

Highlights

- Thematic Workshops & Tutorials
- Special Events
- Keynote address and Panel discussions by leading experts
- Participation by about 500 delegates from across the globe
- International Exhibition by leading publishers and IT enabled services

Stay ahead of the curve

ICDL seeks to build a strong community of information and knowledge stakeholders through partnerships and networking with organizations intending to collaborate and associate with this endeavour. ICDL represents a significant opportunity to reach an international community of information scientists, knowledge managers, IT professionals, content developers, and academicians engaged in the development, management, and application of knowledge and associated technical, practical, organizational, and social issues.

ICDL 2016 invites governments, non-government agencies, academic and research organizations, societies and associations of library and information professionals, IT professionals, archivists, and others to join us in organizing this event through sponsorship. A host of new measures have been taken up by the organizers to provide maximum mileage and benefits to collaborators and sponsors. Many new initiatives have been devised for sponsors to choose from.

Participant demographics of past ICDLs

Delegates

2761

Experts

133

Countries

63

2

Key benefits for you

- **EXPOSURE** to experts and leaders in the emerging fields like *Big Data Analytics, Social Media Applications, Innovation and Knowledge Management*, among others
- **NETWORKING** opportunities with leading researchers, academics, and industry delegates
- **OPPORTUNITY** to raise the company profile among the target sectors
- **POSITIONING** of knowledge-based products across India and globally
- **PROMOTION** of new initiatives, products, and services to multi-stakeholders
- **IDENTIFICATION** of emerging markets to generate prospective business opportunities
- **COMMUNICATE** brands and gain exposure with a wide spectrum of stakeholders, leaders, and decision-makers in the midst of knowledge management and digital library community
- **OUTREACH** to hundreds of delegates through e-mails, mailers

While the above list is only a broad outline of benefits, a more specific list of benefits is given for each category of the sponsors in the following pages.

Sponsorship levels designed to give you significant exposure at ICDL 2016

A. Thematic Workshops

Duration of Thematic Workshops: Half-day

Knowledge Management
& Innovation

Social Media &
Analytics

Big Data
& Analytics

ICDL 2016 is pleased to announce **Thematic Workshops** for discussion on key contemporary issues relevant to knowledge trends across the globe. Workshop proposals are invited from stakeholders on the above-mentioned topics that deal with advancement of Smart Future. The thematic workshops will be attended by about 80 participants. The highlights of the workshops include:

- Tutorials
- Keynote address
- Panel discussion
- Case-based presentation

Benefits include

- High visibility signage as **WORKSHOP PARTNER/WORKSHOP ASSOCIATE**
- On-site branding
- Speaking opportunity for company's senior officials in the Panel discussion during the workshop
- Workshop partners' logos prominently displayed in workshop banner
- Workshop partners' branding on the conference website
- Associate's logo prominently displayed in ICDL 2016 web-page
- Free registrations to 10 participations (as Workshop Partner) and 3 participations (as Workshop Associate) for the workshop and the ICDL 2016 main conference sessions
- Listing of organization's logo in the Conference Guide to be handed over to about 500 delegates
- Display and distribution of corporate and product literature

3



B. Special Events

Duration of Special Events: 2.0 hours



ICDL 2016 is pleased to announce **Special Events** for discussion on specialized issues relevant to knowledge trends across the globe. A learned panel of experts will deliver views and share experiences on the issue. These Special Events will be held in parallel to the Conference sessions. All conference delegates are eligible to attend these events. Proposals are invited from stakeholders on the above-mentioned topics that deal with advancement of a Smart Future.

By collaborating for the Special Events, one gets an opportunity to interact and even present academic papers or case studies during the session with enhanced mileage for organizational visibility in the area.

