



Sept. 28th - 29th, 2012

Venue: Hotel Taj Palace, New Delhi

Join entrepreneurs, corporate professionals, investors, policy makers and thought leaders at India's Largest Entrepreneurial Conference.

- Networking
- Break Through Thinkers
- Mentoring
- TiE Institute
- Deal Flow
- Gala Evening

# TiEcon Delhi 2012

## Partnership Proposal

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# Evolution of TiE

(1992 – and growing)

- Chartered in 1992 by a group of successful entrepreneurs and professionals in Silicon Valley who wanted **to help create more Entrepreneurs**
- TiE has evolved into **the World's Largest not-for-profit network for Entrepreneurs**
  - Driven by 57 autonomous Chapters across 14 countries (& Growing)
  - 17 chapters in India (& Growing)
  - A fast –growing Global member base of 20,000+ members including top Entrepreneurs, VCs, Private Equity, Angels, Law Firms, Tech & Management professionals spread...
  - Some Iconic TiE Charter Members include...

-Narayana Murthy  
-Anand Mahindra  
-Arun Sarin  
-Sunil Munjal  
-Aditya Mittal

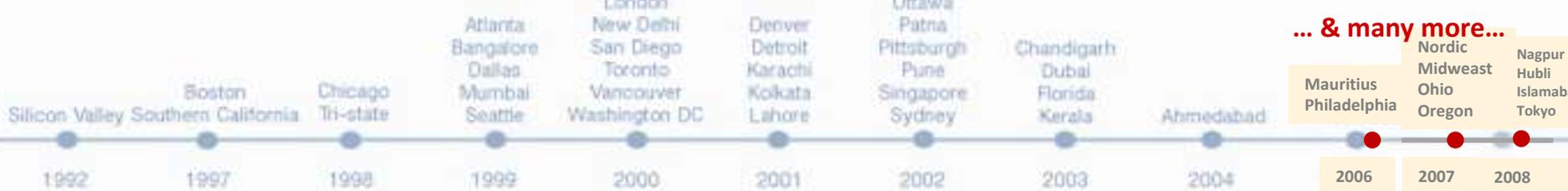
-Kiran Mazumdar Shaw  
-Vindi Banga  
-KV Kamath  
-Harsh Mariwala  
-Chanda Kochhar

- Ram Shriram  
-Ajit Balkrishnan  
-Ronnie Screwvala  
-Saurabh Srivastava  
-Kanwal Rekhi

- Vinod Dham  
- Arun Nanda  
-Desh Deshpande  
-Vinod Khosla  
-Shiv Nadar

... & many more...

Mauritius	Nordic	Nagpur
Philadelphia	Midwest	Hubli
	Ohio	Islamabad
	Oregon	Tokyo





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# TiE Delhi-NCR

- **Vibrant membership & activity base - Over 1500 members (200+ Charter Members & 1300+ Members)** and over **60 events** every year
- **Special Interest Groups around:**  
**Education & Training | Cleantech | Internet | Retail | Women Entrepreneurs | Social | Healthcare | TiE Young Entrepreneurs (TyE) | Infrastructure | Telecom**
- **TiE Global Awards won include:**
  - **TiE Global Award for “The Best TiE Chapter Globally” - 2010**
  - **World SME Conference “Excellence Award for Exemplary Work in Building Entrepreneurial Ecosystem for Small Businesses” - 2009**
  - **“Successful Collaboration with Other Chapters & Other Entities” - 2009**
  - **“Continuing Growth, Innovation and Consistent Performance” - 2008**
  - **“Chapter Performing Consistently at The Highest Level” - 2007**
- **Partners include** IIT & IIM Alumni Association, Naukri.com, NASSCOM, National HRD Network, Career Launcher, Young Indians (CII), MAIT, ASSOCHAM, IAMAI, UKTI, FIWE, FLO, Milagrow, DMA, SIDBI, NEN, IVCA, Indian Angel Network, Mumbai Angels, Yourstory.in, DARE, EmTech, VC Circle, Financial Times amongst many others.

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2011 • Entrepreneurship Transforming India

2010 • TES – Enterprising India – Changing the Nation, Leading the World

2009 • Smart Entrepreneurship in Challenging Times

2008 • Entrepreneurship Comes of Age

2007 • TES – Entrepreneurship is the Future

2006 • Entrepreneurship: The DNA of Growth

2005 • Entrepreneurship Unleashed

2004 • Entrepreneurship in a Global Age: Engine of growth

2003 • Celebrating Entrepreneurship

2002 • Upside in the downturn

• TiE Delhi- NCR is all set to organize its **12<sup>th</sup> Annual Flagship Event** - One of Asia's biggest entrepreneurial conferences – **TiEcon Delhi 2012**

• The TiE Delhi- NCR platform has attracted **more than 10,000 delegates**, over 500 high profile speakers globally and has enjoyed overwhelming support from **100+ partners**.

• Keynote addresses include celebrated names in the Entrepreneurial world



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## Snapshots



Join entrepreneurs, corporate professionals, investors, policy makers and thought leaders at India's Largest Entrepreneurial Conference.

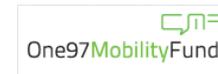
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- Aamir Khan
- Anand Burman
- Arvind Kejriwal
- Deep Kalra
- Desh Deshpande
- Greg Chappel
- Jyotiraditya Scindia
- K.V. Kamath
- Kamal Nath
- Kanwal Rekhi
- Kiran Bedi
- Kiran Karnik
- Kiran Mazumdar Shaw
- Kris Gopalakrishnan
- Late Prof. C.K. Prahalad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

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# TiEcon Delhi 2011 Partners



Process Partner



Engagement Partner



TV Partner



Radio Partner



Powered by



Entrepreneurship Media Partner



ICT Media Partner



Online Partner

Past Sponsors

Past Success Story





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## Who will you meet at TiEcon Delhi 2012?

