



Abhikalpana

National Design Innovation Conference
26th & 27th June 2012

Sponsorship Brochure

Design Degree Show 2012, IDC-IIT Bombay



Cover Page Photo

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Brochure Design

DDS 2012 publication team

Industrial Design Centre

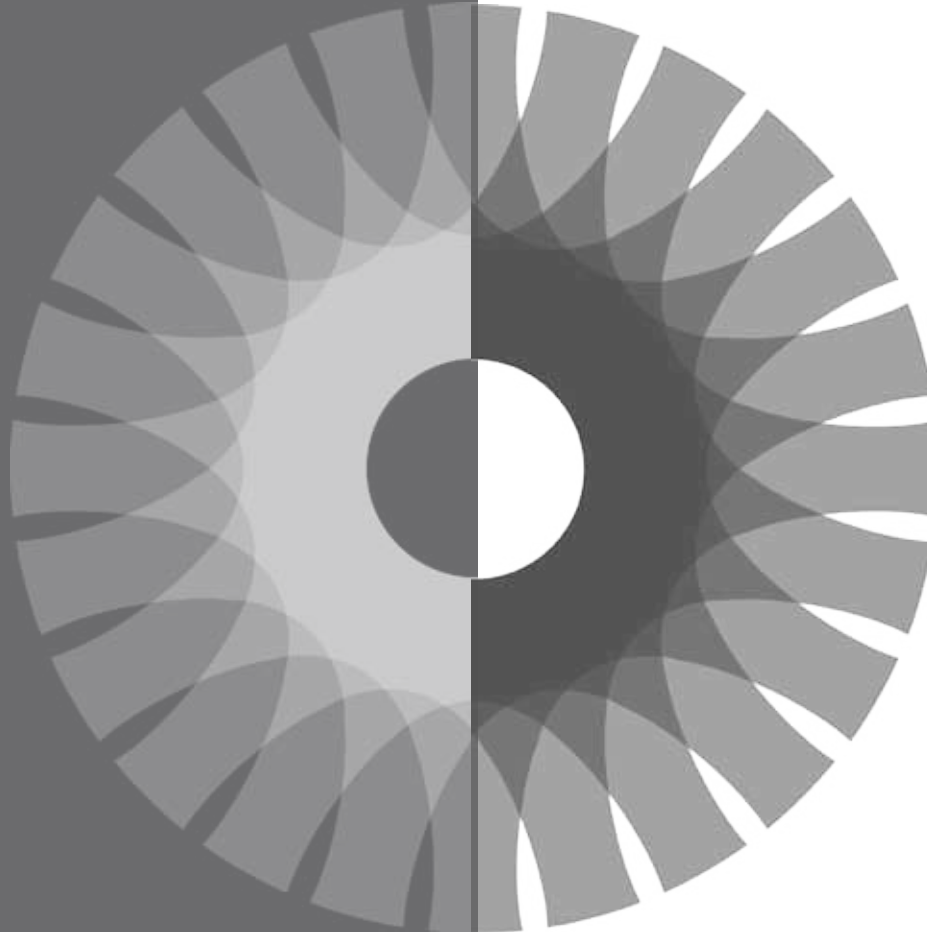
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Abhikalpana 26th & 27th June

A National Design Innovation Conference

IDC will play host to **Abhikalpana - National Design Innovation Conference**, proposed by Shri Sam Pitroda (Chairman, National Knowledge Commission, Government of India).

The conference will look at innovation as a process driven by a gamut of disciplines including management, engineering and design. It will address the need to focus on innovation as an essential factor for progress of the country.

This will be achieved by using the conference as a platform to not only present projects done in various fields but also to talk about the untapped potential and discuss processes for need based innovation.

This year we will focus on six major areas including innovations in Collaborative Environments, Emerging Economies, Healthcare, Transportation, Education and Design Pedagogy. The conference will showcase case studies by eminent experts from government, industry and academia as well as student projects.



Abhikalpana

- Collaborative Environments
- Design Pedagogy
- Education
- Emerging Economies
- Healthcare
- Transportation



IDC Disciplines

Industrial Design

Visual Communication

Animation Design

Interaction Design

Mobility and Vehicle Design

Industrial Design Centre

Established in 1958, IIT Bombay today is recognized worldwide as a leader in the field of engineering and research. Harboring a population of over 10,000 people including students, faculty and general staff, it is reputed internationally for its quality of teaching and outstanding calibre of the students from its graduate and post graduate programs.

Within its lush green premises, the Industrial Design Centre was established in 1979, with a post graduate course in Industrial Design. With the addition of Visual Communication, Animation Design, Interaction Design and most recently, Mobility and Vehicular Design streams, and an intensive PhD program, it is the creative zone of the campus.

