



COMPUTER SOCIETY OF INDIA

CSI 2017

52<sup>nd</sup> ANNUAL CONVENTION

Host : Kolkata Chapter

19 to 21 JANUARY 2018

SCIENCE CITY, KOLKATA

CONVENTION THEME :

**Social Transformation-Digital Way**



*Computer Society of India, Kolkata Chapter*

*5 Lala Lajpat Rai Sarani (Elgin Road),*

*4<sup>th</sup> Floor, Kolkata - 700 020*

*☎: 91 33 40065439, 2281 4458,*

*e-mail : csi2017kolkata@gmail.com, csical@gmail.com, Website:www.csi2017.in*

**Sponsorship / Advertising & Exhibition Opportunities**



Dear Sir/Madam,

**Greetings from the Computer Society of India Annual Convention 2017 (CSI 2017) Committee.**

CSI is the largest association of IT Professionals in India with a membership strength of over 100,000 in 73 chapters and 500 Student Branches all over the country. The purposes of the Society are scientific and educational - directed towards the advancement of the theory and practice of computer science and IT. CSI was founded in the year 1965 and during all these years the Society has implemented many pioneering initiatives in promoting Information Technology, Computer Education and Research throughout the country.

CSI is holding its 52<sup>nd</sup> Annual Convention (CSI-2017) in Kolkata from 19 to 21 January 2018 in conjunction with an International Conference with the theme "SOCIAL TRANSFORMATION - DIGITAL WAY". It is expected that more than 1000 IT Professionals and Students from all over India and abroad will participate. The theme holds greater significance in the context of the current trend in the field of information technology to transform the social fabric of the society. Given this context, the deliberations of CSI 2017 will be watched keenly by the industry experts and academic fraternity and will give important inputs to the Government & Policy Makers to visualize the future of Digital India. Like previous conventions, the event "CSI-Nihilent eGovernance Awards" will attract many participants from all over the country.

Each Annual Convention in Kolkata is preceded by a Tutorial, popularly known as '**Pre-Convention Tutorial**'. The Tutorial will be held at University of Calcutta (Technology Campus) on 18 January 2018. The Tutorial is generally organized for the young learners of the upcoming subjects, woven around science and technology. Besides, the convention will comprise business sessions, plenary sessions, invited lectures by eminent speakers of national and international repute, panel discussions and session papers.

The galaxy of speakers who have confirmed their participation includes some of the Who's Who of the Industry. Distinguished Speakers from India, Asia, South East Pacific Region, Europe & USA will attend the conference to give an international flavour. The sessions will be enriched by their presence and also attract significant visibility for the event.

We invite you to be a part of this convention, by being a sponsor, and to interact closely with the experts and delegates. Being a national event with an international character, it will attract a lot of coverage in Print and Electronic Media - that too at a national level. The Exhibitions in the convention will bring together computer manufacturers, Software/Internet companies, ISPs, telecommunication majors, training institutes, multimedia solutions providers among others. We are sure your brand will derive excellent benefit from these interactions. As a sponsor, you will reap rich dividends as your products & services will be targeted to the right audience.

You can be a Platinum, Gold, Silver, Knowledge, Academic, Cultural & Exhibition sponsor. Tariff and benefit details of various categories are attached. Opportunities also exist as Advertiser, Academic or Knowledge Partner.

We hope you will take part in a big way and enrich the convention. You are invited to INVEST, INTERACT AND BENEFIT. Please do visit [www.csi2017.in](http://www.csi2017.in) for more details.

Thanking you,

Yours sincerely,

**Dr Phalguni Mukherjee** Chair - Organizing Committee. CSI 2017

# Investing in CSI 2017 Makes Business Sense

## REACH

Instant reach to 100000+ professionals - Your brand gets instant visibility and reach to all the members of CSI.

## VISIBILITY

National Visibility - with 73 chapters and 500 student branches, CSI has one of the widest networks of IT professionals. As a sponsor all communications will carry your branding, thus reaching every corner of the country.

The Organising Committee is carrying full page advertisements in CSI Communication with a circulation of over 20000 copies. Logos of main sponsors will be carried in these advertisements.

