

BE A PART OF THE

22ND EDITION

Education SCENARIO EXPO

Hyderabad

Indus Hotel: Feb. 06, 2026

Karachi

PC Hotel: Feb. 07 & 08, 2026

Islamabad

Marriat Hotel: Feb. 10 & 11, 2026

Faisalabad

Royalton Hotel: Feb.13, 2026

Lahore

PC Hotel: Feb. 14 & 15, 2025

INTERACT WITH ASPIRING
YOUTH OF MOST POTENTIAL
REGIONS OF THE COUNTRY



CONTACT FOR BOOKING

+92 332 4288077 (Pakistan)

Join 500+ official representatives and 150+ world-ranked universities from 30 countries, across five mega cities



FOUNDER OF THE BIGGEST OUTREACH STUDENTS RECRUITMENT SERIES IN
PAKISTAN & GLOBAL AWARD WINNER BY CORPORATE VISION UK

Experience Pakistan's largest and most result-oriented education exhibition, featuring 500 + official representatives and 150+ top-ranked universities from 30 countries across five major cities. A unique highlight is the guaranteed leads through our pre-screened visitors' strategy, ensuring meaningful engagement between institutions and students.

GREETINGS FROM THE EDUCATION SCENARIO!

Education Scenario (Pvt) Ltd. Is the Market leader in initiating the biggest outreach recruitment exhibitions in second tier cities of Pakistan. It has the credit to organize first education exhibition in the cities including Faisalabad, Gujranwala, Multan, Bahawalpur, Sargodha, Sialkot, Gujrat, Sahiwal and Vehari almost two decades before.

We proudly claim that Education Scenario is the only event management company that has organized over fifty national and international education exhibitions. The foot-prints of these events and coverage could easily be found online or www.expo.educationscenario.com

Education Scenario is also the official event management company for different national and international public sector organizations and Study Destination Professional Bodies. In addition to organizing its own Education Expos at national and international levels, it also organizes Study Destination Education Fairs for Pakistan, Malaysia and other countries in collaboration their study destination promotion bodies.

To evaluate the scale and success of our events, kindly browse the links of our different national and international events below;

<https://youtu.be/p4ih8jtCj-0> (21st edition of Education Scenario Exhibition)

<https://www.youtube.com/watch?v=eri8ieZebjk> (Study in Malaysia Education Fair Pakistan)

<https://www.youtube.com/watch?v=6XJyvGqTrFs> (Study in Pakistan Expo UAE)

<https://www.youtube.com/watch?v=Om6UZgVSJxo> Education Fair in BHS)

SOLID REASONS TO PARTICIPATE:

- **Five Most Populated Cities** of the Country in one go
- Direct Interaction with **10,000+ Visitors** in Five Cities
- One-on-One Appointments with **Pre-screened Students**
- Unique Participation of **30+ Study Destinations**
- **500+ Reps** of National and International Institutions
- **School and University Visits** (Inter/A levels/BS/MS)
- **Visits of VVIPs, VIPs**, distinguish Public Figures & Academia
- Sessions on a variety of Topics by the **renowned Experts/Speakers**
- Fully Funded and Partial **Scholarships and Application Guidelines**

HOW THIS EXPO IS UNIQUE

- Most potential region of the country in terms of student recruitment and interaction with thousands of talented students from potential cities of Pakistan for enrolments and to chalk out future plans and strategies in an effective way.
- Variety of Study Destinations under one roof making this expo more attractive for aspiring students to visit and get benefit.
- A large number of Partners and Supporters along with their endorsement and support to promote their respective countries and affiliates making it the most authentic event of the year.
- First-ever Dedicated “Scholarships Pavilion” in the expo alluring and facilitating for free assessment for their eligibility and ultimate guidance to apply.
- Seminars, Professional Training Workshops and Networking activities will be the Co-located events of the expo.
- Establishing a network of contacts with Professionals, Recruiters, Academia, diplomats & Student Counsellors from all over the country.
- Interaction & networking (B2B pre-arranged meetings) with potential Franchisers from all over the country under one roof for your services or products with ensured results.
- Media Partner, Digital Marketing Partner, Academic Associations and professional bodies will be the main stake-holders of this expo.

