

Sponsorship + Promotion Opportunities

**CORPORATE
INNOVATION NOW
2020**

The "How To" Innovate Conference

April 15,16. 2020
Bengaluru



“ Innovation is not a bake, neither is it a garnish. It is the very hand that whips the batter. ”



About the conference

We invite you to share your story for the upcoming [Corporation Now Innovation Conference \(CIN 2020\)](#) scheduled on April 17, 2020 at Bengaluru.

As you know, many businesses have adopted innovation as an armor to future-proof their businesses. However, the fragile transition of innovation from idea to implementation has left many stranded.

To achieve meaningful and effective innovation, organizations should focus on being design-led, and learn the know-how. And innovation must move beyond a singular practitioner, practice, lab or title. In fact, design led innovation must transcend to become a way of work across silos and become the deciding factor in strategy and execution.

It is with this goal in mind we are announcing our summer edition of Corporate Innovation Now (CIN 2020) conference. The conference focuses on “the know-how, and the how to” for enabling Innovation in a design led, and a human centered manner.

CIN | 2020

April 16, 2020, Bengaluru

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Event Features



Virtual Walkthroughs

Best Practices Slam

Keynotes & Panels

Knowledge packed Sessions

Best Practice Presentations

Table Workouts

Vendor Showcase

Blue Prints for Monday Morning

Networking opportunities

Voice of Audience

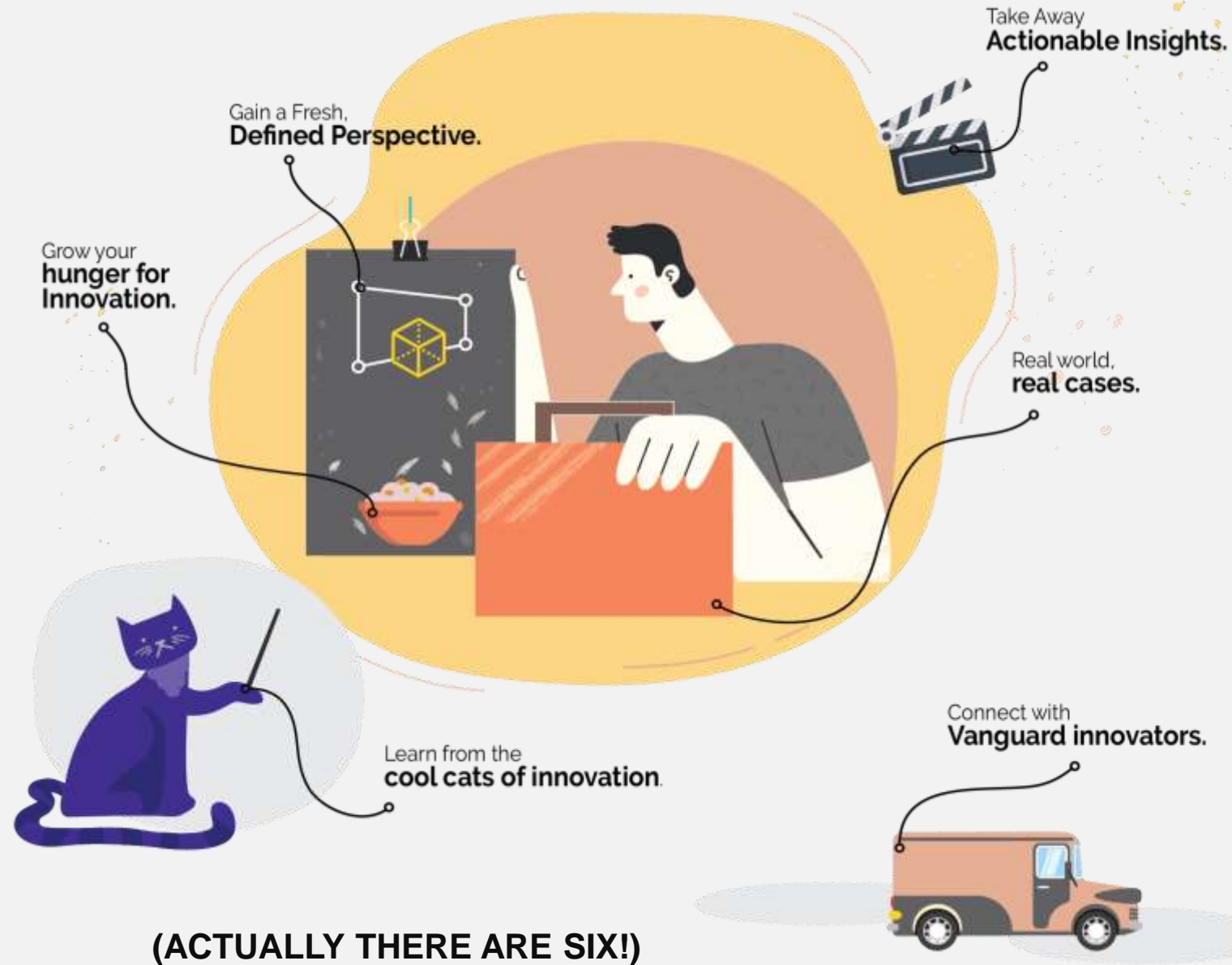
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5 reasons you should attend CIN2020



(ACTUALLY THERE ARE SIX!)

