



Powering Tomorrow's Innovation Through Strategic Partnerships

Executive Summary

IEEE **Techfest** 2025 represents Sri Lanka's premier technology festival, designed to be the definitive platform for innovation, networking, and professional development in the region. This flagship event brings together 1,000+ participants, 22 university student branches, industry leaders, and global IEEE networks under one prestigious roof.

Event Highlights

- **Date:** December 20, 2025
- **Venue:** Trace Expert City
- **Scale:** 1,000+ participants, 30+ exhibition stalls
- **Reach:** IEEE Region 10 expansion with international partnerships
- **Network:** 427,000+ IEEE members across 190+ countries

The IEEE Advantage

Global Technology Leadership

- **World's Largest Technical Organization:** 427,000+ members globally
- **Standards Authority:** 1,200+ standards setting global benchmarks
- **Innovation Hub:** 2,000+ conferences annually worldwide
- **Technical Excellence:** 39+ specialized technical societies

SRI LANKA'S TECH ECOSYSTEM

- **22 University Student Branches participating nationwide**
- **Career Development Hub with internship and job opportunities**
- **Direct access to Sri Lanka's brightest tech talent**
- **Industry-Academia Bridge fostering innovation**

EVENT PROGRAM OVERVIEW

Morning Innovation Showcase (8:30 AM - 2:30 PM)

- 16 National Organization Stalls – Industry leadership showcase
- 12 Industry Tech Experience Stalls – Cutting-edge demos
- CV Clinic Stalls – Direct recruitment opportunities
- Interactive Gaming & Networking Zones



EVENT PROGRAM OVERVIEW

Afternoon Knowledge Exchange (2:30 PM – 5:00 PM)

- TEDx-Style Tech Talks – Celebrity expert presentations
- Industry Panel Discussions – Future technology trends
- Innovation Awards Ceremony – Recognition excellence
- Strategic Networking Reception – Business connections

EVENT PROGRAM OVERVIEW

Evening Engagement (5:00 PM onwards)

- **Informal meetups and relationship building**
- **Alumni and industry leader connections**

PARTNERSHIP PACKAGES & BENEFITS

Complete Partnership Benefits Grid

Benefits & Deliverables	Title	Platinum	Diamond	Gold	Silver	Bronze	Innovation
Investment	LKR 1,500,000	LKR 800,000	LKR 400,000	LKR 300,000	LKR 150,000	LKR 75,000	LKR 40,000
Available Slots	1 Exclusive	1 Exclusive	2 Slots	3 Slots	5 Slots	10 Slots	15 Slots

Branding & Visibility Benefits

Benefits & Deliverables	Title	Platinum	Diamond	Gold	Silver	Bronze	Innovation
Main Event Backdrop Logo	Largest Premium Position	Prominent Featured	Standard Featured	Standard Size	Standard Size	Small Size	Small Size
All Marketing Materials Logo	Largest Size Priority	Large Prominent	Medium Featured	Medium Standard	Small Standard	Small Listed	Not Included
Delegate Badges & Lanyards	Co-Branded Prominent	Featured Standard	Featured Standard	Standard Listed	Small Listed	Not Included	Not Included
Event T-Shirts (1000+ units)	Premium Co-Branding	Standard Featured	Standard Featured	Standard Listed	Not Included	Not Included	Listed Partner
Delegate Bags (1000+ units)	Premium Co-Branding	Standard Featured	Standard Featured	Not Included	Not Included	Not Included	Not Included

Branding & Visibility Benefits

Benefits & Deliverables	Title	Platinum	Diamond	Gold	Silver	Bronze	Innovation
Event Website Integration	Homepage Hero Banner	Premium PartnerSection	Featured Partner Page	Standard Partner List	Basic Partner List	Listed Partner	Listed Partner
Event Banners & Signage	Prominent All Locations	Featured Standard	Featured Standard	Standard Listed	Small Listed	Not Included	Not Included
Stage LED Screens	Continuous Brand Display	Regular Display Rotation	Standard Display Time	Standard Display Time	Limited Display Time	Not Included	Not Included
Press Releases & Media	Lead Partner Featured	Major Partner Featured	Supporting Partner	Listed Partner	Mentioned Partner	Not Included	Not Included
Event Certificates	Co-Branded Premium	Featured Logo	Standard Logo	Not Included	Not Included	Not Included	Not Included

