

**JANUARY 7<sup>th</sup> - 11<sup>th</sup>, 2012 at HICC, Hyderabad - India**

## Sponsorship Packages

S. No	Packages	Status	Slots Available	Value ( INR )
1	Silicon	Closed	Closed	INR 14 Lakhs
2	Platinum	Open	1	INR 9 Lakhs
3	Gold	Open	4	INR 7 Lakhs
4	Silver	Open	5	INR 4 Lakhs
5	Bronze	Open	5	INR 2 Lakhs

- For payments in foreign currency, the sponsor to take care of the applicable regulatory processes and conversion rates on the day of remittance
- The above price does not include 10.3% service tax - please add 10.3% service tax while making payment
- Exhibits are NOT included in the sponsorship. But, the sponsors will get a preference in exhibit stall allocation
- 3' x 3' Exhibit Booth costs Rs. 65,000 + taxes till early bird (September 30, 2011) and Rs. 75,000 + taxes after that, but is not included in the sponsorship packages. Universities : 35000 + taxes
- All Sponsors will get a discount on the Exhibit Booths.
  - 1 Exhibit Booth - 25% Discount
  - 2-3 Exhibit Booths - 33 % Discount
  - More than 3 Exhibit Booths - 50 % Discount

### **Sponsorship Chair Contact Details**

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### Sponsoring Package Details

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## **Sponsoring Package Details**

### **1. Silicon Sponsorship:**

Silicon sponsors will get the following exclusive benefits:

- ❖ Logo (to be provided by the sponsor as per the given spec) on the conference bag, along with the conference logo
- ❖ Logo (to be provided by the sponsor as per the given spec) on the conference mug, along with the conference logo
- ❖ Choice of selecting sponsorship items worth **Rs. 2.2 Lakhs** from the list of available sponsorship items (Please note that conference will assist you in making the choices and will allocate this amount suitably to the options, as/if needed, within the timeline)
- ❖ Name on the front cover of the conference brochure.
- ❖ One page advertisement, as given by the sponsor, in the conference brochure
- ❖ Sponsor's name and logo on the registration badges.

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- ❖ Appropriately sized logo on the side panels of the backdrop of the main hall, along with other applicable logos
- ❖ Coverage in print media.
- ❖ 10 free invitation passes to the banquet session.
- ❖ 10 free invitation passes to the cultural evening.
- ❖ 12 free invitations to conference.
- ❖ 17 fellowships included.

There will be **one exclusive Silicon Sponsor** for the conference.

## 2. **Platinum Sponsorship:**

Platinum sponsors will get the following benefits:

- ❖ Logo (to be provided by the sponsor as per the given spec) on the conference bag, along with the other (2 more) platinum sponsors logos and conference logo
- ❖ Logo (to be provided by the sponsor as per the given spec) on the conference mug, along with the other (2 more) platinum sponsors logos and conference logo
- ❖ The choice of selecting sponsorship items worth **Rs. 2.5 lakhs** from the list of available sponsorship items (Please note that conference will assist you in making the choices and will allocate this amount suitably to the options, as/if needed, within the timeline)
- ❖ One page advertisement, as given by the sponsor, in the conference brochure
- ❖ Appropriately sized logo on the side panels of the backdrop of the main hall, along with other applicable logos
- ❖ Coverage in print media.
- ❖ 7 free invitation passes to the banquet session.
- ❖ 7 free invitation passes to the cultural evening.
- ❖ 8 free invitations to conference.
- ❖ 13 fellowships included

There will be **three Platinum sponsors** for the conference.

## 3. **Gold Sponsorships:**

Gold sponsors will get the following benefits:

- ❖ Logo (to be provided by the sponsor as per the given spec) on the conference T-Shirt, along with the other (5 more) gold sponsors logos and conference logo
- ❖ The choice of selecting sponsorship items worth **Rs. 2.0 lakhs** from the list of available sponsorship items (Please note that conference will assist you in making the choices and will allocate this amount suitably to the options, as/if needed, within the timeline)
- ❖ One page advertisement, as given by the sponsor, in the conference brochure
- ❖ Appropriately sized logo on the side panels of the backdrop of the main hall, along with other applicable logos
- ❖ Coverage in print media
- ❖ 5 free invitation passes to the banquet session.
- ❖ 5 free invitation passes to the cultural evening.
- ❖ 6 free invitations to conference.
- ❖ 11 fellowships included.

There will be **six Gold sponsors** for the conference.

## 4. **Silver Sponsorships:**

Silver sponsors will get the following benefits:

- ❖ Logo (to be provided by the sponsor as per the given spec) on the conference Cap, along with the other (7 more) silver sponsors logos and conference logo

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- ❖ The choice of selecting sponsorship items worth **Rs. 1.85 lakhs** from the list of available sponsorship items (Please note that conference will assist you in making the choices and will allocate this amount suitably to the options, as/if needed, within the timeline)
- ❖ One page advertisement, as given by the sponsor, in the conference brochure
- ❖ Appropriately sized logo on the side panels of the backdrop of the main hall, along with other applicable logos
- ❖ Coverage in print media.
- ❖ 3 free invitation passes to the banquet session.
- ❖ 4 free invitations to conference.
- ❖ 6 fellowships included

There will be **eight Silver sponsors** for the conference.