TiEcon 2012 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 start-up entrepreneurs, financial market experts to government policy makers and eminent personalities from academia and media.

## Who should attend TiEcon Delhi 2012?

- **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 models
- **INVESTORS** and **CORPORATE EXECUTIVES**
- **PROFESSIONALS** offering legal, financial, marketing, engineering services
- **SOCIAL ENTREPRENEURS** looking to make a world of difference

**TiEcon**

Delhi 2012

**Audience**

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Being one of the **largest global entrepreneurial networks**, TiE is a powerful platform for Brands to position and establish their presence and expand their network across the Global Business Ecosystem.

**TiE is committed** to create and deliver value to our partners and will work **towards ensuring that you achieve your business objectives at TiEcon 2012**. Explore the following partnership options for TiEcon 2012:





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- **Ability to Influence the views of 1500+ 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!
- **Get your brand activated and visible online 24/7**
  - Leverage TiE Delhi- NCR's online properties (facebook, twitter, LinkedIn)

**TiEcon**

Delhi 2012

**Partnership Benefits**

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25 lacs	• Platinum Partner
15 lacs	• Gold Partner
10 lacs	• Silver Partner
5 lacs	• Associate Partner
20 lacs	• Gala Networking Evening Partner
10 lacs	• Gala Networking Evening Co-Partner
15 lacs	• Gala Entertainment Partner
10 lacs	• Country Partner – <b>Reserved</b>
12 lacs	• Gala Networking Lunch Host
6 lacs	• Gala Networking Lunch Co-Host
10 lacs	• Delegate Kit Partner - <b>Reserved</b>
7.5 lacs	• Delegate Badge & Lanyard Partner - <b>Reserved</b>
3 lacs	• Session Partner
3 lacs	• Conf Hand Book Partner



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Partnership Options	Principal	Gold	Silver	Associate	Session Partner	Gala Entertainment
Branding Value	25 Lacs	15 Lacs	10 Lacs	5 Lacs	3 lacs	15 lacs
Logo on newsletters, mailers & invitations to database in India & Overseas	✓	✓	✓	✓	✓	✓
Newspaper ads in leading national publications	✓	✓				✓
PR visibility on blogs & Press Release	✓	✓	✓	✓	✓	✓
Micro –site for the event	✓	✓	✓	✓	✓	✓
Logo presence at Main Title Backdrop	✓					
Invitation to participate as speaker in key a session	✓	✓				
Side panels next to Main Backdrop		✓	✓	✓	✓	✓
Sharing of delegate list post event	✓					
Branding on Social media pages	✓	✓	✓	✓	✓	✓
Pre Event Banners and Posters	✓	✓	✓	✓		✓
Customized activity/exhibition	✓	✓				
Ad in Summit Booklet	2 Full Page	1 Full Page	1 Half Page			1 full page
Insert brochure in delegate kit	✓	✓	✓	✓	✓	✓
A 2 min AV pres during breaks	✓	✓				✓
Complimentary Passes	10	7	5	4	2	6
Prominent mention of the partner company	✓	✓	✓	✓	✓	✓

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Partnership Options	Gala Networking				Delegate Kit Partner	Lanyard & Badges Partner	Hand Book Partner
	Evening Host	Evening Co-Host	Lunch Host	Lunch Co-Host			
Branding Value	20 lacs	10 lacs	12 lacs	6 lacs	10 lacs	7.5 lacs	3 lacs
Logo on newsletters, mailers, invitations to database in India & overseas	✓	✓	✓	✓	✓	✓	✓
Newspaper ads in leading national publications	✓						
PR visibility on blogs & press release	✓	✓	✓	✓	✓	✓	✓
Micro-site for the event	✓	✓	✓	✓	✓	✓	✓
Side panels next to main backdrop	✓	✓	✓	✓	✓	✓	
Pre Event Banners & Posters	✓	✓	✓	✓	✓	✓	
Customized activity/exhibition	✓						
Special visibility during partner session	✓	✓	✓	✓			
Ad in Summit handbook	1 page	1 half page	1 half page	1 half page			2 full page
Brochure in delegate kit	✓	✓	✓	✓	✓	✓	✓
2 min AV presentation during partner session in breaks	✓	✓	✓	✓			
Complimentary passes	8	5	5	4	5	4	3
Prominent mention of the partner	✓	✓	✓	✓	✓	✓	



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## Other Visibility and Engagement Options at TiEcon Delhi 2012

- **Display Booth**
  - 9 Sqm INR 75,000
  - 6 Sqm INR 60,000
  - 4 Sqm 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
- **Print Ads on TiEcon Delhi 2012 Handbook**
  - Full page INR 50,000
  - Half page INR 30,000
  - Business Listing Box Ads INR 15,000
  - Bookmark INR 50,000

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## Main Backdrop



## Sample Panels



## Sample Display Booth





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**Get connected with TiE Delhi- NCR  
to be part of one of the**

**Biggest Entrepreneurial Events in Asia**



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twitter : [@tiedelhi](https://twitter.com/@tiedelhi)

**Join India's Largest Network for Entrepreneurs**



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# Entrepreneurship

Thought Leadership

Mentoring

## TiEcon Delhi 2012

Funding

Brand Positioning & Engagement

Networking