RIGHT SCHOOL expo 2026

INDIA'S FIRST SCHOOL EXPO

Where Future Virat Kohlis, Smriti Mandhanas, Innovators, Artists & Leaders Begin Their Journey.

14 FEB & 15 FEB 2026

10:00 AM to 8:00 PM

Draupada Lawns, Wakad, Pune.

INTRODUCTION

About Right school Expo

Choosing the right school, coaching institute, or learning platform is not just about academics– it is about discovering a child's true potential.

Every name we admire today –
Virat Kohli, Rohit Sharma, Smriti Mandhana, A.P.J. Abdul Kalam, A.R. Rahman – started as a child shaped by the right environment, right guidance, and right education.

Right School Expo 2026 is India's first guidance–driven school expo designed to help families **experience education before choosing it.**

ORGANIZER'S VISION | BEYOND EVENTS, TOWARDS IMPACT

"Building platforms that help children dream bigger - and parents decide smarter."

Not Just Events. A Purpose.

Across cities, many public events focus on celebrations or one-day programs. While these have their place, rapidly growing urban areas like Wakad demand something deeper-initiatives that address real, everyday challenges faced by families.

Wakad and its surrounding areas are no longer traditional townships. They are education-driven, IT-powered, aspirational communities. With this growth comes new-age parenting challenges—especially around choosing the right education path.

Right School Expo is envisioned as a guidance-driven platform designed to bring clarity, trust, and long-term thinking to education decisions.

VISHAL WAKADKAR SIR
SAW THIS GAP CLEARLY

As a **Public Political Leader of wakad** pune, builder, developer, and urban development professional rooted in Wakad, **VISHAL WAKADKAR SIR** interacts closely with families, parents, and working professionals on a daily basis.

He observed something critical.

Parents are educated, but the education ecosystem around them is cluttered, confusing, & often marketing-driven. Online information creates noise, not clarity. Important decisions are reduced to advertisements & comparisons.

Instead of symbolic or entertainment-driven events, he envisioned a solution-oriented platform—one that helps parents make the most important decision of their child's life with confidence & understanding.

FROM OBSERVATION TO ACTION:

"Every great achiever - whether in sports, science, arts or leadership - begins with one critical decision: the right school."

Right School Expo was conceived not as a mela, not as a publicity event, but as an education guidance platform.

A place where:

- Schools communicate with transparency, not hype
- Parents explore options face-to-face, not through ads
- Students discover learning paths without pressure
- Guidance replaces guesswork

This is leadership that serves thinking families, not just footfall.

WHY THIS INITIATIVE IS DIFFERENT

While many public events focus on:

Why Right School Expo Is India's First of Its Kind

- ·Helping parents discover potential, not just institutions
- Reducing parental anxiety
- Improving education decision quality
- Aligning schooling with future careers
- Supporting the intellectual fabric of Wakad

While Many Public Events Focus On:

- Pilgrimage tours
- Entertainment programs
- One-day celebrations

A VISION ROOTED IN RESPONSIBILITY

"When an area is educated, leadership must also evolve. Wakad needs guidance-driven initiatives, not just gatherings."

EVENT SCALE & POWER

Event Snapshot

- 70+ Education & Kids Brands
- 10000 - 15000+ Parents & Students Footfall
- 4,000+ Admission-Ready Families
- 300+ Housing Societies Covered
- 25 LACS+ Digital Reach
- 10+ Live Workshops & On-Stage Activities
- 2,000+ Kids Activity Participants

From Classrooms To Cricket Grounds. From Labs To Leadership.

WHO SHOULD PARTICIPATE ?

For Institutions Shaping Tomorrow's Virat Kohlis, Smriti Mandhanas & Innovators

Schools & Pre-Schools

- Play Groups, Nursery & Day Care
- CBSE, ICSE, State Board
- International Schools – IB, IGCSE
- Integrated Schooling Models

Coaching & Competitive Exam Institutes

- IIT-JEE, NEET, CET
- Olympiads & Foundation Courses
- Language & Skill Development Institutes

EdTech & Learning Technology Brands

- Learning Apps
- AI-based education tools
- Smart classroom solutions
- Assessment platforms

Activity & Skill Development Brands

- Robotics, Coding, Abacus
- Dance, Music, Theatre
- Sports Academies
- Personality Development

Kids & Learning Retail

- Books, Toys & Games
- Stationery & School Accessories
- Uniforms, Bags, Learning Kits

WHY PARTICIPATE

(EXHIBITOR BENEFITS)

