



TiEcon Delhi 2009

Partnership Proposal

Smart Entrepreneurship in Challenging Times

September 18th – 19th, 2009



**Smart Entrepreneurship in
Challenging Times**

Hotel Taj Palace, New Delhi, September - 18th & 19th, 2009



About TiE

- TiE is a Global, not for profit network of entrepreneurs and professionals, dedicated to the advancement of entrepreneurship. With 53 chapter across 12 countries (15 in India) and 15,000+ members worldwide, TiE offers a rich resource pool to an entrepreneur.
- TiE's mission is to foster conscious entrepreneurship globally by Educating, Mentoring and Networking:
 - **Educating** - Inspires and educates budding entrepreneurs
 - **Mentoring** - Provides role models and one-on-one mentorship through experienced entrepreneurs and support system like VCs, service providers
 - **Networking** - Holds regular conferences, workshops and networking meetings providing a platform to forge relationships

About TiE-Delhi

- One of the largest and most active chapters worldwide with over 160 charter & 800 members - Winner of the “Consistently Performing at the Highest Level” TiE Global Award in 2007 & recognized for “Continuing Growth, Innovation & Consistent Performance” in 2008
- Fosters the spirit of entrepreneurship through 35+ events each year including mentoring clinics, seminars, workshops, round tables and networking evenings
- Engages policy makers and bridges the gap in the entrepreneurial ecosystem
- Maintains excellent links with organizations focused on the small and medium enterprise segment. These organizations include: NASSCOM, STPI, MAIT, FICCI, NAUKRI.COM, YI (CII), IIM & IIT ALUMNI ASSOCIATIONS among many others
- Charter members include thought leaders and industry experts from many sectors including: IT, Telecom, Biotech, Media, Financial, Legal institutions, Education & Training, Tourism & Hospitality among many others
- Maintains an important legacy of mentoring and nurturing entrepreneurs through the Entrepreneurial Nurturing Program
- Special Interest Group covering the entrepreneurial opportunity in the Education & Training, Internet, Clean Tech, Retail & Social sector

About Annual Flagship Conference

- TiEcon Delhi – a celebration of entrepreneurship showcasing entrepreneurial successes from India and overseas
- Annual flagship event of TiE Delhi and one of Asia's biggest entrepreneurial conferences. TiE Delhi is all set to organize its 10th annual conference in 2009.
- The TiEcon platform has attracted more than 9,000 delegates, over 500 high profile speakers from India and overseas and has enjoyed overwhelming support from 70+ partners.
- TiEcon Delhi is focused on inspiring and educating entrepreneurs as well as debating aspects that impact the entrepreneurial environment and the opportunities in the Indian market.
- Keynote addresses include celebrated names in the entrepreneurial world.

Past: TiEcon Delhi 2008

- Theme:- “Entrepreneurship Comes of Age”
- Key Note Speakers – **Sir Richard Stagg – British High Commissioner, Greg Chappell, Hon Minister Jyotiraditya Scindia, Arvind Kejriwal, Preetha Reddy, Prof. Tarun Khanna & Many more**
- Parallel sessions addressing the challenges and opportunities in sectors like, Retail, Grassroots Innovation and Entrepreneurship, Sports & Fitness, Real Estate & Infrastructure, Healthcare & Wellness, Lifestyle, Internet etc.
- Over 1000 delegates over the 3 days
- Over 30+ high profile partners
- Partner Country - UK
- Over 160+ One to One Mentoring Sessions
- Over 300+ Networking sessions.
- Participation of over 80 top International and National VC's



Glimpses from TiEcon Delhi 2008.....



Partial List of Past Speakers

- P. Chidambaram
- Sam Pitroda
- Prof. C.K. Prahalad
- Nandan Nilekani
- Kanwal Rekhi
- Saurabh Srivastava
- Pradeep Gupta
- Rama Bijapurkar
- Kris Gopalakrishnan
- Shekhar Gupta
- Raman Roy
- Pramod Bhasin
- Leander Paes
- Vijay Mallya
- Preetha Reddy
- Arvind Kejriwal
- Greg Chappel
- Kamal Nath
- Montek Singh Ahluwalia
- Rajat Gupta
- Desh Deshpande
- Latika Khaneja
- Kiran Karnik
- Jyotiraditya Scindia
- Sunil Munjal
- Shiv Nadar
- Kiran Mazumdar Shaw
- Raj Pawar
- Kiran Bedi
- K.V. Kamath
- Anand Burman
- Sunil Mittal
- Vinod Dham
- Aamir Khan.....

