



Global Leadership Research Conference

(GLRC – 2020)

25th – 26th February 2020

Amity Business School, Noida



About the Conference

Amity Business School, Amity University Uttar Pradesh, Noida after the grand success of GLRC-2018 and subsequent publication of the papers presented in refereed journals with impact factor and in edited books; is organizing the **5th Global Leadership Research Conference -2019 on February 25th – 26th February 2020**. This conference aims to provide broad coverage and dissemination of foundational research, where participants shall get opportunities to present and publish their original research papers and cases. The objective of this Conference is to bring together the researchers from academia and industry as well as practitioners to share ideas, problems and solutions relating to the multifaceted aspect of **'Digital Transformation and Disruptive Innovation: Drivers for Future Business Growth'**. Digital transformation and disruptive innovation have been instrumental in bringing about the Fourth Industrial Revolution (Industry 4.0). It is essentially a revolution of technological breakthroughs, such as Edge, Cloud, Robotic Process Automation, Artificial Intelligence, Block chain and the Internet of Things. These breakthroughs are complementing the disruptive innovation which is bringing a paradigm shift in the way businesses are run. Aggregation model has fueled the growth of a new ecosystem of innovative businesses ranging from cabs to hotels with the help of agile networking. Recent studies estimate that worldwide spending on the technologies and services that enable digital transformation will reach almost \$2 trillion in 2022, with companies allocating 10% of their revenue to fuel their digital strategies. This shows that digital transformation is being recognised as a long-term investment. Whatever a company's vision for the future, it must include disruptive innovation and digital transformation in order to grow and compete effectively



Objective & Mission

GLRC 2020

To create an unparalleled forum researchers and academicians to show their intellectual prowess, simultaneously opening a venue for sharing mutual experience, skills and talent in the field of research.

1. The key mission of GLRC 2020 is to introduce, inspire, promote and encourage research in India.
2. To make session an occasion where values of knowledge, and the power of sharing are nurtured.
3. To increase participation of scholars and academicians from all over the world.
4. To provide a platform where they showcase their talents, display their oratory skills at one of the best platforms India can provide.
5. Researchers from different Institutions, countries and beliefs meet each other for long lasting friendship and faith.



EVENTS AND TECHNICAL SESSION'S

Event(s)

- Amity Leadership Award
- Session on Spiritual Transcendence through Meditation - An Immortal Retrospect
- Finance Forum
- Human Resource Forum
- Marketing Forum
- Operations & Quality Forum

Technical Session(s)

- Finance Management
- Human Resource Management
- Marketing Management
- Operations Management



Why You Should Participate

- Part of India's leading education group with more than 35000 students, 3000+ faculty on Noida campus.
- Attracts Corporate and Institutional participation from all over the world.
- Provides an ideal platform to showcase to the dedicated target segment – avid researchers and professors/academicians.
- Facilitates networking for your prospective and existing clientele.



Branding Opportunities

- Brand Positioning via association.
- Targeted communication for your brand.
- Day(s) of event recognition.
- The company gets the touch-point advantage. i.e. the customer gets to interact with every element of their business.
- This helps the partners to set aside their business from their competitors.



PARTNERING OPPORTUNITIES

Partnership Opportunities

Category	PLATINUM	GOLD	SILVER	BRONZE	Conference Lunch/ Dinner	Gala Dinner	Delegate Kit /Souvenir	Track Sessions	Conf. Proceedings	Memento / Gift for Speakers / Delegates	Media Partner
Benefactor Overview	10 Lac	7.5 Lac	5 Lac	3 Lac	2.5 Lac	5 Lac	1 Lac	.75 Lac	.75 Lac	.75 lac	
Company logo on Backdrop of the Event at all Venues	√	√	√	√	√	√	√	√	√	√	√
Keynote speech during the Plenary/Concurrent Sessions (subject to approval by organizing committee)	√	√	--	--	--	--	√	√	--	--	--
Acknowledgement by the chairperson during Welcome Reception, Opening and closing of Conference	√	√	√	√	--	√	√	--	√	--	--
Full Event registrations and access to social events (#)	5	3	2	1	--	2	3	3	2	--	--
Advertisement in the Souvenir (full / half page)	Center Spread (Color)	Back Cover (Color)	Inside Back Cover (Color)	Full page (Color)	Half page (Color)	Full page (Color)	Half page (Color)	Half page (Color)	Half page Color	--	Half page (Color)
Complimentary exhibition booths (3 x 2 m)	2	2	1	--	--	1	1	--	1	--	--
Corporate Vendor Presentation during breaks (10 minutes)	√	√	√	√	--	--	--	--	--	--	--
Listed on Event website	√	√	√	√	√	√	√	√	√	√	√
Company's logo on backdrop	√	√	√	√	√	√	√	√	√	--	√
Paragraph about the company/organization	Full page	Full page	Half page	Quarter page	--	Half page	Full page	Full page	Half page	--	--
Company/organization website URL in souvenir	√	√	√	√	√	√	√	√	√	--	--
Available up to (#)	1	2	5	7	1	1	1	8	1	2	Multiple



