

SPONSORSHIP BROCHURE

Leveraging Emerging Technologies and Analytics for Development (LEAD)-2027

| 20th - 22nd January, 2027 |

THEME

Human - AI Collaboration



| ABOUT IIM SHILLONG

The **Indian Institute of Management Shillong (IIM Shillong)** is a premier public management institution located in the picturesque hills of Meghalaya. Established as the seventh Indian Institute of Management in India, the Institute is committed to excellence in management education, research, and leadership development. Known as the **"Campus in the Clouds,"** IIM Shillong is distinguished by its emphasis on sustainability, ethical leadership, responsible management, and global engagement. The Institute provides an intellectually stimulating environment that fosters innovation, interdisciplinary learning, and meaningful collaboration among academia, industry, and society.

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-2027

1. The Leveraging Emerging Technologies and Analytics for Development (LEAD)-2027 is a premier international conference bringing together scholars, industry leaders, policymakers, and innovators. The conference theme, **"Human-AI Collaboration,"** explores how emerging technologies, artificial intelligence, analytics, and digital transformation can enhance human capabilities and drive sustainable development.
2. LEAD-2027 will feature keynote addresses, panel discussions, hands-on workshops, and research paper presentations by leading experts from academia and industry. Key discussions will explore AI-driven workforce augmentation, ethical implications of automation, and the intersection of human cognition and machine intelligence. The conference will also examine the application of analytics in public policy, business strategy, and organisational decision-making. Special sessions will highlight digital ecosystems and their transformative role in education, healthcare, financial inclusion, and governance. Through real-world case studies and interdisciplinary dialogue, the conference will offer actionable insights for maximizing human creativity, productivity, and well-being. Participants will have opportunities to engage in networking, collaborative research discussions, and industry-led innovation showcases.
3. LEAD-2027 will serve as a platform for meaningful exchange of ideas, knowledge, and best practices across academia, industry, and policy. Set against the scenic landscapes of Meghalaya, IIM Shillong provides an inspiring setting for intellectual engagement and interdisciplinary learning. The conference aims to shape the future of technology and analytics by empowering individuals, businesses, and societies to achieve their full potential.

PARTNER WITH LEAD-2027: AMPLIFY YOUR IMPACT

The LEAD-2027 conference provides a unique opportunity for organisations 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 that shape 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-2027, 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-2027 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.

SPONSORSHIP TIERS

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.

SPONSORSHIP TIERS

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.

SPONSORSHIP TIERS

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
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



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| WHY WORK WITH US?

Unmatched Brand Visibility

Partnering with LEAD-2027 places your brand front and Centre 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-2027 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 conference page archived through a dedicated mini-banner, ensuring lasting visibility and recognition.

PARTNER WITH LEAD-2027

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

Contact Information



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Website: [LEAD-2027](#)