

Dear Sir/Madam,

### CONNECT YOUR BUSINESS TO SCHOOLS & OTHER PARTNERS!

We write to inform you of the 9<sup>th</sup> showing of our highly anticipated and sought after event, the Annual School Needs Exhibition (ASNE).

As you know, getting across to an impactful number of decision makers in any industry, especially in today's busy and highly competitive market, is FRUSTRATING; the Managing Directors, the Proprietors and Proprietresses, the decision makers; are constantly short on time, busy with lots of other official and personal activities, and are sometimes unable to create the extra time, to directly meet with you. So there is this secretary that receives your very nicely written proposal and forgets to give it to the boss. Fast forward to 60days after, when she has to tidy up her desk, your information full, and nicely written proposal, is nicely thrown into the bin, amongst other old and useless data.

Events like the Annual School Needs Exhibition are a big opportunity, **for you to break through the barriers of bureaucracy, and have direct access to these decision makers- top CEOs, Presidents, Founders, School Owners, all under one roof, and pitch your unique ideas or products.**

Why ASNE?

- ✚ ASNE is a one stop sales point, for ALL Educational Resources and Personnel
- ✚ ASNE showcases you to our vast network of over 3,500 clients, exhibitors, participants, school owners, decision makers, and stakeholders; within and outside Nigeria.
- ✚ At ASNE, you meet your direct target audience, and close sales deals
- ✚ We showcase your school products to prospective parents and investors
- ✚ We run free adverts for you online for 6months
- ✚ We make you visible on our school directory
- ✚ We give free trainings, and expert advice
- ✚ We make great sales happen FOR YOU

As at January 31<sup>st</sup> 2019, **naira value gains by vendors, was estimated to about 149million naira across the years.**

Our vast network of over **3,500 database** of clients which consists of **school owners, parents, influencers in the business community, decision makers and stakeholders in education within and outside Nigeria** places us in the best position to assist you achieve your business goals for 2019. ASNE is guaranteed to give you less time spent, in putting out your message, to the right person(s).



**Attend ASNE 2019 as a vendor! Be the first of about 60 select vendors, to take a stand, at the Annual School Needs Exhibition, 2019!**

Meet more than 95% of all the school owners in Abuja, FCT!

Meet school owners from other parts of Nigeria!

Network amongst 2,000 plus buyers all in one place!

Network amongst other education services providers!

**ASNE** (Annual School Needs Expo) has recorded **8 successful years** of business connections, promotion, visibility, sales and financial growth **for over 150 local and international companies**; ASNE has helped business owners, grow to their peak; and this year, being our **9<sup>th</sup> Edition**, we invite you to be a part of this success story- come market and showcase your business products and services to your direct audience.

This epic event is scheduled to hold on:

**Date:** Thursday 23rd and Friday 24th of May, 2019

**Time:** 9am - 6pm daily

**Venue:** BMO Event Center, River Plate Garden, Wuse 2, Abuja.

**ASNE 2019 SPECIALS!!!**

- **Training sessions ongoing concurrently with the exhibition!**
- **Special lunch time panel sessions with key note speakers!**
- **Plenary sessions to boost your business!**
- **Educator awards!**
- **Raffle draw!**
- **Wearability Parade- School uniforms and the Smart Educator's fashion parade!**

What are you waiting for? Sign up now, before stand options fill up.

Start making a buzz on our high traffic and vibrant website! Create that visual image in the minds of your target market and have them start patronizing your business even before the exhibition commences! Start today!!

**PRE-ASNE WEBSITE ADVERT PLACEMENT**

Categories	Rates	Duration	Benefits
Diamond	N30,000	3 months	Update advert content every 2 weeks



Gold	N20,000	2 months	Update advert content every month
Bronze	N15,000	1 month	Run only one advert

### EXHIBITION BOOTHS CATEGORIES

CATEGORY	CHARGES	BENEFITS
<b>Gold</b>  <i>Double Exhibition Booth (6 x 3)</i>	On request	<ul style="list-style-type: none"> <li>• Double sized exhibition booth</li> <li>• Two tables and four chairs</li> <li>• 3 Pre-ASNE personalised texts and emails to schools</li> <li>• Prominent advert on the ASNE Brochure</li> <li>• Six (6) months <b>post ASNE</b> advert placement on our website and other social media platforms.</li> </ul>
<b>Silver</b>  <i>Single Exhibition Booth (3 x 3)</i>	N200,000 for 2days	<ul style="list-style-type: none"> <li>• Single sized exhibition booth</li> <li>• One table and two chairs</li> <li>• 2 Pre-ASNE personalised texts and emails to schools</li> <li>• Prominent advert on the ASNE Brochure</li> <li>• Four (4) months <b>post ASNE</b> advert placement on our website and other social media platforms.</li> </ul>
<b>Bronze</b>  <i>Open Space</i>	N100,000 for 2days	<ul style="list-style-type: none"> <li>• One table and two chairs</li> <li>• 1 Pre-ASNE personalised text to schools</li> <li>• Prominent advert on the ASNE Brochure</li> <li>• One (1) month <b>post ASNE</b> advert placement on our website and other social media platforms.</li> </ul>

<b>Educational Institutions</b>	N100,000 for 2 days	<b>For Secondary, Colleges, Higher Education and Universities.</b> <ul style="list-style-type: none"> <li>• Showcase your schools, colleges and universities to prospective parents</li> <li>• Advertise on our website and other social media platforms.</li> </ul>
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### OTHER ADVERT OPTIONS

Let's help you distribute your branded articles and spread your presence across the nation.

Categories	Rates	Benefits
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<b>Brochure Advert Only</b>		<ul style="list-style-type: none"> <li>• <b>Full Page:</b> N50,000</li> <li>• <b>Half Page:</b> N30,000</li> <li>• <b>Quarter Page:</b> N20,000</li> <li>• <b>Listing:</b> N15,000</li> </ul>
<b>Conference Bags</b>	N100,000	<ul style="list-style-type: none"> <li>• Minimum of 500 branded bags to be supplied by your organization, with co-branded logos.</li> </ul>
<b>Stationery Supply Partnership</b>	N80,000	<ul style="list-style-type: none"> <li>• Branded pens and notebooks to be supplied by your organisation</li> </ul>
<b>Flyer Distribution at the ASNE Venue</b>	N50,000	<ul style="list-style-type: none"> <li>• Maximum of 1000 flyers will be distributed by ASNE personnel at the exhibition venue.</li> </ul>

#### PAYMENT DETAILS

Payments can be made in cash at the office, online (payment evidence forwarded to [asn.expo@gmail.com](mailto:asn.expo@gmail.com)) or by cheques made payable to:

**BANK:** DIAMOND BANK

**ACCOUNT NAME:** SCHOOL RESOURCE CENTER LTD

**ACCOUNT NUMBER:** 0049888257

Take advantage of this unique once in a year opportunity to meet your target audience; exhibitors, investors, participants, school owners, decision makers, stake holders within and outside Nigeria, all in one place.

**Payment should be done on or before May 7<sup>th</sup>, 2019.**

Don't be told! Trust me, this will be the BEST marketing decision you make in 2019. Go ahead, call me on **08181081412** or send me a direct email- [asn.expo@gmail.com](mailto:asn.expo@gmail.com) .

Do be assured of our best regards,

Achonwa Sandra | Project Coordinator | Annual School Needs Exhibition | 10 Owena close, Maitama, Abuja

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