

# Innovation Nexus

Conference on Security, Data Protection and AI

19 February, 2025

HICC, Novotel, Hyderabad,  
Telangana, India

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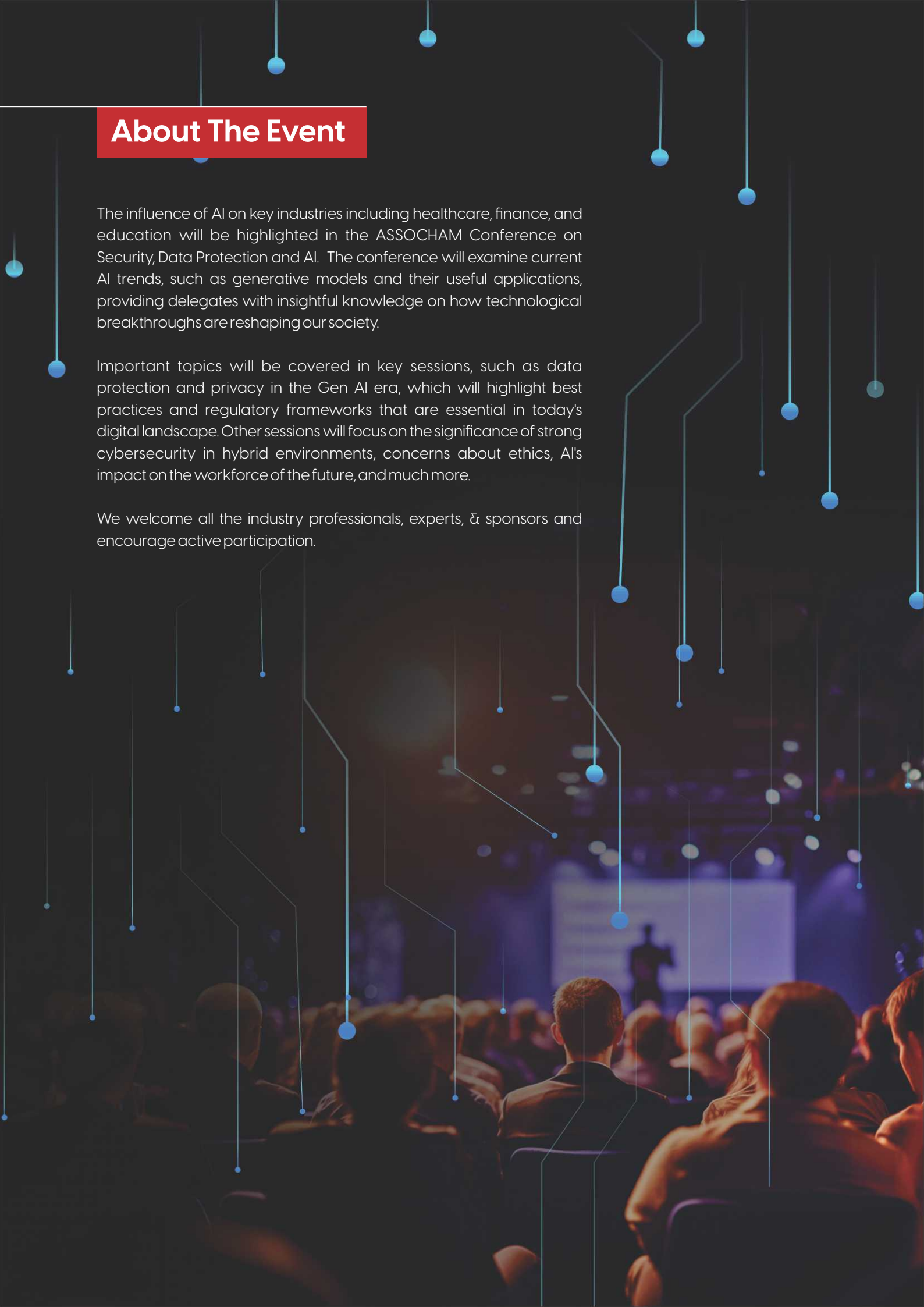
[www.innovationnexus.in](http://www.innovationnexus.in)

## About The Event

The influence of AI on key industries including healthcare, finance, and education will be highlighted in the ASSOCHAM Conference on Security, Data Protection and AI. The conference will examine current AI trends, such as generative models and their useful applications, providing delegates with insightful knowledge on how technological breakthroughs are reshaping our society.