Benefits include:

- On-site branding
- Sponsors to derive mileage as **SPECIAL EVENT PARTNER** or **ASSOCIATE**
- Speaking opportunity for company's senior official in the Event
- Event Partner's branding on the conference website and Event banner
- Associate's logo prominently displayed in Special Event banner and web-page
- Free registrations to 5 participations (as Event Partner) and 3 participations (as Event Associate) for the workshop and the ICDL 2016 main conference sessions
- Listing of company logo in the Conference Guide to be handed over to about 500 delegates
- Display and distribution of corporate and product literature

C. Major Sponsorship Categories

Parameters	Sponsorship categories			
	Platinum ₹5,00,000/ US\$10,000	Gold ₹3,00,000/ US\$ 5500	Silver (2) ₹2,00,000/ US\$ 4000	Bronze ₹1,00,000/ US\$ 2000
1. Complementary award of stall for Exhibition AND 2. 50% discount for sponsoring Thematic Workshop or 25% discount for sponsoring Special Event	Y	--	--	--
1. Complementary award of stall for Exhibition AND 2. 25% discount for sponsoring Thematic Workshop	--	Y	--	--
Complementary award of one hour slot for business meetings OR one table reserved for luncheon interactions with clients	Y	--	--	--
Guest invitations to participate in the conference and other functions	5	3	2	--
Company name/logo displayed on the conference publications	Y	Y	Y	--
Display of logo on the conference backdrop during all sessions	Y	Y	Y	--
Sponsor company profile to be included in the conference guide	One page	½ page	¼ page	¼ page
Montage on the presentation screen, along with other sponsors	Y	Y	Y	Y
Display/announce during lunch/ dinner/receptions	Y	Y	--	--
Branding at the event (rolling power-point presentation during breaks)	Y	Y	Y	Y
Prominent display of logo on the conference bag	--	--	Y*	--
Branding at pre- and post-event communication activities	Y	Y	Y	Y

* The name/logo of the sponsor for Conference kit will be displayed on the bag



D. International Exhibition Sponsorships

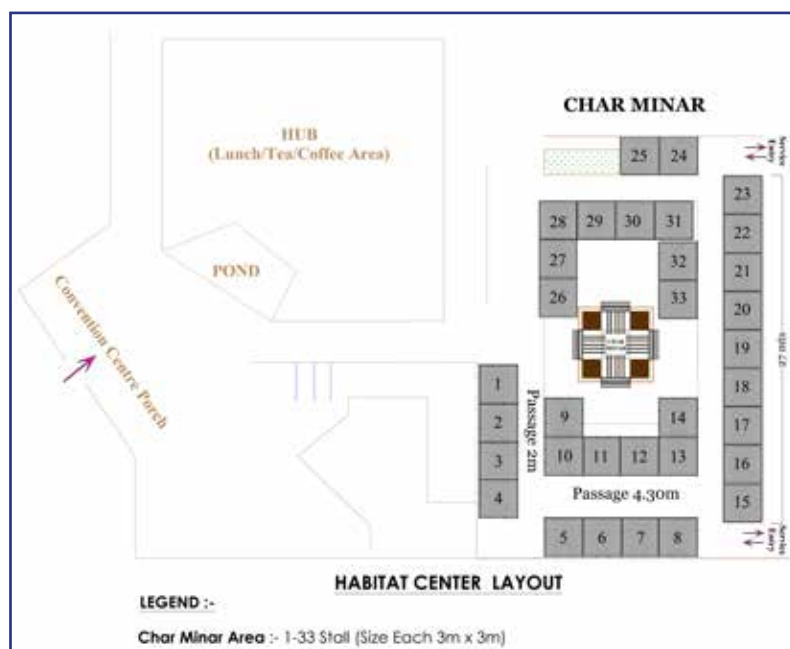
Exhibition (Tariff: ₹60,000 / US\$ 1200)

ICDL 2016 invites leading publishers, corporate, companies, information market players to join as sponsors and use the opportunity to showcase their products and technologies through exhibits. A Lucky Draw for participants will be hosted at the exhibition centre to provide enhanced visibility to exhibitors.

Benefits include:

- Metallic frame stalls (3m × 3m) will be provided to display the products and services along with interaction with delegates
- Special discount for additional registrations
- Names listed prominently in ICDL 2016 Exhibitors Directory
- Listing of mailing details in the ICDL 2016 *Conference Guide* that will be handed over to approx. 500 delegates
- Display and distribution of corporate literature and products at the conference venue

Exhibition Layout for ICDL 2016



E. Business Development Opportunity

Recognizing sponsors demand, ICDL 2016 will have the following two business development opportunities for those organizations who wish to collaborate in ICDL 2016 with specific business developments in mind.

