

BITS PILANI PRESENTS



apogee '09

23RD TO 27TH MARCH



The Birla Institute of Technology and Science (BITS), Pilani is an institute globally respected as a knowledge centre par excellence. Over the years, BITS Pilani has maintained its reputation of imparting the right mix of education, experience and ethics necessary for success in the modern corporate world.

The annual technology festival, APOGEE, a five day fiesta, sees the confluence of thoughts amongst young minds from Asia's best universities. The dictionary lists apogee as 'the highest point'. APOGEE truly justifies this definition, representing the zenith of science and engineering in a landscape of future visionaries, scientists and inventors.

27TH ANNUAL TECHNOLOGY FESTIVAL

What is apogee?

Why Sponsor apogee?

- The location of Pilani assures organizations retention of their unique brand identity, and gives them undiluted publicity.
- APOGEE presents organizations with a golden Human Resource Development opportunity.
- The corporate image of the organization is reinforced thereby leaving a permanent footprint in the minds of the participants.
- An opportunity to meet some of the best minds around along with leaders in academia is a sure shot way to increase the organization's intellectual wealth.
- The organization will have visibility on campus at BITS Pilani and affiliated institutes, thus promoting the brand among the youth with maximum recall value.
- Gives the organization an opportunity to nurture young talent and be associated with BITS Pilani.



Model UN



Model United Nations is an academic simulation of the United Nations that aims to educate participants about civics, effective communication, globalization and multilateral diplomacy. In Model UN, students take on roles as foreign diplomats and

participate in a simulated session of an intergovernmental organisation. Participants research a country, take on roles as their representatives, investigate international issues, deliberate, consult and then develop solutions to world problems.

Momento Critico



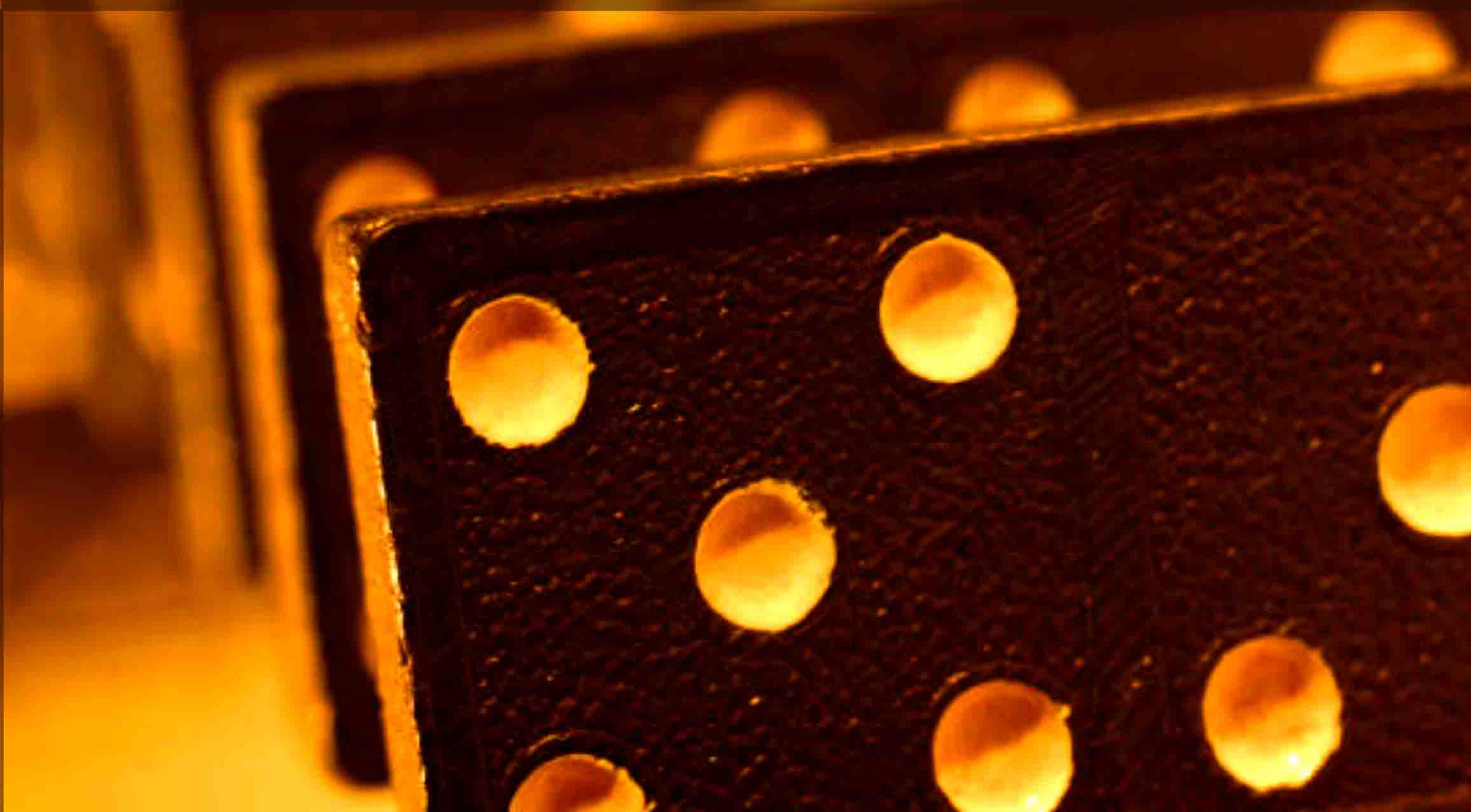
In recent times, natural disasters have played a major role in shaping national policies. With lives at stake, countries have had to combat the trail of destruction left in their wake, swiftly and effectively.

