



TiEcon Delhi 2013

“Innovation In Action”

Partnership Proposal

Hotel Taj Palace, New Delhi
October 4th & 5th, 2013



Support Entrepreneurship, Promote Innovation

The theme of TiEcon Delhi 2013 is **“Innovation in Action”**.

Sponsors will get an opportunity to support the entrepreneurial ecosystem and promote innovation.

This proposal details the background of TiE and the conference, and the partnership opportunities available to promote your brand.

Your brand will benefit from the strong connection with the most innovative people and companies in the entrepreneurial community.

***Visibly support Innovation
and connect with the most innovative talent***

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 60 autonomous Chapters across 17 countries (& Growing)
 - A fast –growing Global member base of 15,000 members
 - Some Iconic TiE Charter Members include...

- Narayana Murthy	- Kiran Mazumdar Shaw	- Ram Shriram	- Vinod Dham
- Anand Mahindra	- Vindi Banga	- Ajit Balkrishnan	- Arun Nanda
- Arun Sarin	- KV Kamath	- Ronnie Screwvala	- Desh Deshpande
- Sunil Munjal	- Harsh Mariwala	- Saurabh Srivastava	- Vinod Khosla
- Aditya Mittal	- Chanda Kochhar	- Kanwal Rekhi	- Shiv Nadar & many more

Awards for TiE Delhi-NCR include:

- TiE Global Award for “Best TiE Chapter Globally” - **2012**
- TiE Global Award for “Best TiE Chapter Globally” - **2011**
- TiE Global Award for “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**

TiEcon Delhi History

2013	• Innovation In Action
2012	• Entrepreneurship – Thriving in Chaos
2011	• Entrepreneurship Transforming India
2010	• 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 **13th Annual Flagship Event** - One of Asia's biggest entrepreneurial conferences – **TiEcon Delhi 2013- Innovation In Action.**

• 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



Snapshots



Partial List of Past Speakers

Aamir Khan
Anand Burman
Arun Maira
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

TiEcon Delhi 2012 Past Sponsors

Partner Country		Gold Partner	
			
Silver Partners		Speakers Lounge Partner	
			
			
Delegate Badge & Lanyard Partner		Delegate Kit Partner	
			
			
Associate Partners			
			
			
			
			
			
Session Partners		Knowledge Partners	
			
			
			
Co - Partners			
			
			
			
Angel Partner		Event Manager	
			
			
			
Management Portal Partner		Online Media Partner	
			
		Business Magazine Partner	
			

Organizing Committee Members



Subinder Khurana,
CEO, BankSmarts -
Chair



Ashish Gupta, COO,
EvalueServe



Pradeep Gupta,
Chairman MD,
CyberMedia

Alok Mittal, MD,
Canaan India



Padmaja Ruparel,
President, IAN



Pramath Sinha,
Founder MD, 9.9
Mediaworx



Atul Dhawan,
Partner, Deloitte



Pramod Bhasin, Non
Exec Vice Chairman,
Genpact



Sandeep Sinha, MD,
Lumis Partners

Bobby Bedi, MD,
Kaliedoscope
Entertainment



Pratyush Prabhat,
EvalueServe



Sanjeev
Bhikchandani,
ViceChairman,
Naukri.com



Deep Kalra,
Founder CEO,
MakemyTrip.com



Rajan Mehta,
Founder CEO, RS
Livemedia



Saurabh Srivastava,
Chairman, CA
Technologies & TIE
Delhi NCR

Gita Dang, Founder
Director, Talent
Advisory



Rajeev Kabra, CEO,
Cognital



Srikant Sastri,
Chairman, Vivaki



Mohit Goyal,
Director, IAN



Raman Roy,
Chairman MD,
Quatrro



Sudha Sastri,
Founder CEO, Inputs
India

Manoj Mittal,
Founder CEO,
Alumni Management



Rohit Sarin, Founder
Partner, Client
Associates



Vivek Agarwal,
CEO, Liqvid



Theme 2013 – Innovation In Action

“Innovation is the specific instrument of *Entrepreneurship*. The act that endows resources with a new capacity to create wealth” – Drucker Institute

TiE Delhi NCR promises to help translate *Innovation into Action*.