Important topics will be covered in key sessions, such as data protection and privacy in the Gen AI era, which will highlight best practices and regulatory frameworks that are essential in today's digital landscape. Other sessions will focus on the significance of strong cybersecurity in hybrid environments, concerns about ethics, AI's impact on the workforce of the future, and much more.

We welcome all the industry professionals, experts, & sponsors and encourage active participation.



# Agenda & Detailed Activities

09.00 - 10.00 Hrs	<b>Registration &amp; Refreshments</b>
10.00 - 11.00 Hrs	<b>Inaugural Session</b> Welcome Reception   Welcome by Emcee   Lamp Lighting   Chairman Address   Welcome Address   Chief Guest Address   Guest of Honor Address   Special Address   Vote of Thanks
11.00 Hrs	<b>End of the Inaugural Session</b>
11.00 - 12.30 Hrs	<b>Track Title:</b> "AI: Revolutionizing Tomorrow"
11.00 - 11.20 Hrs	"AI: The Future of Everything"
11.20 - 11.40 Hrs	"AI-Powered Data Centers: The Future of IT Infrastructure"
11:40 - 12:10 Hrs	<b>Panel Discussion:</b> "Why AI Fails: Lessons Learned from Real-World Implementations"
12:10 - 12:30 Hrs	<b>Partner Session</b>
12.30 - 13.30 Hrs	<b>Lunch Break</b>
13.30 - 15.00 Hrs	<b>Track Title:</b> "Secure Horizons: Navigating Cybersecurity"
13.30 - 13:50 Hrs	"Data Protection and Privacy in the Gen AI Era"
13.50 - 14.20 Hrs	<b>Panel Discussion:</b> "Securing Your Data: The Risks of Data Sprawl"
14:20 - 14:40 Hrs	"Fortifying the Core: Criticality of Robust Security postures in the quickly evolving technology landscapes"
14:40 - 15:00 Hrs	<b>Partner Session</b>
15:00 - 16:00 Hrs	<b>Networking Tea Break</b>
16:00 - 17:30 Hrs	<b>Track Title:</b> "Secure Horizons: "Navigating the Tech Evolution"
16:00 - 16:20 Hrs	"Sustainable Innovation: The Future of Technology"
16.20 - 16.40 Hrs	"Tech Trends Reshaping Datacenters in the Digital Revolution"
16.40 - 17.10 Hrs	<b>Panel Discussion:</b> "Green Tech: The Future of Digital Innovation and Sustainability"
17:10 - 17:30 Hrs	<b>Partner Session</b>
17:30 Hrs	<b>Closing Remarks</b>

# Sponsorship Opportunities

Categories	Elite	Platinum	Gold	Silver
Sponsorship Fee (Rs. in Lakhs)	25L	15L	10L	5L
<b>Deliverables - onsite</b>				
Logo presence in the Centre back Drop	Yes	Yes	Yes	Yes
Logo on the podium	Yes	Yes	Yes	Yes
Logo on side panels of the stage	Yes	Yes	Yes	Yes
Branding Standees at the venue (function area)	Yes	Yes	Yes	Yes
Plasma TV for sponsor messages pre-Function area	Yes	Yes	Yes	X
Entry gate branding/Registration Backdrop	Yes	Yes	Yes	X
Lanyard Printed Logo	Yes	Yes	Yes	X
Logo Presence on the Loop	Yes	Yes	Yes	X
Logo Presence on the Loop (Podium)	Yes	Yes	Yes	X
Logos on all relevant branding collaterals	Yes	Yes	Yes	Yes
Delegate passes	12	8	6	4
Stall / Booth Space for Displaying Products	4*6m	3*3m	3*2m	2*2m
Access to Event Attendees list	Yes	Yes	Yes	Yes
Felicitation of Delegates	Yes	Yes	X	X
AV Bite at the Event (30 secs)	Yes	X	X	X
Promotional Inserts	X	X	X	X
Welcome Kit - branding	X	X	X	X
Co-branded Give Always	X	X	X	X
<b>One-on-One Meetings</b>	10	5	X	X
Panel Discussion - 1 slot	Yes	Yes	Yes	X
Presentation slot	15 mln	10 mln	X	X

