



CHANDIGARH  
UNIVERSITY

Discover. Learn. Empower.



ISTE  
PRESENTS



TECHNICA

TECH FEST 2025

13<sup>TH</sup>-15<sup>TH</sup> OCTOBER

# TECHNICA EDITION-2025

ISTE ZONAL CONVENTION  
CHANDIGARH UNIVERSITY

ALIEN: WHERE INNOVATION MEETS THE UNKNOWN



+91 93110 73689



[www.technicia.live](http://www.technicia.live)

## ABOUT TECHNICA'25

# WHY SPONSOR TECHNICA'25?

India's Fastest-Growing  
Student Tech Fest.  
Unbeatable Youth  
Engagement. Limitless  
Potential.

 <b>50,000+</b>	<b>ON-GROUND FOOTFALL</b>
 <b>5 MILLION+</b>	<b>DIGITAL IMPRESSIONS</b>
 <b>₹8 LAKH+</b>	<b>PRIZE POOL</b>
 <b>15+</b>	<b>MARQUEE NATIONAL EVENTS</b>

- Exclusive exposure to India's brightest innovators and tech talent
- **Branding at every touchpoint** – Event venues, digital screens, livestreams, social media
- **Sponsor-run activities:** Product launches, interactive campus contests, keynote slots
- **Real engagement:** Influencer shoutouts, trending reels, prominent festival press coverage
- **Full transparency:** Detailed post-event analytics & qualified lead access

**"NO OTHER  
CAMPUS FEST  
DELIVERS  
TECHNICA'S  
SCALE, ENERGY  
AND ROI FOR  
YOUR BRAND."**

**PARTNER WITH US. POWER THE FUTURE. OWN  
THE CAMPUS CONVERSATION.**



## OUR SPONSORS

# Who Will You Reach?

**STUDENTS  
(16–22):**

Techies, coders, creators, future entrepreneurs

**STARTUPS &  
CORPORATES:**

Talent scouts, recruiters, mentors

**PAN-INDIA  
AUDIENCE:**

Diverse participation from all Indian regions

**INVESTORS**

Invest in the future startups and hidden talent

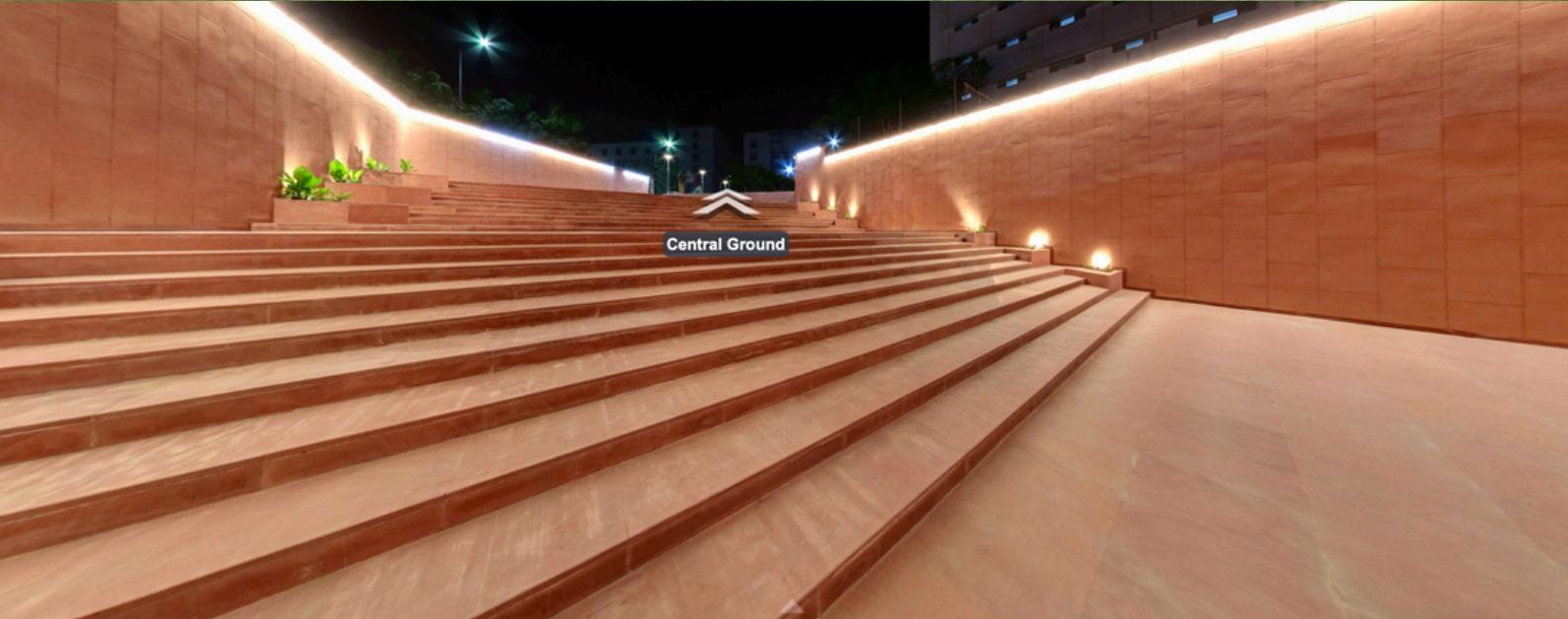
## Our Partners:



