

Banking Partner



CME
Centre for Marketing
in Emerging Economies



Networking Partner



Pearson

Presents

13th Annual Conference of Emerging Markets Conference Board (EMCB)

Theme : Future of Marketing in Emerging Markets: Looking ahead



18-21 December 2024

Venue

Indian Institute of Management Lucknow – Noida campus

B-1, Institutional Area, Sector – 62, Noida – 201307, Uttar Pradesh, India

PARTNERSHIP PROPOSAL



**18-19 December 2024 L : 2024 :
Pre-conference Workshop on Teaching &
Practicing Marketing Research**

19-21 December 2024 : Main conference

Sponsor for Best Paper Award



Register Your Interest

In association with



About the Conference

The 13th International Conference on the Future of Marketing in Emerging Markets, held by the Centre for Marketing in Emerging Economies (CMEE), will take place at the Indian Institute of Management Lucknow-Noida campus from December 18–21, 2024. This conference will be a premier event for scholars, industry professionals, and thought leaders, supported by esteemed academic partnerships with the Emerging Markets Conference Board (EMCB), American Marketing Association (AMA), Sheth Foundation, Academy of International Business, European Marketing Academy, GeorgiaTech CIBER, Association for Consumer Research, Academy of Marketing Science, Marketing Research Society of India (MRSI), and other leading Emerald Publishing India will support the 'Best Paper Award' for cutting-edge research. This conference has been held in South Africa, Dubai, Thailand, Slovenia, and Mexico. We are honoured that IIM Lucknow-Noida has hosted this conference three times (2012, 2014, and 2017) out of four times in India. We also look forward to hosting this conference in 2024. The detailed brochure and sponsorship proposal is attached herewith for your ready reference

Salient Features

- Launch of Conference proceeding, 'Bibliography of articles' Published in referred Journals during last 25 years
- Focused Plenary and Breakout sessions
- Meet the decision makers, editors; 500+ high level attendees expected, 50+ renowned speakers
- Get to know about the future emerging trends
- Exclusive Academia/Industry presentations and case studies

Key Highlights

Diverse Perspectives: Engage with renowned scholars, academicians, industry experts, and policymakers as they share their insights and expertise on emerging trends and challenges in marketing.

- **Interactive Sessions:** Participate in panel discussions, workshops, and paper presentations covering a wide range of topics, from digital disruption and sustainability to cross-cultural marketing and market entry strategies.
- **Networking Opportunities:** Connect with peers, collaborators, and potential partners from around the globe, fostering valuable relationships and collaborations that extend beyond the conference.
- **Recognition of Excellence:** Witness the presentation of best paper awards and accolades, celebrating outstanding contributions to the field of marketing research and practice.
- **Pre-Conference Workshop on Teaching & Practicing Research:** Involving cutting-edge topics such as Introduction to Marketing Research, Research Design, Qualitative & Quantitative Research Methods, Data Visualization, Consumer Insights and more

Why support

Extending support to educational knowledge sharing programs will not only help strengthening and building a strong education system in the country but will also be an important, integral marketing and social responsibility tool for the organisations. Such support contributes to developing knowledgeable society and allows organisations to directly interact and be in front of specifically targeted niche audience which can lead to an increase in brand awareness and brand loyalty. We believe this will foster strong partnership to leverage prominent exposure and be at the forefront expanding your reach and visibility.

SPONSORSHIP CATEGORIES AND BENEFITS

- 1. PLATINUM SPONSOR** **INR 15,00,000.00 PLUS GST 18%**
 Platinum sponsor will be entitled to the following benefits:
 - 1) Speaking opportunity for senior company leadership at a session
 - 2) Company logo branding
 - a. On the wings of the backdrop
 - b. On **"Thank You Sponsor Panel"** at the conference venue
 - c. On the **"Conference Website"** with hyperlink to company website
 - d. On the **"Back Cover"** of the conference proceedings
 - e. On conference souvenirs - executive bags and notepads
 - f. On promotional collaterals – e-mailers and invitation cards
 - g. On social media post event updates
 - 3) Company Literature to be included in the Delegate Satchel
 - 4) Company support to be mentioned in the special thank you announcement in the valedictory session
 - 5) 6 m by 4 m Complimentary exhibition booth for display of company products/services.
 - 6) Complimentary one-page color advertisement center spread in the Conference Proceeding (Backside).
 - 7) Four complimentary delegate passes for the company leadership to the pre-conference workshop
 - 8) Eight complimentary delegate passes for the company leadership to the conference dinner for networking.

