

SPONSORSHIP BROCHURE

Leveraging Emerging Technologies and Analytics for Development (LEAD)-2025

THEME: Unlocking Human Potential

10th-12th
December 2025

ABOUT IIM SHILLONG

Indian Institute of Management Shillong (IIMS) is a public, fully autonomous management institute in the city of Shillong, Meghalaya. It was the seventh Indian Institute of Management to be established in India.

At the heart of IIMS is a global, inclusive, innovative spirit that accelerates action and impact. Our dynamic community of knowledge seekers are experimenting with new ideas, innovating solutions, pioneering sustainable practices, nurturing personal growth, impacting the local community and transforming management to reinvent tomorrow.

ABOUT LEAD-2025

Leveraging Emerging Technologies and Analytics for Development (LEAD) 2024, held under the theme “Empowering Humanity,” served as an international platform uniting researchers, policymakers, and innovators to explore how emerging technologies and analytics can drive sustainable and inclusive development. The conference fostered rich interdisciplinary dialogues on ethical, social, and managerial dimensions of technology, featuring keynotes, panels, and tutorials that inspired collaborative approaches to global challenges. Building on this momentum, the upcoming edition, LEAD-2025, continues the conversation with a renewed focus on unlocking human potential.

LEAD-2025 is a premier international conference bringing together scholars, industry leaders, policymakers, and innovators to explore the transformative power of technology and analytics. This year’s theme, “Unlocking Human Potential,” highlights the role of emerging technologies, artificial intelligence, data-driven decision-making, and digital transformation in enhancing human capabilities, fostering inclusive growth, and driving sustainable development. As businesses and societies navigate rapid technological changes, this conference aims to spark insightful discussions on harnessing these advancements for economic progress, social empowerment, and ethical innovation.

LEAD-2025 will feature keynote speeches, panel discussions, hands-on workshops, and paper presentations by leading experts from academia and industry. The conference will delve into critical topics such as AI-driven workforce augmentation, the ethical implications of automation, the intersection of human cognition and machine intelligence, and the use of analytics in public policy and business strategy. Special sessions will address the role of digital ecosystems in enhancing education, healthcare, financial inclusion, and governance. The event will provide actionable insights into leveraging technology to maximize human creativity, productivity, and well-being by fostering cross-disciplinary dialogues and real-world case studies.

Participants can engage in networking sessions, collaborative research discussions, and industry-led innovation showcases, ensuring meaningful ideas and best practices exchanges. The scenic setting of IIM Shillong, surrounded by the lush landscapes of Meghalaya, offers an

inspiring environment for intellectual engagement and interdisciplinary learning. As a platform for thought leadership, LEAD-2025 is set to shape the future of how emerging technologies and data analytics can empower individuals, businesses, and societies to reach their full potential.

PARTNER WITH LEAD-2025: AMPLIFY YOUR IMPACT

The LEAD-2025 conference provides a unique opportunity for organizations to align with a premier platform at the intersection of **technology, analytics, and human development**. By sponsoring this event, your brand gains **unparalleled visibility among top scholars, policymakers, and industry leaders**, while actively contributing to conversations shaping the future of emerging technologies.

Whether you are seeking **title-level recognition, premium engagement opportunities, or cost-effective visibility**, our sponsorship packages are tailored to ensure measurable impact, lasting impressions, and valuable connections.

Sponsorship Tiers – At a Glance

Benefits	Platinum ₹8,00,000	Diamond ₹6,00,000	Gold ₹4,00,000	Silver ₹2,00,000
Speaker slot during inauguration	✓	—	—	—
Title naming rights across all platforms	✓	—	—	—
Sponsored workshop / panel / networking arena	✓	✓	—	—
Prominent logo placement on event banners	✓	✓	—	—
Premium exhibit booth	✓	✓	✓	—
Priority acknowledgement in press coverage	✓	✓	✓	—
Regular exhibit booth	✓	✓	✓	✓
Branding on conference giveaways	✓	✓	✓	✓
Branding on participation certificate	✓	✓	—	—
Special recognition on social media	✓	✓	✓	✓
Verbal recognition during sessions	✓	✓	✓	✓
Complimentary Industry registrations	2	2	1	—
Complimentary Academic registrations	2	1	2	1

SPONSORSHIP TIERS

Platinum Sponsor – ₹8,00,000

Overview

The Platinum Sponsorship tier offers the most prestigious and comprehensive recognition at LEAD-2025, ideal for brands seeking to lead discussions, maximize exposure, and align with the conference's vision.

Benefits	Description	Value to Sponsor
Speaker slot during inauguration	Address delegates during the high-profile inaugural session.	Immediate association with leadership and thought influence.
Title naming rights across all platforms	Integration into the conference title (e.g., "LEAD-2025 powered by [Sponsor Name]").	Guaranteed brand visibility across all media and materials.
2 complimentary Industry registrations	Complimentary passes for industry professionals.	Access to key networking and sessions.
2 complimentary Academic registrations	Complimentary passes for academic partners.	Builds academic-industry synergy.
Sponsored workshop/panel/networking arena	Host a session aligned with your expertise.	Establishes niche authority and fosters direct engagement.
Prominent logo placement on event banners	Logo on main stage backdrops, registration counters, and digital materials.	Consistent visibility throughout the conference.
Premium exhibit booth	Prime location for showcasing products/services.	High attendee engagement and lead generation.
Priority acknowledgement in press coverage	Featured in official press releases and media outreach.	Visibility beyond event attendees.
Regular exhibit booth	Baseline booth presence.	Ensures coverage in all exhibit spaces.
Branding on conference giveaways	Logo on conference materials like bags, lanyards, stationery.	Long-term recall beyond the conference.
Branding on participation certificate	Logo on the participation certificates that people keep.	Embedded, personal recall.
Special recognition on social media	Highlighted posts on IIM Shillong's official handles.	Digital amplification to wider audiences.
Verbal recognition during sessions	Mentioned during key sessions.	Enhances credibility and goodwill.

