



AMITY UNIVERSITY
— UTTAR PRADESH —

SPONSORSHIP PROPOSAL

FOR

INTERNATIONAL CONFERENCE

ON

TRENDS AND RECENT ADVANCES IN CIVIL ENGG.

(TRACE 2016)

11-12 AUGUST, 2016

**DEPARTMENT OF CIVIL ENGINEERING
AMITY SCHOOL OF ENGINEERING AND TECHNOLOGY
AMITY UNIVERSITY UTTAR PRADESH, NOIDA**

The Institute

Amity School of Engineering and Technology (ASET) is one of the centers of excellence for higher education, training, research and development in science, engineering and technology in Amity University. Amity School of Engineering & Technology has been ranked as 3rd best private university in year 2016 by as per ranking provided by i3RC Times. The School has more than 280 faculty members, 100 support staff & over 5200 students. Our infrastructure is supported by 118 fully equipped laboratories. At ASET there is a strong relation between the academia represented by students and faculty, and the corporate world. The purpose is to initiate continuous interaction with the industry, sharing the industry experiences, understanding industry needs and providing the required support to the corporate world, as well as opportunities to students to work in alliance with Industry. More details are present on website <http://amity.edu/aset>.

ASET has organized many conferences and workshops successfully and is capable to provide infrastructure to many international/national event. Recent successes in the category are 6th international conference on Cloud System and Big Data Engineering (CONFLUENCE 2016), 3rd international conference on Signal Processing and Integrated Networks (SPIN 2016), and international conference on Manufacturing excellence (MANFEX 2016).

About the Conference

This technical conference aims at providing a platform for industry experts, academia and students for discussion on technological advancements and current trends in civil engineering arena at global context. TRACE 2016 will bring together both researchers and practitioners from diverse fields. The scope of the conference is to give emphasis on the tremendous advances in civil engineering, combined with the rapid evolution in areas encompassing construction & building design, infrastructure planning, structural engineering, transportation engineering and water resources engineering. The details of the TRACE 2016 is present on website <http://amity.edu/trace>

The genesis of TRACE dates back to February 2011. Since then the department of civil engineering, ASET has successfully hosted 3 editions of the national conference TRACE. This conference has witnessed participation from top government officials, industrialist, academicians, researchers and most importantly students across country. Some glimpses of past conference:

Year 2011: The first edition of TRACE was hosted on 27th-28th Feb, 2011 and most of civil engineering areas including smart structures, composite materials, green building, structural health monitoring, GIS and remote sensing were the focus area of the conference. The conference was sponsored by GROHE, Johnson Lifts, and Rathee Steels. The guest of honors included Dr. Kunal Banerjee, President, M3M India Ltd, Dr. S Gangopadhyay, Director, Central Road Research Institute, . P. N. Subramaniam, Chief Executive, L& T, Gulf Pvt Ltd, . Nimish Gupta, COO, Vipul Modern Buildcon Pvt Ltd, Dr. Gopal Dhawan, Executive Director (Geotechnical), National Hydroelectric Power Corporation, and Dr. P. R. Swarup, Director General, Construction Industry Development Council (CIDC). Some of the prominent speakers at conference were Mr. Maj Gen R C Padhi, Dy Director, General Military Survey, Dr. Sanjay

Rana, Director, Parsan Overseas Pvt. Ltd., Mr. Samuel Jacob, GM, Johnson Lifts Pvt. Ltd., Mr A K Pathak, GM, Jaiprakash Associates Infrastructure Ltd, Mr. Ajay Kr., GM, Oil and Natural Gas Corporation Ltd Mr H O Gupta, Chief Structural Consultant, Computer Integrated Engineering Services (CIES), Mr. Ajay Kr., GM, Oil and Natural Gas Corporation Ltd.

Year 2012: The second edition of TRACE was hosted on 27th Sept, 2012. The focus of the conference was smart structures, composite materials, modern construction equipment & practices, innovative housing design and technologies, and construction industry & information technology. The conference was sponsored by Ambience, Varindera Constructions Limited, G Tech Splicing Private Limited, Sahni Pipes Private Limited, A M R Infratech and A K Builders. It witnessed participation from research organisation like CSIR, CRRRI and industry experts from NTPC, EPIL, Era Landmarks Ltd., MAGPIE, BILTECH, G.Tech Splicing Pvt. Ltd. A conference proceedings with 17 selected papers were compiled and released as part of inaugural function. The papers were presented by authors from Delhi Technological University, Raipur Institute of Technology, JUIT, Wakhnaghat, Galgotia University and many more. Important guest list included Dr. S.P.S Bakshi, Chairman & Managing Director, EPIL, Dr. B. Bhattacharjee, Professor, IIT Delhi; Mr C S Prasad, Former DG CPWD, Senior VP, Indian Building Congress.