Sponsors will get the benefit to observe the event on the Website and App. These will be viewed by over 30000+ professionals across the country over the months preceding the event and afterwards.

Kolkata also known as the *City of Joy* is considered to be the place where the best brains are available in IT & Computer Science. The growth both in terms of Manpower & Infrastructure is phenomenal. It is a nerve centre of IT in the East and the hub for IT intellectuals in India. The convention provides you an opportunity to interact with the professionals and business houses of this city and gain a foothold for

your expansion plans in the coming days.

100+ Engineering Colleges & Management Institutes, IIT, IEST, NIT, IISER, Colleges and the Central, State and Private Universities make West Bengal one of the biggest educational hubs of the country. Sponsors get an opportunity to interact with the student population and to showcase their brand & identify the right resources for recruitment.

A special multicolour souvenir will be published as a part of the event. All sponsors will get visibility in terms of advertisement space on the souvenir including back cover, inner cover pages and full page ads (ad-space is subject to quantum of sponsorship)

Connect face to face with 750+ professionals representing some of the top corporate in the country. Your representatives can get the opportunity to speak to them personally and promote your brand during all the 3 days.

## PRIDE

Pride of being associated with the Premier Convention of IT professionals - CSI is one of the most respected societies for IT professionals. Hence the event carries a lot of prestige. As a sponsor, you will gain from the goodwill of Computer Society of India.

# BRIDGING THE SOCIAL TRANSFORMATION

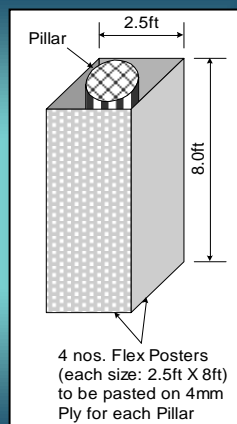
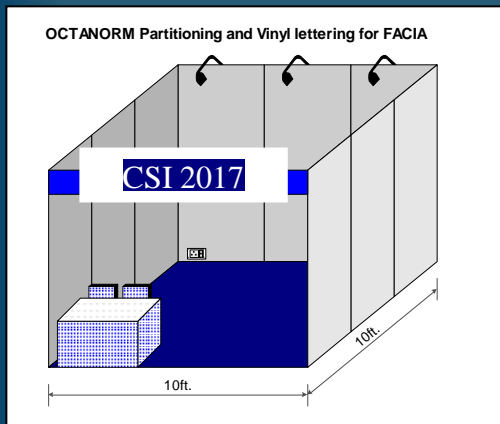
## “SOCIAL TRANSFORMATION-DIGITAL WAY”

An International Conference on the aforesaid theme is being organised during 19-21 January 2018 at Science City, Kolkata. The articles for the International Conference should be within 15 pages in the Springer CCIS one-column format. All submissions are subject to screening for plagiarism by iThenticate®. Double blind review system will be followed and each paper will be reviewed by at least three reviewers. Formatting style is available in <http://www.springer.com/computer/lncs?SGWID=0-164-6-793341-0>. Each paper should be registered separately with at least one full registration fee. Papers only by student author(s) are eligible for student registrations (proof needed). Research scholars will not get the benefit of student registration. **For submission of papers: please visit the Link: <http://www.wikicfp.com/cfp/servlet/event.showcfp?eventid=66231>**

## Participation for Exhibition

The entire IT and electronics community including students will be present. The focus in the exposition and the accompanying seminars will be on the contemporary works on the entire range of subjects dealing with the Information Technology. National and International representations will be the heart of the meet. CSI 2017 has full support of most of the IT companies, Industry, State and Central Governments.