Exhibition & Presence Benefits

Benefits & Deliverables	Title	Platinum	Diamond	Gold	Silver	Bronze	Innovation
Exhibition Stall Space	Premium 6x6m VIP Zone	Large 4x4m Premium	Standard 3x3m Featured	Standard 3x3m Good	Basic 3x3m Standard	Basic 3x3m Basic	Basic 10x10ft Basic
Stall Location Priority	Prime Main Entrance	Premium High-Traffic	High-Traffic Featured	High-Traffic Standard	Standard Location	Standard Location	Standard Location
Stall Branding Support	Full Custom Branding	Enhanced Branding	Standard Branding	Standard Branding	Basic Branding	Basic Branding	Basic Branding
Furniture & Setup	Premium Executive Setup	Standard Professional	Standard Professional	Standard Professional	Basic Standard	Basic Standard	Basic Standard
Dedicated Networking Area	Private VIP Lounge	Semi-Private VIP Section	Not Included	Not Included	Not Included	Not Included	Not Included

Exhibition & Presence Benefits

Benefits & Deliverables	Title	Platinum	Diamond	Gold	Silver	Bronze	Innovation
Product Demo Slot	30-Min Dedicated Prime	20-Min Standard Featured	15-Min Standard Good	10-Min Standard Basic	Not Included	Not Included	Not Included
Stall Announcements	Multiple Stage Mentions	2 Stage Announcements	1 Stage Announcement	1 Stage Announcement	1 Stage Announcement	Not Included	Not Included
Priority Booth Setup	First Setup Priority	Early Setup Access	Standard Setup Time	Standard Setup Time	Standard Setup Time	Standard Setup Time	Standard Setup Time

Speaking & Content Opportunities

Benefits & Deliverables	Title	Platinum	Diamond	Gold	Silver	Bronze	Innovation
Keynote Speech Platform	30-Min Prime Slot	Not Included	Not Included	Not Included	Not Included	Not Included	Not Included
Tech Talk Presentation	20-Min Featured Slot	20-Min Standard Slot	15-Min Good Slot	Not Included	Not Included	Not Included	Not Included
Panel Discussion Role	Moderator Leadership	Key Panelist Featured	Panelist Participant	Panelist Participant	Not Included	Not Included	Not Included
Opening Ceremony	Special Partner Recognition	Premium Introduction	Standard Introduction	Standard Introduction	Brief Mention	Not Included	Not Included
Closing Ceremony	5-Min Partner Speech	3-Min Partner Address	Not Included	Not Included	Not Included	Not Included	Not Included

Speaking & Content Opportunities

Benefits & Deliverables	Title	Platinum	Diamond	Gold	Silver	Bronze	Innovation
Awards Presentation	Main Innovation Award	Category Award Honor	Category Award Honor	Not Included	Not Included	Not Included	Not Included
Company Showcase Video	3-Min Premium Feature	2-Min Standard Feature	1-Min Brief Feature	Not Included	Not Included	Not Included	Not Included
Open Tech Forum Slots	2 Priority Slots	1 Premium Slot	1 Standard Slot	1 Standard Slot	Not Included	Not Included	Not Included

Networking & Hospitality Benefits

Benefits & Deliverables	Title	Platinum	Diamond	Gold	Silver	Bronze	Innovation
VIP Networking Lunch	Hosted PremiumTable	Reserved VIP Table	Reserved VIP Seats	Reserved VIP Seats	Not Included	Not Included	Not Included
Welcome Reception	Exclusive VIP Access	Premium VIP Access	Standard VIP Access	Standard Access	Standard Access	Not Included	Not Included
Speaker Meetup Access	Private Executive Session	Private PremiumSession	Group VIP Session	Not Included	Not Included	Not Included	Not Included
Organizer Team Meeting	Private Strategy Session	Private Planning Meeting	Group Planning Session	Group Planning Session	Not Included	Not Included	Not Included
Industry Leader Connections	Facilitated Introductions	Facilitated Introductions	Facilitated Introductions	Facilitated Introductions	Not Included	Not Included	Not Included