E.1 Luncheon interactions with clients (₹10,000 / US\$ 200 per day per table)

A selected number of lunch tables will be reserved for Platinum/Gold sponsors along with sponsors logo, where sponsors can have luncheon interactions with participants as per choice. Each table will have seating capacity of 12 persons. Tables will be made available strictly on first come first serve basis.

Benefits include:

- On-site branding of sponsor for the reserved table
- ICDL organizers will facilitate client interactions by providing participants list to sponsor to choose from
- Important and specific discussions can take place for business development with prospective clients only

E.2 Business meetings (₹20,000 / US\$ 400 per hour)

Under this category, sponsors can book business meetings with specific clients beforehand. The organizers will facilitate these meetings. However, prior booking is needed.

Benefits include:

- On-site branding of sponsor for the reserved business meeting slot
- ICDL organizers will facilitate client interactions by providing participants list to sponsors to choose from
- Important and specific discussions/presentations can take place for business development

F. Other Sponsorship Categories

F.1 Awards (Tariff: ₹50,000 / US\$ 1000)

A sponsor may choose to make themselves visible among the participants by sponsoring awards. The Award Committee of ICDL 2016 will review contributed papers and posters to announce their decision at the Valedictory Session.

- a) ICDL 2016 Best Paper Award
- b) ICDL 2016 Best Poster Award

Benefits include:

- Announcement of sponsoring organization's name during the award distribution
- Enhanced visibility to the sponsor among the participants
- Special discount for additional registrations
- Listing of sponsors name in the *Conference Guide* to be handed over to about 500 delegates
- Display and distribution of corporate and product literature

7

F.2 Conference Mementoes (Tariff: ₹50,000 / US\$ 1000)

Mementoes carry nostalgic attachment to the event. ICDL 2016 intends to respect session chairs and invited speakers by giving away mementoes. A sponsor may choose to provide mementoes to dignitaries. This will undoubtedly provide mileage to the sponsor through enhanced visibility.

Benefits include:

- Announcement of sponsoring organization's name during ICDL 2016.
- Enhanced visibility to the sponsor among the participants
- Special discount for additional registrations
- Listing of sponsors name in the *Conference Guide* to be handed over to about 500 delegates
- Display and distribution of corporate and product literature

F.3 Conference Photo Folder (Tariff: ₹40,000 / US\$ 800)

Photographs are remembrances of cherished moments. ICDL 2016 intends to gift Photo Folders to session chairs and invited speakers. The Folders will certainly provide benefit to the sponsor through enhanced visibility.



Benefits include:

- The sponsor's company logo will appear in the photo folder
- Greater visibility to the sponsor among the participants
- Special discount for additional registrations
- Listing of sponsors name in the *Conference Guide* to be handed over to about 500 delegates
- Display and distribution of corporate and product literature

F.4 Inserts (Tariff: ₹15,000 / US\$ 300)

The ICDL 2016 Organizing Committee is pleased to announce up to 10 insertions (1–2 page) from 10 different small players or distantly located publishers, vendors, software companies, who are unable to attend the event.

F.5 Knowledge Spotlight (Tariff: ₹1,00,000 / US\$ 2000)

The LED display screen, to be placed in the conference hub area, will feature the conference highlights, event updates, ICDL film, among other interesting conference features.

Benefits include:

- Display of Knowledge Spotlight sponsors' logo as scrolling marquee in the screen.
- Enhanced visibility to the sponsor among the participants
- Listing of sponsors name in the Conference Guide to be handed over to about 500 delegates
- Complimentary registrations to two participations for the conference

8

F.6 Signature Board (Tariff: ₹50,000 / US\$ 1000)

The board will be placed in the conference hub area to attract maximum participation from all delegates who will write their feedback and comments on the board.

Benefits include:

- Display of the sponsors' logo in the Signature Board
- Enhanced visibility to the sponsor among the participants
- Listing of sponsors name in the Conference Guide to be handed over to about 500 delegates
- Complimentary registration to one participation for the conference

For any queries regarding sponsorship, please contact:

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