- ▶ Showcase of products, services, technology capabilities of Multimedia & IT.
- ▶ Global technologies, world trends, economic realities in true perspective, market moods and vibrancy.
- ▶ Buyer-seller interactions, relationship building, partnership set-ups, mutual alliances.
- ▶ Hands-on demo, Games, eGovernance initiatives/services, display of products, equipment, systems, components
- ▶ Announcing new products, software, processes, projects, innovations



## Proposed Facilities and Amenities for Stall:

1. Octanorm Systems with Carpetting
2. Telephone & Internet Connection (Optional)
3. Fire Fighting facilities, First Aid and Medical assistances
4. Stall Size: 2M/3M X 2M/3M covered with 2.5M high partitions
5. Facia Panel (16" High) with name of the participating organization (by 4" Vinyl letter - Blue/Red Colour)
6. One Table, 2 Spot Lights and two Chairs for each Stall.
7. One 230VAC, 50Hz, 5A Plug Point with 1KW Capacity backed up by On-line UPS in each Stall, Air-Conditioning and 24 Hours Security

## Advertiser in event souvenir

CSI 2017 intends to publish a 100 page souvenir during the convention. The multi-color glossy souvenir will contain event profile, speaker profiles, synopsis of all talks and some Special articles on relevant topics of interest by Guest authors. You can advertise in this Souvenir to enhance your brand visibility. The souvenir will be part of the delegate kit.

Advertisements will be limited to 25 pages.  
All designs and layouts have to be given by advertisers.

☞ Full page advertisement -	Rs 10000/-
☞ Half page advertisement -	Rs 6500/-
☞ Quarter Page advertisement -	Rs 4500/-
☞ Full page colour advertisement -	Rs.15000/-
☞ Back page advertisement -	Rs. 25000/-
☞ Back inside advertisement -	Rs. 20000/-
☞ Front inside advertisement -	Rs. 20000/-

## Platinum Sponsor

- ☞ 2 Stalls (each 3m x 3m)
- ☞ Large Logo at the top of side drop
- ☞ Inner Cover full page advt. in souvenir
- ☞ Presentation 30 minutes
- ☞ 10 Delegates Free

**Sponsorship Amount: Rs. 15.00 Lakhs**

## Gold Sponsor

- ☞ 2 Stalls (each 2m x 2m)
- ☞ Medium size logo in the middle of the side drop
- ☞ Full page advt. in souvenir
- ☞ Presentation 25 minutes
- ☞ 7 Delegates Free

**Sponsorship Amount: Rs. 10.00 Lakhs**

## Silver Sponsor

- ☞ 1 Stall (2m x 2m)
- ☞ Small size logo at the bottom of the side drop
- ☞ Half page advt. in souvenir
- ☞ Presentation 20 minutes
- ☞ 5 Delegates Free

**Sponsorship Amount: Rs. 5.00 Lakhs**

## Other Sponsorship Avenues

<b>Knowledge Partner</b>	<ul style="list-style-type: none"> <li>• 1 Stall (2m x 2m)</li> <li>• Full page advertisement in the souvenir.</li> <li>• 3 Delegates Free</li> </ul> <p><b>Sponsorship Amount: Rs. 2.50 Lakh</b></p>
<b>Conference Kit</b>	<ul style="list-style-type: none"> <li>• 1 Stall (2m x 2m)</li> <li>• Full page advertisement in the souvenir.</li> <li>• 3 Delegates Free</li> </ul> <p><b>Sponsorship Amount: Rs. 2.00 Lakh</b></p>
<b>Conference Dinner</b>	<ul style="list-style-type: none"> <li>• 1 Stall (2m x 2m)</li> <li>• Full page advertisement in the souvenir.</li> <li>• 3 Delegates Free</li> </ul> <p><b>Sponsorship Amount: Rs. 2.00 Lakh</b></p>
<b>Academic Partner</b>	<ul style="list-style-type: none"> <li>• 1 Stall (2m x 2m)</li> <li>• Half page advertisement in the souvenir.</li> <li>• 2 Delegates Free</li> </ul> <p><b>Sponsorship Amount: Rs. 1.00 Lakh</b></p>
<b>Cultural Program</b>	<ul style="list-style-type: none"> <li>• 1 Stall (2m x 2m)</li> <li>• Half page advertisement in the souvenir.</li> <li>• 2 Delegates Free</li> </ul> <p><b>Sponsorship Amount: Rs. 1.00 Lakh</b></p>
<b>STALL</b>	<ul style="list-style-type: none"> <li>• 1 Stall (2m x 2m)</li> <li>• Quarter page advertisement in the souvenir.</li> <li>• 2 Delegates Free</li> </ul> <p><b>Sponsorship Amount: Rs.0.50 Lakh</b></p>

