

# BCI INDIA CONFERENCE SPONSORSHIP BROCHURE



TAJ VIVANTA HOTEL, MG ROAD, BENGALURU.

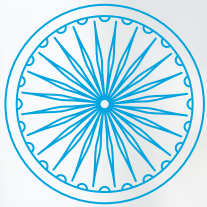


8TH SEPTEMBER 2017



**bc**  
**INDIA**  
**CHAPTER**





**THE BCI IS EXTREMELY PROUD TO ANNOUNCE  
THE FIRST BCI INDIA CONFERENCE IN  
BENGALURU, ON 8TH SEPTEMBER 2017.**

The one-day programme will examine core business continuity and resilience in an Indian context. This will enable new and experienced practitioners to share ideas and learn about the latest trends. The program will use a combination of case study presentations, interactive sessions and plenary addresses delivered by industry experts and innovative thought leaders.

Drawing on the expertise of the world's leading Institute for business continuity and resilience professionals, delegates will explore global challenges considering regional solutions.

The conference is a fantastic opportunity to reinforce your brand in the region, while proudly aligning your organization with the Business Continuity Institute.

Attendees will be business continuity and resilience professionals from across India and from a variety of industries, including IT, Risk, Banking, Consultancy and Technology.





## SPONSORSHIP LEVELS

### EXCLUSIVE HEADLINE SPONSOR

(Only one package available): ₹430000 + taxes

This is a key opportunity to make your mark on the conference, as there is only one of these packages available.

This sponsorship level will offer prominence in your logo and branding at the conference and in all pre and post event marketing. It also includes 4 conference & awards dinner tickets

### HEADLINE SPONSOR BOOSTER PACK

(only available to Headline Sponsor) ₹170500 + taxes

This package can be added onto the Headline Sponsor Package to provide an even higher level of engagement for your organization.

This includes the opportunity for a five-minute welcome speech at the opening of the conference, co-branding on delegate packs and the opportunity to have a marketing stand to promote your organization. This is the only opportunity like this at the event!

### GOLD:

₹300000 + taxes

A great option for organizations wishing to highlight their brand within the region and beyond. This package includes great brand coverage in web, email and print and includes acknowledgement of sponsorship in the BCI e-News which has coverage far beyond India.

This option includes 2 conference & awards dinner tickets.

### SILVER:

₹100000 + taxes

This is an excellent sponsorship for organizations who want to demonstrate to business continuity professionals in the region that they are associated with the Business Continuity Institute's activities.

This option includes 1 conference & awards dinner ticket.

PLEASE CONTACT [EVENTS@THEBCI.ORG](mailto:EVENTS@THEBCI.ORG)  
FOR MORE INFORMATION



## SPONSOR BENEFITS

	HEADLINE	GOLD	SILVER
<b>BEFORE THE EVENT</b>			
Post announcing sponsorship level in the BCI newsroom with link to a preferred URL	✓	-	-
Acknowledgement as Headline Sponsor in prominent position on event website landing page with link to sponsor's website	✓	-	-
Full page advert in conference guide, (advert to be provided to BCI in A4 PDF format, Portrait style)	✓	-	-
Quarter page advert in conference guide, (advert to be provided to BCI in PDF format, Portrait style)	✓	✓	-
Display of sponsor's logo on Joining Instructions and post-event communications to delegates and marketing base	✓	✓	-
Mention in the BCI eNews announcing sponsorship level (sent to c.10,000 people)	✓	✓	✓
Logo on all email marketing campaigns where the conference is promoted	✓	✓	✓
Logo on BCI India Conference website with a link to a nominated URL	✓	✓	✓
Sponsorship announcement on social media sites including Facebook, LinkedIn and Twitter with link to a preferred URL	✓	✓	✓
Conference passes included	4	2	1

<b>DURING THE EVENT</b>			
Welcome speech at conference opening ceremony	With booster package	-	-
Small marketing stand space only (sponsor to bring stand)	With booster package	-	-
Guarantee that advert will be placed on inside front cover or back cover of conference guide	With booster package	-	-
Co branding on delegate badges and folders	With booster package	-	-
Acknowledgement as Headline Sponsor, with logo to be displayed prominently around the conference and on the plenary screen at welcome and closing ceremony	✓	-	-
Logo included in printed conference material	✓	✓	✓
Acknowledgement during conference plenary sessions	✓	✓	✓
Insert in conference delegate packs (to be provided by sponsor and delivered to the hotel)	1 brochure up to 20 pages	Up to 2 A4 double sided page	1 A4 double sided page

<b>AFTER THE EVENT</b>			
Access to delegate lists to include names, job titles, location and Organization	✓	✓	✓
Access to photographs from the event	✓	✓	✓
Thank you acknowledgement in BCI e-News	✓	✓	-



## THE BCI INDIA AWARDS 2017

THE BCI INDIA AWARDS ARE PART OF THE GLOBAL AWARDS PROGRAMME. WINNERS FROM THE INDIA AWARDS WILL BE ENTERED INTO THE GLOBAL AWARDS, TO BE ANNOUNCED IN LONDON IN NOVEMBER.

The BCI India Awards Dinner will be held on the evening of 8th September, following the conference. It promises to be an excellent evening, celebrating the successes of all those shortlisted for an award. It is a fantastic opportunity to network, to see and be seen!

### SPONSOR THE BCI INDIA AWARDS DINNER

(Only one package available): ₹100000 + taxes

Show your commitment to encouraging continuous improvement and celebrating success, but sponsoring the prestigious BCI India awards!

Get in early and sponsor this event before May, when we open the nominations for the awards and your logo with linked URL can be on all the marketing emails about the BCI India Awards.

#### PRE-EVENT

- Announcement of sponsorship through all BCI India Awards marketing and invitations to nominate
- Announcement of sponsorship through all BCI India Awards social media
- Your logo on BCI Awards website and on the BCI India Conference website
- Your logo included in any PR or BCI communications announcing the category shortlist
- A dedicated congratulations e-mail sent to the short list on behalf of the sponsor

#### DURING EVENT

- Your logo will be displayed to great effect at the awards dinner
- Opportunity for someone from your organization to make an opening speech of welcome
- Your organization name engraved on the awards trophies
- Four tickets to the BCI India Awards dinner

#### POST EVENT

- Access to the list of attendees, to include names, titles, organizations and locations.
- full access to photographs from the event
- Your organization URL and social media hashtags will feature in the BCI's social media posting congratulating the winners
- Your organization's logo and URL on the BCI Awards Website winners gallery

TO BOOK ANY OF THESE FANTASTIC PACKAGES, PLEASE COMPLETE THE BOOKING FORM AND RETURN IT TO [EVENTS@THEBCI.ORG](mailto:EVENTS@THEBCI.ORG)