



# ^CMS

Powered By CMS

**23 March 2018**  
**MCCIA, ICC Trade Tower, Pune**  
**<https://www.poweredbycms.in>**

**Sponsorship deck**

A joint venture of AmiWorks and HasGeek

# About ^CMS

A conference to educate small and medium sized businesses – on the Internet – on how to build a modern web presence with respect to:

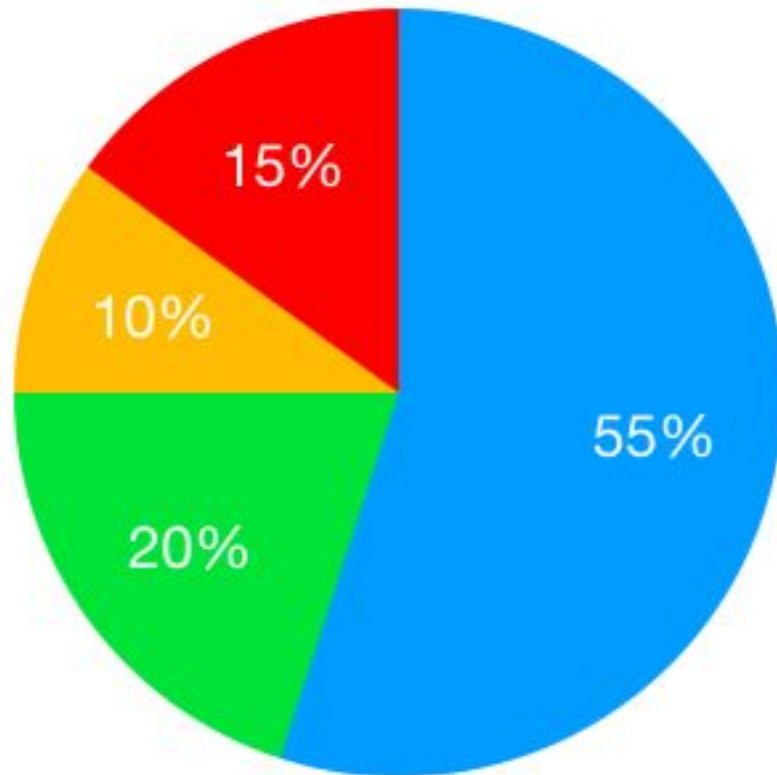
- Choice of CMS.
- Hosting and backend technologies.
- Information architecture to suit content creation and updation.

# Target audience

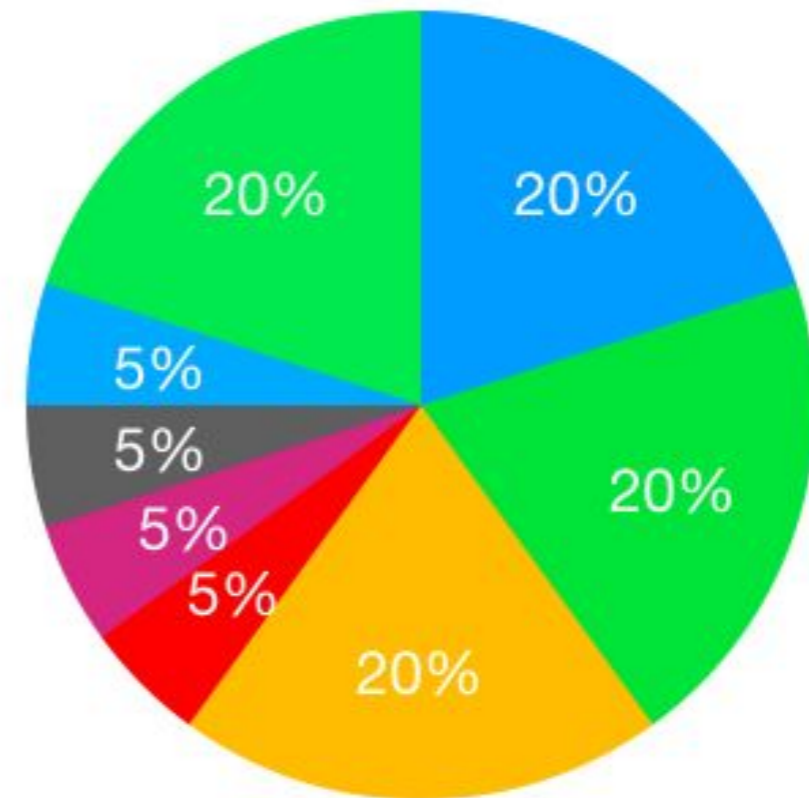
- Business owners from Small and Medium Enterprises (SMEs) segment.
- SMEs which are already CMS users.
- Project managers.
- Marketers.

Expected footfall: 150-250 participants from SME segment.

# Expected Audience profile



- Business Owners
- Project Managers
- CMS - EndUsers
- Enthusiasts



- WordPress
- Custom CMS
- Drupal
- Shopify
- Joomla
- Sharepoint
- Magento
- Other

# Format of ^CMS 2018

- Talks on use cases, evaluating CMS choices and content strategy by SME representatives.
- Office hours for consultation with experts.
- Birds of Feather sessions.
- Panel discussions.

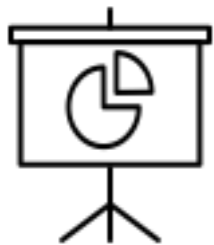


# Why sponsor?



## **Acquire potential sales leads**

Participants at our conference are potential customers. Talk to them directly.



## **Demonstrate your product**

Help potential customers discover them.



## **Branding and visibility:**

Create awareness for your brand among the SME segment for long-term visibility.