**For reservation of Stall/Space in the Exhibition, please contact:**

**P. Mukherjee, OC Chair**  
Mobile : 9433477369  
email: phalguni.mukherjee@gmail.com

**J K Mandal, PC Chair**  
Mobile: 9434352214  
email: jkm.cse@gmail.com

**S Daspal, EC Chair**  
Mobile: 9830333781  
email: sibdaspal@gmail.com

**A Rao, FC Chair**  
Mobile:9830058313  
email: alka.rao@alvarisys.com

## Payment and other Details:

Payment to be made by Cheque/Draft in favour of "CSI ANNUAL CONVENTION" payable at Mumbai.

For RTGS/NEFT : State Bank of India, Andheri East; Account Number : 34242332507, IFS Code : SBIN0007074  
PAN : AAATC1710F, GSTIN : 27AAATC1710F1ZC



# COMPUTER SOCIETY OF INDIA

52<sup>nd</sup> ANNUAL CONVENTION (CSI 2017)

Host: CSI Kolkata Chapter

Theme: Social Transformation - Digital Way

19 to 21 January, 2018 • Science City, Kolkata



## SPONSORSHIP FORM

Organisation Name:																				

Name of contact																				
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Designation																				
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Mailing Address																				

Telephone Number																				
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E-mail ID																				
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Website																				
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We wish to sponsor the CSI 2017 Annual Convention to be held at Science City, Kolkata, India on the 19 to 21 January, 2018.

Sponsorship level: \_\_\_\_\_ (Please refer to enclosed chart)

Valued at: Rs. \_\_\_\_\_ (please add GST as applicable)

Please confirm below by signing this form that you have read and agree to the following terms and conditions.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

(Please put organisation logo)

Thank you for supporting our Conference!

**Dr Phalguni Mukherjee**

Organising Chair, CSI 2017

Please mail this form to:

**CSI 2017 Secretariat:** Computer Society of India, Kolkata Chapter, 5 Lala Lajpat Rai Sarani (Elgin Road), 4<sup>th</sup> Floor, Kolkata - 700 020

☎: 91 33 4006 5439 / 2281 4458, e-mail : [csical@gmail.com](mailto:csical@gmail.com) / [csi2017kolkata@gmail.com](mailto:csi2017kolkata@gmail.com), [Website:www.csi2017.in](http://www.csi2017.in)

## Terms and Conditions

- I. Sponsor applications are limited and processed on a "first come first served" basis and the Organiser retains the right to reject any application that it finds inappropriate.
- II. Sponsors cannot provide the names of competitors whom they do not want to also sponsor the conference.
- III. All sponsorship must be paid in advance along with the submission of the sponsorship form. Sponsorship is not confirmed until payment has been received.
- IV. The sponsorship fee does not include a free conference place unless specifically stated as a sponsor benefit. Where free registration is offered the sponsor must provide a named delegate.
- V. Sponsors may not sublet, assign or apportion any part of the item(s) sponsored nor represent, advertise or distribute literature or materials for the products and services of any other firm or organisation.
- VI. The Organiser is not liable for the damage or loss to the sponsors' properties by fire, theft, accident or any other cause.
- VII. Any losses incurred / accrued by the Organiser due to damage (s) caused by a Sponsor will be passed on to the Sponsor.
- VIII. In order to reduce costs the Organiser may limit the number of colours used to print the Sponsor's logos.
- IX. Sponsors who are to provide logos for the inclusion on printed materials must do so before the deadline specified by the Organiser in email communication. The Organiser is in no way responsible if printing deadlines are missed due to late supply of logos.
- X. Sponsors providing stationery items or literature must also do so by the deadline specified for the Organiser. The Organiser is in no way responsible for these items not being included in the conference due to their late supply.
- XI. The Organiser cannot guarantee the number of delegates attending the conference, therefore no refund, whole or partial, can be given if numbers are not as high as expected. However, a refund will be available in the unlikely event that the conference is cancelled.