WHO CAN PARTICIPATE OR SPONSOR?

- Study Destination Promotion Authorities of different Countries
- Professional Accountancy and Finance Bodies and Associations
- Public/Private Sectors Universities recognized by the HEC Pakistan
- National/International Scholarship Provider Organizations
- EdTech Companies offering Technology Solutions to the Sector
- Private Schools Networks and Group of Colleges for Expansion
- Official Country Offices of Different Foreign Universities in Pakistan
- Student Recruitment Firms representing multiple Foreign Institutions
- Immigration and Citizenship by Investment (CBI) Firms and Companies
- Entry Test Preparation and Language Test Preparation Academies
- Startups and Venture Capitals to explore future investment opportunities
- Professional Training Institutions and Organizations for Growth/Networking



KEY ATTRACTIONS FOR THE VISITORS

- Meet with the Official Reps of 150+ National and International Institutions
- 30+ Study Destinations from Europe, Americas, Middle East and Asia
- Special Scholarships Pavilion for on-the-spot Free Assessment and Evaluation
- Free Information Material by the participants to Visitors for guidance
- On-the-Spot Admissions and Student Visa Application Procedures
- Free Presentations on Career Counselling by reputed Career Experts
- Free Gift Hampers and Lucky draws for the Visitors and Participants
- No Entry Fee for visitors and No Application Processing Fee

ATTRACTIONS FOR SPONSORS/PARTICIPANTS

- The Biggest Education Exhibition of the year in Five Major Cities of the Country
- Interact with the audience of Most Potential Recruitment Region of the Country
- The Most Cost-effective Event to interact and recruit pre-screened students
- To be Organized by the Award-Winning Event Management Company Since 2001
- Parents & Guardians will be accompanied by the Pre-screened Students
- Participation of over 50% Satisfied Previous Participants and Sponsors
- 100+ Institutions and Organizations for Networking and Collaboration
- Guaranteed Students Intakes and Partnership Opportunities in all Expo Cities
- Best Time to Interact with the Potential Students for On-going Intakes
- Institutional Collaboration to enhance Student strength and Capacity Building
- Comprehensive Pre-event Career Counselling Seminars and Mini Fairs
- Participation in Global Conference on Internationalization of Higher Education

We have chalked out a comprehensive marketing campaign in order to ensure maximum and steady flow of visitors in addition to confirmed individual appointments with the students, parents and professionals.

COMPETITIVE EDGE

- Confirmed Meetings with the Pre-screened Students
- B2B Pre-event Networking Events in all Five Cities
- Pre-event Seminars in selected institutions of expo cities
- Provision of more than 20,000 registered visitors Data

MARKETING CAMPAIGN:

- Print media advertisements in National Newspapers
- Social Media organic and inorganic marketing Campaign
- Billboards display in all expo cities at prominent
- National/Local TV FM Radio Channels Campaigns locations.
- SMDs and Digital Streamers Campaigns in all Five Cities.
- Posters display in institutions & recruitment firms
- Visitors' registration through invitation cards.
- Leaflets/Flyers distribution by inserting in Newspapers.
- Bulk SMS Broadcasts to over 50,000 potential visitors.
- Bulk Emails to Students, Academia & Business Community
- Utilization of Previous Expo/Seminars Data for Campaign

WHO CAN VISIT THE EVENT?

