

**Banking Partner**



**Networking Partner**



Pearson



*Presents*

# 13th Annual Conference

*of*

# Emerging Markets Conference Board (EMCB)

**Theme : Future of Marketing in Emerging Markets: Looking ahead**

**18-21 December 2024**

**Venue**

**Indian Institute of Management Lucknow – Noida campus**

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

# PARTNERSHIP PROPOSAL



**18-19 December 2024 L : 2024 :  
Pre-conference Workshop on Teaching &  
Practicing Marketing Research**

**19-21 December 2024 : Main conference**

**Sponsor for Best Paper Award**



**In association with**



## About the Conference

The 13th International Conference on the Future of Marketing in Emerging Markets, held by the Centre for Marketing in Emerging Economies (CMEE), will take place at the Indian Institute of Management Lucknow-Noida campus from December 18–21, 2024. This conference will be a premier event for scholars, industry professionals, and thought leaders, supported by esteemed academic partnerships with the Emerging Markets Conference Board (EMCB), American Marketing Association (AMA), Sheth Foundation, Academy of International Business, European Marketing Academy, GeorgiaTech CIBER, Association for Consumer Research, Academy of Marketing Science, Marketing Research Society of India (MRSI), and other leading Emerald Publishing India will support the 'Best Paper Award' for cutting-edge research. This conference has been held in South Africa, Dubai, Thailand, Slovenia, and Mexico. We are honoured that IIM Lucknow-Noida has hosted this conference three times (2012, 2014, and 2017) out of four times in India. We also look forward to hosting this conference in 2024. The detailed brochure and sponsorship proposal is attached herewith for your ready reference

## Salient Features

- Launch of Conference proceeding, 'Bibliography of articles' Published in referred Journals during last 25 years
- Focused Plenary and Breakout sessions
- Meet the decision makers, editors; 500+ high level attendees expected, 50+ renowned speakers
- Get to know about the future emerging trends
- Exclusive Academia/Industry presentations and case studies

## Key Highlights

**Diverse Perspectives:** Engage with renowned scholars, academicians, industry experts, and policymakers as they share their insights and expertise on emerging trends and challenges in marketing.

- **Interactive Sessions:** Participate in panel discussions, workshops, and paper presentations covering a wide range of topics, from digital disruption and sustainability to cross-cultural marketing and market entry strategies.
- **Networking Opportunities:** Connect with peers, collaborators, and potential partners from around the globe, fostering valuable relationships and collaborations that extend beyond the conference.
- **Recognition of Excellence:** Witness the presentation of best paper awards and accolades, celebrating outstanding contributions to the field of marketing research and practice.
- **Pre-Conference Workshop on Teaching & Practicing Research:** Involving cutting-edge topics such as Introduction to Marketing Research, Research Design, Qualitative & Quantitative Research Methods, Data Visualization, Consumer Insights and more

## Why support

Extending support to educational knowledge sharing programs will not only help strengthening and building a strong education system in the country but will also be an important, integral marketing and social responsibility tool for the organisations. Such support contributes to developing knowledgeable society and allows organisations to directly interact and be in front of specifically targeted niche audience which can lead to an increase in brand awareness and brand loyalty. We believe this will foster strong partnership to leverage prominent exposure and be at the forefront expanding your reach and visibility.

## SPONSORSHIP CATEGORIES AND BENEFITS

### 1. **PLATINUM SPONSOR** **INR 15,00,000.00 PLUS GST 18%**

Platinum sponsor will be entitled to the following benefits:

- 1) Speaking opportunity for senior company leadership at a session
- 2) Company logo branding
  - a. On the wings of the backdrop
  - b. On **"Thank You Sponsor Panel"** at the conference venue
  - c. On the **"Conference Website"** with hyperlink to company website
  - d. On the **"Back Cover"** of the conference proceedings
  - e. On conference souvenirs - executive bags and notepads
  - f. On promotional collaterals – e-mailers and invitation cards
  - g. On social media post event updates
- 3) Company Literature to be included in the Delegate Satchel
- 4) Company support to be mentioned in the special thank you announcement in the valedictory session
- 5) 6 m by 4 m Complimentary exhibition booth for display of company products/services.
- 6) Complimentary one-page color advertisement center spread in the Conference Proceeding (Backside).
- 7) Four complimentary delegate passes for the company leadership to the pre-conference workshop
- 8) Eight complimentary delegate passes for the company leadership to the conference dinner for networking.

