



AUM LAI Conference 2017
Venue: HOTEL TRIDENT, NARIMAN POINT, MUMBAI (INDIA)
MARCH 11th, 12th & 13th – 2017



AUM -Lambda Alpha International

- ▶ It (LAI) is a global land economic society based out in USA, which provides a forum for the exchange of ideas in areas of land economics, land use and development.
- ▶ AUM LAI is the 1st Indian chapter to join the galaxy of 2500 members from across 27 global chapters in North America, Europe, South Asia and now in India
- ▶ Objective is to introduce the global standards and bench mark the best practices in the area of Land Economics and allied activities (urbanization smart Cities, infrastructure & finance) thereof to support the endeavor of India Government to facilitate economic development of India.



Make in India – Drivers for sustainable Urbanization - *Land Economics, Infrastructure Development and Finance*

- ▶ Incredible India - The land opportunities - Maharashtra !
- ▶ The conference will focus on the various aspects of a smart city including urban development, power, energy, transport, technology, green building, network & communication technology, etc.
- ▶ It is going to bring together global thought leaders to explore the intersection of technology, innovation, smart cities, skills, regional collaboration and education.
- ▶ The conference will include plenary sessions, meetings, demos, presentations, projects and solutions. It will also give opportunities for one to one meetings, group discussions and networking and highlight new areas & upcoming technologies with stakeholders who are developing smart cities



Make in India – Drivers for sustainable Urbanization -

Land Economics, Infrastructure Development and Finance

- Meet the challenge of managing infrastructure and smart city initiatives concurrently
- Understand the needs of public authorities for integrated solutions for transport, utilities and infrastructure and how your products can help them meet their sustainability requirements
- Share your expertise on best practice applications including unified surveillance technologies, internet –based monitoring and management services needed by regional governments and authorities
- Establish your position as an expert. Partner with the right clients to help them overcome their smart city design and planning challenges by offering them smart growth solutions
- Access opportunities tied to the massive interconnectivity requirements in the region



Summit Format

☐ Welcome
Speech –
Minister



☐ Key Note
Address –
Minister



☐ Panel Discussions –
Renowned speakers
National /
International

☐ India Tour



☐ Networking



☐ Awards Night



Attendees / Delegates

- ▶ LAI members national & International
- ▶ Policy makers and regulators
- ▶ Bureaucrats
- ▶ Govt. Bodies
- ▶ Renowned Economist
- ▶ Planners
- ▶ Leading developers
- ▶ Communication service/equipment providers
- ▶ IT solution providers and technology providers
- ▶ Infrastructure development organizations
- ▶ Green building solution providers
- ▶ Intelligent traffic/transportation systems providers
- ▶ Financial institutions and investment agencies

Why you should attend / Partner

Associate with India's one of its kind and high profile knowledge sharing forum on smart cities

- ▶ Network with policymakers, corporate majors and market experts to forge new partnerships & gain competitive advantage
- ▶ Ability to showcase your latest developments / innovations to an influential audience
- ▶ Position your brand at the forefront through extra visibility at the venue
- ▶ Drive interest in your product / services by increasing your exposure amongst your targets - Build your customer base
- ▶ Enhanced brand visibility through high profile exposure & multi-channel marketing campaign
- ▶ Stand out as a leader amongst your peers and rise above the competition
- ▶ One to one meeting with clients to understand their challenges, opportunities and generate qualified business leads.
- ▶ Well targeted opportunities and broaden your international appeal
- ▶ **All Industry veterans under one roof.** The Summit is a definitive platform for YOU to connect with the who's who of the industry and plant the brand in the minds of key decision makers from both public and private sector converged under one roof.



Partnership Deliverables

Platinum Partner – Exclusivity

Pre Event :

- ▶ Partner name and logo to be recognized as the Platinum Partner in across all the marketing communication of AUM LAI Global Conference.
- ▶ Partner name and logo integration with the Summit Logo.
- ▶ House Ads in THE ECONOMIC TIMES to promote the summit will carry the Sr. rep pic and the name of the organization.
- ▶ Online promos on the summit Website & Linked in.
- ▶ Partner Logo and the write-up in the summit website to be hyperlinked to the partner's website.
- ▶ A brief Introduction of the Partner with a separate page on the website & Linked-in
- ▶ Emailers to the VIP invitees and the allied dignitaries will carry the partner's logo as well.



