

Sponsorship and Exhibition Proposal



Global Ethics and Values Convention

16th - 18th December, 2012 | Greater Noida, India

www.gevc.in



PRINCIPAL ORGANISER



WE SUPPORT
PARTICIPANT



ASSOCIATE ORGANISER

INTRODUCTION

Global Ethics and Values Convention will be an event to discuss, learn and share about Ethics and Values. It will focus on Best Practices from India and around the World. It aims at fostering healthy and productive interdisciplinary interactions among the delegates.

The presentations during convention will cover three domains: Business, Social and Political. Delegates from around the world will be given an opportunity to present their views on **Impact of Values on Sustainability, Inclusive Leadership and Community Building**.

The Keynote Address on **Significance of Ancient Lessons in Shaping the Future** aims to provide an insight on traditional approaches to solve the modern day problems. An Interactive Session with Youth Speakers will help the delegates to discuss about the challenges and opportunities in today's world.

The convention will also host three high profile Panel Discussions:

- **Developing Ethical Leadership in a Globalized World.**
- **Integrating Spirituality, Ethics, Values and Law.**
- **Towards an Interdisciplinary Global Code of Ethics and Values.**

Cultural Night, Talent Night and Gala Dinner will provide a perfect ending to each day of intense debate, discussions, presentations and soul searching.

Key Words: Ethics, Values, Integration, Leadership, Law, Sustainability and Spirituality.

ORGANISERS

Alexis Foundation

India's most diversified youth-led think tank. We conduct research and provide consultancy in areas such as public policy, strategy, law, management, economics and information technology. Registered as a Public Charitable Trust under Indian Trusts Act, 1882.

Ishan Institute of Management & Technology

A center for excellence in Management education. It was established in 1994 by the great visionary and philanthropist Dr. D. K. Garg to impart quality education of world class standard, reflecting the latest advances in the field of Management and Research with the world class infrastructure. The campus that covers an area of 44000 sq. mts. of land is picturesque. The Institute is situated at Greater Noida, Distt. Gautam Budh Nagar (Uttar Pradesh) on the Surajpur-Kasna Road.

VISION

The aim of education should be knowledge, not only of facts but also of ethics and values.

MISSION

To connect various stakeholders: students, professionals and distinguished personalities on a global platform for intercultural interactions and interdisciplinary discussions on issues which affect our lives.

LOGO



Lotus flowers have been influential in cultures across the world from ancient times until today, from ancient Egypt and India to all across Asia. They have been associated with the human soul, gods and goddesses and featured in stories and legends. The significance of a lotus flower ranges from divine purity and enlightenment, as in Buddhism, wealth, as in Hinduism, to rebirth, as in the ancient Egyptian religion.

Significance of Different Colours - Red: Passion, Saffron: Sacrifice, Yellow: Happiness, Green: Prosperity, Purple: Wisdom and Pink: Friendship.

WE SUPPORT



United Nations Global Compact

Alexis Foundation is a participant in United Nations Global Compact. The UN Global Compact is a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption. Website: www.unglobalcompact.org

KNOWLEDGE PARTNER



International Youth Forum for Policy, Change and Development

An Independent and Non-Political platform for bringing young people from around the World to India to discuss about Policy, Change and Development. Website: www.youthforum.in

Alexis Foundation invites you to Greater Noida for 1st Global Ethics and Values Convention! The convention will have 300+ delegates from various countries across the globe.

The Global Ethics and Values Convention will be held from 16th to 18th December, 2012 in Greater Noida, fastest growing educational, industrial and outsourcing hub situated on the outskirts of New Delhi.

It will be a 3-day fully residential event to discuss, learn and share about Ethics and Values. It will focus on Best Practices from India and around the World. It will attract ministerial officials, policy makers, business leaders, heads of universities and colleges, senior academic staff, representatives of NGOs, journalists, students and impassioned visionaries from all over the world.