Partial List of Past Sponsors

- Genpact
- Cisco Webex
- Deloitte
- Vodafone
- Amity
- Bajaj Capital
- Baring Private Equity
- Cannan Partners
- Chandigarh Administration
- Citigroup
- Cognizant
- CSC
- Educomp
- Ministry of IT
- HCL
- IILM
- Ambit Corporate Finance
- Department of Industrial Policy & Promotion
- Department of Science & Tech.
- Delhi Government
- Jaypee Group
- Naukri.com
- Make My Trip
- Punjab Infotech
- Net4
- Haryana Government
- Nokia
- Religare
- Samsung
- SIDBI Venture
- Steria
- STPI
- Sun Microsystems
- TIBCO
- UK Trade and Investment
- VLCC
- IL&FS

TiEcon Delhi 2009

TiEcon Delhi 2009 will be a collaborative effort of TiE chapters from U.P., Rajasthan, Chandigarh, Kolkata, Patna and Nagpur thus giving a much wider reach.

The TiEcon Steering Committee providing the vision and passion for the event comprises of:

- **Pramod Bhasin, *President & CEO, Genpact – Chair***
- **Ajai Chowdhry, *CEO, HCL Infosystems***
- **Anil Gupta, *President, TiE UP***
- **Ashish Gupta, *COO & Country Head, Evalueserve & Co-Chair, Org.Committee***
- **Deepak Puri, *Chairman & MD, Moser Baer***
- **Dilip Kamdar, *President, TiE Nagpur***
- **Mahavir Pratap Sharma, *President, TiE Rajasthan***
- **Mohit Goyal, *Chair, Organizing Committee***
- **Prabhat K Sinha, *President, TiE Patna***
- **Pradeep Gupta, *President, TiE Delhi***
- **Pravin Gandhi, *Director, Seed Advisors***
- **Puneet Vatsayan, *President, TiE Chandigarh***
- **Sanjeev Bikhchandani, *Founder & CEO, Naukri.com***
- **Saurabh Srivastava, *Chairman Emeritus, TiE Delhi***
- **Vasant Subramanyan, *President, TiE Kolkata***

Organizing Committee

Organizing Committee of seasoned and successful charter members would provide direction and support the execution

- Mohit Goyal, Chair
- Ashish Gupta, Co-Chair
- Achal Ghai, Avigo Capital
- Ajoy Khanderia, ORG Informatics
- Alok Mittal, Canaan Partners
- Amit Bhatia, Aspire Human Capital Management
- Anupama Arya, Mobera Systems
- Anurag Jain, Perot Systems
- Apoorv Sharma, Amity Innovation Incubator
- Arun Seth, BT Worldwide
- Arvind Singhal, Technopak Advisors
- Aseem Chauhan, Amity
- Bobby Bedi, Kaliedoscope Entertainment
- Dan Sandhu, ACIS
- Deep Kalra, MakeMyTrip.com
- Dhruv Shringi, Yatra.com
- Gita Dang, Talent Advisory
- Hitesh Oberoi, Naukri.com
- Ian Woodcock, Ultra Motor Company
- Kashinath Memani, KNM Advisory
- Mahendra Swarup, Smile Interactive
- Pramath Raj Sinha, 9.9 Mediaworx
- Prema Sagar, Genesis Burson-Marsteller
- Rahul Bhasin, Baring Pvt.Equity
- Rajeev Karwal, Milagrow
- Raman Roy, Quattro
- Rohit Agarwal, Ten Marks
- Samir Sood, Google
- Sandeep Sinha, Lumis Partners
- Sarika Mehta, Ernst & Young
- Shantanu Prakash, Educomp
- Sheetal Talwar, Vistaar Religare
- Srikant Sastri, Solutions- Digitas
- Vivek Agarwal, Liqvid