- Students from grade 10 to onward (Matric/Inter/BS/MS)
- Parents/Guardians of the Students
- Heads of Educational Institutions
- Counselors from Educational Institutions
- General Public and Families etc.
- CEOs/Heads of Consultancy Firms
- Faculty and Management of Institutions
- Professionals and owners of Companies

STUDENTS FLOW STRATEGY

- Tuition academies of expo cities/suburbs will be especially focused and their students will be motivated and registered directly for expo visit and confirmed appointments.
- Students and teachers of IELTS/TOEFL & English language academies will be invited.
- Entry test preparation centers will be offered special package for their participation.
- Examination centers for O/A level, accountancy bodies and other foreign qualifications will be especially focused on exams day before the expo for awareness.
- Volunteers will be appointed in more than 100 selected institutions of these expo cities for working on visitors flow.
- Hi-tea will be arranged in each expo city before the event for heads of institutions
- Institutional visits of final year classes will be arranged in collaboration with partner institutions.

5 Mega Cities | 5 Strategic Hubs

The 2025 edition of the Global Education Scenario Expo will tour across five high-potential cities, enabling deeper regional outreach and access to diverse student populations.

Hyderabad

This historic city is a hub of culture and youth ambition. Hosting the expo here will connect institutions with thousands of students from Sindh's second-largest city and its surrounding districts.

Karachi

As Pakistan's largest metropolitan city and commercial heart, Karachi boasts over 3 million students. A major stop for international institutions and local education stakeholders.

Islamabad

Home to diplomatic missions, think tanks, and universities, Islamabad offers access to elite students, government policymakers, and scholarship bodies. The conference segment in Islamabad will host keynotes, roundtables, and high-level policy dialogues

Faisalabad

As an industrial city with a growing middle class, Faisalabad is emerging as a prime market for international education. This edition aims to attract high-potential students from Punjab's educational ecosystem.

Lahore

Lahore's vibrant academic and cultural scene makes it the grand finale of the expo. With the highest number of private schools and colleges, this edition alone expects over 5,000 attendees, including institutions, students, media, and decision-makers.

PARTICIPATION PACKAGES



PLATINUM PARTNERSHIP **PKR. 900,000**

- 6x3 m Shell Stall space in Karachi-Hyderabad-Islamabad-Faisalabad-Lahore
- Logo Placement in Marketing Campaign and Venue Branding in Expo Cities
- 30 Minutes Seminar Facility to address Customized Audience in Expo Cities
- Provision of 50,000 Students Data of Expo Cities for Leads Generation
- CEOs Message (30 Seconds) in Marketing Campaign's Documentary
- Display of Institution's Promo (30 seconds) in Expo Cities on SMDs
- Two Pages Advert in the Special Edition of Education Scenario Mag
- Award for being as a Platinum Partner from the Chief Guest
- 8 Passes for Networking Gala Dinner for Staff Members/Clients
- Tea/Coffee for the Representatives on the Stalls in Expo Cities

DIAMOND PARTNERSHIP **PKR. 500,000**

- 3x3 m Shell Stall space in Karachi-Hyderabad-Islamabad-Faisalabad-Lahore
- Logo Placement in Marketing Campaign and Venue Branding in Expo Cities
- 30 Minutes Seminar Facility to address Customized Audience in Expo Cities
- Provision of 50,000 Students Data of Expo Cities for Leads Generation
- CEOs Message (30 Seconds) in Marketing Campaign's Documentary
- Display of Institution's Promo (15 seconds) in Expo Cities on SMDs
- Full Page Advert in the Special Edition of Education Scenario Mag
- Award for being as a Diamond Partner from the Chief Guest
- 4 Passes for Networking Gala Dinner for Staff Members/Clients
- Tea/Coffee for the Representatives on the Stalls in Expo Cities

GOLD PARTNERSHIP **PKR. 400,000**

- 3x3 m Shell Stall space in Karachi-Hyderabad-Islamabad-Faisalabad-Lahore
- Logo Placement in Marketing Campaign and Venue Branding in Expo Cities
- Provision of 50,000 Students Data of Expo Cities for Leads Generation
- Full Page Advert in the Special Edition of Education Scenario Mag
- Award for being as a Gold Partner from the Chief Guest
- 2 Passes for Networking Gala Dinner for Staff Members/Clients
- Tea/Coffee for the Representatives on the Stalls in Expo Cities

