



DIGITAL SUMMIT

CO-HOSTED BY:

SRITNE
at ISB



MARCH 11 - 13, 2016

ISB HYDERABAD CAMPUS



Greetings!

Thank you for showing interest in being part of the **ISB Digital Summit 2016!**

The ISB Digital Summit is a 2-day digital marketing event, to be held on March 11-12, 2016, where academia, business leaders, marketers and digital experts unite to discuss the latest innovations and emerging business models.

Hosted at the Indian School of Business (ISB) Hyderabad campus, the summit is expected to draw over 500 executives and entrepreneurs from digital marketing, technology, digital media publishing and entertainment industries, as well as Researchers, Academicians, Venture Capitalists and Investors with interest in the digital domain. The summit will explore successful and emerging business models which leverage the networked economy and digital media.

The summit is jointly hosted by the **Srini Raju Centre Centre for IT and the Networked Economy** at the **Indian School of Business (ISB)** and **Jigsaw Digital**.

This year we are offering a wide range of sponsorship opportunities, each designed to help you achieve maximum brand awareness for your chosen level of investment. The ISB Digital Summit is a premium event, and offers several reasons for you to become involved:

- ***Platform for interface between the industry and the academia***
- ***World-class content governed by latest issues and cutting edge research***
- ***Understand the hottest innovation trends within the digital ecosystem***
- ***Better networking access by limiting attendance***
- ***Plenty of opportunities for impromptu meetings and brainstorming sessions with business leaders and fellow attendees***

In addition to the specific sponsorship opportunities outlined in the enclosed document, we also offer custom sponsor packages. For more information, please reach out to us at: ***isbdigitalsummit@jigsaw.com***. Sponsorship opportunities are limited, and hence encourage you to respond quickly to reserve your preferred sponsorship.

We look forward to seeing you at ISB Digital Summit 2016!

Sincerely,

**Conference Co-Chairs,
ISB Digital Summit 2016**

KEY THEMES



1. Innovation and Entrepreneurship
– Building radically successful businesses using continuous innovation



2. Mobile Commerce
– Global to hyper local action



3. Big Data Analytics
– Predictive Analytics using Machine learning



4. Creation of Value in the Shared Economy

WHO ATTENDS?



ACADEMIA



MARKETERS

BUSINESS LEADERS



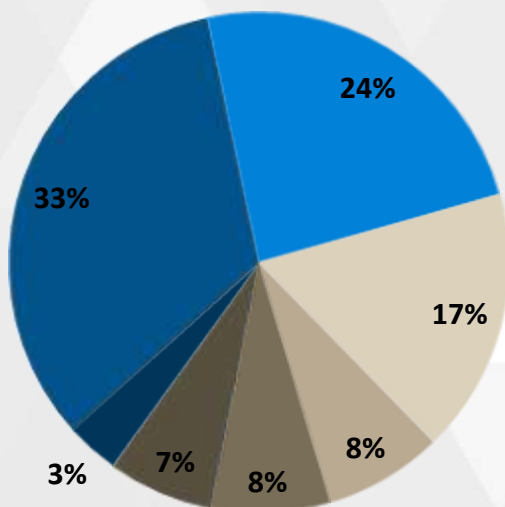
INDUSTRY EXPERTS



SOME OF OUR PAST ATTENDEES



JOB PROFILE OF PARTICIPANTS



- Chief Executives/VP/MD/Director
- Marketing/Sales managers
- Others
- Analysts/Consultants
- Engineer/Technical Leads
- Digital/Online/New Media
- Academia

SOME TWEETS DURING THE SUMMIT

Vivek Kuriyal @VKye 31 Aug
 Leaving ISB Campus with few gr8 learnings that i'm gona implement for healthcare industry in coming months.. c u Hyderabad #digitalsummit

atul s nath @atulin 30 Aug
 @ISBdigisummit sounds better than @kyoorius design yatra... at least on twitter !! #kdy13 #digitalsummit

Sanjay Aikat @SanjayAikat 30 Aug
 Would be there next year, for sure #digitalsummit

Ravi Korukonda @RaviKorukonda 31 Aug
 #digitalsummit is successful bcoz of following in same order
 1. Great attendees - awesome networking
 2. Content + speaker
 3. @ISBdigisummit

Vasudeva Varma @devvarma 30 Aug
 Great sessions at #DigitalSummit @isbdigitalsummit Here is the overview/summary of the first day veooz.com/topic/digital_...

Abhishek Bhartia @abhishek4g 31 Aug
 Touched by people's willingness to share & help @ISBdigisummit. Thanks Reema, Amit & so many others! #digitalsummit

Mandeep @mandeepdalip 30 Aug
 Great line up of academic speakers, digital advertising experts, marketers @ISBdigisummit #digitalsummit ...missed...!!
 📍 from Peel, Ontario

Purj News @PurjNews 31 Aug
 Top 3 Hashtags in Hyderabad at this hour are: #PMChorHai, #HappyBirthdayGautam, #Digitalsummit. News By: purj.in

Chaitree @Chai_tree 31 Aug
 #DigitalSummit - make a platform to collect more and more Social Media Foot Print , very nice initiative and execution !