IDC alumni have won many accolades over the years and have been recognized as thought leaders in various aspects of design, the most recent being Mr. Uday Kumar, a PhD candidate, who created the rupee symbol.



Program Highlights

- + Abhikalpana, National Design Innovation Conference
- + Exhibition of Student Projects
- + Student Project Presentations
- + IDC Animation and Film Screenings
- + Alumni Meet

As an effective platform for new ideas and fruitful collaborations, we at Team DDS believe this offers our partners an excellent opportunity to reach out and communicate with a larger audience. We sincerely believe that your company will be well-represented in DDS 2012, and hope that you will decide to partner with us.

For more information, please feel free to contact us, and our team will get back to you.

Thank you very much for considering a partnership with Design Degree Show, IDC, IIT Bombay.



Design Degree Show

Design Degree Show (DDS) is an annual event where graduating students of the Industrial Design Centre (IDC) at IIT Bombay showcase their work. Held at the grand premises of the Nehru Centre, Mumbai, it attracts a large viewership of industry experts, design professionals and the general public alike, every year.

Aimed at creating design awareness in society and simultaneously offer a platform for people to meet and interact. The event unfolds through a fine selection of programs. DDS 2012 will showcase design solutions of graduating students from the streams of Industrial Design, Visual Communication, Interaction Design, Animation Design and Mobility & Vehicle Design. It also showcases the research work done by our PhD students.



IDCDDS2012



Abhikalpana

National Design Innovation Conference
at VMCC, IIT Bombay

DDS 2012

Students Exhibition | 26th & 27th June
at Nehru Centre, Dr. Annie Besant Road, Worli, Mumbai - 400018

Modern in design and furnished with world-class facilities and amenities, Nehru Centre is highly sought after as a host for many high-profile exhibitions of both national and international stature. Initiated for the betterment of Science and Technology, it also houses a Culture Wing and an Art Gallery, the venue for our Design Degree Show year after year.

How you can contribute:

Our partners can opt for the role of either a **Lead** or a **Part Sponsor** of the event. The estimated budget of every category is as mentioned below and the benefits of each sponsor are given in detail further:

- + **Platinum Sponsor** ₹5,00,000/-
- + **Gold Sponsor** ₹3,00,000/-
- + **Silver Sponsor** ₹1,00,000/-
- + **Bronze Sponsor** ₹50,000/-

Sponsorship Options

Platinum Sponsor Benefits

₹ 5,00,000/-

- + Exhibition space of size **18 sq mtr.** at IDC, IIT Bombay.
9 sq mtr. at Nehru Centre
- + 4 panels at Nehru Centre of size **2'x 6'** solely for the sponsor in exhibition area
- + Double page spread colour page advertisement in DDS 2012 yearbook
- + Logo on web site, posters and other promotional material
- + Advertisements outside conference hall during the break
- + Mention in Conference kit
- + 12 seats for Innovation Conference

Gold Sponsor Benefits

₹ 3,00,000/-

- + Exhibition space of size **9 sq mtr.** at IDC, IIT Bombay.
6 sq mtr. at Nehru Centre
- + 2 panels at Nehru Centre of size **2'x 6'** solely for the sponsor in exhibition area
- + Single page colour page of size **8"x 8"** advertisement in DDS 2012 yearbook
- + Logo on web site, posters and other promotional material
- + Advertisements outside conference hall during the break
- + Mention in Conference kit
- + 6 seats for Innovation conference



Maximum number of Platinum sponsors is 2 and Gold sponsors is 4.



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Silver Sponsor Benefits

₹ 1,00,000/-

- + 2 banner space **2'x6'** at Nehru Centre and IDC, IIT Bombay
- + 1 panel at Nehru Centre of size **2'x6'** solely for the sponsor in exhibition area
- + Mention in DDS 2012 yearbook in the list of sponsors
- + Logo on website & posters
- + Mention in Conference kit
- + 4 seats for Innovation Conference

Bronze Sponsor Benefits

₹ 50,000/-

- + 1 banner space **2'x6'** at Nehru Centre and IDC, IIT Bombay
- + 1 panel at Nehru Centre of size **2'x6'** solely for the sponsor in exhibition area
- + Mention in DDS 2012 yearbook in the list of sponsors
- + Logo on website & Posters
- + Mention in Conference kit
- + 2 seats for Innovation Conference

Sponsors in Kind

- + Print sponsor
- + Merchandising sponsor
- + Hospitality sponsor & others

The Demand Draft should be in favour of
"The Registrar, IIT Bombay" payable at Mumbai.



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