### 2. **GOLD SPONSOR** **INR 10,00,000.00 PLUS 18% GST**

Gold sponsor will be entitled to the following benefits:

- 1) Speaking opportunity for senior company leadership at a session
- 2) Company logo branding
  - a. On the wings of the backdrop
  - b. On **'Thank You Sponsor Panel'** at conference venue
  - c. On the **"Conference Website"** with hyperlink to company website
  - d. On the **"Inner page"** of the conference proceedings
  - e. On conference souvenirs - executive bags, and notepads
  - f. On promotional collaterals – e-mailers and invitation cards
  - g. On social media post event updates

- 3) Company literature to be included in the Delegate Satchel
- 4) Company support to be mentioned in the special thank you announcement in the valedictory session.
- 5) 3m by 2m Complimentary exhibition booth for display of company products/services
- 6) Complimentary one-page color advertisement center spread in the Conference Proceeding (inner page).
- 7) Three complimentary delegate passes for the company leadership to the pre-conference workshop
- 8) Six complimentary delegate passes for the company leadership to the conference dinner for networking

### 3. SILVER SPONSOR

**INR 5.00,000.00 PLUS 18% GST**

Silver sponsors will be entitled to the following benefits:

- 1) Speaking opportunity for senior company leadership at a session
- 2) Company logo Branding
  - a. On wings of the backdrop
  - b. On "Thank You Sponsor Panel" at the conference venue
  - c. On the "Conference Website" with hyperlink to company website
  - d. On conference souvenirs - executive bags
  - e. On promotional collaterals – e-mailers and invitation cards
  - f. On social media post event updates
- 3) Two complimentary delegate passes for the company leadership to the conference dinner for networking
- 4) Four complimentary delegate passes with reserved seating at the conference
- 5) Company brochure to be included in Delegate Satchel
- 6) Company support to be mentioned in the special thank you announcement in the valedictory session
- 7) 2m by 2m Complimentary exhibition booth for display of company products/services
- 8) Complimentary 1/2 inner page color advertisement in the conference proceeding.

### 4. SPECIAL PLENARY SESSION SPONSOR

**INR 2,00,000.00 PLUS GST 18%**

Sponsoring organization will be entitled to receive highest visibility as a sponsor to Special Plenary Session. Benefits include:

- 1) Speaking opportunity for senior company leadership at the sponsored special plenary session
- 2) Company logo branding
  - a. On the "Conference Website" with hyperlink to company website
  - b. On "Thank You Sponsor Panel" at the conference venue
  - c. On promotional collaterals – e-mailers and invitation card
  - d. On conference souvenirs - executive bags and notepads
- 3) On social media post event updates
- 4) Complimentary table space for three days providing opportunity to display company collaterals
- 5) Opportunity to place two company standees inside the hall for enhanced branding

- 6) Company logo branding on the onsite signages
- 7) One complimentary delegate passes to senior leadership to attend the conference
- 8) Two complimentary delegate passes for senior leadership inviting at the networking dinner
- 9) Five complimentary delegate passes for inviting clients of sponsoring company to the Pre-conference Workshop

## 5. NETWORK PARTNER

**INR 1,00,000.00 PLUS GST 18%**

Companies willing to be a Network Partner will be entitled to receive highest visibility and reach.