GOLD PARTNERSHIP **PKR. 250,000**

- 2x2 m Shell Stall space in Karachi-Hyderabad-Islamabad-Faisalabad-Lahore
- Logo Placement in Marketing Campaign
- Provision of 50,000 Students Data of Expo Cities for Leads Generation
- Full Page Advert in the Special Edition of Education Scenario Mag
- Award for being as a Gold Partner from the Chief Guest
- 2 Passes for Networking Gala Dinner for Staff Members/Clients
- Tea/Coffee for the Representatives on the Stalls in Expo Cities

CITY-WISE PARTICIPATION PACKAGE

Hyderabad: PKR. 40,000
Karachi: PKR. 60,000
Islamabad: PKR. 60,000
Faisalabad: PKR. 40,000
Lahore: PKR. 60,000

Package Includes;

- 2x2 m Shell Stall in One Exp City
- Tea/Coffee for two Representatives
- Participation Certificate



INTERNATIONAL PACKAGES

PLATINUM PACKAGE: **US\$ 5,000**

- 6x3 m Shell Stall space in Karachi-Hyderabad-Islamabad-Faisalabad-Lahore
- Stay in 4/5 Star Hotel for 9 Nights during Exhibition for a Single Person
- Logo Placement in Marketing Campaign and Venue Branding in Expo Cities
- 30 Minutes Seminar Facility to address Customized Audience in Expo Cities
- Provision of 50,000 Students Data of Expo Cities for Leads Generation
- Representative Message (30 Seconds) in Marketing Campaign's Documentary
- Display of Institution's Promo (15 seconds) in Expo Cities on SMDs
- Full Page Advert in the Special Edition of Education Scenario Mag
- Intercity Travelling for 2 staff members from Lahore to other expo cities
- 6 Passes for Networking Gala Dinner for Staff Members/Clients
- Tea/Coffee for the Representatives on the Stalls in Expo Cities

STANDARD PARTICIPATION **US\$ 3,000**

- 3x3 m Shell Stall space in Karachi-Hyderabad-Islamabad-Faisalabad-Lahore
- Stay in 4/5 Star Hotel for 9 Nights during Exhibition for a Single Person
- Intercity Travelling for 1 staff member from Lahore to other expo cities
- Logo Placement in Marketing Campaign and Venue Branding in Expo Cities
- A4 Size Advert in the Special Edition of Education Scenario Newspaper
- Tea/Coffee for the Representatives on the Stalls in Expo Cities

ECONOMY PACKAGE: **US\$ 2,000**

- 3x3 m Shell Stall space in Karachi-Hyderabad-Islamabad-Faisalabad-Lahore
- Logo Placement in Marketing Campaign and Venue Branding in Expo Cities
- A4 Size Advert in the Special Edition of Education Scenario Newspaper
- Tea/Coffee for the Representatives on the Stalls in Expo Cities

Note:

- *Above mentioned all packages are without taxes.*
- *Payment will be in favor of "Education Scenario International".*



Some of the Previous Participants in Education Scenario Exhibitions



SOME OF THE PREVIOUS EVENTS



EDUCATION SCENARIO INTERNATIONAL EXHIBITION

Organization/Institution: _____

Address: _____

Contact Person

Designation: _____

Phone(s): _____

Mobile: _____

Fax: _____

Email: _____

Brief Description of the Exhibitor: _____

FOR OFFICE USE ONLY

Cities:								
Payment:								
Stalls:								
Remarks:	_____ _____ _____							

Please specify the names and Number of Cities in which you are participating ☐

Abotabad <input type="checkbox"/>	Bahawalpur <input type="checkbox"/>	Faisalabad <input type="checkbox"/>	Gujranwala <input type="checkbox"/>	Gujrat <input type="checkbox"/>
Hyderabad <input type="checkbox"/>	Islamabad <input type="checkbox"/>	Karachi <input type="checkbox"/>	Lahore <input type="checkbox"/>	Larkana <input type="checkbox"/>
Mirpur <input type="checkbox"/>	Multan <input type="checkbox"/>	Muree <input type="checkbox"/>	Okara <input type="checkbox"/>	Peshawar <input type="checkbox"/>
Quetta <input type="checkbox"/>	Sahiwal <input type="checkbox"/>	Sargodha <input type="checkbox"/>	Sialkot <input type="checkbox"/>	Sukkar <input type="checkbox"/>
Rawalpindi <input type="checkbox"/>	Vehari <input type="checkbox"/>	Wah Cantt <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Herewith enclosed as the total amount for booking of stands against participation for above mentioned cities.

