



# 5th PAN-IIM WORLD MANAGEMENT CONFERENCE

THE MAKING OF DIGITAL INDIA: MANAGEMENT PERSPECTIVES

14-16 December 2017, IIM Lucknow Campus, Lucknow, India



सत्यमेव जयते

Government of India  
Ministry of Human Resource  
Development



## THE MAKING OF DIGITAL INDIA MANAGEMENT PERSPECTIVES

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The “PAN-IIM World Management Conference” is an annual event organized by the Indian Institutes of Management. The first edition of the conference was organized by IIM Calcutta (2013), followed by IIM Kozhikode (2014), IIM Indore (2015) and IIM Ahmedabad (2016). The forum provides a platform for academicians, researchers, practitioners, policy makers and thought leaders for exchange of knowledge and fosters collaboration in the field of management for development of new studies with a vision to transform India into a knowledge economy for sustainable growth of the industry and economic development.

The 5th edition of PAN-IIM WMC is being hosted by Indian Institute of Management Lucknow in association with Ministry of Human Resource Development, Government of India on the theme “The Making of Digital India-Management Perspectives” from “14-16 December 2017” at the IIM Campus in Lucknow, India.

The conference intends to bring scholars, academicians, government officials, industry players from IT, ITES, ICT and wireless ecosystem, central and state government enterprises, entrepreneurs, technology innovators, venture capitalists, and skill promoters to share their perspective on India’s digital transformation and economic development at a common platform for discussion and debate on managing issues and challenges of “Digital India” movement to demonstrate outcome based solutions.

### SALIENT FEATURES

- Launch of special industry compendiums on “Digital India & Start-Ups India”
- Recognizing innovative technologies and brands @ “Digital India Excellence Awards 2017”
- Focused Plenary and Breakout Sessions
- Meet the decision makers; 600+ high level attendees expected
- Get to know about the future emerging technology trends
- 100+ visionary speakers
- Keynote plenary sessions and leadership round table
- Interactive panel discussions and Q & A's round
- Exclusive Academia/Industry Presentations and Case Studies
- Leading Technologies Showcase Expo at Digital Street Arena

### 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.



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# SPONSORSHIP CATEGORIES AND BENEFITS

## 1. PLATINUM SPONSOR

INR 20,00,000.00 PLUS GST 18%

Platinum sponsor will be entitled to the following benefits:

1. Speaking opportunity for senior company leadership at the plenary 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 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 special thank you announcement in the valedictory session
5. Company video to be played during the breaks at the conference
6. Complimentary exhibition booth for display of products, solutions and services
7. Complimentary advertisement (Back inner cover/Center spread) in the digital transformation handbook **"Compendium"**
8. Three complimentary delegate passes for the company leadership to the pre-conference workshop
9. Six complimentary delegate passes to the networking dinner
10. Six complimentary delegate passes to the conference with reserved seating in the front

## 2. DIAMOND SPONSOR

INR 15,00,000.00 PLUS GST 18%

Diamond 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. Complimentary exhibition booth for display of company products/services
6. Complimentary one page color advertisement center spread in the digital transformation handbook **"Compendium"**
7. Two complimentary delegate passes for the company leadership to the pre-conference workshop
8. Four complimentary delegate passes for the company leadership to the conference dinner for networking

## 3. GOLD SPONSOR

INR 10,00,000.00 PLUS GST 18%

Gold Sponsors will be entitled to the following benefits:

1. 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 **"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



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2. Company literature to be included in the Delegate Satchel
3. Company support to be mentioned in the special thank you announcement in the valedictory session.
4. Complimentary exhibition booth for display of company products/services
5. Complimentary one page color advertisement center spread in the digital transformation handbook "Compendium"
6. Two complimentary delegate passes for the company leadership to the pre-conference workshop
7. Four complimentary delegate passes for the company leadership to the conference dinner for networking

### 4. SILVER SPONSOR

INR 5,00,000.00 PLUS GST 18%

Silver sponsors will be entitled to the following benefits:

1. 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
  - f. On promotional collaterals – e-mailers and invitation cards
  - g. On social media post event updates
2. Two complimentary delegate passes for the company leadership to the conference dinner for networking
3. Two complimentary delegate passes with reserved seating at the conference
4. Company brochure to be included in Delegate Satchel
5. Company support to be mentioned in the special thank you announcement in the valedictory session
6. Complimentary exhibition booth for display of company products/services
7. Complimentary 1/2 inner page color advertisement in the digital transformation handbook "Compendium"

### 5. EXHIBITOR PACKAGE

INR 50,000 PLUS 18% GST

Limited exhibition opportunities are available to organizations from Smart/ Digital/ Technology sector having innovative service/ products to showcase.

1. Built up space of 3x3 sq.mtrs with carpet. Additional space can be availed for 10,000/-per sq.mtrs
2. One table and two chairs
3. Two spotlight
4. One dustbin
5. Short profile in the delegate handbook

### 6. LUNCH SPONSOR (14-16TH DEC 2017)

INR 200,000.00 PLUS GST 18%

Sponsoring organisation will be entitled to the following benefits:

1. Corporate logo Branding
  - a. On **"Thank You Sponsor Panel"** at conference venue
  - b. On the **"Conference Website"** with hyperlink to company website
2. Company standees, maximum four, will be placed at the lunch/dinner venue as per space availability.
3. Two complimentary delegate passes to the conference and lunch/dinner for networking
4. Company corporate film can be played during lunch

### 7. DINNER SPONSOR (14-15TH DEC 2017)

INR 300,000.00 PLUS GST 18%

Sponsoring organisation will be entitled to the following benefits:

1. Company Logo Branding
  - a. On **"Thank You Sponsor Panel"** at conference venue
  - b. On the **"Conference Website"** with hyperlink to company website
2. Company' standees, maximum four, will be placed at the lunch/dinner venue as per space availability.
3. Two complimentary delegate passes to the conference and lunch/dinner for networking
4. Company corporate film can be played during lunch



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### 8. AWARD NITE DINNER SPONSOR (16TH DEC 2017)

INR 750,000.00 PLUS GST 18%

Sponsoring organisation will be entitled to the following benefits:

1. Company Logo Branding
  - a. On **‘Thank You Sponsor Panel’** at conference venue
  - b. On the **“Conference Website”** with hyperlink to company website
2. Company’ standees, maximum four, will be placed at the lunch/dinner venue as per space availability
3. Two complimentary delegate passes to the conference and lunch/dinner for networking
4. Company corporate film can be played during dinner

### 9. 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 cards
  - 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. Two 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 enhance relationship

### 10. KNOWLEDGE PARTNER

INR 10,00,000.00 PLUS GST 18%

Companies willing to be a Knowledge Partner will be entitled to receive highest visibility and reach. Benefits include:

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. Complimentary table display for collaterals/publication/reports
6. Company logo branding on the onsite signages
7. Two complimentary delegate passes for the company leadership to the pre-conference workshop
8. Two complimentary delegate passes for the networking dinner
9. Two complimentary delegate passes to the conference with reserved seating in the front
10. Five complimentary delegate passes for inviting clients of sponsoring company to enhance relationship



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### 11. STATE PARTNER

INR 200,000.00 PLUS GST 18%

An excellent opportunity for all states & UT's to join as State Partners and showcase leading innovations of their respective regions around Digital India. An State Partner at the conference will be entitled to the following benefits:

1. Logo branding
  - a. On wings of the backdrop
  - b. On "Thank You Sponsor Panel" placed at the conference venue
  - c. On the "Conference Website" with hyperlink to organization website
2. Four complimentary delegate passes to the conference and dinner for networking
3. Complimentary exhibition booth of size 3x3 (9SQM) at the conference venue
4. Complimentary 1/2 page color advertisement in the digital transformation handbook "Compendium"

### 12. DELEGATE PACKAGE

Deliverables include:

1. Complimentary access to conference sessions for all three days
2. Delegate kit
3. Complimentary tea/coffee, lunch & Dinner for all three days

Price:

For India & SAARC Countries: INR 6,000 PLUS GST

For Foreign Delegates: USD 400 PLUS GST

For details of registration and conference go to conference brochure in [www.paniimwmc.in](http://www.paniimwmc.in)

### 13. CONFERENCE KIT AND MEMENTO SPONSOR

The sponsor can add to the delight quotient of over a five hundred delegate expected at the conference and invited speakers by being the exclusive gifting partner. In addition sponsor name will be announced during felicitation of eminent speakers invited from academia, government and industry for the conference. Other benefits include

1. Logo Branding
  - a. Under "**Conference Kit & Memento Sponsor**" category on the wings of the conference backdrop
  - b. On "**Thank You Sponsor**" panel at the conference venue
  - c. On the conference website hyperlinked 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
2. Two complimentary delegate passes to the conference and dinner for networking

### 14. ADVERTISEMENT IN COMPENDIUM

Two Compendiums comprising digital transformation success stories of leading organizations and startups will be released in the conference. Organizations interested in publishing an advertisement in the compendium will enjoy high visibility, since it will be distributed among Academicians, Industry Leaders, Speakers and supporting ministries and all management Institutes. Details are given below:

- 1 Full Page Color Advertisement: INR 4,00,000/-
- 2 Half Page Color Advertisement: INR 2,00,000/-





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## SPONSORSHIP CATEGORIES AND BENEFITS

SL No	Sponsorship Benefits	Platinum	Diamond	Gold	Silver	Bronze (for start-ups only)	Special Plenary Session Sponsor	Lunch Sponsor	Dinner Sponsor	Awards Night Dinner Sponsor
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 "Compendium"	✓	✓	--	--	--	--	--	--	--
12	Complimentary delegate passes for the company leadership to the preO conference workshop.	4	3	2	2	00	2	2	2	2
13	Complimentary delegate passes to the networking dinner	6	4	3	2	1	2	2	2	2
14	Complimentary delegate passes to the conference with reserved seating.	6	4	3	2	1	2	2	2	2
15	Complimentary delegate passes for inviting clients of sponsoring company to enhance relationship.	--	--	--	--	--	5	00	00	00
<b>INVESTMENT (INR)*</b>		<b>20L</b>	<b>15L</b>	<b>10L</b>	<b>5L</b>	<b>2L</b>	<b>2L</b>	<b>2L</b>	<b>3L</b>	<b>7.5L</b>

**\*Note:** Organizations using digital platform for their business activities can apply to sponsor the event. However, selection and final decision depends upon the sole discretion of the conference organizing committee.

1. Logo size will depend on the sponsorship category selected and space availability.
2. Size and position of advertisement in conference proceedings will vary as per the sponsorship category selected.
3. Size of Complimentary exhibition booth will vary with the sponsorship category selected and space availability
4. Taxes as applicable

**For further information, please contact:**

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## PAST CONFERENCE GLIMPSES



IIM Ahmedabad (2016)



IIM Indore (2015)



IIM Kozhikode (2014)



IIM Calcutta (2013)

## ABOUT IIM-LUCKNOW !



### Nurturing Young Leaders

IIM Lucknow molds its students into value driven leaders, managers and global players. The Institute undertakes a diverse range of academic activities aimed at creation, dissemination and application of management knowledge and practice.

Renowned for its rigorous curriculum and world class pedagogy, IIM Lucknow takes pride in having shaped some of the best minds in the nation who have made a mark in diverse fields. With equal emphasis laid on extra-curricular activities, IIM Lucknow facilitates practical learning beyond classrooms. The rich confluence of cultures and unique perspectives is one of IIM Lucknow's most valued assets.

### CONFERENCE VENUE

Indian Institute of Management-Lucknow Campus,  
Prabandh Nagar, IIM Road, Lucknow – 226013, (UP), India.

### CONFERENCE SECRETARIAT

05th PANIIM World Management Conference  
Room No- 04; Dean research office  
Anusandhan Building (In front of Health centre)  
Prabandh Nagar, IIM Road, Lucknow, Uttar Pradesh -226013  
Phone No: 0522- 669 6989/7275333303