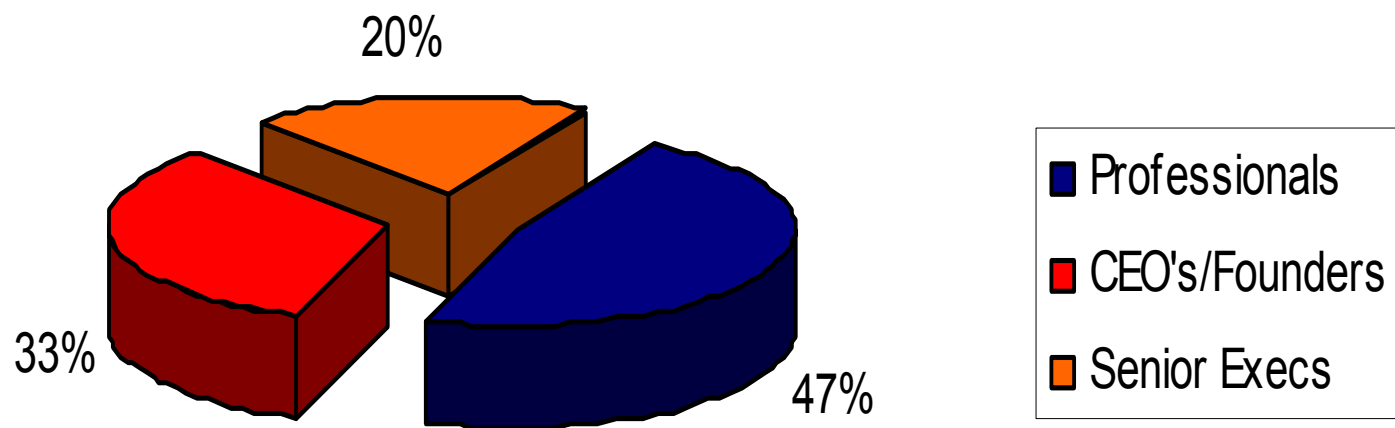
Who will Attend TiEcon?

TiEcon 2009 attendees will include more than 1,000 intellectuals from across the world bringing together a complete ecosystem for accelerating the full cycle of a company's development from funding to launch, growth and success. Attendees span the spectrum from entrepreneurs creating new companies to financial market experts to government policy makers to eminent personalities from academics and media.

TiEcon is ideal for:

- **INTRAPRENEURS** in multinationals , focused on new corporate initiatives
- The **ENTREPRENEUR**, who just had a flash of a billion dollar idea
- **STARTUPS & EARLY STAGE COMPANIES** developing a viable business model
- **INVESTORS** and **CORPORATE EXECUTIVES**
- **PROFESSIONALS** offering legal, financial, marketing, engineering services
- **SOCIAL ENTREPRENEURS** looking to make a world of difference.

TiEcon Delhi 2008 Attendees



Benefits of Partnership

- **Ability to Influence the views of 1000+ Entrepreneurs, Industry leaders**
 - TiE Leads the Entrepreneurship Eco-System in India
- **Branding & Visibility at Delhi's Premier Entrepreneurship Event**
 - Brand Visibility, Communication Value
- **Leverage TiEcon marketing activities**
 - to a focused target audience from across India and around the globe
- **Promote your Offerings**
 - Reach out to the Right Audience - who get things done!

Partnership Options

TiE is an ideal platform for brands that want to establish or strengthen their connections with a global business eco-system.

Packages are available for partnership of the entire conference as well as for some specific events at the conference.

TiE is committed to delivering value to our partners and will be glad to work with you to meet your business objectives at the conference.

<u>Category</u>	<u>Amount</u>	<u>Category</u>	<u>Amount</u>
Platinum Partnership	INR 20.0 Lacs	Gala Networking Evening Partner	INR 15.0 Lacs
Gold Partnership	INR 10.0 Lacs	Gala Networking Evening Co-Partner	INR 7.5 Lacs
Silver Partnership	INR 5.0 Lacs	Networking Luncheon Partner	INR 10.0 Lacs
Session Partnership	INR 2.5 Lacs	Networking Luncheon Co-Partner	INR 5.0 Lacs
Associate Partnership	INR 2.5 Lacs	Delegate Kit Partner – Reserved	INR 5.0 Lacs
Co - Partnership	INR 1.5 Lacs	Delegate Badge & Lanyard Partner – Reserved	INR 5.0 Lacs

TiEcon Delhi 2009- The Benefits of Different Levels of Sponsorships at a Glance

Partnership Options	Platinum	Gold	Silver	Session	Associate	Co Partner
Price —————→ Branding Value	20 Lakhs	10 Lakhs	5 Lakhs	2.5 Lakhs	2.5 Lakhs	1.5 Lakhs
Logo on newsletters mailers and invitations to database in India and overseas	✓	✓	✓	✓	✓	✓
Micro-site for the event	✓	✓	✓	✓	✓	✓
Back-drop at the event, Gala Dinner	✓	✓	✓	✓	✓	
Banners and Posters	✓	✓	✓	✓	✓	✓
News paper ads in leading national publications	✓	✓				
2 Minute Video during breaks	✓	✓	✓			
Ad in event brochure	Full Page	Half Page				
Sharing of delegate list post event	✓					
Insert brochure in delegate kit	✓	✓	✓			
Visibility on Blog & Press Release		✓				
Exclusive visibility during the sponsored session				✓		