- 2. GOLD SPONSOR** **INR 10,00,000.00 PLUS 18% GST**
 Gold sponsor will be entitled to the following benefits:
 - 1) Speaking opportunity for senior company leadership at a session
 - 2) Company logo branding
 - a. On the wings of the backdrop
 - b. On **'Thank You Sponsor Panel'** at conference venue
 - c. On the **"Conference Website"** with hyperlink to company website
 - d. On the **"Inner page"** of the conference proceedings
 - e. On conference souvenirs - executive bags, and notepads
 - f. On promotional collaterals – e-mailers and invitation cards
 - g. On social media post event updates

- 3) Company literature to be included in the Delegate Satchel
- 4) Company support to be mentioned in the special thank you announcement in the valedictory session.
- 5) 3m by 2m Complimentary exhibition booth for display of company products/services
- 6) Complimentary one-page color advertisement center spread in the Conference Proceeding (inner page).
- 7) Three complimentary delegate passes for the company leadership to the pre-conference workshop
- 8) Six complimentary delegate passes for the company leadership to the conference dinner for networking

3. SILVER SPONSOR

INR 5.00,000.00 PLUS 18% GST

Silver sponsors will be entitled to the following benefits:

- 1) Speaking opportunity for senior company leadership at a session
- 2) Company logo Branding
 - a. On wings of the backdrop
 - b. On "Thank You Sponsor Panel" at the conference venue
 - c. On the "Conference Website" with hyperlink to company website
 - d. On conference souvenirs - executive bags
 - e. On promotional collaterals – e-mailers and invitation cards
 - f. On social media post event updates
- 3) Two complimentary delegate passes for the company leadership to the conference dinner for networking
- 4) Four complimentary delegate passes with reserved seating at the conference
- 5) Company brochure to be included in Delegate Satchel
- 6) Company support to be mentioned in the special thank you announcement in the valedictory session
- 7) 2m by 2m Complimentary exhibition booth for display of company products/services
- 8) Complimentary 1/2 inner page color advertisement in the conference proceeding.

4. SPECIAL PLENARY SESSION SPONSOR

INR 2,00,000.00 PLUS GST 18%

Sponsoring organization will be entitled to receive highest visibility as a sponsor to Special Plenary Session. Benefits include:

- 1) Speaking opportunity for senior company leadership at the sponsored special plenary session
- 2) Company logo branding
 - a. On the "Conference Website" with hyperlink to company website
 - b. On "Thank You Sponsor Panel" at the conference venue
 - c. On promotional collaterals – e-mailers and invitation card
 - d. On conference souvenirs - executive bags and notepads
- 3) On social media post event updates
- 4) Complimentary table space for three days providing opportunity to display company collaterals
- 5) Opportunity to place two company standees inside the hall for enhanced branding

- 6) Company logo branding on the onsite signages
- 7) One complimentary delegate passes to senior leadership to attend the conference
- 8) Two complimentary delegate passes for senior leadership inviting at the networking dinner
- 9) Five complimentary delegate passes for inviting clients of sponsoring company to the Pre-conference Workshop

5. NETWORK PARTNER

INR 1,00,000.00 PLUS GST 18%

Companies willing to be a Network Partner will be entitled to receive highest visibility and reach.

