



CRN

Distribution **& Retail Summit 2011**

10-12 November 2011 | Leonia Holistic Resort, Hyderabad

Produced by



Organised by



IT Distribution and Retail is poised for high growth as penetration of PCs widens with the increase in aspirations of the Indian middle class, impending broadband revolution and the increasing convergence of digital technology.

According to MAIT figures India sold **9.4 million PCs** in 2009-10 and the PC penetration is still much lower at **3.8 percent** as against China which sold **36 million PCs** and has a penetration of more than **18 percent**.

But while growth prospects are phenomenal, there are serious challenges as well —the impending Goods and Services Tax which many believe could consolidate the IT distribution; growing clout of large format retail chains and IT vendors exploring alternate channels.

- What is the future for IT distribution and retail?
- What strategy should you employ to counter the challenges and leverage the opportunities?
- Should IT partners expand their scope of business to include digital convergence products?
- How to sustain momentum with high volume growth coupled with healthy bottom line growth?

These are few of the questions that will be deliberated at the **CRN Distribution & Retail Summit 2011**. The 2-night, 3-day knowledge summit will be attended by more than 80 leading sub-distributors and retailers from across all major cities.

Audience Profile

CEOs / Directors of leading regional distributors, sub-distributors and retailers from major cities.

*AGENDA

DAY 1

12:00 - 02:00	Check-In And Lunch
03:30 - 03:45	Welcome Address
03:45 - 04:30	Presenting Partner
04:30 - 05:15	Presenting Partner
05:15 - 05:30	Tea Break
05:30 - 06:00	Platinum Partner
06:00 - 06:45	Panel Discussion
06:45 - 08:00	Free Time
08:00 onwards	Gala Dinner

DAY 2

07:00 - 08:00	Meditation and SPA Session
09:30 - 10:15	KeyNote
10:15 - 10:45	Platinum Partner
10:45 - 11:15	Platinum Partner
11:15 - 11:30	Tea break
11:30 - 12:00	Gold Partner
12:00 - 12:30	Gold Partner
12:30 - 01:00	Gold Partner
01:00 - 01:45	Lunch
01:45 - 02:00	Power Yoga & Stress Buster Tips
02:00 - 02:30	Track Partner
02:30 - 03:00	Track Partner
03:00 - 03:30	Track Partner
03:30 - 04:00	Tea Break & Stress Buster Tips
04:00 - 04:30	Track Partner
04:30 - 05:00	Panel Discussion
05:00 - 07:00	Activity – Paintball, Water Park And Surf Riding
08:30 Onwards	CRN Distribution & Retail Xcellence Awards 2011 Presentation Ceremony

DAY 3

07:00 - 08:00	Meditation and SPA Session
09:30 - 10:15	KeyNote
10:15 - 10:45	Track Partner
10:45 - 11:15	Tea break
11:15 - 12:00	Keynote
12:00 - 01:30	Leadership Workshop
01:30	Closing Remarks & Check Out

*Subject to change.

PARTNERSHIP OPPORTUNITIES

Presenting Partner (2) ₹475,000*

Pre Event

- Headline branding that would go as a logo unit with the event title
- Branding through logo presence on all event related advertisements released in CRN.
- Branding through logo presence on the event website.
- Branding through logo presence on all communications sent to delegates
- Presenting Partner can nominate 2 of their channel partners who will be invited at the Summit as delegates

Venue

- Branding through logo presence on welcome panel at the hotel entrance.
- Branding through logo presence on welcome panel at registration desk.

- Opportunity to distribute marketing collateral in event docket.
- Branding through logo presence on event backdrop.
- Presentation slot [45 minutes] to address the audience.
- Space [6 sq mtrs] to showcase product and solutions.
- The organizer to provide the constructed stall, table [1 Nos.], chairs [2 Nos.], lights and facia.

Post Event

- Attendee database will be shared.
- Branding through logo presence in Thank You advt released in CRN.
- Mention in post event coverage in CRN.

Additional Deliverables:

- Stay for 3 representatives [1 Room Single Occupancy + 1 Room Double Occupancy]

Platinum Partner ₹400,000*

Pre Event

- Branding through logo presence on all event related advertisements released in CRN.
- Branding through logo presence on the event website.
- Branding through logo presence on all communications sent to delegates
- Platinum Partner can nominate 2 of their channel partners who will be invited at the Summit as delegates

Venue

- Branding through logo presence on welcome panel at the hotel entrance.
- Branding through logo presence on welcome panel at registration desk.
- Opportunity to distribute marketing collateral in event docket.

- Branding through logo presence on event backdrop.
- Presentation slot [30 minutes] to address the audience.
- Space [6 sq mtrs] to showcase product and solutions.
- The organizer to provide the constructed stall, table [1 Nos.], chairs [2 Nos.], lights and facia.