Diamond Sponsor – ₹6,00,000

Overview

The Diamond Sponsorship tier grants premium recognition and interaction, enabling your brand to curate sessions and engage audiences directly.

Benefits	Description	Value to Sponsor
Sponsored workshop/panel/networking arena	Host a session aligned with your expertise.	Establishes niche authority and fosters direct engagement.
Prominent logo placement on event banners	Logo on main stage backdrops, registration counters, and digital materials.	Consistent visibility throughout the conference.
2 complimentary Industry registrations	Complimentary passes for two industry professionals.	Facilitates active participation and networking.
2 complimentary Academic registrations	Complimentary pass for academic partner.	Enhances collaboration opportunities.
Premium exhibit booth	Prime location for showcasing products/services.	High attendee engagement and lead generation.
Priority acknowledgement in press coverage	Featured in official press releases and media outreach.	Visibility beyond event attendees.
Regular exhibit booth	Standard booth for showcasing products/services.	Entry-level presence with attendee footfall.
Branding on conference giveaways	Logo on bags, lanyards, or stationery.	Long-term recall beyond the conference.
Branding on participation certificate	Logo on the participation certificates that people keep.	Embedded, personal recall.
Special recognition on social media	Highlighted posts on IIM Shillong's official pages.	Digital amplification to broader audiences.
Verbal recognition during sessions	Mentioned during conference sessions.	Enhances credibility and goodwill.

Gold Sponsor – ₹4,00,000

Overview

The Gold Sponsorship tier offers significant recognition, priority exhibit space, and media coverage, ideal for brands seeking strong exposure.

Benefits	Description	Value to Sponsor
Premium exhibit booth	Prime location for showcasing products/services.	High attendee engagement and lead generation.
Priority acknowledgement in press coverage	Featured in official press releases and media outreach.	Visibility beyond event attendees.
1 complimentary Industry registration	Complimentary pass for an industry professional.	Participates fully in sessions and networking.
2 complimentary Academic registrations	Complimentary passes for academic collaborators.	Strengthens research-industry connections.
Regular exhibit booth	Standard booth for showcasing products/services.	Entry-level presence with attendee footfall.
Branding on conference giveaways	Logo on bags, lanyards, or stationery.	Long-term recall beyond the conference.
Special recognition on social media	Highlighted posts on IIM Shillong's official pages.	Digital amplification to broader audiences.
Verbal recognition during sessions	Mentioned during conference sessions.	Enhances credibility and goodwill.

Silver Sponsor – ₹2,00,000

Overview

The Silver Sponsorship tier offers essential visibility and access to networking opportunities at a cost-effective level.

Benefits	Description	Value to Sponsor
Regular exhibit booth	Standard booth for showcasing products/services.	Entry-level presence with attendee footfall.
Branding on conference giveaways	Logo on bags, lanyards, or stationery.	Long-term recall beyond the conference.
Special recognition on social media	Highlighted posts on IIM Shillong's official pages.	Digital amplification to broader audiences.
Verbal recognition during sessions	Mentioned during conference sessions.	Enhances credibility and goodwill.

Other Sponsorship Opportunities

- **Conference Dinner Sponsor** – Recognition at gala dinner.
- **Conference Kit Sponsor** – Branding on delegate kits.
- **Mementos Sponsor** – Recognition in select communication channels.
- **Participants Travel Support Sponsor** – Mention in acknowledgment for supporting logistics.

For more details about Other Sponsorship Opportunities, please contact:



Email: leadconf@iimshillong.ac.in



Phone: +91 364 2308027 / +91 98495 55496

WHY WORK WITH US?

Unmatched Brand Visibility

Partnering with LEAD-2025 places your brand front and center before a diverse audience of industry leaders, policymakers, academicians, and innovators. From title sponsorship to exhibit spaces and media coverage, your logo and messaging will be amplified across all platforms — digital, print, and on-site.

Access to a Premium Audience

Our attendees include decision-makers and thought leaders in emerging technologies, analytics, and sustainable development. This is a high-value networking opportunity to forge collaborations, recruit talent, and explore partnerships.

Thought Leadership & Influence

Sponsors gain curated engagement opportunities — keynote addresses, panels, and workshops — enabling your organization to shape conversations that matter and showcase expertise in your domain.

Exclusive Association with IIM Shillong

IIM Shillong's reputation as a premier management institute ensures that your brand is associated with academic excellence, innovation, and global impact. This endorsement adds credibility and prestige to your partnership.

Long-term Value

Visibility doesn't end with the conference — media coverage, social campaigns, and post-event publications extend your brand exposure long after LEAD-2025 concludes, creating lasting recognition and ROI.

Even after the conference concludes, all event information will be archived and remain accessible on our website. As part of this, the logo of the Platinum Sponsor will continue to feature on the archived conference page through a dedicated mini-banner, ensuring lasting visibility and recognition.

PARTNER WITH LEAD-2025

Join us in shaping the future of technology and unlocking human potential.

Contact Information



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Website: [LEAD-2025](#)