#### 5. **Bronze Sponsorships:**

Bronze sponsors will get the following benefits:

- ❖ Name (to be provided by the sponsor as per the given spec) on the conference Pen along with the other (9 more) silver sponsors logos and conference logo
- ❖ The choice of selecting sponsorship items worth **Rs. 0.85 lakhs** from the list of available sponsorship items (Please note that conference will assist you in making the choices and will allocate this amount suitably to the options, as/if needed, within the timeline)
- ❖ One page advertisement, as given by the sponsor, in the conference brochure
- ❖ Appropriately sized logo on the side panels of the backdrop of the main hall, along with other applicable logos
- ❖ Coverage in print media.
- ❖ Half a page color ad in the souvenir (sponsor to provide the ad within time line specified)
- ❖ 1 free invitation pass to the banquet session.
- ❖ 2 free invitations to conference.
- ❖ 3 fellowships included.

There will be **ten Bronze sponsors** for the conference.

#### Sponsorship Items List

S. No	Sponsorship	Sponsors	Number	Price in Rs.	Status
1	Panel Discussions		2	2,00,000	Open
2	Keynote Speeches		8	4,00,000	Open
3	Inaugural Ceremony		1	5,00,000	Open
4	Banquet Dinner		1	15,00,000	Open
5	Tea/Coffee		3	2,00,000	Open
6	Conference Lunch		3	4,00,000	Open
7	Tutorial		8	1,50,000	Open
8	Tutorial Lunch		1	3,00,000	Open
9	Awards Ceremony		1	3,00,000	Open
10	Registration Bag		1	9,00,000	Open
11	Conference T- Shirt		1	9,00,000	Open
12	Conference Mug		1	3,00,000	Open
13	Freebie with Corporate Logo*		1	75,000	Open
14	VC Forum		1	2,00,000	Open
15	10 Years Archive Proceedings		1	3,00,000	Open
16	Design Contest		1	3,00,000	Open
17	Cap		1	3,00,000	Open
18	Internet Connectivity		1	1,50,000	Open
19	Paper Sessions		16	50,000	Open
20	Pen		1	1,60,000	Open
21	Conference Kit Material		1	45,000	Open

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22	Note Pads		1	25,000	Open
23	Conference Pen Drive (TBD)		1	TBD	Open
24	E advertisements		25	25,000	Open
25	Internet Stall		1	1,50,000	Open
26	Registration Area		1	1,50,000	Open
27	Student Lunch		2	1,50,000	Open
28	Student Tea / Coffee		2	1,50,000	Open
29	Student Program		4	1,50,000	Open
30	Student Project Contest		1	2,00,000	Open

- \* Freebie with corporate logo has to be given by the companies. (The above price doesn't include the Freebie)
- Taxes in addition to the above prices as per the regulatory norms

### Souvenir Advertisements List

S. No	Description	Nos. Available	Price	Status
1	Center Spread	1	1,00,000	Open
2	Back Cover	1	75,000	Open
3	Inside Cover	2	60,000	Open
4	Bookmark	1	60,000	Open
5	Normal Page (Colour)	50	40,000	Open
6	Normal Page (B/W)	50	20,000	Open
7	Half Page	50	10,000	Open

### Details of Sponsorship Items:

**1.Panel Discussions** - These will involve stalwarts from the industry and academia discussing topics of relevance. Sponsorship for this event will ensure your company's name and banner prominently displayed during this event. Your company's name will be mentioned as a sponsor in the conference brochure

**2.Keynote Speeches** - These will have leading technologists, world renowned experts and CEO level people from major companies in the area of VLSI Design and Embedded Systems speaking on contextual topics. The keynote is expected to provide insight into the industry and not a sales pitch for the sponsor. As sponsor, you will have the option of nominating a speaker for one keynote speech. The Program Committee of the conference reserves the right to make the final decision on selection of the speaker. Sponsorship for this event will ensure your company's name and banner prominently displayed during speech. Your company's name will be mentioned as a sponsor in the conference brochure and program as well.