Networking & Hospitality Benefits

Benefits & Deliverables	Title	Platinum	Diamond	Gold	Silver	Bronze	Innovation
Post-Event Networking	Dedicated Follow-up Session	Dedicated Follow-up Session	Group Follow - up Session	Not Included	Not Included	Not Included	Not Included
Complimentary Tickets	10 Premium Tickets	6 Standard Tickets	4 Standard Tickets	3 Standard Tickets	2 Standard Tickets	1 Standard Ticket	1 Standard Ticket
VIP Lounge Access	Exclusive All-Day Access	Premium Access	Standard Access	Not Included	Not Included	Not Included	Not Included

Exhibition & Presence Benefits

Benefits & Deliverables	Title	Platinum	Diamond	Gold	Silver	Bronze	Innovation
Social Media Campaign	10 Dedicated Posts	6 Featured Posts	4 Standard Posts	3 Standard Posts	2 Standard Posts	1 Standard Post	1 Standard Post
LinkedIn Spotlight	Featured Company Article	Premium Company Post	Standard Company Post	Standard Company Post	Brief Company Mention	Not Included	Not Included
Email Marketing	Dedicated Partner Email	Featured Email Section	Standard Email Section	Standard Email Section	Brief Email Mention	Not Included	Not Included
Website Banner Ads	Homepage Hero Banner	Premium Site Banner	Standard Site Banner	Standard Site Banner	Small Site Banner	Not Included	Not Included
Press Release Feature	Lead Partner Story	Major Partner Feature	Supporting Partner	Supporting Partner	Partner Mention	Not Included	Not Included

Exhibition & Presence Benefits

Benefits & Deliverables	Title	Platinum	Diamond	Gold	Silver	Bronze	Innovation
"Road to Techfest" Show	Full Episode Feature	Interview Segment	Interview Segment	Brief Feature Spot	Not Included	Not Included	Not Included
Event Photography Rights	Exclusive Access & Usage	Priority Access & Usage	Standard Access	Standard Access	Standard Access	Not Included	Not Included
Video Testimonial	Dedicated Partner Video	Featured Video Segment	Standard Video Segment	Not Included	Not Included	Not Included	Not Included
Live Stream Mentions	Multiple Live Mentions	2 Live Mentions	1 Live Mention	1 Live Mention	1 Live Mention	Not Included	Not Included

Recruitment & Talent Access Benefits

Benefits & Deliverables	Title	Platinum	Diamond	Gold	Silver	Bronze	Innovation
Resume Database Access	Full Database Complete	Full Database Complete	Filtered Database Access	Filtered Database Access	Limited Database Access	Not Included	Not Included
Job Platform Posting	Featured Premium Listing	Featured Standard Listing	Standard Job Listing	Standard Job Listing	Basic Job Listing	Not Included	Not Included
Career Fair Participation	Premium Booth Location	Standard Booth Featured	Standard Booth Good	Standard Booth Basic	Basic Booth Standard	Not Included	Not Included
Student Project Sponsorship	Multiple Projects Portfolio	2 Featured Projects	1 Featured Project	1 Standard Project	Not Included	Not Included	Not Included
Internship Program Promotion	Featured Program Showcase	Standard Program Feature	Standard Program Feature	Standard Program Feature	Basic Program Mention	Not Included	Not Included

Recruitment & Talent Access Benefits

Benefits & Deliverables	Title	Platinum	Diamond	Gold	Silver	Bronze	Innovation
University Partnership	Multiple University Access	2 University Partnerships	1 University Partnership	1 University Partnership	Not Included	Not Included	Not Included
Alumni Network Access	Premium Alumni Database	Standard Alumni Access	Standard Alumni Access	Not Included	Not Included	Not Included	Not Included
Skill Assessment Platform	Custom Assessment Tools	Standard Assessment Access	Standard Assessment Access	Basic Assessment Access	Not Included	Not Included	Not Included

Post-event Benefits & Analytics

Benefits & Deliverables	Title	Platinum	Diamond	Gold	Silver	Bronze	Innovation
Attendee Analytics Report	Comprehensive Detailed	Detailed Standard Report	Standard Report	Basic Report	Basic Report	Not Included	Not Included
Lead Generation Report	Complete Lead Package	Complete Lead Package	Standard Lead Report	Standard Lead Report	Basic Lead List	Not Included	Not Included
Brand Mention Analytics	Detailed Brand Analysis	Standard Brand Analysis	Standard Brand Analysis	Basic Brand Analysis	Basic Brand Analysis	Not Included	Not Included
Event Content Access	Full Content Library	Full Content Library	Limited Content Access	Limited Content Access	Not Included	Not Included	Not Included
Future Event Priority	First Right Partnership	Priority Partnership	Priority Partnership	Priority Partnership	Standard Partnership	Not Included	Not Included