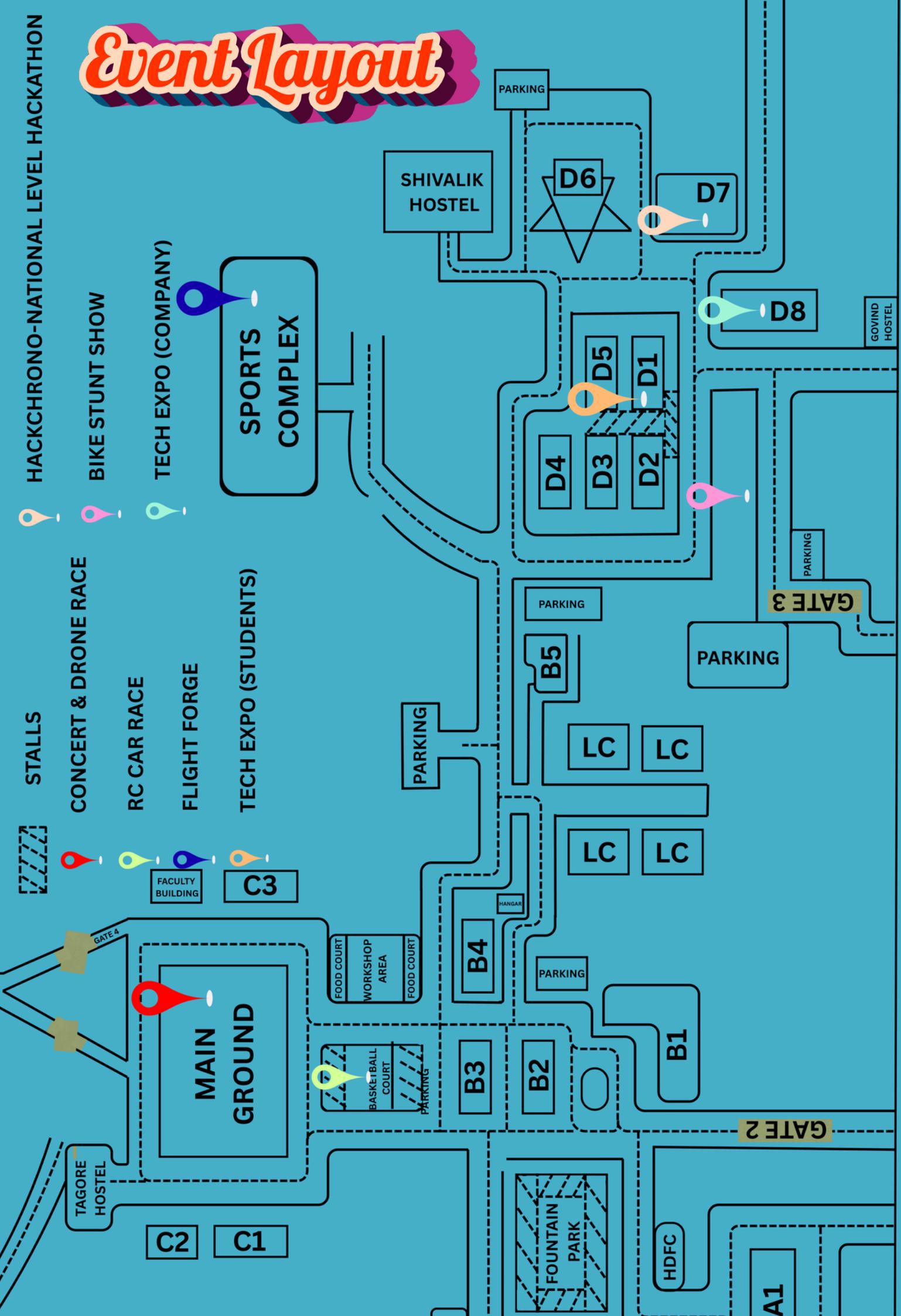
# Stall Spaces



# Branding Spaces



# Event Layout





## Previous Events





## EXPERIENCE HIGHLIGHTS



### Technicia Is More than a Fest — It's an Experience

Three days where cutting-edge technology meets entertainment and culture.

