

ICDL 2016 ICDL 2016

ICDL 2016

SMART FUTURE

Knowledge Trends that will Change the World

13–16 December 2016

IHC, New Delhi, India

ICDL 2016

Partnership Options

ICDL 2016



The Energy and Resources Institute



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

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. It 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 in organizing this event through partnership. A host of new measures have been taken up by the organizers to provide maximum mileage and benefits to collaborators and sponsors.

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.

Partnership 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 organization'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 go 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



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
- Collaborators to derive mileage as **SPECIAL EVENT PARTNER / EVENT ASSOCIATE**
- Speaking opportunity for organization'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 organization's 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	Collaboration Options		
	Partner ₹10,00,000/ US\$ 20,000	Associate ₹5,00,000/ US\$ 10,000	Co-Associate ₹3,00,000/ US\$ 5500
1. Complementary award of stall for Exhibition AND 2. 50% discount for collaborating for Thematic Workshop or 25% discount for collaborating for Special Event	Y	--	--
1. Complementary award of stall for Exhibition AND 2. 25% discount for collaborating for Thematic Workshop	--	Y	--
Complimentary 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
Collaborator's profile to be included in the conference guide	One page	½ page	¼ page
Montage on the presentation screen, along with other collaborators/sponsors	Y	Y	Y
Display/announce during lunch/ dinner/receptions	Y	Y	--
Branding at the event (rolling PowerPoint presentation during breaks)	Y	Y	Y
Prominent display of logo on the conference bag	--	--	Y*
Branding at post-event communication activities	Y	Y	Y

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

For any queries regarding sponsorship, please contact:

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ICDL 2016 Sponsorship Committee

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