Post-event Benefits & Analytics

Benefits & Deliverables	Title	Platinum	Diamond	Gold	Silver	Bronze	Innovation
Partnership Renewal	20% Renewal Discount	15% Renewal Discount	10% Renewal Discount	5% Renewal Discount	Not Included	Not Included	Not Included
Success Story Feature	Detailed Case Study	Feature Article Story	Feature Article Story	Brief Success Feature	Not Included	Not Included	Not Included
Partnership Certificate	Premium Partnership Award	Standard Partnership Award	Standard Partnership Award	Basic Partnership Award	Basic Partnership Award	Basic Partnership Award	Basic Partnership Award

Exclusive Added Value Benefits

Benefits & Deliverables	Title	Platinum	Diamond	Gold	Silver	Bronze	Innovation
CEO/CTO Meet & Greet	Private Executive Session	Private Executive Session	Group Executive Session	Not Included	Not Included	Not Included	Not Included
Innovation Showcase	Dedicated Innovation Corner	Featured Innovation Display	Standard Innovation Space	Standard Innovation Space	Not Included	Not Included	Not Included
Media Interview Setup	Dedicated Media Sessions	Featured Media Interview	Standard Media Access	Not Included	Not Included	Not Included	Not Included
Custom Activation Zone	Personalized Brand Zone	Enhanced Brand Corner	Not Included	Not Included	Not Included	Not Included	Not Included
Startup Pitch Judging	Head Judge Position	Senior Judge Position	Standard Judge Position	Standard Judge Position	Not Included	Not Included	Not Included
Workshop Hosting	Dedicated Workshop Session	Co-hosted Workshop	Co-hosted Workshop	Not Included	Not Included	Not Included	Not Included

Total Package Value Analysis

Partnership Level	Title	Platinum	Diamond	Gold	Silver	Bronze
Investment	LKR 1,500,000	LKR 800,000	LKR 400,000	LKR 300,000	LKR 150,000	LKR 75,000
Total Deliverables	45+ Premium Benefits	40+ Enhanced Benefits	35+ Standard Benefits	30+ Good Benefits	25+ Basic Benefits	15+ Essential Benefits
Estimated Value	LKR 4,800,000	LKR 2,800,000	LKR 1,400,000	LKR 1,050,000	LKR 525,000	LKR 262,500
ROI Percentage	220%	250%	250%	250%	250%	250%

Brand Exposure Value

Partnership Level	Title	Platinum	Diamond	Gold
Investment	LKR 1,500,000	LKR 800,000	LKR 400,000	LKR 300,000
Brand Exposure	LKR 2,400,000	LKR 1,400,000	LKR 700,000	LKR 525,000
Networking Value	LKR 900,000	LKR 600,000	LKR 300,000	LKR 225,000
Total ROI	220%	250%	250%	250%

AUDIENCE REACH BREAKDOWN

- Direct Event: 1,000+ participants (100% engagement)
- Social Media: 50,000+ reach (15% engagement rate)
- Website Traffic: 25,000+ visitors (10% engagement)
- Media Coverage: 100,000+ impressions (5% engagement)
- University Networks: 10,000+ students (30% engagement)

TERMS & CONDITIONS

Payment Terms

- 50% advance payment upon agreement signing
- 50% balance payment 30 days before event
- In-kind partnerships: Delivery confirmation required 15 days prior

TERMS & CONDITIONS

Cancellation Policy

- 60+ days before event: 100% refund
- 30-59 days before event: 50% refund
- Less than 30 days: No refund

TERMS & CONDITIONS

Branding Guidelines

- All materials subject to IEEE approval
- High-resolution logos required (minimum 300 DPI)
- Professional representation required at all times

CONTACT INFORMATION

Partnership Development Team:

Tharusha Abhayawardhana

TechVerse Chair

tharusha_r@ieee.org



Mahima Dharmasena

Techfest Project Chair

mahii@ieee.org

CONTACT INFORMATION



Manodya Nabadawewa

Chair, Student Activities Committee

IEEE Sri Lanka Section

manodyanabadawewa@ieee.org