Platinum Partner – Exclusivity

During the Event:

- ▶ Top Official from the brand will be a part of the Advisory Board to lead and spearhead the initiatives for upliftment of the entire fraternity
- ▶ Sr. Rep to be part of the panel discussion – to be selected.
- ▶ Special key note address opportunity 30mins
- ▶ Distribution of white paper / dossier to the audience
- ▶ To organize one to one meetings with the dignitaries from the industry.
- ▶ Prominent announcements of the partner throughout the conference. Verbal acknowledgment of sponsorship, blog announcement and recognition during our opening ceremonies
- ▶ Logo presence at the Entrance, Registration Desk, Conference Hall, Conference backdrop& Standees
- ▶ Speaker invites will have the partner logo
- ▶ Delegate's invites will have the partner logo
- ▶ Booth Space admeasuring 9sq.mts.



Platinum Partner – Exclusive

During the Event: continued

- ▶ Pla-cards on the dais will carry the partner logo
- ▶ Front inside cover AD in the conference catalogue.
- ▶ A full page introduction along with a full page AD in the conference catalogue.
- ▶ Logo / Standees presence at the lunch and the gala cocktail dinner.
- ▶ Standees presence at the lunch and the gala cocktail dinner
- ▶ 15 delegate passes for the conference including all benefits such as B2B & B2G meeting for business discussions.

Post Event:

- ▶ Database of the attendees to be shared.
- ▶ Press Release



Partnership Deliverables

Gold Partner – Non- Exclusivity

Pre Event :

- ▶ Partner name and logo to be recognized as the Gold Partner in across all the marketing communication of AUM LAI Global Conference.
- ▶ House Ads in THE ECONOMIC TIMES to promote the summit will carry the Sr. rep pic and the name of the organization.
- ▶ Online promos on the summit Website & Linked in.
- ▶ Partner Logo and the write-up in the summit website to be hyperlinked to the partner's website.
- ▶ A brief Introduction of the Partner with a half separate page on the website.
- ▶ Emailers to the VIP invitees and the allied dignitaries will carry the partner's logo as well.



Gold Partner - Non Exclusive

During the Event:

- ▶ Sr. Rep to be part of the panel discussion – to be selected.
- ▶ Stand alone speaking opportunity 20mins
- ▶ Distribution of white paper / dossier to the audience
- ▶ To organize one to one meetings with the dignitaries from the industry.
- ▶ Prominent announcements of the partner throughout the conference. Verbal acknowledgment of sponsorship, blog announcement and recognition during our opening ceremonies
- ▶ Logo presence at the Entrance, Registration Desk, Conference Hall, Conference backdrop & Standees
- ▶ Speaker invites will have the partner logo
- ▶ Delegate's invites will have the partner logo



Gold Partner – Non- Exclusivity

During the Event:

- ▶ Pla-cards on the dais will carry the partner logo
- ▶ Back inside cover AD in the conference catalogue.
- ▶ A full page introduction along with a full page AD in the conference catalogue.
- ▶ 10 delegate passes for the conference including all benefits such as B2B & B2G meeting for business discussions.

Post Event:

- ▶ Database of the attendees to be shared.
- ▶ Press Release



Partnership Deliverables

Silver Partner – Non- Exclusivity

Pre Event :

- ▶ Partner name and logo to be recognized as the Silver Partner in across all the marketing communication of AUM LAI Global Conference.
- ▶ Online promos on the summit Website & Linked in.
- ▶ Partner Logo and the write-up in the summit website to be hyperlinked to the partner's website.
- ▶ Emailers to the VIP invitees and the allied dignitaries will carry the partner's logo as well.



Silver Partner – Non- Exclusivity During the Event :

- ▶ Prominent announcements of the partner throughout the conference. Verbal acknowledgment of sponsorship, blog announcement and recognition during our opening ceremonies
- ▶ Logo presence at the Entrance, Registration Desk, Conference Hall, Conference backdrop & Standees
- ▶ Speaker invites will have the partner logo
- ▶ Delegate's invites will have the partner logo
- ▶ Pla-cards on the dais will carry the partner logo
- ▶ An AD and a write up in the conference catalogue.
- ▶ 5 delegate passes for the conference including all benefits such as B2B & B2G meeting for business discussions.



Thank You!

Regards,

Nikhil Mendon

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