

ad:tech new delhi

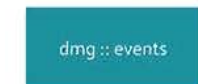
The Leela Kempinski, Ambience Island, Gurgaon, N.C.R. India
22nd - 24th Feb 2012



Your connect to the Indian marketing and digital advertising landscape

www.ad-tech.com/newdelhi

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INDIA'S BIGGEST DIGITAL MARKETING EVENT

For more than ten years, ad:tech has provided media, marketing and technology professionals with the tools and techniques they need to succeed in a changing digital world. With 10 shows in 7 countries, ad:tech's globally respected roster of speakers, workshops and exhibitors continues to make it the preferred resource and destination for digital marketers everywhere.

In India the World's No. 1 Digital Marketing, media and Advertising event made a smashing debut in April 2011 at The Leela Kempinski, Gurgaon.

An overview of ad:tech New Delhi 2011 :

- ▶ 2500+ attendees
- ▶ 7 Ground Breaking Keynotes
- ▶ 18 Insightful Panel Sessions
- ▶ 40+ Exhibitors
- ▶ 30+ Sponsors
- ▶ 150+ trade and media sites covered the event along with news channels like ET NOW and NDTV Profit.



Keynote speakers of the 2011 ad:tech New Delhi



Babs Rangaiah
VP, Global Communications Planning, Unilever



David Fischer
VP of Advertising and Global Operations, Facebook



Elisa Steele
Executive Vice President & CMO, Facebook



Rajan Anandan
MD & VP for Sales & Operations, Google India



Joshua Maa
Executive CEO, Madhouse Inc



Takayuki Hoshuyama
CEO, D2Communications Inc.

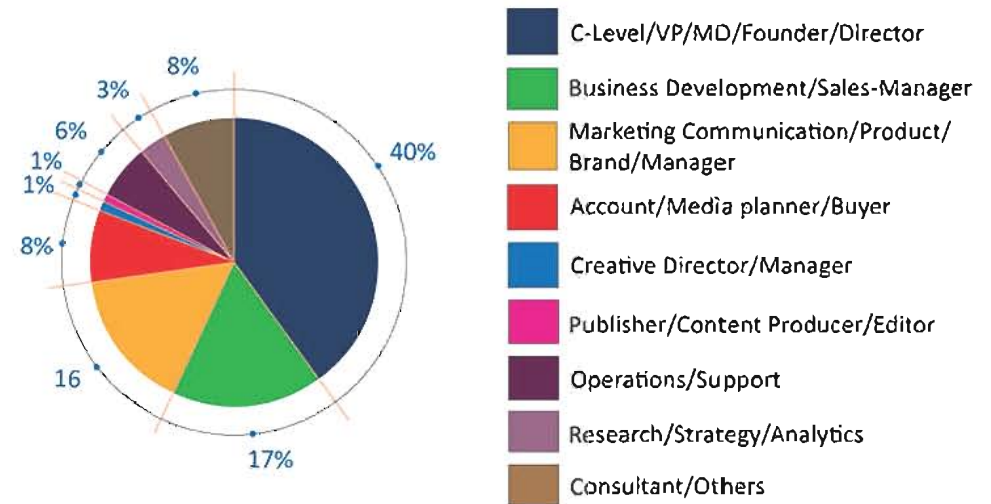


Pearl Uppal
Co Founder and CEO, Fashion and You

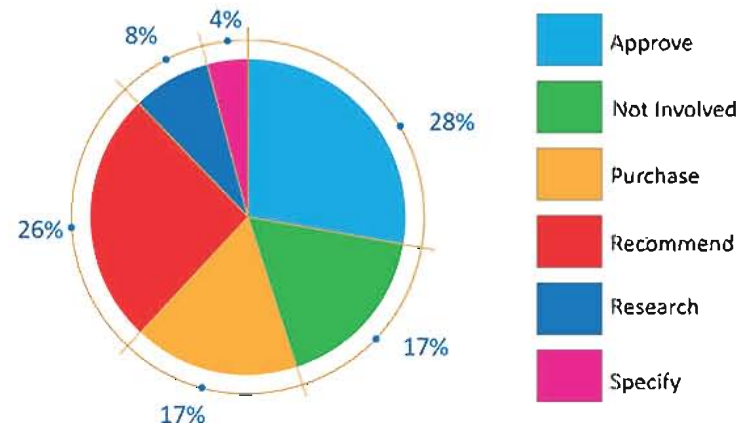


Sav Evangelou
Executive Creative Director, Digitas UK

Attendee profile of ad:tech New Delhi 2011



Attendees role in advertising purchase



“ ad:tech New Delhi went beyond my expectations. It was extremely well attended by the marketing, advertising and media fraternity, both from India and International. I feel the event was a great showcase of the power of digital marketing and advertising. Looking forward to the next one in Feb 2012. ”

Nikhil Rungta, Country Marketing Head, Google India

INDIA'S BIGGEST DIGITAL MARKETING EVENT

Companies that participated in the 2011 ad:tech New Delhi:

- TIMES INTERNET
- ESPN CricInfo
- Hewlett-Packard India
- Yahoo! India
- AOL Online India
- Dow Jones India
- Samsung India
- The Hindu
- Shiksha.com
- Nestle India
- afaqs!
- Google
- Idea
- IBIBO.com
- Draft FCB ULKA
- TCS
- BBC Worldwide
- Microsoft India
- Aircel
- Reckitt Benckiser
- Uninor
- Mahindra Holidays
- ESSAR
- Makemytrip.com
- Ad Magnet
- eBay India
- Star India
- Canon India
- Communicate2
- Ericsson
- Future Group
- Bharti Airtel Ltd
- HUL
- OMD
- HDFC
- Birla Sun Life Insurance
- Digitas India
- Lakme Lever
- Metlife India
- MasterCard
- NDTV
- naukri.com
- Microsoft Advertising
- Samsung
- GROUPEM

“ After 11 years of delivering best-in-class digital services to over 1500 clients globally, we were looking to propagate our brand. We found ad:tech Delhi a brilliant platform for the same; No doubt we intend to be a regular participant to the event! ”

Nitin Naresh, Vice President (Corporate Sales), Magnon Solutions

Advisory board 2012 ad:tech New Delhi:

- | | | |
|---|--|---|
| Mr. Alok Kejriwal
CEO and Co-Founder
Games2win | Kirthiga Reddy
Director of Online
Operations &
Head of Office
Facebook India | Ravi Kiran
Former CEO South Asia
Starcom MediaVest Group
Rishi Khiani
CEO
Times Internet Limited |
| Mr. Alok Mittal
Managing Director
Canaan India | Lakshmi Narasimhan
CEO
Web 18 | Sameer Suneja
Managing Director
Perfetti Van Melle India |
| Mr. Arun Tadanki
Managing Director
Yahoo India | Madan Sanglikar
Principal
Partner Mindshare | Sanjay Behl
CEO
Reliance DTH & IPTV |
| Avinash Kaul,
Chief Executive Officer,
Zoom Entertainment | Mr. Manish Vij
Co Founder
Quasar, Tyroo, Zoomtra | Sidharth Rao
CEO & Co-Founder
Webchutney |
| Mr. Deep Kalra
Founder & CEO
Makemytrip.com | Max Wayne Hegerman
President
Tribal DDB India | KV Sridhar aka Pops.
National Creative Director
Leo Burnett |
| Mr. Hari V Krishnan
Country Manager
LinkedIn India | Mohit Gupta
Chief Marketing Officer
MakeMyTrip.com | Subhajyoti [Subho] Ray,
President
Internet & Mobile Association of India |
| Mr. Hitesh Oberoi
MD & CEO
Infoedge (India) Ltd | Neville Taraporewalla
GM - Advertising & Online
Microsoft India Pvt. Ltd. | Sunil Lulla
CEO & Managing Director
Times Global Broadcasting |
| Karl Gomes
Co-founder
AgencyDigi | Prashant Mehta,
Chief Executive Officer
Komli Media | Vijay Shekhar Sharma
Managing Director and Founder
One97 |
| Kartik Jain
Head Marketing
ICICI Lombard | R. Balki
Chairman & CCO
Lowe Lintas (India). | Vivek Bhargava
Managing Director
Communicate 2 |
| Kiruba Shankar
CEO
Business Blogging | Ratish Nair
Co-Founder
Ad-Magnet | |



UNVEILING AD:TECH NEW DELHI 2012!

LEARN || SHARE || NETWORK || DO BUSINESS || GET UPDATED

GLOBAL THOUGHT LEADERS OF THE INDUSTRY AS
KEYNOTE SPEAKERS

BIGGEST AND HOTTEST DIGITAL MARKETING &
ADVERTISING COMPANIES ON THE EXHIBITION FLOOR

HANDS ON SPONSORED WORKSHOPS AND MARKETING
MASTER SERIES DELIVERING IMMEDIATE TAKE-AWAY VALUE

NEW START UP ZONES ON THE EXHIBITION FLOOR

PARALLEL TRACKS OF INSIGHTFUL & ACTIONABLE
INDUSTRY SPECIFIC PANEL DISCUSSIONS

NEW PRE-CONFERENCE MASTER CLASSES



David Fischer- VP of Advertising and Global Operations-Facebook, Delivering the Keynote on Day 2



Booth at ad:tech 2011 exhibition floor

OPPORTUNITIES AT AD:TECH NEW DELHI 2012!

Why sponsor/exhibit at ad:tech New Delhi?

- ▶ **Position your brand:** ad:tech is an event organised by the industry, for the industry. Place your products and solutions at the forefront of the industry by exhibiting at ad:tech.
- ▶ **Generate new leads:** Companies from India and beyond travel to attend ad:tech. Make these prospects your customers.
- ▶ **Ensure quality of prospects:** The highly targeted audience consists of the decision makers whom you want to meet.
- ▶ **Connect with existing clients:** In today's fast-paced virtual world, it's never been more important to connect in the real one. Renew and strengthen existing relationships at ad:tech.
- ▶ **Market / Launch new products:** As the must-attend event for the region, ad:tech New Delhi will generate maximum exposure for your new initiatives.

