



Venture Center

Policy for Joint Events/ Co-organization/ Co-sponsoring of Events

(Version: 26 July 2012)

1.PURPOSE: The purpose of this policy is to provide the framework for decisions relating to joint or co-organized or co-sponsored events wherein an external partner participates.

2.DEFINITIONS:

A.Organizer: Parties contributing to conceptualization, design, raising funds, content development, marketing and/or execution of the event.

B.Sponsor: Parties contributing funds or other resources (venue, refreshments/ food, publicity costs/media space etc) for the event.

C.Events of interest: The Venture Center proposes to organize or co-organize workshops and training programs with the following themes:

- Entrepreneurship, new venture creation, business planning
- Intellectual property
- Technology development/roadmaps, technology commercialization, Innovation management
- Technology and innovation policy and strategy
- Financing of technology and ventures
- Markets and industry overviews, summaries
- Popularization of science, technology, inventions amongst school children and youth.
- Techniques, methods of use to students and professionals in industry sectors on which Venture Center is focusing (materials science/ polymers, biotech/biomed/ biomass, electronics) and building networks
- Other topics of use and interest/ use to our incubatees and networks (entrepreneurs, inventors, investors, etc)
- Topics that enhance the visibility of Venture Center amongst our stakeholders
- Occasional other topics as approved by Director In Charge/ MD, Venture Center

3.KEY CONSIDERATIONS:

A.THEMES OF EVENTS: All events in NCL Innovation Park/ Venture Center need to align with the broad goals and motivations of NIP/ VC. Typical themes of interest to Venture Center are listed above in 2C.

B.QUALITY/ SUBSTANCE/ CONTENT OF EVENTS: Venture Center shall maintain certain standards of quality/ substance in its events. Venture Center events aim to serve the purpose of providing inspiration, giving useful information, providing access to experts and their experience/ insights and building networks. All events need to be substantial in delivering on these aims.



C. BACKGROUND/CREDIBILITY OF OTHER ORGANIZERS: Venture Center shall only work with and support non-controversial persons/ organizations with views/ agendas/ track records/ behavior that are broadly acceptable in society. Venture Center normally does not work with people or organizations with religious, political or other sectarian affiliations.

4. CO-ORGANIZATION BY VENTURE CENTER

A. When does Venture Center agree to co-organize an event?

- a. Key considerations in pt 3 above are met.
- b. Event goals is synergistic with the aims of Venture Center
- c. Venture Center can add value to the conceptualization, design, raising funds, content development, marketing and/or execution of the event.
- d. Efforts, costs and revenue are shared in a fair and transparent way
- e. Commercial or marketing goals do not interfere with the purpose of inspiration, information, insights etc

B. Potential benefits to other co-organizer (one or more of the below)

- Support with conceptualization, design, getting other speakers
- Support with fund raising
- Support with marketing, online publicity etc
- Support with logistics and execution
- Additional benefits like access to VC Library for participants
- Eligibility for certain future discounts etc

C. Terms and Expectations of Venture Center: Models of engagement Policies and guidelines for Workshops and Training Programs are provided at -

<http://www.venturecenter.co.in/pdfs/Workshop-Guidelines.pdf>

D. Process: Contact the following with your proposal:

Ms Lipika Biswas

Venture Center

eventsdesk@venturecenter.co.in

Phone: +91-20-25865877

5. CO-SPONSORSHIP BY VENTURE CENTER

A. When does Venture Center agree to co-sponsor an event?

- a. Key considerations in pt 3 above are met.
- b. Only for non-profit organizations/ associations/ networks.
- c. Selected activities of government agencies supporting Venture Center.

B. Potential benefits to other co-sponsor (one or more of the below)

- a. Making Venue and associated facilities available (in part or full)
- b. Announcement in Venture Center's weekly email announcement of events
- c. Occasionally, light refreshments (in part or full)



C. Terms and Expectations of Venture Center

- a. Mention of Venture Center as co-sponsor in all publicity materials/announcements via all media
- b. 2 min slot in the beginning to briefly speak about Venture Center
- c. Venture Center nomadic banner at Venue
- d. Venture Center reserves the right to announce the event via one of its websites.

Usually: <http://www.venturecenter.co.in/networking.php>

e. Pricing:

- When the event is FREE, then Venture Center may provide access to the venue FREE, only if the event happens within official working hours on Monday to Saturday between 9 AM to 5 PM. Any events happening after the official working hours will be charged at a nominal price of Rs 500 per hour.
- If the event is priced, then 50% discount applies. (See, <http://venturecenter.co.in/discounts.php>)

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