In Momento Critico, participants are provided with the details of a crisis, and are required to study its causes and effects. They have to find the best solution to tackle post-disaster problems while optimizing the given resources.

TechBazaar

TechBazaar creates an interface between venture capitalists, serial entrepreneurs, corporates and participants. Projects, developed over months, come through as stellar commercially viable products. After relentless eliminations, the cream of the

participants present their products before the panelists, who buy and fund these ideas. Thereby, TechBazaar is an ideal platform for organizations and their R&D arms to extract the most from this academic gathering.



Echo Green



There are no passengers on Spaceship Earth.
We are all crew.

-Marshall McLuhan

EC⁺O GREEN is an initiative to provide solutions to the pressing issues of our times, our fragile environment and the energy-crisis. It gives participants an opportunity to present environment

related projects, energy solutions, sustainable development models and papers. Prominent professionals will be invited to conduct workshops, seminars and lectures during the length of the festival.

Workshops

ASTRONOMY WORKSHOP

This 4 day workshop consists of a comprehensive set of lectures during the day complemented by star gazing sessions through a telescope by night.

SENSOR WORKSHOP

It aims to give students a better understanding of state of the art sensors. The working and application of each is demonstrated with the help of working models.

BIOMETRIC WORKSHOP

It deals with Biometrics, with models showing how an individual is identified based on attributes like speech, fingerprints, face, signature and iris.

SOME WORKSHOPS OF THE PAST

- Robotics
- Forensics
- F1 Car Design
- Hacking
- Digital Film Making



Projects

SOME PROJECTS OF THE PAST

- Hybrid car
- Smart homes
- Pharmabot
- Bitsimo
- Octapod
- Hybrid bioreactor

ACYUT

This invention was India's first humanoid and was a major crowd puller during Apogee 2008. It received a lot of media publicity competing in the prestigious Robogames in California.

BITS Pilani welcomes projects in various fields of Science and Engineering for APOGEE 2009. With over 550 projects coming from all parts of the country in last year's competition, it is sure to showcase unparalleled academic excellence.

Paper Presentations.

During APOGEE Paper Presentations receive a large proportion of the participation. Scientific papers are presented over a 5 day period on wide ranging industrial applications and scientific processes.

- Optimization of RCS and IR Signature for Jet Engine Cavities
- Neural Networks
- Nano medicine
- DVBC Satellite
- Intrusion Detection
- Online Social Sharing Revenue Models.

SOME PAPERS OF THE PAST

Apogee 2008 saw
Participants : 832
Papers presented : 564

Lectures



During APOGEE a number of eminent speakers from the fields of science, business and technology share their knowledge through lectures and video conferences. These interactive and highly popular lectures are attended by a large audience, both faculty and students.