PACKAGE INCLUDES:

- One furnished Exhibition Stand with insignia.
- One Table & Two Chairs for each stand.
- Two cups of tea/coffee against complimentary coupons every day.
- Comprehensive and effective country-wide publicity and coverage.
- Seminar or presentation facility on request.
- General Security Arrangements at all venues.
- Exhibitors badges for all stall attendants.
- Listing in Exhibition Special Magazine Edition.

TERMS & CONDITIONS

1. Booking will be on first come-first serve basis.
2. One organization will make only one application for participation and one stall / pavilion of defined specification shall be allowed.
3. Once the booking of stall has been confirmed it will not be cancelled / transferred or shared.
4. Complete guidance and programme will be provided to confirmed Exhibitors well in time.
5. Please note the following.
6. You are at liberty to design your, stall creativity.
7. Please ensure.
 - a. No unlawful, un-ethical, undesirable or in-decent activity is resorted to.
 - b. Appropriate safety and security measures.
 - c. No banners / posters etc will be fix on your behalf in exhibition venue.
8. The organizers will not be responsible for:-
 - a. Any damage, breakdown or failure of any services.
 - b. Any refund in case of any inhospitable occurrence, beyond control.
9. The organizer reserves the rights to:-
 - a. Accept or refuse any booking, change of venue, schedule, layout or re-allocate stall suiting the exhibition success.
 - b. Inspect stall / venue to ensure compliance of terms and conditions and take appropriate action if situation may demand so.
 - c. Re-allocate the space if payment is not made in due time.
 - d. Bill extra charges for specifically ordered additional services.
10. In case of any dispute (in operational matters) the decision of organizer will be final.

If participation in the exhibition is confirmed, we undertake to abide by the terms & conditions mentioned above.

Signature of Authorized Person & Seal

Date

All the payments should be made in favour of Education Scenario International by Crossed-Cheque or Telegraphic Transfer

Completed form along with payment is to be returned to:

www.educationscenario.com



HEAD OFFICE: 138-ABUBAKAR BLOCK, NEW GARDEN TOWN, LAHORE-PAKISTAN

0092-332-4800867



Book Your Stall/Space in the Expo NOW!

The Global Education Scenario Expo 2026 is Pakistan's most powerful student recruitment and networking platform — driving global opportunities, guaranteed conversions, and qualified leads for your next intakes.

With abundant commercial prospects, exclusive engagement, and unmatched visibility, this is the must-attend education event of the year for participants and visitors alike. If you are interested to participate and book your stall in the expo, you may call any of our representatives to discuss and finalize accordingly.

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WhatsApp: +92 332 428 8077 | +92 300 945 2755 | +92 302 351 1254

Europe: Ms. Adoos Fatima – Director Europe | +44 7424 860257

UAE: Manzoor Ahmed – Director Middle East | +971 58 116 5866

Australia: Ahmad Nadeem Khan – Regional Director | +61 411 118847

Canada: Waseem Mahmood – Regional Director | +1 647 829 8003

Education Scenario (Pvt) Ltd

138-Abu Bakar Block, New Garden Town, Lahore Pakistan

Email: info@educationscenario.com

Website: www.educationscenario.com

Bank Details for Payment

Title: Education Scenario International HABBPKKAXXX
PK33HABB0012480017103303 BRANCH CODE 1248

Bank: Habib Bank Limited

Branch: Moon Market, Allama Iqbal Town, Lahore