experienced and well-equipped to handle the multifaceted aspects involved in hosting successful educational events, such as:

I. Event Planning and Execution:

- Requirement of an experienced team in event planning and execution. From conceptualization to implementation, we require seamless coordination and attention to detail.
- Past experience of successful organization of similar events.

II. Local Arrangements:

- **Stall Fabrication:** Specialization in creating visually appealing stalls that effectively showcase educational institutions/ Universities.
- **Publicity and Advertisements:** The marketing professionals team should be there to design targeted campaigns to promote the events across various channels.(Social media, electronic & print media)
- **Food and Lodging:** May have established partnerships with local hotels and catering services to provide comfortable accommodations and meals for participants.
- **Local Transportation:** The logistics team should arrange transportation, ensuring smooth movement between venues.
- **Engagement with Local Schools and Higher Education Institutions:** Active collaborations with local educational institutions to invite students and other stakeholders to attend and participate in the event are required.

The interested firms may send their expression of interest alongwith the details of their profile and previous expertise in organizing such events, to **Association of Indian Universities, New Delhi** on email administration@aiu.ac.in/js_meetings@aiu.ac.in within 15 days of publication of this advertisement.