



**CMEE's 2-day Workshop on
Unstructured Data Extraction, Analysis and Sense-making in the Digital Environment**

Date: 26th & 27th February 2020, Venue: IIM Lucknow-Noida Campus

PARTNERSHIP PROPOSAL

GOLD PARTNER	SILVER PARTNER	NETWORKING PARTNER
Partnership Fee: Rs. 2,00,000 plus GST	Partnership Fee: Rs. 1,00,000 plus GST	Partnership Fee: Rs. 50,000 plus GST
<p>Benefits: Be one of the two Gold Partners from different verticals and receive the highest visibility and attention</p> <p>A Special 90 minutes session to showcase your company's best practices among the august gathering of participants which involves renowned academicians, seasoned practitioners and senior industry magnates</p> <p>Top executive to be invited as a speaker in the special plenary discussion session along with other eminent panel members</p> <p>Opportunity for distributing company literature in the workshop delegate kit</p> <p>10 complimentary delegate passes</p> <p>Exhibit stall at the workshop venue (6x6 ft.)</p> <p>Corporate Branding: Company logo to be mentioned on marketing collaterals such as workshop brochure, poster, standee, banner etc. Brochure and poster to be uploaded on CMEE & IIML website and social media</p> <p>Reserved seating for sponsors</p> <p>Company support to be mentioned in the 'Thank you, sponsor' segment in the workshop</p>	<p>Benefits: Being one of our six Silver Partners entails your close association with the workshop</p> <p>Top executive to be invited as a speaker in the 45 minutes industry session(s), to share emerging trends in Data extraction, Analysis & Insights in practice</p> <p>06 complimentary delegate passes</p> <p>Exhibit stall at the workshop venue (4x4 ft.)</p> <p>Corporate Branding: Company logo to be mentioned on marketing collaterals such as workshop brochure, poster, standee, banner etc. Brochure and poster to be uploaded on CMEE & IIML website and social media</p> <p>Reserved seating for sponsors</p> <p>Company support to be mentioned in the 'Thank you, sponsor' segment in the workshop</p>	<p>Benefits: Avail this opportunity to sponsor Networking Lunches/Special Networking dinner</p> <p>04 complimentary delegate passes</p> <p>For publishing, houses/media agencies/e-learning platforms: Bookstall at the workshop venue (4x4 ft.) with 02 complimentary delegate passes</p> <p>OR Providing books/learning resources along with 02 complimentary delegate passes</p> <p>Corporate Branding: Company logo to be mentioned on marketing collaterals such as workshop brochure, poster, standee, banner etc. Brochure and poster to be uploaded on CMEE & IIML website and social media</p> <p>Reserved seating for sponsors</p> <p>Company support to be mentioned in the 'Thank you, sponsor' segment in the workshop</p>

COMMUNITY PARTNER / GIFT PARTNER / MEDIA PARTNER / TRAVEL PARTNER / HOSPITALITY PARTNER / FOOD PARTNER

Partnership Deliverable: Non-monetary but in kinds/*-

To facilitate participant registration by disseminating workshop related information to stakeholders for wider outreach. To share workshop posts on the company website, publication, social media etc.

Benefits:

Corporate Branding

Company logo to be mentioned on marketing collaterals such as workshop brochure, poster, standee, banner etc. Brochure and poster to be uploaded on CMEE & IIML website and social media

02 complimentary delegate passes

Reserved seating for sponsors

Company support to be mentioned in the 'Thank you, sponsor' segment in the workshop

Kindly Note

I) GST@18% as per the prevalent Govt. norms.

Mode of payment for partnership fee:

1. Demand Draft

IIM Lucknow - Noida Campus, payable at Noida

2. NEFT:

A/c Name: IIM Lucknow - Noida campus

A/c Number: 022010100356060

Bank: Axis Bank, Noida, B-2,3, Sec-16, Main Branch, Noida

IFSC Code: UTIB0000022 MICR Code: 1102110044

SWIFT Code: AXISINBB022

For any queries, please contact:

Prof. Satyabhusan Dash

Professor-Marketing, IIM Lucknow

Chairperson, Centre for Marketing in Emerging Economies (CMEE)

Indian Institute of Management Lucknow - Noida campus

B-1, Institutional Area, Sector - 62, Noida - 201307, Uttar Pradesh, India

Website: www.iimlcmee.org

email: satya@iiml.ac.in

Mob.: +91-9971616700