**3.Inaugural Ceremony** – This will take place on the evening of January 8<sup>th</sup>, 2012. A leading government official or a prominent person from the industry will inaugurate the ceremony. As sponsors, you will have the option of proposing the banquet speaker. The Program/Conference Committee reserves the right to make the final decision. The talk is expected to provide insight into the industry and not a sales pitch for the sponsor

**4.Banquet Dinners** - There will be a banquet dinner on January 9<sup>th</sup> and 10<sup>th</sup>, 2012. A prominent industry figure will deliver the banquet speech. The speech is expected to provide insight into the industry and not a sales pitch for the sponsor. As sponsors, you will have the option of nominating the banquet speaker. The Program Committee reserves the right for the final selection of the speaker. Sponsorship for this event will also ensure your company's name and banner prominently displayed during this event. Your company's name will also be printed on the banquet invitation cards. It will also be mentioned as a sponsor in the conference brochure

**5.Cultural Program** - There will be a cultural program on the evening of January 9<sup>th</sup> and 10<sup>th</sup>, 2012. The program will feature prominent cultural personality or group. Possibilities being explored include magic show, musical soiree, current affairs debate, puppet theatre or the like. Sponsorship for this event will also ensure your company's name



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and banner prominently displayed during this event. You will get a 5 min. slot before start of the program to introduce your company. You will get one 30 min. slot at the vendor showcase with this sponsorship. Your company's name will also be printed on the Cultural Evening Invitation cards. It will also be mentioned as a sponsor in the conference brochure and program as well. Please note this event will be hosted only if there is a sponsor for it

**6. Conference Lunch** – Lunch will be served on all days (three) of the conference. Sponsorship for this event will ensure prominent display of your company's name in the lunch area. Your company's name, logo and contact information will be printed on the lunch coupons

**7. Tutorial Sponsorships** – Conference will run 6 tutorials on topics of interest on the first two days of the conference. The tutorials are a high point of the conference. They are well attended by the industry and conference fellows. Each tutorial can be sponsored separately. As sponsor of a tutorial you will have the choice of selecting the tutorial topic and the speaker. However, the Tutorial Committee reserves the right to the final selection of the topic and the speaker. As sponsors, your company name will be printed on the tutorial material given to each attendee. Your company's name and logo will be displayed prominently during the tutorial sessions. Banners with your company name will also be displayed during the lunch at the lunch area on the day of the tutorial. Your company's name will be mentioned as a sponsor in the conference brochure and program as well.

**8. Tea / Coffee** - There will be two tea sessions, on each day of the conference. Sponsorship for this event will ensure your company's name and banner prominently displayed during this event. Your company's name will be mentioned as a sponsor in the conference brochure and program as well.

**9. Awards Ceremony** - There will be an awards ceremony on January 8<sup>th</sup>, 2012. Sponsorship for this event will ensure your company's name and banner prominently displayed during this event. Your company's name will be mentioned as a sponsor in the conference brochure and program as well.

**10. Registration Bag Sponsorship** - Sponsors of the registration kit will have their name and logo prominently displayed on the registration bag.

**11. Conference T-Shirt Sponsorship** - Sponsors will have their name and logo prominently displayed on the conference T-shirts that will be given to all conference registrants.

**12. Conference Mug Sponsorship** - Sponsors will have their name and logo prominently displayed on the conference mug that will be given to all conference registrants.

**13. Fellowship Sponsorship** – Academic Fellows are students who attend the conference on financial assistance provided by the Fellowship Sponsors. This sponsorship will allow worthy students to attend the conference at a nominal cost. As a Fellowship Sponsor, you would sponsor any number of fellows to the conference. The sponsored fellow's registration kit would include a badge displaying the name of the sponsoring company. Your company's name will be mentioned as a sponsor in the conference brochure and program. A special acknowledgment by the Steering Committee will also be made for all the Fellowship Sponsors.

**14. Freebies To The Registrants Sponsorship** - You can reach out to all the conference registrants, by providing a freebie with your company's name and logo. The freebie provided by you will be given at the time of registration to each attendee. In case, you want the conference organizers to also provide the freebie, the organizers can provide options to you for the same. The organizers can also procure the selected item and manage the logistics on your behalf. In this case, in addition to the sponsorship amount, the sponsors will also provide the cost of the items.

**15. VC Forum** - There will be a venture capitalist forum on one day during the conference. This will be a plenary session. Sponsorship for this event will ensure your company's name and logo on banners prominently displayed during this event. Your company's name will be mentioned as a sponsor in the conference brochure and program

**16. Advertisements in Souvenir** – Full-page color advertisements will be inserted in the souvenir. You will need to provide the four-color separations images of your ads.

**17. E-Advertisement - Links in the conference home page** - There will be e-advertisements in the conference home page. Sponsors of these would have their advertisements with links to their company site, in the conference home page.

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**18. Proceedings Archive** – Sponsors will have their name written on each CD containing the 10 year archive of VLSI Design proceedings.

**19. Cap** – Sponsors will have their name printed on the cap and will be given away to registered delegates at the conference.

**20. Administrative Support** - Following administrative support sponsorships are available:  
(This is not listed in the table)

- Audio-visual Systems
- UPS
- Internet Access
- Computers

As sponsors for these items, you would be required to supply the requisite support during the conference. Sponsorship of the above ensures a banner prominently displaying company's logo and name. Your company's name will be mentioned as a sponsor in the conference brochure and program as well.

NOTE: All display material, boards and banners to be put up as part of sponsorship in various categories will have to be supplied by the sponsors.

**Sponsorship Chair Contact Details:**

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