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Key Themes



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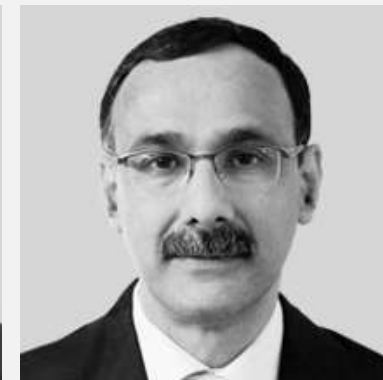
**CHANDRASHEKHAR
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Rhode Island School of
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Principle & Founder,
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**RAMESH
PILLAY**

Director IT,
Honeywell technology
Solutions



**NAVYUG
MOHNOT**

CEO & Founding Member,
QGLUE

Sponsorship Opportunities



1. Showcase your Products and Services

2. Opportunity to Speak + Share

3. Build Brand + Attract Talent

4. Cocreate with Start-ups + Launch a Challenge

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“

Design-led innovation has become the “*traveler’s tale*” across businesses.

However, design thinking is not a *mantra* but the very process for becoming receptive to innovation.

”



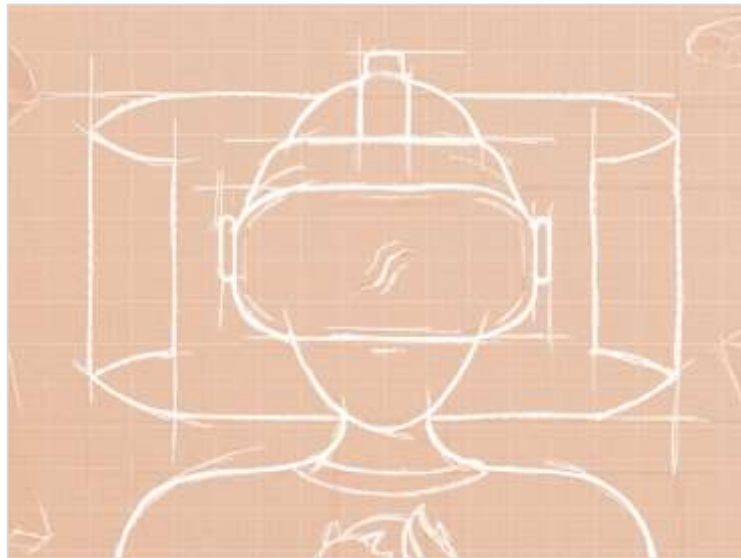
Sponsorship Opportunities

Sponsorship Category	Title	Knowledge Partner	Platinum	Gold	Silver
Sponsorships Available	1	1	1	2	2
Pre Conference					
Logo on Promotional material	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Crosslink from CIN Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Insert Brochures in Conference Kit	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Send email to community	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Promotional Webinar about Services / Products	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Social Media Posting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
At the Conference					
2 Minute Promotional Video	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Speak at Conference	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Panel Discussion				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo display on the backdrop	Exclusive	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Complimentary Exhibition Space	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity to display signages	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Complimentary Registrations	6	5	4	2	1
Special discount for your customer nominations	20%	20%	15%	10%	5%
Post Conference					
Thank you mailer to the attendees	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Sponsorship Fees (in INR)	1,000,000	800,000	700,000	600,000	400,000

Sponsorship Opportunities

Sponsorship Category	Lanyard	T-Shirt	Lunch	Gift
Sponsorships Available	1	1	1	4
Pre Conference				
Logo placement	Lanyard	T-Shirt	Lunch Venue	Speaker Gifts
Crosslink from CIN Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Insert Brochures in Conference Kit	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Send email to community				
Promotional Webinar about Services / Products				
Social Media Posting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
At the Conference				
Logo Placement on website, and all promotional	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity to speak at the Conference (with approval)				
Logo display on the backdrop	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Complimentary Exhibition Space				
Opportunity to display signages				
Complimentary Registrations	2	2	2	1
Special discount for your customer nominations				
Post Conference				
Thank you mailer to the attendees		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Sponsorship Fees (in INR)	300,000	300,000	300,000	200,000