Benefits includes:

- 1) Speaking Opportunity for senior company leadership
- 2) Company logo branding
 - a. On the wings of the backdrop
 - b. On "Thank You Sponsor Panel" at the conference venue
 - c. On the "Conference Website" with hyperlink to company website
 - d. On back cover of the conference proceedings
 - e. On conference souvenirs - executive bags and notepads
 - f. On promotional collaterals – e-mailers and invitation cards
- 3) On social media post event updates
- 4) Company support to be mentioned in special thank you announcement in the valedictory session
- 5) 3 by 3 ft. Complimentary table display for collaterals/publication/reports
- 6) Company logo branding on the onsite signages
- 7) One complimentary delegate passes for the company leadership to the pre-conference workshop.
- 8) One complimentary delegate passes to the conference with reserved seating in the front
- 9) Five complimentary delegate passes for inviting clients of sponsoring company to enhance relationship

Other Sponsorship Avenues

- Lunch/Dinner Sponsor: Rs. 3,00,000/-
- Gala Dinner Sponsor: Rs. 5,00,000/-
- Conference Kit & Memento Sponsor

(All the sponsorship/partnership avenue mentioned above carry exclusive and customised benefits to maximise prominence and visibility in the best possible avenue)



SL. No	Sponsorship Benefits	Platinum	Gold	Silver	Special Plenary	Network Partner
1	Speaking/Moderating Opportunity for senior company leadership	✓	--	--	✓	--
2	Bio/Profile of the presenter in the Delegate Handbook	✓	--	--	✓	--
3	Company logo branding a) On the wings of the backdrop. b) On "Thank You Sponsor Panel" at the conference venue. c) On the "Conference Website" with hyperlink to company website. d) On back cover of the conference proceedings. e) On conference souvenirs 0 executive bags and notepads. f) On promotional collaterals – e-mailers and invitation cards. g) On social media post event updates.	✓	✓	✓	✓	✓
4	Company Literature to be included in the Delegate Satchel	✓	✓	✓	✓	✓
5	Company logo branding on the onsite signages*	✓	✓	✓	✓	✓
6	Company support to be mentioned in special thank you announcement in the valedictory session.	✓	✓	✓	✓	✓
7	Company video to be played during the breaks at the conference.	✓	✓	--	--	--
8	Company standees to be placed at the relevant areas, as per space availability.	✓	--	--	--	--
9	Complimentary exhibition booth for display of products, solutions and services	✓	✓	✓	✓	✓
10	Company short profile to be included in the delegate handbook. Size and space will depend on level of category selected	✓	✓	✓	✓	✓
11	Complimentary advertisement (Back inner cover/Center spread) in the digital transformation handbook "Compedium"	✓	✓	✓	--	--
12	Complimentary delegate passes for the company leadership to the pre- Conference Workshop.	4	3	--	5	1
13	Complimentary delegate passes to the networking dinner	8	6	2	2	--
14	Complimentary delegate passes to the conference with reserved seating.	--	--	4	1	1
15	Complimentary delegate passes for inviting clients of sponsoring company to enhance relationship.	--	--	--	--	5
	Investment (INR)	15 L	10 L	5L	2L	1L

In case of any query, please contact:

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CMEE
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CONTINUOUS EDUCATION



26 WORKSHOPS

1200+

Participants across Industry, Academia



Jan. 2014	Metaphor analysis and Ethnography Research
Apr. 2014	Leveraging Power of Qualitative Marketing Research for Achieving Marketing Intelligence (Noida & Mumbai)
Feb. 2015	Leveraging Power of Semiotics for Achieving Marketing Excellence (Noida & Mumbai)
April & May 2015	Leveraging Power of Data Driven Marketing for Achieving Marketing Excellence (Noida & Mumbai)
May, 2015	Power of Semiotics for Impactful Market Research (Noida & Mumbai)
Nov. 2015	Understanding Consumers in Digital Era
Nov. 2015	Teaching Marketing Research
Apr. 2016	Data Visualization: Methods & Tools (Noida & Mumbai)
Jan. 2017	Case Study Writing & Development
Jan 2019	Teaching & Practicing Marketing Research
Nov 2019	Teaching & Practicing Marketing Research
Feb 2020	Conducting & Publishing High-quality research in Empirical Modelling for Marketing Strategy
June 2020	Online workshop series <ul style="list-style-type: none">• Data Visualization with Tableau• Unstructured Data Extraction & Analysis through Machine Learning• Unstructured Data Extraction & Analysis through 'NVIVO' & 'R'• The Power of Storytelling through Data
Jan 2021, March 2022 & July 2023	Online workshop on Teaching Practicing & Marketing Research
Dec 2022	Online Workshop on Cyber Security