Year 2014: The third edition of TRACE was hosted on 16th Oct, 2014. New areas like significance of nanotechnology, impact of industrialization on environment, green and clean technologies, repair and retrofitting and environmental modelling was added to the topics of conference. J K Cement was the lead sponsor of the conference. The guest of honors included Dr. S.P.S. Bakshi, Chairman & Managing Director Engineers Project India Ltd. (EPIL), President, IBC., Mr. Arvind Arora, Indian Defence Service of Engineers (IDSE), Director General, Military Engineering Services, Ministry of Defence, Army Head Quarters, E-in-C's Branch, New Delhi, Dr. Chandan Ghosh, Professor & Head, National Institute of Disaster Management, Mr. K.B.Rajoria, Advisor, Indian Building Congress (IBC), Former E-in-C, PWD, Delhi, Mr.C.S. Prasad, Former Director General, CPWD, Prof. (Dr.) D. Goldar, Former Director, Delhi College of Engineering (DCE). A conference proceedings consisting of 18 selected papers were published. The author presented papers in the area of structural analysis, new materials, structural health monitoring, travel demand model, underground construction technology and many more.

Delegate Profile

The Conference is likely to be attended by the following:

- Scientists and Academicians
- State and National Level Government Representatives
- Senior Management
- Engineers/Industry Experts
- Infrastructure Directors/Managers
- Prominent Consultants/Architects/Builders
- Students

Benefaction/Sponsorship:

- Being Benefactors' proves your leadership in Industry and provides maximum exposure with TRACE-2016 attendees.
- Benefactor status maximizes your company's visibility.
- Your company will be prominently featured as sponsor of TRACE-2016.
- Showcase your brand to the most influential group of engineers and researcher, audience in social media, mobile, analytics and cloud domain.
- You can also utilize this event to share your company's products and services with important decision makers in the industry.

Why Become a Benefactor?

- TRACE-2016 is an international event to present the latest results from the research and trends in construction and infrastructure industry.
- TRACE-2016 brings together industry leaders and researchers, on the common platform to share knowledge about the technologies, business opportunities and applications.
- Sponsors enjoy high visibility at the conference.
- Patrons can gain access to officials from leading R&D organizations and project representatives.

Benefactor Overview

Platinum Sponsor = 5,00,000 INR / 10,000 USD

Gold Sponsor = 2,00,000 INR / 4,000 USD

Silver Sponsor = 1,00,000 INR / 2,000 USD

Bronze Sponsor = 75,000 INR / 1,500 USD

Patron Sponsor = Upto 50,000 INR/1,000 USD

Other Sponsors:

Session Sponsor, Award Sponsor, Registration Kit Sponsor, Keynote Sponsor etc. are open categories of sponsorship which is subject to customization after discussion with interested sponsors.

Benefactor Overview

	PLATINUM	GOLD	SILVER	BRONZE	PATRON
Banner of your company logo and benefactor level in the foyer area of the conference venue	✓	✓	✓	✓	✗
Keynote speech during conference (subject to approval by organizing committee)	✓	✓	✗	✗	✗
Acknowledgement by the chairman during Welcome Reception, Opening and Banquet	Welcome, Valedictory	Welcome, Valedictory	✗	✗	✗
Full conference registrations and access to social events (#)	5	3	2	1	✗
Advertisement in the Final Program (full / half page)	Full Page	Full Page	Half Page	Quarter Page	✗
Complimentary exhibition booths (6 x 3 feet)	Double Size	Single Size	Single Size	✗	✗
Listed on conference website.	✓	✓	✓	✓	✓
Company's logo on backdrop	✓	✓	✓	✓	✓
Paragraph about the company/organization (up to #)	375 words	375 words	250 words	100 words	✗

GENERAL TERMS & CONDITIONS

- Due to limited sponsorship opportunities, sponsors shall be allocated on a first come first serve basis.
- The sponsors shall bring POP display as desired by them for the display stalls.
- All payments for sponsorship/stall bookings are to be made in advance.
- All transactions are subject to Delhi jurisdiction.
- All stall requirements shall be made known seven days prior to the event. All additions shall be charged appropriately.
- Bromide of Company's Logo & complete Name of the Company with style will be required for acknowledging through Backdrops, Banners, brochures, stationary, Invitation cards & other promotional material.

MODE OF PAYMENT

All payments are to be made through DD/local cheque drawn in favor of “**Amity Sponsorship Account**” payable at Noida.

For further details, please contact:

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