Benefits includes:

- 1) Speaking Opportunity for senior company leadership
- 2) Company logo branding
  - a. On the wings of the backdrop
  - b. On "Thank You Sponsor Panel" at the conference venue
  - c. On the "Conference Website" with hyperlink to company website
  - d. On back cover of the conference proceedings
  - e. On conference souvenirs - executive bags and notepads
  - f. On promotional collaterals – e-mailers and invitation cards
- 3) On social media post event updates
- 4) Company support to be mentioned in special thank you announcement in the valedictory session
- 5) 3 by 3 ft. Complimentary table display for collaterals/publication/reports
- 6) Company logo branding on the onsite signages
- 7) One complimentary delegate passes for the company leadership to the pre-conference workshop.
- 8) One complimentary delegate passes to the conference with reserved seating in the front
- 9) Five complimentary delegate passes for inviting clients of sponsoring company to enhance relationship

## Other Sponsorship Avenues

- Lunch/Dinner Sponsor: Rs. 3,00,000/-
- Gala Dinner Sponsor: Rs. 5,00,000/-
- Conference Kit & Memento Sponsor

(All the sponsorship/partnership avenue mentioned above carry exclusive and customised benefits to maximise prominence and visibility in the best possible avenue)



SL. No	Sponsorship Benefits	Platinum	Gold	Silver	Special Plenary	Network Partner
1	Speaking/Moderating Opportunity for senior company leadership	✓	--	--	✓	--
2	Bio/Profile of the presenter in the Delegate Handbook	✓	--	--	✓	--
3	Company logo branding a) On the wings of the backdrop. b) On "Thank You Sponsor Panel" at the conference venue. c) On the "Conference Website" with hyperlink to company website. d) On back cover of the conference proceedings. e) On conference souvenirs 0 executive bags and notepads. f) On promotional collaterals – e-mailers and invitation cards. g) On social media post event updates.	✓	✓	✓	✓	✓
4	Company Literature to be included in the Delegate Satchel	✓	✓	✓	✓	✓
5	Company logo branding on the onsite signages*	✓	✓	✓	✓	✓
6	Company support to be mentioned in special thank you announcement in the valedictory session.	✓	✓	✓	✓	✓
7	Company video to be played during the breaks at the conference.	✓	✓	--	--	--
8	Company standees to be placed at the relevant areas, as per space availability.	✓	--	--	--	--
9	Complimentary exhibition booth for display of products, solutions and services	✓	✓	✓	✓	✓
10	Company short profile to be included in the delegate handbook. Size and space will depend on level of category selected	✓	✓	✓	✓	✓
11	Complimentary advertisement (Back inner cover/Center spread) in the digital transformation handbook "Compedium"	✓	✓	✓	--	--
12	Complimentary delegate passes for the company leadership to the pre- Conference Workshop.	4	3	--	5	1
13	Complimentary delegate passes to the networking dinner	8	6	2	2	--
14	Complimentary delegate passes to the conference with reserved seating.	--	--	4	1	1
15	Complimentary delegate passes for inviting clients of sponsoring company to enhance relationship.	--	--	--	--	5
	<b>Investment (INR)</b>	<b>15 L</b>	<b>10 L</b>	<b>5L</b>	<b>2L</b>	<b>1L</b>

In case of any query, please contact:

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**CMEE**  
Centre for Marketing  
in Emerging Economies

## CONTINUOUS EDUCATION



**26 WORKSHOPS**

**1200+**

Participants across Industry, Academia



Academia Industry

- Jan. 2014 Metaphor analysis and Ethnography Research
- Apr. 2014 Leveraging Power of Qualitative Marketing Research for Achieving Marketing Intelligence (Noida & Mumbai)
- Feb. 2015 Leveraging Power of Semiotics for Achieving Marketing Excellence (Noida & Mumbai)
- April & May 2015 Leveraging Power of Data Driven Marketing for Achieving Marketing Excellence (Noida & Mumbai)
- May. 2015 Power of Semiotics for Impactful Market Research (Noida & Mumbai)
- Nov. 2015 Understanding Consumers in Digital Era
- Nov. 2015 Teaching Marketing Research
- Apr. 2016 Data Visualization: Methods & Tools (Noida & Mumbai)
- Jan. 2017 Case Study Writing & Development
- Jan 2019 Teaching & Practicing Marketing Research
- Nov 2019 Teaching & Practicing Marketing Research
- Feb 2020 Conducting & Publishing High-quality research in Empirical Modelling for Marketing Strategy
- June 2020 Online workshop series
  - Data Visualization with Tableau
  - Unstructured Data Extraction & Analysis through Machine Learning
  - Unstructured Data Extraction & Analysis through 'NVIYO' & 'R'
  - The Power of Storytelling through Data
- Jan 2021, March 2022 & July 2023 Online workshop on Teaching Practicing & Marketing Research
- Dec 2022 Online Workshop on Cyber Security