CONVENTION THEMES

This year **GEVC** will focus on:

- Developing Ethical Leadership in a Globalized World.
- Significance of Ancient Lessons in Shaping the Future.
- Integrating Spirituality, Ethics, Values and Law.
- Impact of Values on Sustainability.
- Inclusive Leadership
- Community Building.

After the full fledged discussion on the above themes a Convention declaration will be passed on final day Towards an Interdisciplinary Global Code of Ethics and Values.

SPONSORSHIP AND SUPPORTER BENEFIT PACKAGES

Benefit packages offer you the opportunity to build your profile with the leaders in global business. Full details of Platinum, Gold and Silver sponsorship packages and conference supporter opportunities are available, see pages 5 - 8.

EXHIBITION

Engage with participants and make new contacts, and consolidate existing relationships. The exhibition at GEVC promises to be a vibrant marketplace strategically located within the heart of the convention venue.

ADVERTISEMENTS

Place an advertisement in the GEVC 2012 conference programme handbook or delegate kit.

Full page ₹ 2,00,000

Half page ₹ 1,00,000

Quarter page ₹ 50,000

Flyer ₹ 25,000



Aim of education should be knowledge, not only of facts but also of ethics and values.



Sponsor Packages

Sponsors gain maximum exposure for their organization and the unique opportunity to be associated with GEVC in its entirety.

Platinum Sponsor ₹10,00,000

Gold Sponsor ₹ 7,50,000

Silver Sponsor ₹ 5,00,000

Bronze Sponsor ₹ 2,50,000

Sponsoring and exhibiting at Global Ethics and Values Convention allows you to:

- Build and develop relationships with influential high level educators, business figures and government bodies.
- Build awareness and maximize exposure of your organization, products and services to all participants.
- Observe and discuss the latest data, market trends and research findings on international education.
- Attend sessions and engage with delegates.
- Present yourself on a global level from one location.

The thrust of every Endeavour is the amount of awareness it has in the market. A well designed and well- executed promotional strategy is the difference between mediocrity and excellence.

Marketing a youth organization, makes it imperative for us to be innovative and strategic in identifying ways and avenues to market GEVC. As our target audience is the youth from all over the world, the promotional opportunities and reach of our campaign will be of paramount importance.

In this age of the *World Wide Web*, we have left no stone unturned in the mission of conveying our message, with focused groups and pages on social networking sites like Facebook and Twitter.

Sponsorship Benefits

	Platinum ₹10,00,000	Gold ₹7,50,000	Silver ₹5,00,000
Co-Host/ Title Sponsor	☺	☹	☹
Special mention during opening and closing ceremony with company representative as a <i>Guest of Honor</i>	☺	☹	☹
Advertisement on all promotional publication of GEVC	☺	☹	☹
Opportunity to provide conference staff t-shirts with event logo and sponsor company logo	☺	☹	☹
Extensive exposure and link to its website on the official page of GEVC	☺	☺	☹
Display of your corporate logo on the <i>plenary stage</i> holding screen and backdrop	☺	☺	☹
Promotional booth at the Venue	☺	☺	☺
A special mention in the Opening Plenary	☺	☺	☺
A feature in one edition of the <i>Leaders Today</i>	☺	☺	☺
Prime positioning of exhibition stand (subject to availability, stand price not included)	☺	☺	☺
Use of GEVC logo in your organization's marketing materials	☺	☺	☺
Inclusion of your promotional literature in the conference bags (as provided)	☺	☺	☺
Logo on Certificates given to Delegates	☺	☺	☺
The integration of your organization in GEVC public relations activities	☺	☺	☺
Display of your corporate logo on event collateral	☺	☺	☺
Display of your corporate logo, extended message and contact details on the website (max 50 words)	☺	☺	☺
Complimentary conference passes (Limited)	☺	☺	☺

☺ = Available ☹ = Unavailable

Other Sponsorship Avenues

Supporters are able to have their brand exclusively represented at a session or on a product.