CELEBRATING 12 YEARS

of

RESEARCH & PUBLICATION

17 RESEARCH HANDBOOKS

2012-13	Bibliography of Research articles in Emerging Economies (1987-2011)
2013-14	Decoding Lucknow: Yesterday and Today: An Interesting Story
2014-15	Lucknow: Food and Beverage Preferences of Lucknowites
2015-16	A Field Report on Prospects of Coir Products in Uttar Pradesh
2016-17	Bibliography of Research articles in Emerging Economies(1991-2016)
2016-17	Affordable healthcare Delivery Models Booklet/FIELD REPORTS
2017-18	India Online study
2018-19	CSR Perception, Corporate brand equity and Sales Performance
2019-20	Understanding Indian Voter Behaviour through Sentiment Analysis
2019-20	Understanding Digital Health: Challenges & Opportunities
2020-21	Role of Digital Technology in Education: Challenges & Opportunities (Teacher's perspective)
2020-21	Role of Digital Technology in learning process: Challenges & Opportunities (Student's perspective)
2020-21	Consumer Behaviour and Sentiments during COVID-19 lockdown
2020-21	Tourism in the Covid-19 Pandemic Era <ul style="list-style-type: none">• Reviving Indian Tourism amidst the Covid-19 pandemic: Challenges & Workable Solutions (Recognized under Most Impactful Research Studies done during pandemic times by World Health Organization)
2021-22	Post Pandemic Challenges of the Travel Agency Business in India: Insights, Impacts on Tourism and Recommendations
2022-23	Best practices in Haryana for Sustainable Water Conservation & Management
2023-24	Challenges of Implementing Extended Producers Responsibility (EPR) for Plastic Waste Management: Lessons from India

3 CONFERENCE PROCEEDINGS



RESEARCH PAPERS

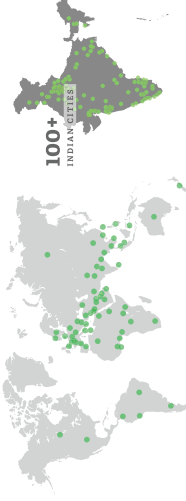
Presented in CMEE Conferences & Published in Internationally Acclaimed Journals



Psychology and Marketing
Journal of Product and Brand Management
Journal of Consumer Marketing
Marketing Intelligence and Planning
International Journal of Market research
Metamorphosis
Journal of Indian Business Research
Journal of Destination Marketing & Management
Social Responsibility Journal

NETWORKING

CMEE **266238** **103** **763**
WEBSITE COUNTRIES CITIES
REACH



100+ INDIAN CITIES

3 CONFERENCES



2012	Shaping the future of research in marketing in emerging economies: Looking Ahead
2014	Listening Consumers in Emerging Markets
2017	Reaching Consumers of Emerging Markets

150 **540** **75** **465**
SPEAKERS PARTICIPANTS INDUSTRY ACADEMIA



9 WEBINARS, PLENARY SESSIONS & PANEL DISCUSSIONS



June 2020	Leveraging the Power of Unstructured Data for Capturing Consumer Insights
Sep 2020	Tourism in the Covid-19 pandemic era : Challenges and the way forward
Jan 2021	Role of Marketing Research in the Covid-19 Pandemic Era
June 2021	3 Webinar series on Publishing in Top-Quality Journals: Lessons from the Editors'
March 2022	Practicing Marketing Research in Covid-19 pandemic era
June 2023	Green Urja Conclave on World Environment Day
July 2023	Emerging Trends in Marketing Research
Feb 2024	Future Cyber Crime Summit



CMEE
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Our Partners for Past Events



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DELBERTO