Ravi Korukonda @RaviKorukonda 30 Aug
 @ISBdigisummit very well organised and great content! #digitalsummit

vipul @vipulk 31 Aug
 It's was a fun event :) @ISBdigisummit #digitalsummit

Arif Khan @arifkhan7 31 Aug
 ISB #DigitalSummit Lunch Zone - it was so big & I got to meet the finest folks from the #digital world. pic.twitter.com/JMqHDezVt2



mohitnhere @mohitnhere
 Good job ISB !! #digitalsummit

Arif Khan @arifkhan7 31 Aug
 A very good 2 days of ISB #DigitalSummit at Hyderabad comes to an end. Lots of valuable insights from some of the finest #digital folks! =)

Berges Bana @BergesBana 31 Aug
 The journey has only started. The #digitalsummit 2013 has given a great insight into the way the future is shaping up. Look forward to 2014.

RJV MAA @RJV4U 31 Aug
 End of the #DigitalSummit...Interesting and Interactive...Hopefully will catch up next year.. @ISBdigisummit pic.twitter.com/AMMVRHMUAo

Shantanu Sinha @sinhashantanu 30 Aug
 #digitalsummit was trending nationwide this mrgng...well done @ISBedu @LifeAtISB

kanupriyasindhu @kanupriyasindhu 1 Sep
 A big shoutout to @ISBdigisummit. After long, an event that was well planned & well executed. Loved #digitalsummit & look forward to next yr.

Akash Joshi @AkashJoshiS 30 Aug
 @ISBdigisummit , one of the best summit i have ever attended #digitalsummit

SPONSORSHIPS

We have a range of sponsorship packages designed to suit your needs. Sponsors benefit from high-profile brand visibility and interaction as well as targeted networking with current and prospective clients. Limited sponsorship opportunities are available and are customizable to meet your marketing objectives.

If you are interested in hosting a sponsored event, getting brand exposure, promoting your technology or exhibiting your product, contact us at isbdigitalsummit@jigserv.com

Why Sponsor:

- Acknowledgement as partner across all media elements viz. Summit website, e-mailers, event guide, event backdrop, standees, etc
- Special passes to attend the event
- Great networking opportunities
- Inserts in the delegate kit
- Visibility among an assortment of relevant attendees from different brands, consultancies and agencies

PAST SPONSORS AND PARTNERS



SPONSORSHIP AT A GLANCE

	Platinum	Gold	Silver
Pricing and Inclusions	₹ 10,00,000	₹ 5,00,000	₹ 3,00,000
Open Slots	1	2	4
Speaking opportunity			
Meeting room throughout Summit			
Acknowledgement between sessions & vote of thanks			
Thought-leadership interview in LTD Blog			
Access to private meeting room near the evening gala dinner			
Co-Sponsorship of the evening gala dinner (Day 1)			
Co-Sponsorship of Lunch (Day 1)			
Co-Sponsorship of Lunch (Day 2)			
Video ad between sessions (Day 1)**			
Co-Sponsorship of Welcome Reception			
Branded Signage in prominent locations			
Summit bag insert*			
Screen Ticker			
Logo on Summit Lanyard			
Logo on Summit Badge			
Logo branding on the delegate bag			
Ad in event guide**	Full Page	1/2 Page	1/2 Page
Exhibit booth and properties	10x8		
Full Summit passes	3	2	1
50% discount on additional full Summit passes (upto 5 delegates)			
30% discount on additional full Summit passes (upto 5 delegates)			
10% discount on additional full Summit passes (upto 5 delegates)			
Company logo and link on website			
Company logo on the backdrop and other banners			
Company logo on email communications			
Company logo and description in Summit guide	150 words	100 words	50 words
Pre-event promo tweets on @ISBdigisummit	5	3	2
Facebook Posts on ISB Digital Summit's FB Page	3	2	2

* To be provided by the sponsor

** Ad to be designed by sponsor to ISB Digital Summit specifications, subject to approval

Details subject to change with sufficient notice

EXHIBITORS AND ADDONS

EXHIBITOR PACKAGE:

- 10 x 8 sq. ft. Stall Space near the Conference Hall
- 2 Exhibitor passes
- 10% discount on full Summit passes
- Company logo on the website
- Company logo in the Summit guide
- Pre-event promo tweet on @ISBdigisummit
- Facebook Posts on ISB Digital Summit's FB Page

Investment: INR 50,000

Particulars subject to change with sufficient notice



ADDONS:

Customize your sponsorship with add-ons

- **SUMMIT BAG INSERT** **INR 25,000**
- **DELEGATE BADGE** **INR 25,000**
- **TWITTER WALL** **INR 25,000**
- **SCREEN TICKERS** **INR 25,000**
- **HALF PAGE AD IN THE EVENT GUIDE** **INR 20,000**

Details subject to change with sufficient notice

For more information, please contact:

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Arun Kumar, *Indian School of Business (ISB)* | E: Arun_Kumar@isb.edu | M: +91 9866003823