Exhibiting Opportunities What's new:

Start-up Zone: Created for start-up companies less than 3 years old with or without angel funding

Startup Booth size: 2 sqm (1X2)

All Standard booth packages are inclusive of
Booth sizes: 6 sqm (3X2) and multiples

- ▶ 1 table
- ▶ 3 spot lights
- ▶ 1 trash bin
- ▶ 3 Exhibitor Passes
- ▶ 2 chairs
- ▶ 1 plug point
- ▶ Fascia and fascia write up
- ▶ Wi-Fi / internet at minimal cost



OPPORTUNITIES AT AD:TECH NEW DELHI 2012!

Sponsorship Opportunities:

Sponsors of ad:tech New Delhi enjoy unique brand and strategic marketing opportunities. Enhance your marketing efforts by getting your new products and services in front of the right people at the right time.

Sponsorship Categories:

- ▶ Platinum
- ▶ Gold
- ▶ Silver
- ▶ Bronze

Attendee Registrations & Promotions:

- ▶ **Registration Sponsor**-High visibility as this is the first check point for all attendees to collect their badges or register themselves for the event.
- ▶ **Lanyard & Attendee Badges**-Worn by each attendee during the two day event, ensure a high recall of your brand.
- ▶ **Event Guide Ads**-Distributed to all present at the event, this guide helps attendees understand the format of the event as well as keep a track of all the sessions taking place, it provides details about the entire event right from speakers, exhibitors to sponsors and media partner details along with advertisements from sponsors. From double spread ads to bellybands, a wide variety of options available to showcase your brand.
- ▶ **Conference Bag Inserts**-Place details about your company, product or service or a goodie for all the attendees of the event, reach out to your target audience directly and effectively.

- ▶ **Notebook Sponsor**-Distributed along with the event guide and conference bag at the registration counter, the conference notebook can carry details about your company/product/solution and ensure a high recall as these are used by the delegates to take notes

Networking Host

- ▶ **Coffee Break / Lunch Break / Networking Bash Sponsor**-Open to full conference delegates only, this is the time for the attendees to unwind, interact and do business and your company's presence at this critical juncture will leave a mark on the attendees of the event.
- ▶ **Chairman's Reception Sponsor**-Held a day prior to the event, it includes ad:tech advisory board members, speakers and select exhibitors, includes branding and networking opportunities
- ▶ **VIP Lounge** - Capacity to seat 15-20 people this meeting room comes with Branding and private usage options
- ▶ **Speakers Lounge Branding**-Host to over 100 speakers, your brand logo can appear in this space.

“ad:tech New Delhi is the place where the digital world comes together. It was a fantastic experience to exhibit at ad:tech as anyone and everyone involved and interested in the online medium is present at ad:tech. It's the best way to network with the industry.”

Kedar Gavane, Director, comScore, India



OPPORTUNITIES AT AD:TECH NEW DELHI 2012!

Keynote/ Track/ Workshop Sponsorship:

- ▶ **Sponsored Workshops-** A 50 minute slot on Day 1 or Day 2 for sponsored workshop, which will be scheduled at the venue parallel to the main sessions and will be promoted on the ad:tech website, and in the EDM's prior to the event.
- ▶ **Track Sponsorship-** Acknowledgement as conference session sponsor on the backdrop and signage outside conference room and on the website. Promotional material can be distributed in the conference room during the track
- ▶ **Keynote Hall/Session Sponsor-** Logo presence as the sponsors, onsite and on event guide along with website presence.

“ad:tech New Delhi 2011 provided an excellent platform for the marketers and brands to understand the changing dynamics of connecting with their consumers through best practices and emerging models in their businesses. Our partnership with ad:tech 2011 also presented an ideal opportunity for Blyk to engage in a meaningful dialogue with leading brands and marketers from India and around the world. Most importantly, it did give Blyk a platform to introduce itself as a powerful youth medium.”

Shubhodip Pal, Country Manager- Blyk

Other Branding Opportunities:

- ▶ **Standeers-** Placed at a high traffic area (artwork and production cost to be borne by sponsor)
- ▶ **Travel sponsor-** Credits as the official Travel partner on ad:tech site, travel desk at the venue and ticketing program for the attendees through the partner site
- ▶ **Podcast-** Includes recordings of conference sessions at the event to be made available on ad:tech's website post the event
- ▶ **Mobile App/Site Sponsor-** Acknowledgment as a mobile partner, for creating an app or mobile site for ad:tech
- ▶ **Water Dispenser/Bottles/Cups-** Branding on water dispensers/Bottles/Cups to be placed in high traffic areas
- ▶ **Cyber Lounge-** Two booths to create a cyber café at the event
- ▶ **Wi-Fi Services-** Onsite wi-fi, custom login page with branding on the search network and on site signage

Contact us for further details and customized options!



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