Partnering Possibilities

- Research Partner
- Academic Partner
- Print Media Partner
- Radio Partner
- Electronic Media
- Hospitality Partner
- Banking Partner
- Beverage Partner



Abstract/Compendium Advertisement Tariffs

Quarter Page Advertisement (colour)	Rs.7,500/-
Half Page Advertisement (colour)	Rs.10,000/-
Full Page Advertisement (colour)	Rs.15,000/-
Inside Back page (colour)	Rs.25,000/-
Inside Front page (colour)	Rs.25,000/-
Back Page (colour)	Rs.35,000/-
Center Spread (colour)	Rs.35,000/-

Advertisement Size (in inches-portrait orientation):

Quarter Page	3.47”x4.7”
Half Page	7.2”x4.7”
Full Page	7.2”x9.7”



Stall Tariffs

At Event Venue (Indoor) During GLRC

Exposition stalls (2m x 2m panel stall)	Rs. 12,500/-
Premium Stall (4m x 2m panel stall)	Rs. 20,000/-
Free Standing Stall Space (15x15 Ft)	Rs. 20,000/-

Additional Info:

- Stalls to have 1 table, 2 chairs and 1 electricity point.
- Free Standing Stall Space does not provide Panels.



Additional Opportunities for Display

Banners & Standees near Event Venue

Standee (4ft x 2ft approx.)

Rs.7,500/-



PARTNERS OF AMITY



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HYUNDAI

Glimpses of:

Global Leadership Research
Conference 2016



Glimpses of:

Global Leadership Research
Conference 2017





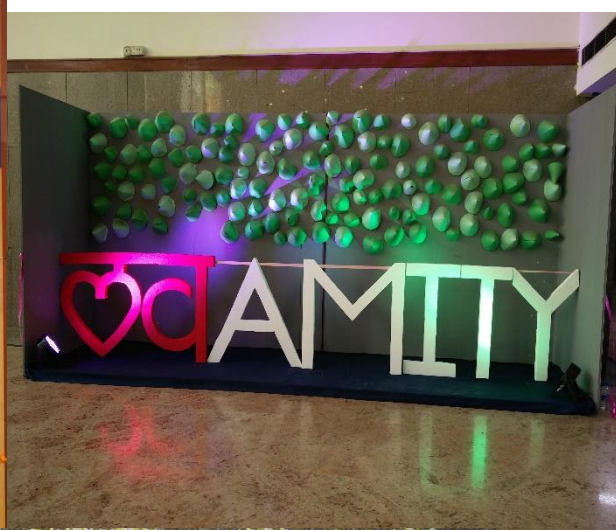
Glimpses of:

Global Leadership Research
Conference 2018



Glimpses of:

Global Leadership Research
Conference 2019





General Terms & Conditions

- Since Partnering Opportunities are limited, partners are suggested that these shall be allocated on a first come first serve basis.
- Final allotment of partnership category will be confirmed on receipt and realization of full payment.
- The partner(s) shall bring POP displays desired by them for the display stalls.
- All the production costs would be borne by the partner.
- All payments for partnership are to be made in advance.
- All transactions are subject to Delhi Jurisdiction.
- High Resolution Company Logo & Complete name of the company along with style set will be required for acknowledging through backdrops, brochures, stationary, invitation cards & other promotional material.
- Any additional requirement of electricity shall be chargeable.
- All right of partnerships is reserved with Amity Business School, Amity University Uttar Pradesh.



Modes of Payment

- All payments are to be made through DD/Local Cheque drawn in favor of **AMITY SPONSORSHIP A/C** payable at Noida/Delhi.
- PAN number and NEFT/RTGS details of Amity Sponsorship A/C are available on request to glrc@amity.edu or contact the organising secretary at 0120-4392678 or write at vjain1@amity.edu



THANK YOU