Other Sponsorship Options



Experience Zone Sponsor

- Create your own experience zone
- Showcase a new product concept
- Pitch your product concept to audience
- Collect feedback on the product use
- Collect ideas on improving the product
- Sign-up customers for pilots

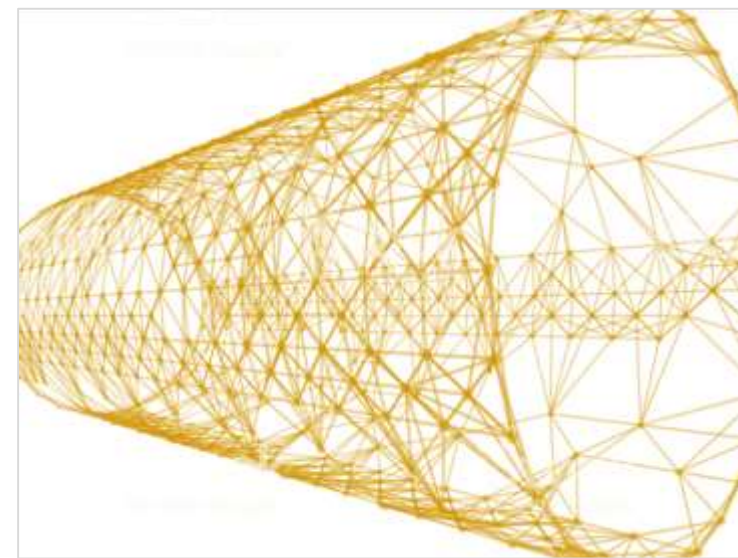
Rs. 500,000



Site Tour Experience Sponsor

- Invite delegates to your studio/lab
- Showcase your innovation capability
- Present your innovations to delegates
- Showcase Proof of Concepts

Rs. 500,000



Design Challenge Sponsor

- Launch a challenge
- Crowdsource ideas from innovators
- Engage with relevant startups
- Get demo of the possible solutions
- Validate ideas

Rs. 600,000

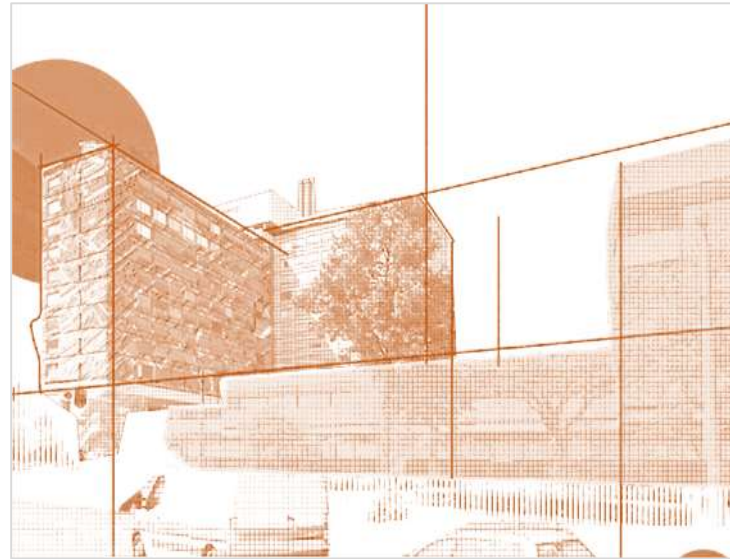
Other Sponsorship Options



Innovation Toolkit Sponsor

- Provide your toolkit/platform
- Get customers to experience your tools
- Promote and showcase your tools
- Present your tool to the audience
- Sign-up pilots with customers

Rs. 500,000



Hackathon Sponsor

- Engage with startups
- Do a one day Design Sprint
- Co create concepts

Rs. 800,000



Some Past Sponsors



CIN2020: Partners + Supporters

DESIGN ECOSYSTEM PARTNERS



ECOSYSTEM PARTNERS



QGLUE INNOVATION PARTNER



ABOUT QGLUE

Incubated in 2017, QGLUE is a QAI promoted venture.

Promoted by [QAI](#), QGLUE brings a unique Design and Innovation led human-centered approach to building products, services and businesses — making future living better with happier people.

QGLUE's Design expertise brings to bear a lean and agile approach to deliver real customer value by combining analytics, process modeling, and simulation with human-centered design.

Founded by William Perry, USA in 1980, QAI is a transnational consulting company facilitating quality and process improvement in organizations worldwide. With presence in 30 countries and 700 successful client journeys, QAI has evangelized process improvement, operational excellence and quality in India and globally. QAI equips organizations to achieve Operational Excellence through deployment of best practices and processes.

Connect

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**CORPORATE
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