

Information for Sponsors – HiPC 2012

Important Contact Information (details described later in this document for each item):

For:	Contact:
Conference venue	Ms. SUNITA ISRANI Attn: HiPC 2012 Le Méridien Pune Raja Bahadur Mill Road Pune, Maharashtra, 411001, India Phone: +91-20-26050505 E-Mail: banquets.pune@lemeridien.com
Sponsorship and benefits	Kalyana Chadalavada kalyana@hipc.org or your HiPC POC
Finance, invoice, payment	US Dollars: Ajay Gupta intlfinancechair@hipc.org Indian Rs: Venugopalan Nair indiafinancechair@hipc.org
Shipping sponsorship material	Ship to: Ms. Sunita Israni(address above) and copy email to: Santosh Daivajna santoshdaivajna@gmail.com Kalyana Chadalavada kalyana@hipc.org
Sponsor logo on HiPC website	Animesh Pathak animesh@hipc.org
Industry exhibition & Conference banner logos	Kalyana Chadalavada kalyana@hipc.org
Sponsor feedback session	Manisha Gajbe manisha@hipc.org
Registration (Sponsorship benefits)	Sally J Westrom regchair@hipc.org Jyothsna Kasturirengan

Important Dates:

Information:	Due Date:
Shipping sponsorship materials to the conference venue	Ensure delivery on or after Dec 16 th Deliveries before Dec 16 th will be rejected
Logos and information for sponsorship website	Review http://hipc.org/hipc2012/sponsors.php
Logos for conference banner and related items	Nov 20 th
Industry Exhibition booth space confirmation	Nov 20 th
Industry Exhibition booth space selection	Dec 10 th
Invoicing & Payment	Immediately
Sponsorship related registration details	Nov 20 th
Sponsor feedback lunch session	Dec 20 th , Venue: TBD

Detailed information follows.

Sponsorship Information, Sponsorship Options and General Questions:

Email: Kalyana Chadalavada kalyana@hipc.org or your HiPC point of contact

1. A maximum of 4 sheets of double sided A4 size can be included as part of the registration kit.
2. Additional information material can be left on a desk / your booth for attendees to pick up.

Sponsorship Materials: All material must reach the conference venue, Le Méridien Pune, no sooner than Dec. 16th. This includes information that needs to be included with the registration package and any material you want to distribute to the attendees. Any material delivered earlier than Dec 16th is **not guaranteed** to be either safe guarded or set aside for the conference. Neither HiPC nor the hotel will be able to take responsibility for such material. Please ensure that the materials are clearly marked for HiPC.

Send all the materials in support of your sponsorship directly to Ms.Sunita Israni; please mark a copy of ALL related emails (including confirmation/tracking of the shipment) to the following:

Contact for further clarifications:

Santosh Daivajna santoshdaivajna@gmail.com
Kalyana Chadalavada kalyana@hipc.org

We are expecting ~400 registrations this year. Plan copies of your marketing material accordingly. Only the materials reaching the venue by the afternoon of Dec 17th can be included in the registration kits.

Sponsor logo on HiPC website: If you are a sponsor, your logo should already be on the HiPC web site at <http://hipc.org/hipc2012/sponsors.php> and <http://hipc.org/hipc2012/exhibits.php>. If your logo is missing or your sponsorship category is incorrect, please contact the following immediately for corrective action:

Animesh Pathak: animesh@hipc.org
Copy kalyana@hipc.org

Industry Exhibition - Booth size: All booth sizes will be 3m x 2m x 8 ft. A booth frame with basic furniture (facial, 1 table, 2 chairs, 1 light and 1 power strip) will be provided. The booths will be ready by the night of **Dec. 18th** and will need to be removed by evening of the **Dec. 20th**. You must contact an external event coordinator or the venue directly for other amenities not listed above, like additional power, equipment or additional furniture. The exhibition floor layout is provided below for your reference. For any further information, please contact

Kalyana Chadalavada: kalyana@hipc.org
Copy santoshdaivajna@gmail.com

Sponsors Plenary Session: A two and half hour (2h 30 m) plenary session is scheduled for Dec 19, 10:30 AM to 1:00 PM. Sponsor levels gold and above are given a speaking slot with time allotted relative to their support level, as follows:

Titanium	30 minutes
Platinum	20 minutes
Gold	10 minutes

To better engage with the conference attendees, our guidance is to use this time efficiently and focus on highlighting the following:

- What your organization's goals are
- Where students and experienced professionals can meet them for hiring opportunities
- Discuss if there is interest in faculty research partnerships and if so where they can meet to discuss
- Any partnerships they want to forge
- Any product marketing.

The booth is an ideal place for these follow on discussions to happen.

