











Overview

Exposition is a platform where IT, Management and Entrepreneurship bring together to expose the capabilities and talents of the MITians. It is organized and launched annually, by the Industrial Management Science Students' Association (IMSSA), the official student body of the Department of Industrial Management, University of Kelaniya. Since its birth in 2005, it ensures the marking of innovative footprints of the undergraduates of the Department of Industrial Management on the platform of the corporate world in Sri Lanka. For the first time in the history of Exposition, a platform for Entrepreneurs in Sri Lanka will be introduced as the Exposition Entrepreneurial Community.



The Program

The Exposition consists of two major parts.



Exposition Magazine



Entrepreneurial Community





What

One of the premier university business magazines in Sri Lanka which ensures the marketing of innovative footprints of the undergraduates of the Department of Industrial Management on the platform of the corporate world in Sri Lanka.

Why

To bridge the gaps in knowledge and provide contemporary, factual, analytical and research-based information to undergraduates and professionals through the latest technology and innovation and at the same time to bring schools, undergraduates, entrepreneurs and the industry to one common platform.

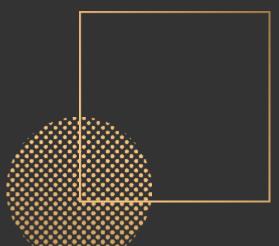
How

Through articles which feature interviews with leading business figures and key personalities as well as accounts from undergraduates, academics, corporate personnel and prominent members of the alumni of the department.





The Article Competition



An Annual Article Competition is organized to select the best articles to be published in the magazine. The competition consists of two categories.

- 1. INTER UNIVERSITY COMPETITION
- 2. INTRA DEPARTMENT COMPETITION





Inter University Competition

100,000 + Undergraduates are eligible

Intra Department Competition

350 Undergraduates are eligible





Marketing Opportunities Of the Article Competition

01. Social Media Advertising

The article competition details will be released on social media. The Best 20 articles will be published on our social media pages along with the sponsors' details.

03. Awareness Program

Every university will be notified through emails and banners that are displayed in noticeboards, along with the sponsors' details.

02. Voting based Competition

Articles are posted on the blog and there is a voting system that is taken into consideration in the process of marking. The voters will be exposed to the advertisements in the blog.

04. A big Database

Data of all students participating in the competition will be collected.





Marketing Opportunities of the Magazine

01. Social Media Advertising

Highlights of the magazine will be published through our social media pages along with the sponsors' details.

03. Interviews Online Publishing

All the interviews will be published on YouTube and other social media as well as in our blog and the website along with the sponsors' details.

02. E- Magazine

An electronic version of the magazine will be published on our website thus enabling us to reach a global audience.

04. Magazine Blog

All the articles of the magazine will be available in our blog where sponsors' details will be advertised.







What

A platform for entrepreneurs in different fields of the industry in Sri Lanka to discuss and innovate new ideas to develop the economy of the country as well as to develop and maintain the success of their businesses.

Why

In Sri Lanka, Entrepreneurship is facing the difficulty of the technical and management knowledge required to build up their businesses. It has become one of the key factors that affect our economy.

How

As the Department of Industrial Management, we are developing a platform which bridges Entrepreneurship , IT & Management.





The Entrepreneurial Community

This community program consists of two phases.

01. Online Community

Entrepreneurs will be registered to an online platform where they can discuss and meet each other as well as industry experts and acquire knowledge to develop their businesses.

02. Online Sessions

Members of the get the opportunity to expand their knowledge by attending these sessions. These sessions will run as a series, where industry experts share insights on how to manage activities regarding start-ups.

750 ⁺ Community Members





Marketing Opportunities of the Entrepreneurial Community

01. Online Community

In the community forums, sponsors can share their knowledge and put advertisements. Sponsors will be offered with an Access Account to the Forum called Partnership Account.

02. Online Sessions

Each session will have a sponsor. The sponsor of a particular session gets the opportunity to display a 90 second advertisement at the start of that session. And the sponsor will be displayed in the session posters as well.





Main Event









Exposition Main event will be held on 2nd of December 2020 and the main programs included are,

the launching ceremony of the Exposition Magazine, Industry Forum,

And the Opening Ceremony and the Meetup of the Entrepreneurial Community.

The intended audience is as follows:

- 300 ⁺ Undergraduates
- 50⁺ Entrepreneurs
- Academic & Non Academic Staff from the University
- Professionals from Leading Corporates
- Reputed Personalities from the Industry
- School Students
- Spectators from General Public





Sponsorship Packages





1. Exclusive Sponsorship Package Powered By

Powered by Partnership offers for a period of one-year. The Sponsor is offered with very exclusive facilities. The Key Benefit of this Package is that the Sponsor's Title is always referred to the Event name mentioned as the "Exposition Powered By "

2. General Sponsorship Packages

Platinum Gold Silver





Powered By	Platinum	Gold	Silver
30 mins	15 mins		
5 mins	3 mins	1.5 mins	30 seconds
3	2	1	1
yes	yes	yes	
yes	yes	yes	yes
yes	yes		
yes			
	yes		
		yes	
			yes
yes	yes	yes	yes
	30 mins 5 mins 3 yes yes yes yes	Powered By Platinum 30 mins 5 mins 3 mins 3 2 yes	Powered By Platinum Gold 30 mins 15 mins 5 mins 3 mins 1.5 mins 3 2 1 yes





Facilities	Powered By	Platinum	Gold	Silver
Exposition Blog				
Articles page- Article about the company or Promotions	yes	yes	yes	
Right Corner Advertisement	large Banner	small banner	large icon	small icon
Sponsors' Corner in the footer of the Blog	yes	yes	yes	yes

Exposition Entrepreneurial Community

Exposition Entrepreneurial Community Forum

Advertisement on forum (per Month)	20	10	6	3	
Partnership Account * (Valid for one-year period)	yes	yes	yes	yes	
Sponsors Corner in the footer	yes	yes	yes	yes	
Online sessions (sponsored by title / 90 second advertisement)	1	1	1		





Facilities	Powered By	Platinum	Gold	Silver
Exposition Website				
Home Page Advertisement	large Banner	small banner	large icon	small icon
Sponsors Page (valid for one-year period)	yes	yes	yes	yes
Sponsors' Corner in the footer	ves	ves	ves	ves

Publicity Campaign

Social media advertisement posts on our Social Media
Pages (Per Year) 15 10 6 3





Powered By Rs. 200,000

Platinum Rs . 150,000

Gold Rs . 100,000

Silver Rs. 50,000





Full Page Advertisement

Rs. 10,000

Half Page Advertisement Rs . 5,000

Banner Rs . 5,000





Our Story Is Our Influence 99