Ideas can come from anywhere, but the hard part is building a venture, not the idea. A focus on helping translate innovative ideas into reality, in addition to sharing inspiring stories, will differentiate TiEcon Delhi 2013.

The 3 tracks leading Innovation to Action

- Disruptive Models – **the 1% inspiration**
- From Idea to Action – **the 99% perspiration**
- Celebrating Successes – **and Failures**



Why Partner at TiEcon?

- **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)
- **Customized Marketing**
 - Beyond branding, we ensure that the partner gets to engage with its target audience in different formats - sessions, workshops etc.
- **Visibly support Innovation**
 - and connect with innovative talent

Who will you meet?

Attendees will include over **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.

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 2013**. Explore the following partnership options for TiEcon 2013:



Partnership Options

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
12 lacs	• Gala Networking Lunch Host
6 lacs	• Gala Networking Lunch Co-Host
10 lacs	• Delegate Kit Partner - Reserved
7.5 lacs	• Delegate Badge & Lanyard Partner
3 lacs	• Session Partner
3 lacs	• Conf Hand Book Partner - Reserved
2.5 lacs	• Co-partner

Branding Benefits

Partnership Options	Principal	Gold	Silver	Associate	Session Partner	Co-partner	Gala Entertainment
Branding Value	25 Lacs	15 Lacs	10 Lacs	5 Lacs	3 lacs	2.5 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	2	6
Prominent mention of the partner company	✓	✓	✓	✓	✓		✓

Branding Benefits

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	✓	✓	✓	✓	✓	✓	

Other Visibility and Engagement Options @ TiEcon Delhi 2013

• 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 2013 Handbook	
• Full page	INR 50,000
• Half page	INR 30,000
• Business Listing Box Ads	INR 15,000
• Bookmark	INR 50,000

Branding Panels

Sample Panels

Main Backdrop



Sample Display Booth



Testimonials - 2012

- Saturday evening saw 2 eventful days coming to an end. These 2 days have possibly touched several entrepreneurial lives and must have been a great learning experience for most of the participants. Variety of interesting events put together were attended by many of our old friends, business partners, new attendees and all this resulted in several new business opportunities. We at DIALDESK came back with some nice memories, wonderful new contacts, new business opportunities and a lots of new business areas to explore. On behalf of everyone at DIALDESK - I take this opportunity to “THANK” you and your TEAM for putting together such a wonderful show.
CONGRATULATIONS & whatttttttaaaa show -I must say !!!!
Chander Sharma, Founder Member, DIALDESK
- ▣ Congratulations to all of you for organising a very enlightening event. It has given us an opportunity to network with many similar institutions, corporate houses and NGOs. The sessions were well planned and the speakers were of very high quality.
Nikhilesh Desai, Head - Business Development Cell, Entrepreneurship Development Institute of India, Gujarat
- ▣ Thank you and congratulations on a very successful event; I have heard nothing but praise from participants and sponsors and it was a real pleasure being part of the panel. Thank you all.
Alpesh Patel, Principal, Praefinium Partners Ltd.
- ▣ I think it's a great feat to orchestrate an event of such a huge proportion - it was a thundering success.
Deepak, CEO, techworks

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

Biggest Entrepreneurial Events in Asia



Geetika Dayal – Executive Director

Email: geetika@tienewdelhi.org , Cell: +91-98105-39848

Nitin Agarwal – Director

Email: nitin@tienewdelhi.org, Cell: +91-98184-77719

Ruchita Handa – Director

Email : ruchita@tienewdelhi.org, Cell: +91-98990-04276

Upasana Sharma – Director

Email : upasana@tienewdelhi.org, Cell: +91-98100-78395

Entrepreneurship

Thought Leadership

Mentoring

TiEcon Delhi 2013

**Brand Positioning &
Engagement**

Funding

Networking

Join India's Largest Network for Entrepreneurs !!