

Cost Structure for International Education Fair at Techfest, IIT Bombay 2026 -2027

This document outlines the cost breakdown for the International Education Fair. The costs are categorized based on the type of deliverables and are provided in Indian Rupees (INR). Universities are invited to select any category that best suits their specific requirements.

Event Dates - 16th to 18th December 2026

Category-I:

Amount - INR 60,000

Deliverables
Activity desk (10 x 10 feet) for 3 days (Rent + electricity + furniture + lights)
Premium Location Rent for 3 days on the campus of IIT Bombay
Publicity among stakeholders (Outdoor, Indoor, On Campus)
Ambience and Basic Arrangements in the venue

Publicity Includes

- **1 Banner** (3x2 sq.ft.) and **1 Standee** (6x3 sq. ft.) to be placed
- Logo Presence on the official Techfest Play Store App (**10 K+ downloads**) and website (**5 million+ hits**)
- Presence on social media posts on all official handles of Techfest, IIT Bombay (Instagram - **120k**, Facebook - **2.8 million**, YouTube - **4.5 million views**, Twitter, and LinkedIn)

Ambience Includes

- Decorations and ambience setting for the venue for an enthusiastic environment
- Branding of the international education fair and participating universities at the venue.

Category-II:

Amount - INR 80,000

Deliverables
Activity desk(10 x 10 feet) for 3 days (Rent + electricity + furniture + lights + fans)
LED TV for showcasing digital presentation at the activity desk
Premium Location Rent for 3 days on the campus of IIT Bombay
Publicity among stakeholders (Outdoor, Indoor, On Campus)
Ambience and Basic Arrangements in the venue

Publicity Includes

- **1 Banner** (3x2 sq.ft.) and **1 Standee** (6x3 sq. ft.) to be placed
- Logo Presence on the official Techfest Play Store App(**10 K+ downloads**) and website (**5 million+ hits**)
- Presence on the invitation letter sent to **2500+** universities for participation in International Education Fair.
- Presence on social media posts on all official handles of Techfest, IIT Bombay (Instagram - **120k**, Facebook - **2.8 million**, YouTube - **4.5 million views**, Twitter, and linkedIn)

Ambience Includes

- Decorations and ambience setting for the venue for an enthusiastic environment
- Branding of the international education fair and participating universities at the venue.

Category-III

Amount - INR 120,000

Deliverables
Activity desk(10 x 20 feet) for 3 days (Rent + electricity + furniture + lights + fans)
LED TV for showcasing a digital presentation at a kiosk
Premium Location Rent for 3 days on the campus of IIT Bombay
Publicity among stakeholders (Outdoor, Indoor, On Campus)
Ambience and Basic Arrangements in the venue
Separate classroom venue arrangement for personalized counseling sessions for students

Publicity Includes

- **2 Banners** (3x2 sq.ft.) and **1 Standee** (6x3 sq. ft.) to be placed
- Logo Presence on the official Techfest Play Store App(**10 K+ downloads**) and website (**5 million+ hits**)
- Presence on the invitation letter sent to **2500+** universities for participation in International Education Fair.
- Presence on social media posts on all official handles of Techfest, IIT Bombay (Instagram - **120k**, Facebook - **2.8 million**, YouTube - **4.5million views**, Twitter, and LinkedIn)
- Logo Presence on **85,000+** Techfest Newsletters distributed among students of schools and colleges of Mumbai and Pune, and also among residential areas to Showcase Education Fair.

Ambience Includes

- Decorations and ambience setting for the venue for an enthusiastic environment
- Branding of international education fair and participating universities at the venue.

Category-IV:

Amount - INR 160,000

Deliverables
Activity desk (10 x 20 feet) for 3 days (Rent + electricity + furniture + lights + fans)
LED TV for showcasing a digital presentation at a kiosk
Premium Location Rent for 3 days on the campus of IIT Bombay
Publicity among stakeholders (Outdoor, Indoor, On Campus)
Ambience and Basic Arrangements in the venue
Separate classroom venue arrangement for personalized counseling sessions for students
Hotel Accommodation (single room), Meals and Refreshments for two representatives

Publicity Includes

- **2 Banners** (3x2 sq.ft.) and **1 Standee** (6x3 sq. ft.) to be placed
- Logo Presence on the official Techfest Play Store App(**10 K+ downloads**) and website (**5 million+ hits**)
- Presence on the invitation letter sent to **2500+** universities for participation in International Education Fair.
- Presence on social media posts on all official handles of Techfest, IIT Bombay (Instagram - **120k**, Facebook - **2.8 million**, YouTube - **4.5 million views**, Twitter, and LinkedIn)
- Logo Presence on **85,000+** Techfest Newsletters distributed among students of schools and colleges of Mumbai and Pune and also among residential areas, to showcase Education fair.

Ambience Includes

- Decorations and ambience setting for the venue for an enthusiastic environment
- Branding of international education fair and participating universities at the venue.

Category-V:

Amount - INR 180,000

Deliverables
Activity desk (10 x 20 feet) for 3 days (Rent + electricity + furniture + lights + fans)
LED TV for showcasing a digital presentation at a kiosk
Premium Location Rent for 3 days on the campus of IIT Bombay
Publicity among stakeholders (Outdoor, Indoor, On Campus)
Ambience and Basic Arrangements in the venue
Separate classroom venue arrangement for personalized counseling sessions for students
Hotel Accommodation (single room), Meals and Refreshments for two representatives
Participation in International Summits for the university

Publicity Includes

- **2 Banners** (3x2 sq.ft.) and **1 Standee** (6x3 sq. ft.) to be placed
- Logo Presence on the official Techfest Play Store App(**10 K+ downloads**) and website (**5 million+ hits**)
- Presence on the invitation letter sent to **2500+** universities for participation in International Education Fair.
- Presence on social media posts on all official handles of Techfest, IIT Bombay (Instagram - **120k**, Facebook - **2.8 million**, YouTube - **4.5 million views**, Twitter, and LinkedIn)
- Logo Presence on **85,000+** Techfest Newsletters distributed among students of schools and colleges of Mumbai and Pune and also among residential areas, to showcase Education fair.

Ambience Includes

- Decorations and ambience setting for the venue for an enthusiastic environment
- Branding of international education fair and participating universities at the venue.

Points to be noted:

- The university will bear the total amount mentioned based on the basis of the selected category and must deposit the amount in favor of “**Registrar, IIT Bombay**” by cheque / NEFT / DD.
- The **activity desk** includes a strategically located pavilion in a **prime area** on the IIT Bombay campus for **3 days**. This premium location ensures maximum visibility and engagement with relevant audiences, significantly enhancing the impact and reach of the international education fair. The fee also covers essential infrastructure such as a kiosk setup, electricity, furniture, lighting, LED screens, hospitality, and ventilation (fans) to provide a professional and comfortable environment.
- Publicity includes a comprehensive **publicity campaign** involving outdoor, indoor, and on-campus promotional materials such as standees, banners, and posters. The cost covers both production and logistics, ensuring wide and targeted exposure among Techfest attendees and the broader IIT Bombay community.
- The **session** should be conducted by the representative of the university. This person should have the ability to engage an audience. Techfest will be responsible for providing time slots and classrooms to universities for the personalized sessions and presentations. Techfest will not be responsible for the crowd that appears in the allotted time.
- The kiosk can be **personalized** for the university as per their requirements (personalisation refers to showcasing the culture and life of the university/country through personalized kiosk design). Any cost associated with the personalisation is to be incurred by the university.