Post Event

- Attendee database will be shared.
- Branding through logo presence in Thank You advt released in CRN.
- Mention in post event coverage in CRN.

Additional Deliverables:

- Stay for 3 representatives [1 Room Single Occupancy + 1 Room Double Occupancy]

Gold Partner ₹325,000*

Pre Event

- Branding through logo presence on all event related advertisements released in CRN.
- Branding through logo presence on the event website.
- Branding through logo presence on all communications sent to delegates.

Venue

- Branding through logo presence on welcome panel at the hotel entrance.
- Branding through logo presence on welcome panel at registration desk.
- Branding through logo presence on event backdrop.

- Presentation slot [30 minutes] to address the audience.
- Space [6 sq mtrs] to showcase product and solutions.
- The organizer to provide the constructed stall, table [1 Nos.], chairs [2 Nos.], lights and facia.

Post Event

- Attendee database will be shared.
- Branding through logo presence in Thank You advt released in CRN.
- Mention in post event coverage in CRN.

Additional Deliverables:

- Stay for 3 representatives [1 Room Single Occupancy + 1 Room Double Occupancy]

Track Partner ₹225,000*

Pre Event

- Branding through logo presence on all event related advertisements released in CRN.
- Branding through logo presence on the event website.
- Branding through logo presence on all communications sent to delegates.

Venue

- Branding through logo presence on welcome panel at the hotel entrance.
- Branding through logo presence on welcome panel at registration desk.

- Branding through logo presence on event backdrop.
- Presentation slot [30 minutes] to address the audience.

Post Event

- Attendee database will be shared.
- Branding through logo presence in Thank You advt released in CRN.
- Mention in post event coverage in CRN.

Additional Deliverables:

- Stay for 2 representatives [1 Room Double Occupancy]

PARTNERSHIP OPPORTUNITIES

Exhibit Partner ₹125,000*

Pre Event

- Branding through logo presence on all event related advertisements released in CRN.
- Branding through logo presence on the event website.
- Branding through logo presence on all communications sent to delegates

Venue

- Branding through logo presence on welcome panel at the hotel entrance.
- Branding through logo presence on welcome panel at registration desk.

- Branding through logo presence on event backdrop.
- Space [6 sq mtrs] to showcase product and solutions.
- The organizer to provide the constructed stall, table [1 Nos.], chairs [2 Nos.], lights and facia.

Post Event

- Attendee database will be shared.
- Branding through logo presence in Thank You advt released in CRN.
- Mention in post event coverage in CRN.

Additional Deliverables:

- Stay for 2 representatives [1 Room Double Occupancy]

CRN DISTRIBUTION & RETAIL XCELLENCE AWARDS PARTNER

Presenting Partner ₹400,000*

- Headline partner for the Awards
- 10 minutes address at the award ceremony
- Sponsor gets to handover trophies in 4 select categories
- Branding on all marketing communications for the event
 - Print – presence in event ads in CRN
 - Presence in advertisement on CRN daily Newsletter
 - Presence on backdrop and other event branding at the venue
- 2 spring up stands at the venue – to be supplied by the sponsor
- Opportunity to give AV presentation twice during the event (10-20 seconds)
- Distribution of marketing collaterals at the award ceremony
- Networking opportunity with the delegates
- Cocktail & Dinner
- Reserved table for sponsor
- Stay for 3 representatives [1 Room Single Occupancy + 1 Room Double Occupancy]

Associate Partner ₹150,000*

- 10 minutes address at the award ceremony
- Sponsor gets to handover trophies in 2 select categories
- Branding on all marketing communications for the event
 - Print – presence in event ads in CRN
 - Presence in advertisement on CRN daily Newsletter
 - Presence on backdrop and other event branding at the venue
- Distribution of marketing collaterals at the award ceremony
- Networking opportunity with the delegates
- Cocktail & Dinner
- Stay for 2 representatives [1 Double Occupancy]

Additional Marketing Opportunities :

- **Breakfast meet** (with 10 select delegates) ₹2,00,000*
- **Badge Branding** ₹60,000*
- **Event Docket Branding** ₹60,000*

For more details

Project Director

Salil Warior

+91 9987580188
+91 22 6769 2416
salil.warior@ubm.com

North :

Sanjay Khandelwal

+91 98117 64515
+91 11 23765551
sanjay.khandelwal@ubm.com

South :

Satish Kutty

+91 98452 07810
+91 80 40977035
satish.krishnankutty@ubm.com

West:

Ranabir das

+91 98200 97606
+91 22 6769 2416
ranabir.das@ubm.com