- Direct access to high-intent parents
- Two full days of uninterrupted engagement
- Strong admissions & enrollment conversion potential
- Massive brand visibility across Pune
- Multi-channel marketing support
- Pre-registered database access (opt-in)
- Category-segmented audience
- Long-term recall & referrals
- Post-event digital promotion support
- Align your institution with aspiration-led parenting & talent discovery

EXPERIENCE ZONES

School Showcase Pavilion

- Curriculum display • Infrastructure models • Live counseling

Kids Activity & Fun Zone

- Art • Robotics • Games • Dance • Sports

EdTech Discovery Zone

- Live demos of learning tech & AI tools

Parent Knowledge Zone

- Expert talks on admissions, parenting & careers

Retail & Learning Store Zone

- Books • Toys • Skill kits • School products

Designed to increase dwell time & improve conversions.

STALL PACKAGES

Standard Stall
3m x 3m

₹35,000 + GST

- Shell scheme
- Fascia branding
- 1 Table + 2 Chairs
- Power point & lighting
- Carpet flooring

Premium Stall
3m x 6m

₹65,000 + GST

- Double-width frontage
- Corner preference
- Enhanced visibility Premium visitor flow

Island Pavilion
6m x 6m

₹1,10,000 + GST

- 4-side open visibility
- Custom fabrication allowed
- Prime central placement
- Stage proximity

Associate with India's First School Expo inspiring the next generation of achievers.

SPONSORSHIP OPTIONS

TITLE SPONSOR

₹ 5,00,000

EARLY-BIRD OFFER, LIMITED SLOTS

- Event naming rights
- Prime 6x6 stall
- All branding creatives
- Stage branding & media presence
- Digital & PR campaign support

CO-POWERED SPONSOR

₹ 2,50,000

(LIMITED SLOTS)

- 3x6 stall
- Banner & stage branding
- Workshop hosting rights

PRESENTING PARTNER

₹ 1,50,000

MINIMUM NO : 6 PERSONS

- Standard stall
- Secondary branding

ACTIVITY ZONE SPONSOR

₹ 1,00,000

(LIMITED SLOTS)

SECURITY PARTENER

₹ 75,000

(LIMITED SLOTS)

EVENT MGMT PARTNER

₹ 75,000

(LIMITED SLOTS)

Partner with Right School Expo 2026 and gain high-visibility access to thousands of admission-seeking parents. Our tailored sponsorship options offer powerful branding, direct engagement, and measurable impact.

MARKETING & PROMOTIONS

Digital Marketing

- Meta Ads
- Google Display
- YouTube Shorts & Reels
- Influencer Parenting Pages
- Celebrity-inspired aspiration campaigns

Society Promotions

- 300+ Housing society activations
- Weekend society branding & flyers

School Tie-Ups

- Flyers via partner schools
- Teacher-parent group promotions

Media

- Newspaper coverage
- Radio promotions
- Outdoor standees

EXPECTED ROI & LEAD POTENTIAL

Category	Avg Leads	Expected Conversions
Pre-Schools	120-200	25-60 Admissions
K-12 Schools	80-150	12-35 Admissions
Coaching	150-300	40-120 Students
Activity Brands	200-400	60-180 Enrollments
EdTech	100-250	20-75 Clients

CONCEPT & STRATEGIC PARTNER

"From aspiration-led teasers to high-conversion parent engagement."

Ink Republic Media & Events

Ink Republic Media & Events brings over 18+ years of experience in conceptualizing and executing high-impact education expos and engagement platforms across India.

With deep expertise in parent psychology, education marketing, and conversion-driven event design, Ink Republic has successfully delivered 200+ large-scale events that go beyond footfall-creating meaningful admissions, enrollments, and long-term brand recall.

For Right School Expo 2026, Ink Republic is responsible for strategic planning, experience design, exhibitor mix curation, integrated marketing, and CRM-driven follow-ups-ensuring the expo delivers clarity for parents and measurable value for schools.

TERMS & CONDITIONS

- Full payment required for confirmation
- Payments are non-refundable
- First-come-first-served stall allotment
- GST applicable
- Layout subject to change
- No subletting allowed
- Data shared only with parent consent
- Force majeure applicable
- Pune jurisdiction only

BOOK YOUR STALL TODAY.

Contact : +91 98234 79183 / +91 820 845 4169
Email : info@rightschoolexpo.com
Website : www.rightschoolexpo.com

Limited stalls. Category exclusivity available.

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"Turn aspirations into admissions.
Turn curiosity into confidence."