

# NUEVA



**21<sup>ST</sup> ANNUAL ISTE  
STATE STUDENT CONVENTION**



# About GEC

Government Engineering College, Thrissur is one of the most prestigious and reputed technical education institution in India. The college, since its inception has shown enormous growth in all fronts and currently is one of the most sought after college in engineering education.

Along with many marvelous achievements, GECT provides a springboard to budding entrepreneurs who wish to launch themselves into the world of technology based business careers and as well helps to accelerate their hands-on entrepreneurial skills. We also take pride in our never ending list of alumni who never fail to inspire us at every step.

ISTE GECT Chapter has a rich history of participation and is one of the largest and vibrant chapters. The strength of ISTE is the strong base it has in technical education institutions around the country. ISTE is actively involved in many activities conducted by All India Council for Technical Education New Delhi (AICTE) and National Board of Accreditation New Delhi (NBA).

A strategic partner of AICTE, ISTE has a large community of more than 128500 technical teachers, 535000 students, 1414 faculty chapters and 1505 students' chapters at National level and 19 sections at State level.

ISTE in collaboration with government organizations and various Universities intends to support the flames of innovation and help bright young minds employ the gifts of technological advancements to develop innovative ways to teach and to learn. The main vision of ISTE is to **deliver an experience that will boost creative minds to deal with dynamic technology**.

# About ISTE



# About ISTE

# What is NUEVA

With the motive to boost technical and professional skills amongst students the ISTE STATE STUDENT CONVENTION is conducted every year as a healthy competition between ISTE chapters all across Kerala .

Participants come from every nook and corner of the state to put their skills to test , win the prestigious title and uplift their institute to the next level of glory.

Let's join hands as we approach the most anticipated season of the year! ISTE GECThrissur is here with NUEVA , 21<sup>st</sup> Annual ISTE State Students' Convention. Book your dates for February 2023 to be a part of this marvelous experience . With the theme '**Emerging trends in engineering science and technology**', ISTE GEC Thrissur is prepared to give every student an amazing experience and a tonne of takeaways.



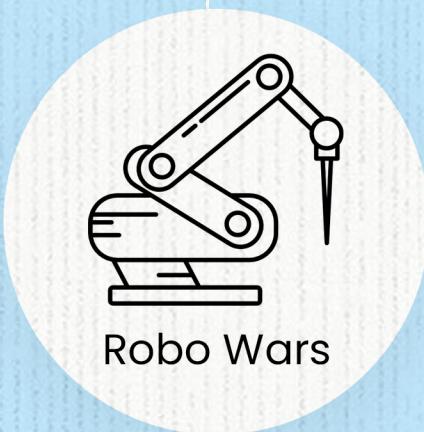
## What is NUEVA



# General Events

All events are based on the topic  
Emerging trends in engineering science and technology

## General Events

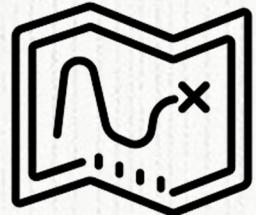


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## General Events



General Quiz



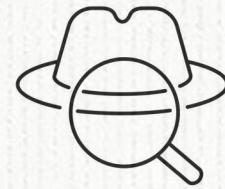
Treasure Hunt



Forum Events



Brain Teaser

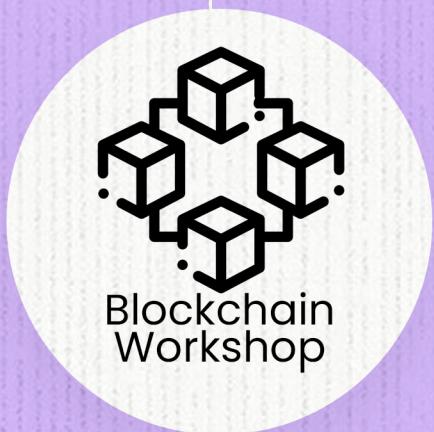


Murder Mystery

All events are based on the topic  
Emerging trends in engineering science and technology

# Pre Events

## Pre Events



Blockchain  
Workshop



C Bootcamp  
Workshop



Python+  
Pi Game  
Workshop



ChatGPT



Retro  
Technology

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Emerging trends in engineering science and technology

# During NUEVA



Food Stalls



BMW Automobile  
Workshop



Digital Fabrication  
Workshop



Sentimental  
Analysis  
Workshop



Expo & Talks

# INFORMALS

## Informals

Musical night

Connecting hub

Movie night

Planetarium

Gaming zone

# Gallery







# Why Sponsor us

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# Pre NUEVA



**Hoardings** across cities



**Media Publicity**



**Promotional videos** by  
social media influencers



**Social media** publicity



**Web Branding**



**100+** Branding across **100+**  
campus



**Reach upto 100K students**  
by campus ambassadors



**50K+ Posters** across the  
state

Pre NUEVA

# Why Sponsor us — During & Post NUEVA



**Banners** all over campus



**Stalls** at prime locations



**Live video** footages



**Branding** avenue



Tickets with **ads**



**VIP** **VIP** fest passes



**Frequent announcements**



**Kiosks**

# During & Post NUEV

# Why Sponsor us — During & Post NUEVA



**Screen backdrops**



**Website branding**



**After movie** promotions



**Future correlation**



**Social media** interactions



**Swags** with logo



**Data base**

# During & Post NUEV

We have graded sponsorship options into the following tiers:

#Title Sponsors

#Associate Sponsors

#Co-Sponsors

#Event Partners

# Marketing Proposals

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## TITLE SPONSOR

Rs.5,00,000

- Branding on all promotional materials.
- Only One Title Sponsor
- Branding on swags logo on T-shirts
- Promotion on Instagram, Linkedin Our Website
- Branding on Stalls, exhibition, learning stations
- Logos on merchandise
- 500+ posters
- Ads placed at venue
- Visitors from 100+ colleges 30+ polytechnics
- Promotion via Campus Ambassadors
- Database of all attendees

## ASSOCIATE SPONSOR

Rs.2,00,000

- Branding on all promotional materials.
- Branding on swags logo on T-shirts
- Promotion on Instagram, Linkedin Our Website
- 500+ posters
- Promotion via Campus Ambassadors
- Regular Announcements
- Ads placed at venue
- Database of all attendees

# Marketing Proposals

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## CO-SPONSOR

Rs.1,00,000

- Branding on Instagram, LinkedIn Our Website
- Promotion through posters on campus digital media
- 500+ posters
- Ads placed in the campus

## EVENT SPONSOR

Rs. 5000-50,000

- Branding on the backdrop of event
- Branding On Posters of Events
- Event Participant Database
- Ads placed at venue

# CONTACT

## Contact

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