

SPONSORSHIP AND MARKETING PROPOSAL

International Conference ICICS 2018

Dear Sir/Madam,

Subject: Inviting Sponsors for International Conference on Intelligent Circuits and Systems to be held in April 20-21st, 2018 at Lovely Professional University.

Lovely Professional University (LPU) is a semi-residential private university sprawling over 600 acres, facilitating studies of 30,000+ students from 29 states of India and 50 other countries, and a home to 3500 faculties and staff. The students of LPU are referred to as Vertos i.e the transformers who have brought laurels to the name of the university and would continue to do so while they 'Think Big'.

The University has been awarded as the Best Private University of the Year 2013 and 2017 in the event organized by ASSOCHAM (the oldest chamber of industries). The LPU family has been graced by the presence of many eminent personalities including Sh. Pranab Mukherjee (President of India), Mr. Hamid Karzai (Former President of Afghanistan), Ms. Smriti Zubin Irani (Former Minister of Human Resource Development, Govt. of India), His Holiness Tenzin Gyatso (The 14th Dalai Lama), Shri Arun Jaitley (Finance Minister, Govt. of India) and Dr. Ameenah Gurib-Fakim (President of Mauritius), over the past few years. With internationally benchmarked curricula, innovative pedagogy, experiential learning, and 35+ foreign tie-ups for equitable and affordable quality education, the University are poised to establish itself as a Centre of Excellence in Research.

LPU is diligently working on bringing the most knowledgeable researchers from all over the world, as well as leaders in the industry to explore these important topics. This conference is two full days of technical sessions and paper presentation sessions on cutting edge issues related to smart technology in Energy, Electronics, Communication, Computers, and Controls, there are also many opportunities for networking and socializing with our colleagues. Add to it the hospitality & grandeur of the LPU campus, and you have got yourself 4 days of learning recent advancement in the area of Electronics and Electrical Engineering.

We are looking forward to your support as a Sponsor during the event. As a sponsor, you will be able to associate your brand name with India's largest university and international conferences with an expected footfall of 5,000+ attendees. We would be happy to share all the information with you once you're ready to contact us. Promotional coupons, Ad shows, and stalls have been planned. We seek the expert guidance of your sponsorship to make this event a success.

We appreciate your kind support through sponsorship in the following categories:

1. Technical sponsor
2. Sponsor in partnership
3. Publicity and print of conference proceedings
4. Food arrangement and stalls
5. Exhibitions on books, projects, products etc.
6. Tours and travels
7. Evaluator for special themes
8. Placement and Consultancy
9. Entrepreneurship
10. Conference kit design and prize partner

Along with this letter, we have included a sponsorship commitment that details out the different sponsorship packages that you can choose from. This will allow you clarity about the kind of participation that you will need to have in the event.

Looking forward to a rewarding partnership in this endeavour.

Thanking you in anticipation!!

Best Regards,

Organizing Secretary ICICS-2018

Dr. Sandeep Dhariwal (9896297784)

Ms. Sakshi Ahuja (9876496328)

Dr. Kamalpreet Kaur (8283807098)

Dr. Sachin Mishra (9915699917)

SPONSORSHIP

PACKAGES



1

BRONZE

20,000/-

The Bronze Sponsor will gain the following benefits:

- Exhibitor's Stall (SIZE 15*15 ft)
- Publicity on official Conference website
- Publicity on all flexes
- Publicity on all Social Media Platforms.



2

SILVER

30,000/-

The Silver Sponsor will gain all benefits of the Bronze Sponsor along with the following additions:

- UMS Notifications (University Management System having 60,000+ hits daily)
- Space for standees*
- Logo on pamphlets*



3

GOLD

50,000/-

The Gold Sponsor will gain all benefits of the Silver Sponsor along with the following additions:

- Keynote video loop*
- Keynote speaking*
- LCD display board
- Live activity (sponsor specific)



4

PLATINUM

1,00,000/-

The Platinum Sponsor will gain all benefits of the Gold Sponsor along with the following additions:

- Premium publicity
- Logo on International Conference ID cards (of organizers and participants)
- Logo on international conference certificates*
- Publicity through Bill Board*

Terms & Conditions:

The following Terms & Conditions apply for International Conference March 2018

PAYMENT TERMS

- All sums quoted are exclusive of applicable value added taxes and are payable without deduction on the specified dates.
- Failure to pay any sums due by a specified date will permit School of Electronics and Electrical Engineering, LPU to cancel this agreement by written notice.
- Payment of 70% non-refundable amount is to be paid within 4 days of the signing of the Term Sheet and rest of the amount is to be paid till 10th March 2018.

PRIVACY POLICY

- No part or the entirety of this agreement may be disclosed to any third party without permission from School of Electronics and Electrical Engineering, LPU; the same applies to the School of Electronics and Electrical Engineering, LPU as well.

USE OF SPACE

- The event space does not provide storage for crates or freight of any kind. All packing containers, wrapping materials, carrying cases, etc., must be stored off the exhibit floor.
- Exhibitor warrants that it is the owner or licensee of all intellectual property used by Exhibitor at the event space 2015 or in promotion thereof.

SPONSOR CANCELLATION AND REFUND

- School of Electronics and Electrical Engineering, LPU reserves the right to cancel the event at any time in which case any payments already made by you will be refunded in full.
- Failure to present or use stalls or space during allotted time will not result in a refund of fee.

TERMINATION OF EVENT

- If the premises where the event is to be housed are destroyed or damaged, or the event fails to take place as scheduled or is relocated or interrupted and discontinued or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, emergency declared by the government, or for any other reason, this contract may be terminated by School of Electronics and Electrical Engineering, LPU. In the event of such termination, the Exhibitor/Sponsor waives any and all damages and claims for damages and agrees that the sole liability of School of Electronics and Electrical Engineering, LPU shall be to return the payment already done by the sponsors. Sponsorship fees are non-refundable.

FIREPROOFING

- Smoking and drinking are not allowed on the University premises.
- Artificial lighting such as candles, lanterns or tea lights is strictly prohibited. Sawdust and shavings shall be maintained flameproof at all times. Open flames and burning or smoke-emitting materials shall be used as part of an act, display or show only under permit from and with prior approval of the event space. Combustible shipping containers shall be stored in an area, and in a manner approved by the local Fire Department and the event space. The event space inspects all exhibits to ensure compliance.

DEFAULT

- Acceptance of this agreement does not waive the right of School of Electronics and Electrical Engineering, LPU to reject any agreement for ad space or reject any advertising copy. By selection of ad size and color, and with application signature you hereby agree to these terms as a representative of your organization.

ACCEPTANCE

- Once the sponsor signs the Sponsorship Contract and returns it to School of Electronics and Electrical Engineering, LPU all Rules and Regulations are officially in effect. This agreement shall not be binding until accepted by School of Electronics and Electrical Engineering, LPU.

**Terms & Conditions Applied Note: In matters of dissatisfaction, decision of Organizer will be concluded as a final decision only.*