Categories	Elite	Platinum	Gold	Silver
<b>Online Event Promotion Deliverables</b>				
Logo Presence on event EDM	Yes	Yes	Yes	Yes
Microsite-Logo Presence	Yes	Yes	Yes	Yes
Mention in Press Release	Yes	Yes	X	X
Mention in Newsletter banner	Yes	Yes	X	X
Partner Mention in Social Media Posts	Yes	Yes	X	X
Partner Mention in Digital Videos	Yes	Yes	X	X
Speaker & Panellist photo on event site	Yes	Yes	Yes	X

## Stand-alone Branding Opportunities

Activity Name	Description	Cost in Lakhs
<b>Experiential Mixology Session</b>	<ul style="list-style-type: none"> <li>• Exclusive single vendor sponsored mixology session</li> </ul> <b>Partner Benefits</b> <ul style="list-style-type: none"> <li>• A networking opportunity with all clients</li> <li>• Promotional giveaways</li> <li>• Brand recall</li> <li>• 5 passes</li> <li>• 1 speaking slot</li> </ul>	20
<b>Pit-Stop</b>	<ul style="list-style-type: none"> <li>• 6x12ft</li> <li>• A premium setup of food and beverages adjacent to their stall</li> <li>• Ice-Pop, Juice Bar, Falooda, Aerated drinks</li> <li>• CISOs have to scan their badges, give details to the vendors to enjoy a drink or grab a bite</li> <li>• Brand visibility</li> <li>• 2 passes</li> </ul>	12
<b>Coffee Hub</b>	<b>Brand visibility (Gold Category Promotion Applicable)</b> <ul style="list-style-type: none"> <li>• 2 passes</li> </ul>	7
<b>Photo Booth</b>	<b>Brand visibility (Gold Category Promotion Applicable)</b> Attendee footfall database access of all visitors to photo booth • 2 passes	7
<b>Lunch Sponsor</b>	<ul style="list-style-type: none"> <li>• 5 passes</li> </ul> 1 panel discussion slot	15





## In Closing

As we stand on the cusp of transformative change, the ASSOCHAM Conference on Security, Data Protection and AI presents an insightful opportunity to explore the impact of AI on key industries. For industries such as healthcare, finance, and education, AI is reshaping our world, and this conference aims to provide invaluable insights into these advancements.

You are cordially invited to be part of this informative event, where you will engage with industry leaders, discuss emerging trends, and contribute to the dialogue on data protection, privacy, cybersecurity, and the future workforce.

Your participation and sponsorship are vital in making this event a success. We are excited to collaborate with you and look forward to your active involvement. Thank you for your consideration and support.

## About ASSOCHAM

The Associated Chambers of Commerce & Industry of India (ASSOCHAM) is the country's oldest apex chamber initiated its endeavour of value creation for the industry in 1920. Built on the vision of nation-building, ASSOCHAM has been a part of the economic history of India. It brings in actionable insights to strengthen the Indian ecosystem, leveraging its network of more than 4,50,000 members, of which MSMEs represent a large segment. With a strong presence in states, and key cities globally, ASSOCHAM also has more than 400 associations, federations and regional chambers in its fold.

Aligned with the vision of creating a New India, ASSOCHAM works as a conduit between the industry and the Government. The Chamber is an agile and forward-looking institution, leading various initiatives to enhance the global competitiveness of the Indian industry, while strengthening the domestic ecosystem.

With more than 100 national and regional sector councils, ASSOCHAM is an impactful representative of the Indian industry. These Councils are led by well-known industry leaders, academicians, economists and independent professionals. The Chamber focuses on aligning critical needs and interests of the industry with the growth aspirations of the nation.

ASSOCHAM is driving four strategic priorities - Sustainability, Empowerment, Entrepreneurship and Digitisation. The Chamber believes that affirmative action in these areas would help drive an inclusive and sustainable socio-economic growth for the country.

ASSOCHAM is working hand in hand with the government, regulators, and national and international think tanks to contribute to the policy making process and share vital feedback on implementation of decisions of far-reaching consequences. In line with its focus on being future-ready, the Chamber is building a strong network of knowledge architects. Thus, ASSOCHAM is all set to redefine the dynamics of growth and development in the technology-driven 'Knowledge-Based Economy'. The Chamber aims to empower stakeholders in the Indian economy by inculcating knowledge that will be the catalyst of growth in the dynamic global environment.

The Chamber also supports civil society through citizenship programmes, to drive inclusive development. ASSOCHAM's member network leads initiatives in various segments such as empowerment, healthcare, education and skilling, hygiene, affirmative action, road safety, livelihood, life skills, sustainability, to name a few.

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