# CELEBRATING 12 YEARS

of

## RESEARCH & PUBLICATION

**17 RESEARCH HANDBOOKS**

- 2012-13 Bibliography of Research articles in Emerging Economies (1987-2011)
- 2013-14 Decoding Lucknow: Yesterday and Today: An Interesting Story
- 2014-15 Lucknow: Food and Beverage Preferences of Lucknowites
- 2015-16 A Field Report on Prospects of Coir Products in Uttar Pradesh
- 2016-17 Bibliography of Research articles in Emerging Economies(1995-2016)
- 2016-17 Affordable healthcare Delivery Models booklet/FIELD REPORTS
- 2017-18 India Online study
- 2018-19 CSR Perception, Corporate brand equity and Sales Performance
- 2019-20 Understanding Indian Voter Behaviour through Sentiment Analysis
- 2019-20 Understanding Digital Health: Challenges & Opportunities
- 2020-21 Role of Digital Technology in Education: Challenges & Opportunities (Teacher's perspective)
- 2020-21 Role of Digital Technology in learning process: Challenges & Opportunities (Student's perspective)
- 2020-21 Consumer Behaviour and Sentiments during COVID-19 lockdown
- 2020-21 • Tourism in the Covid-19 Pandemic Era
  - Reviving Indian Tourism amidst the Covid-19 pandemic: Challenges & Workable Solutions (Recognized under Most Impactful Research Studies done during pandemic times by World Health Organization)
- 2021-22 Post Pandemic Challenges of the Travel Agency Business in India: Insights, Impacts on Tourism and Recommendations
- 2022-23 Best practices in Haryana for Sustainable Water Conservation & Management
- 2023-24 Challenges of Implementing Extended Producers Responsibility (EPR) for Plastic Waste Management: Lessons from India

**3 CONFERENCE PROCEEDINGS**

2012-13 2013-14 2016-17

**RESEARCH PAPERS**

Presented in CMEE Conferences & Published in Internationally Acclaimed Journals



Regular/Special Issue  
Internationally Acclaimed Referred Journals

- Psychology and Marketing
- Journal of Product and Brand Management
- Journal of Consumer Marketing
- Marketing Intelligence and Planning
- International Journal of Market research
- Metamorphosis
- Journal of Indian Business Research
- Journal of Destination Marketing & Management
- Social Responsibility Journal

## NETWORKING

**CMEE WEBSITE REACH**  
266238 COUNTRIES  
103 763 CITIES



**3 CONFERENCES**



- 2012 Shaping the future of research in marketing in emerging economies: Looking Ahead
- 2014 Listening Consumers in Emerging Markets
- 2017 Reaching Consumers of Emerging Markets

**150 SPEAKERS** **540 PARTICIPANTS** **75 INDUSTRY** **465 ACADEMIA**



2012 PARTICIPANTS

2014 PARTICIPANTS

2017 PARTICIPANTS

Academia Industry

**9 WEBINARS, PLENARY SESSIONS & PANEL DISCUSSIONS**



- June 2020 Leveraging the Power of Unstructured Data for Capturing Consumer Insights
- Sep 2020 Tourism in the Covid-19 pandemic era : Challenges and the way forward
- Jan 2021 Role of Marketing Research in the Covid-19 Pandemic Era
- June 2021 3 Webinar series on Publishing in Top-Quality Journals: Lessons from the Editors'
- March 2022 Practicing Marketing Research in Covid-19 pandemic era
- July 2023 Green Urja Conclave on World Environment Day
- June 2023 Emerging Trends in Marketing Research
- Feb 2024 Future Cyber Crime Summit



# CMEE

Centre for Marketing  
in Emerging Economies

## Our Partners for Past Events