If your organization is interested in availing yourself of this benefit, you should send in the slides for the talk no later than **Dec 1st** to the following:

Ramamurthy Badrinath r.badrinath@hipc.org

Conference Banner: We will use your logo, currently displayed on the HiPC web site, for printing on the conference banner. If the logo we currently have is not suitable for large-scale printing, we will contact you for a high quality logo (min 300 dpi).

Finance chairs for invoicing and payment:

For USD: Ajay Gupta ajay.gupta@wmich.edu

For INR: Venugopalan Nair - thondiyil_nair@yahoo.co.in

Please contact the above for invoicing & payment

Registration: The point of contact in your organization should provide the registration chairs with two lists of email addresses:

- Employees for full conference registration
- Invited guests for full conference registration, and
- Exhibit booth-only staff.

These email addresses will receive directly from the HiPC registration chair, a unique code to utilize on the HiPC online registration system. Each registration code will be counted against the total number of complimentary registrations provided as a part of your sponsorship benefits. Please note it is not possible to send more than one code to a single email address. The codes may not be sent out till the sponsorship dues are paid in full.

Complementary registrations vary by the sponsorship level. Please refer to the conference website <http://hipc.org/hipc2012/industry.php> for an overview of various levels of sponsorship and benefits.

We encourage you to complete the registrations by **Nov 20th**.

For any questions for clarifications regarding registrations:

Registration co-chair, Sally Jelinek: regchair@hipc.org

Visa: People who need an Indian visa have to get the letter from the conference personnel. Please refer to the conference website (<http://hipc.org/hipc2012/travel.php> - Travel Checklist) for instructions on how to get the letter.

Feedback session with the sponsors: Please come with some ideas on how we can enhance the value of the conference for both the attendees and the sponsors. Please email the following, the names of representatives who will be joining us from your organization (**a max of 2 per organization**).

This session is scheduled for **Dec. 20th**

Contacts:

Manisha Gajbe

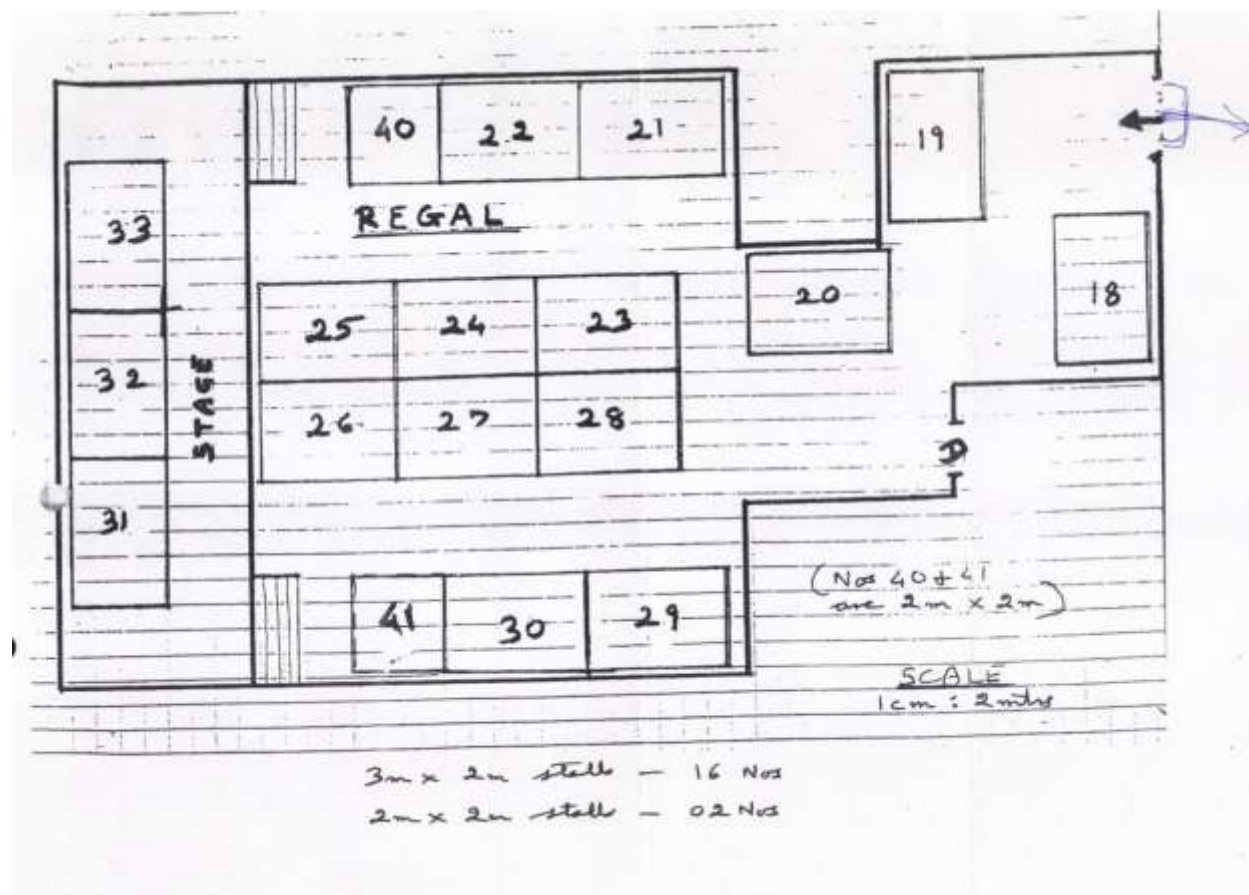
manisha@hipc.org

Copy

kalyana@hipc.org, industry@hipc.org

HiPC 2012 - Exhibition Floor Layout

Illustrated here is the floor plan for Industry Exhibition at HiPC 2012.



Booth #40 and #41 are for conference use only.

Communicate your preference of a booth location no later than **Dec 10th** to Kalyana Chadalavada. The following are provided for each booth space:

- Booth frame (ex: octonorm)
- Fascia
- One table
- Two chairs
- One power outlet
- One lamp

A reminder - you must contact an external event coordinator or the venue directly for any additional amenities like additional power, lamps, display stands, furniture, projectors etc. For your convenience, contact for a vendor familiar with the venue is provided below.

External Vendor Contact:

Rakesh Mehta

Padmavati Communications, Basement Office No 5 & 6,
Bharat Arcade Society, Opp Burger King, Next to Talwalkar Gym,
Camp, Pune : 411 001.

Ph : 020/26340496 Mob : 9822261632

Email: RAKESH MEHTA padmavati.pune@gmail.com

Birds of a feather (BoF) sessions

BoF sessions are scheduled for day 2, Dec 19, 2012 between 6:30 PM and 10:00 PM.

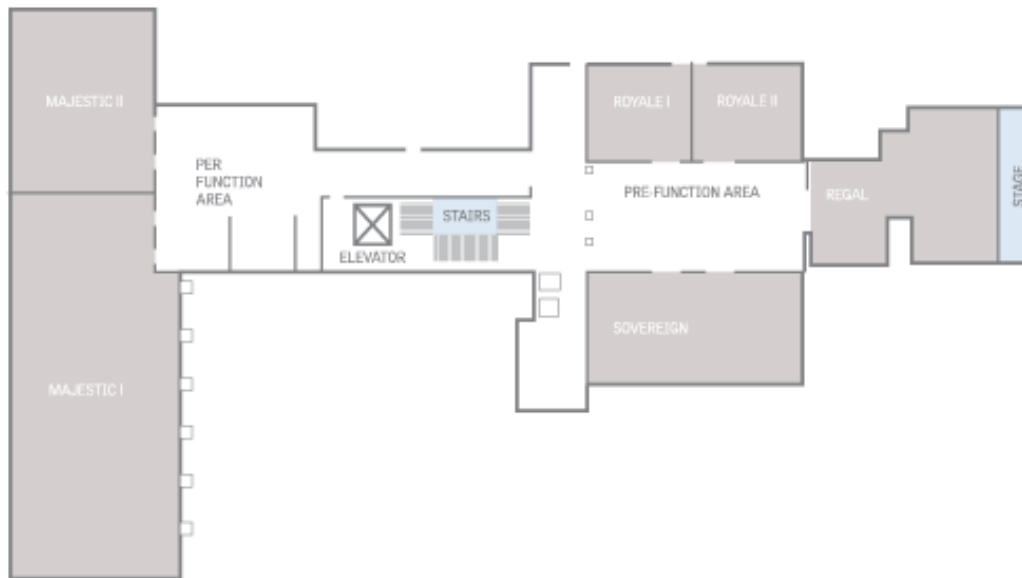
It is the entirely the responsibility of the BoF organizer to attract participation to their session.

Future versions of this document may provide additional details in this section.

Latest Updates: Latest updates and information for the sponsors (latest version of this document) can be found at HiPC sponsor web page at <http://hipc.org/sponsors.htm>

HiPC 2012 Layout

Attached here is the layout of various halls used by HiPC 2012 at the venue, Le Méridien Pune.



Venues of interest to sponsors:

Industry exhibits: **Regal** (Possibly expand to Royale I & II, Pre-Function Area as required)

Sponsors Plenary session: Majestic

Sponsors Feedback lunch: <TBD>

BoF sessions: Majestic I, II and III (Majestic split in to three rooms)