- **Real-world Innovation:** Hackathons, RC Wars, AI Battles
- **Knowledge & Collaboration:** Gathering of the brightest minds to learn, network, and innovate together
- **Electrifying Nights:** Bollywood concerts, supercar rallies, and high-octane stunt shows.

#### Shaping the Future of Technology

At Technicia, we believe in giving students practical exposure to real-world challenges, making them industry-ready while keeping innovation at the core.

#### Creating Unforgettable Memories

It's not just about competitions — it's about fun, culture, and lasting connections. Every moment at Technicia is designed to leave a mark on participants and partners alike.

No other fest matched the audience engagement we got at Technicia! The energy, innovation, and excitement here are truly unmatched.

#### 2014 - 2016

Tech Invent took its first steps as a student-led initiative, hosting small-scale coding challenges and workshops that quickly grew into something bigger.

#### 2017 - 2019

With exponential growth, Technicia welcomed national-level participation, added cultural nights, and became a recognized brand for technology-driven fests.



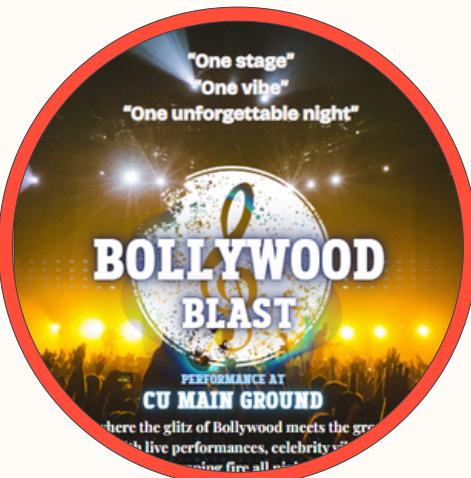


## SIGNATURE EVENTS & SPONSORSHIP DETAILS

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**SHOWCASE, ENGAGE, LEAD  
SPONSOR INTEGRATION AT EVERY LEVEL**

### SIGNATURE EVENTS





## IMMERSIVE, TECH-FORWARD SPONSOR BENEFITS

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# NO-COMPROMISE SPONSOR BENEFITS



**HYBRID REACH:** ON-GROUND + DIGITAL  
(LIVE STREAM, EVENT APP, SOCIAL  
COVERAGE)



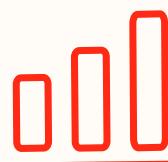
**PRIME EXPOSURE:** LED MAIN STAGE, EVENT  
PASS BRANDING, ON CAMPUS BRANDING,  
CUSTOM SPONSOR SEGMENTS



**LEAD GENERATION:** OPT-IN PARTICIPANT  
REACH, TALENT ACCESS, NETWORKING  
MIXERS



**CUSTOM ACTIVATIONS:** AR/VR BOOTH,  
INTERACTIVE POLLS, SPONSORED  
CHALLENGES



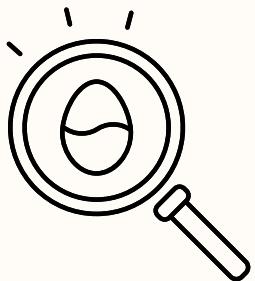
**ANALYTICS:** POST-EVENT DETAILED  
ENGAGEMENT SOCIAL MEDIA REACH  
(FOOTFALL, ONLINE REARCH, LEADS, TOP  
INTERACTIONS)

### CALLOUT:

**"WANT EVEN MORE? WE CO-CREATE CUSTOM  
EXPERIENCES: FROM PRODUCT LAUNCHES TO TECH  
MASTERCLASSES."**



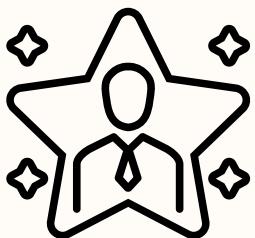
## FOR THE FIRST TIME:TRULY IMMERSIVE BRAND EXPERIENCES



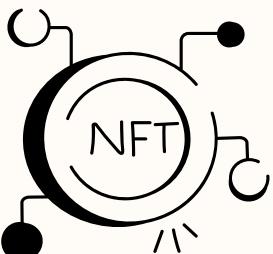
**Brand AR Hunt:** Turn campus into your arena — sponsors' logo integrated into an AR scavenger hunt with prizes.



**Live Stream Commerce:** Demo and sell products *in real time* during main events.



**Smart Talent Match:** Exclusive access to top student innovators via pre-matched sponsor-talent networking.



**Digital Collectibles (NFTs/Badges):** Branded digital rewards for participants — lasting impressions of your brand.



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# THANK YOU

## CONTACT US :



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[ISTE Student Chapter](#)