# Sponsorship options

- **Physical presence:** exhibition space, standee, and distributing promotional material.
- **Branding:** on t-shirts, lanyards, notebooks, bags, folders.
- **Sponsored content:** speak at the conference with guidance from conference curators.
- **Custom plans for long-term engagement:** for branding, visibility and evangelism.

# Physical presence options



## **Exhibition table with branding**

- 6 ft x 2 ft table with two chairs, WiFi and branding.
- *TV, arranged and billed, as per request.*
- Two passes to the conference.

**Cost: 80,000 (INR), 1450 (USD)**

## **Exhibition space**

- 6 ft x 2 ft table with two chairs and WiFi.
- *TV, arranged and billed, as per request.*
- *Logo only on website.*
- No passes included.

**Cost: 42,000 (INR), 750 (USD)**



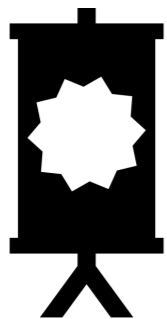
# Physical presence



## Inserts

- Inserts in the attendee folder or bag.
- To be provided by sponsor 10 days before the event.
- One pass to the conference.
- No branding on event website and banners at venue.

**Cost: 17,500 (INR), 340 (USD)**



## Standee

- Rollup standee in the exhibition area.
- To be provided by sponsor 10 days before the event.
- One pass to the conference.
- No branding on event website and banners at venue.

**Cost: 12,500 (INR), 240 (USD)**

# Sponsored talk



## **Sponsored talk (20-30 min)**

- 20-30 min talk or other editorial format, curated with conference editors.
- Four passes to the conference (including pass for the speaker).

**Cost: 110,000 (INR), 2000 (USD)**

# Branding options



## Co-branded T-shirts

- Design on the front of the t-shirt, referencing how sponsor's area of work intersects with CMS.
- Sponsor's URL or Twitter handle on the back of the t-shirt.
- Handed out to all the attendees at the conference.
- Four passes to the conference.

**Cost: 140,000 (INR), 2500 (USD)**



## Lanyard

- Co-branding on lanyard with event logo and sponsor logo.
- Four passes to the conference.

**Cost: 80,000 (INR), 1450 (USD)**

# Branding options



## Notebook

- Logo or advertisement on the back cover of the notebook.
- Four passes to the conference.

**Cost: 80,000 (INR), 1450 (USD)**



## Folder

- Logo + artwork on the folders handed to attendees.
- Four passes to the conference.

**Cost: 80,000 (INR), 1450 (USD)**

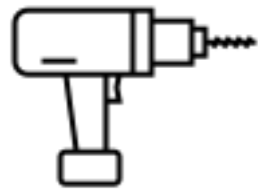


## Cloth bags

- Logo + artwork on cloth bags handed to attendees.
- Four passes to the conference.

**Cost: 140,000 (INR), 2500 (USD)**

# Personalised plans



## **Create your own package!**

Interested in engaging with the SME and CMS community or the HasGeek community year-round? Talk to us about your goals and we will work out a program for 3, 6, or 12 months to create engagement and traction.

## **Content planning**

- Including blog posts, videos and podcasts based on goals and target segments.

## **Curating and promoting meet-ups**

## **Evangelism**

**Cost:** *talk to us about your needs and budget.*

# Sponsorship benefits

- Access to and demo for a ContactPoint app to collect participants' contact information.
- Branding on event webpage and at event site.
- Publicity from official handle about your brand and participation in the conference.
- Mention and thanks in opening and closing remarks of the event.

# Sponsorship policies

- Sponsorship prices do not include taxes. GST. Taxes, as applicable, will be charge on top of the list prices.
- Full payment must be made before the event.
- ^CMS does not have permission from participants to share their data with sponsors. Sponsors can collect information directly from participants through ContactPoint app.
- If a sponsor chooses multiple options, organizers will hand out maximum number of passes associated with the highest sponsorship option chosen. Number of passes handed out will not be calculated cumulatively.
- Editorial is independent of sponsorship. Sponsorship does not automatically guarantee stage time.
- Sponsors and their representatives must abide by the [^CMS code of conduct](#) at all times to create a safe and welcoming environment for everyone.

# Discount policies

HasGeek offers following discounts on purchasing sponsorships for multiple conferences.

- [50p](#)
- [ReactFoo](#)
- [Rootconf](#)
- [The Fifth Elephant](#)
- [Anthill Inside](#)
- [JSFoo](#)

| Discount Grid  | Bulk Discount | Full Pre-payment Discount |
|----------------|---------------|---------------------------|
| 2 conferences  | 5%            | 7%                        |
| 3+ conferences | 10%           | 12%                       |
| 5+ conferences | 15%           | 18%                       |



# Billing details

Email: [sales@hasgeek.com](mailto:sales@hasgeek.com)

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Pune 411006

# About HasGeek

- HasGeek is India's first and only professional curator and organizer of community-focused forums. We organise India's best technology conferences on data science and analytics, payments, backend engineering and IT infrastructure, web and mobile development, and the science behind health and fitness.
- We create high quality, focused discussion spaces around technologies and emerging business problems such as payments, data analytics and digital media.
- We run Hasjob, India's most popular job board for hiring developers.

# About AmiWorks

- AmiWorks, based in Pune, was founded with the aim to build integrated web based solutions.
- Our solutions 'Move2Picasa' and 'Magazinify' have been covered by Techcrunch, Economics Times and MakeUseOf.
- AmiWorks is active in the community and helps organize PHPCamp, Joomla Day, WordCamp and many other technology conferences in Pune.