- Knowledge Partner
- Travel Partner
- Hospitality Partner
- Adventure Partner
- Apparel Partner
- Merchandise Partner
- Entertainment Partner
- Electronics Partner
- Radio Partner
- Electronic Media Partner
- Print Media Partner
- Overseas Education Partner
- Lifestyle Partner
- Refreshments Partner
- Mobile Partner
- Logistics Partner
- Security Partner
- Photography Partner
- Banking Partner

Glimpses of International Youth Forum



Shri Mahonar Parickar, Hon'ble CM, Goa



Dr. Shashi Tharoor, Hon'ble MP (Lok Sabha)



Shri Anurag Thakur, Hon'ble MP (Lok Sabha)



Shri Rajeev Rai, Secretary, Samajwadi Party



Dr. Alexander Selivanov, Director, RIAS



Shri Aditya Singh, President and CEO, Alexis

International Youth Forum is a one of its kind endeavour to bring together motivated and inspired young adults from across the world to deliberate and work towards effective Policy, Change and Development. It is our 'Call for Action' to the youth worldwide.

IYF connects the world on a common platform and promotes a sense of global-oneness. Through this initiative we wish to provide a positive stimulus to individuals who want to make a difference. We aim to connect various Student Groups, NGO's, Social Organizations and Youth Communities to work together for a better future.

The Forum was centred around the theme '**Role of Youth in Indian Renaissance**' with discussions, seminars and competitions based on Social Entrepreneurship, Model Governance and Citizens' Participation.

The first edition of the forum was held from 24th to 28th June, 2012 at Sharda University, Greater Noida. Over 300 Delegates from 50 Countries attended the forum. The speakers included:

- **Shri Manohar Parrikar**, Honourable Chief Minister of Goa
- **Dr. Shashi Tharoor**, Member of Parliament (Lok Sabha)
- **Shri Anurag Thakur**, Member of Parliament (Lok Sabha)
- **Shri Arjun Ram Meghwal**, Member of Parliament (Lok Sabha)
- **Shri Rajendra Agrawal**, Member of Parliament (Lok Sabha)
- **Shri Rajeev Rai**, National Secretary, Samajwadi Party
- **Dr. Shailendra Singh**, Professor, IIM Lucknow
- **Dr. Trilochan Shastry**, Professor, IIM Bangalore
- **Dr. Sushil Kumar**, Professor, IIM Lucknow
- **Dr. M K Awasthi**, Assistant Professor, IIM Lucknow
- **Dr. D P Abrol**, Professor & Head, SKUAST Jammu
- **Mrs. Pankaj Bhadauria**, MasterChef India
- **Mr. B V Rao**, Editor, Governance Now
- **Ms. Mahima Khanna**, Investment Analyst, International Finance Corporation
- **Mr. Anshu Gupta** (Ashoka Fellow), Founder Director, Goonj
- **Mr. Osama Manzar**, Founder, Digital Empowerment Foundation
- **Mr. Shishir Srivastava**, Renowned Author and Head, PDCC, CMS Lucknow
- **Dr. Pradeep Chowdhry**, Managing Director, Indian Institute for Sustainable Enterprise
- **Dr. Alexander Selivanov**, Director, Russian Institute for Advanced Study in Humanities and Technology
- **Mr. William Webster**, Executive Director, Civic Concepts International

Payment Options

Through Electronic/Bank Transfer

Account Name: **Alexis Foundation**
Account Number: **32545638117**
Bank Name: **State Bank of India**
Branch Name: **IIM Lucknow**
Branch Code: **10175**
IFSC Code: **SBIN0010175**

Through Cheque/Demand Draft

Crossed Cheque/Demand Draft in favour of "**Alexis Foundation**" payable at **Lucknow** can be sent to following address:

Alexis Foundation
C/o Aditya Singh
House No. 523, IIM Lucknow Campus,
Off Sitapur Road, Prabandh Nagar,
Lucknow - 226013. (INDIA)

If you are interested in any exhibition, sponsorship or advertising opportunities, or to discuss a tailored package please contact:

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