<u>TiEcon Delhi 2009</u>						
Partnership Options	Platinum	Gold	Silver	Session	Associate	Co Partner
Price —————> Communication Value	20 Lakhs	10 Lakhs	5 Lakhs	2.5 Lakhs	2.5 Lakhs	1.5 Lakhs
Invitation to participate in core organizing committee	✓					
Prominent mention of the partner company	✓	✓	✓	✓	✓	
Invitation to participate as a speaker in key session	✓	✓				
Facilitation of Media Visibility	✓	✓	✓	✓	✓	
Display Stall	✓	✓				
Passes : Complementary/ Discounted	5 Comp & 10 Disc	5 Comp & 3 Disc	3 Comp & 2 Disc	3 Comp & 2 Disc	2 Comp & 1 Disc	1 Comp & 1 Disc
Invitation and Speaker Slots – Future Events in Delhi	✓					

Sample Branding Visibility

Main Backdrop



Sample Panels



Sample Panel



Sample Panels

The photograph shows a trade show booth for the United Kingdom. The booth is a white structure with a blue and red color scheme. The main sign on the wall reads "THE UK: EUROPE'S NO.1 BUSINESS LOCATION". Above this, there is a smaller sign that says "U.K. TRADE & INVESTMENT". To the right, there is a sign for the "UK INDIA BUSINESS COUNCIL". The booth is set up with a white table and two black chairs. The background is a blue wall with some text and graphics. The overall atmosphere is professional and informative.



Gala Networking Evening

The Gala Networking Evening is a Key highlight at TiEcon Delhi and perhaps one of the most awaited and best attended events.

The Networking Evening is a high point of TiEcon Delhi bringing perhaps together the best in cuisines, fashion, music & entertainment under one platform making the evening a truly memorable one with the whose who of the industry making their presence felt. The Networking Evening will provide a relaxed informal atmosphere for delegates, speakers, partners to mingle & network & will see the maximum participation & enthusiasm from the TiE guests.

There are two categories of partnerships for the Gala Networking Evening:

- **Gala Networking Evening partner - INR 15 lacs**
- **Gala Networking Evening Co-partner - INR 7.5 lacs**

Networking Luncheon Partner

The Networking Luncheon is an ideal opportunity for delegates, speakers, partners to mingle & network.

There are two categories of partnerships for the Networking Luncheon:

- **Networking Luncheon partner - INR 10 lacs**
- **Networking Luncheon Co-partner - INR 5 lacs**

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Partnership Options	<u>Gala Networking Evening</u>		<u>Networking Luncheon</u>	
—————→	Partner	Co Partner	Partner	Co Partner
Branding Value	15 Lakhs	7.5 Lakhs	10 Lakhs	5 Lakhs
Logo on newsletters - mailers and invitations to database (approx 100,000) in India and overseas	✓	✓	✓	✓
Micro-site for the event	✓	✓	✓	✓
Micro-site for the event	✓	✓	✓	✓
Banners and posters	✓	✓	✓	✓
News paper ads in leading national publications	✓		✓	
2 Minute Video During Breaks	✓	✓	✓	
Ad in event brochure	Full Page	Half Page	Half Page	
Insert brochure in delegate kit	✓			✓

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Partnership Options	Gala Networking Evening		Networking Luncheon	
—————→	Partner	Co Partner	Partner	Co Partner
Communication Value	15 Lakhs	7.5 Lakhs	10 Lakhs	5 Lakhs
Special Visibility at Buffet Area & table display	✓	✓	✓	✓
Invitation to participate as a speaker	✓		✓	
Facilitation of Media Visibility	✓	✓	✓	
Display Stall	✓		✓	
Passes	8 Complimentary & 4 Discounted	4 Complimentary & 2 Discounted	5 Complimentary & 3 Discounted	3 Complimentary & 2 Discounted
Invitation for Future Events	✓	✓	✓	✓
Speaker Slot in Future Events	✓		✓	
Link to Website				✓

Other Partnership Options

- Networking Session Partner – INR 1 Lakh
(Distribution of promotion material and specific visibility in the networking lounge)
- Display Booth – INR 50,000/-
- Inserts in Delegate Bags – INR 50,000/-
- 2 Standees at the Venue – INR 30,000/-
- Ad on Event Website – INR 30,000/-

Contact us:-

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