The past speakers include:

Dr.A.P.J.Abdul Kalam
Rajesh Hukku
Sir Vivek Paul

Electronics

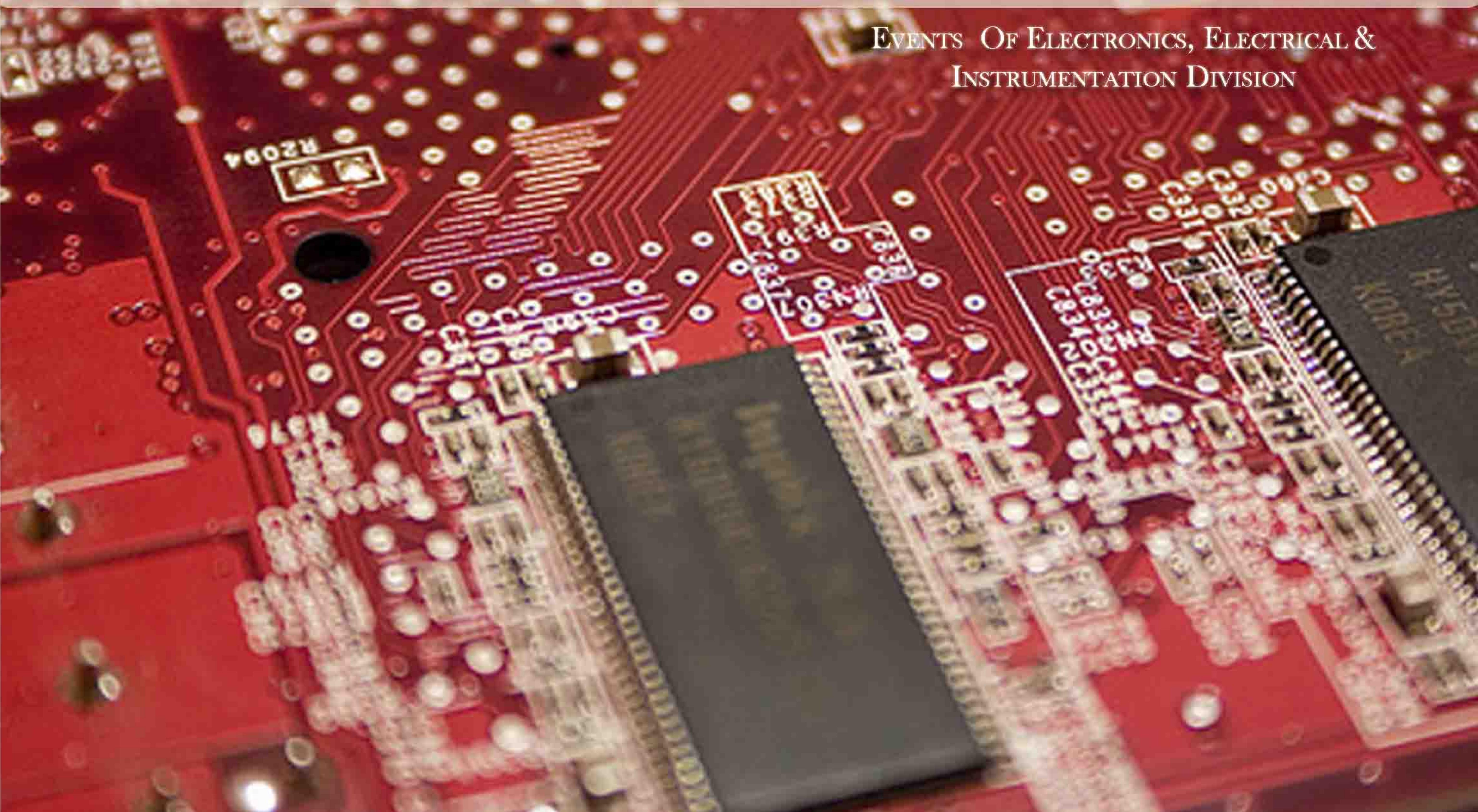
PARISHOD

A VLSI design contest that involves the use of HDL, and tests the participant's knowledge of microelectronic circuitry. With elements of Digital Design as well as SPICE simulations, this contest focuses on efficiency & creating industry friendly applications.

VIRTUOSITY

A LAB VIEW based event which spans the fields of instrumentation, automation and measurement. With a focus on creativity, it is a cradle for new ideas and methodologies by means of applications and simulations.

EVENTS OF ELECTRONICS, ELECTRICAL &
INSTRUMENTATION DIVISION



Robotics



Track-o-Mania
Simulaire
Knockout
Color Matters

EVENTS BASED ON ROBOTICS

SIMULAIRE

An event challenging participants to simulate an electronic working model of a human biosystem (like heart, limbs, eye etc.)

TRACK-O-MANIA

Participants have to build an autonomous robot which can track a black line on a white surface in the shortest time.

KNOCKOUT

An event where autonomous robots will race each other. Eliminations by knockout.

Finance

FOREX

With the future investors of India trading in virtual currencies and maximizing profits, participants master the world of foreign exchange.

GOOGOL

Participants step into the shoes of the Finance Minister of India and get a feel of what it takes to frame the country's financial policies.

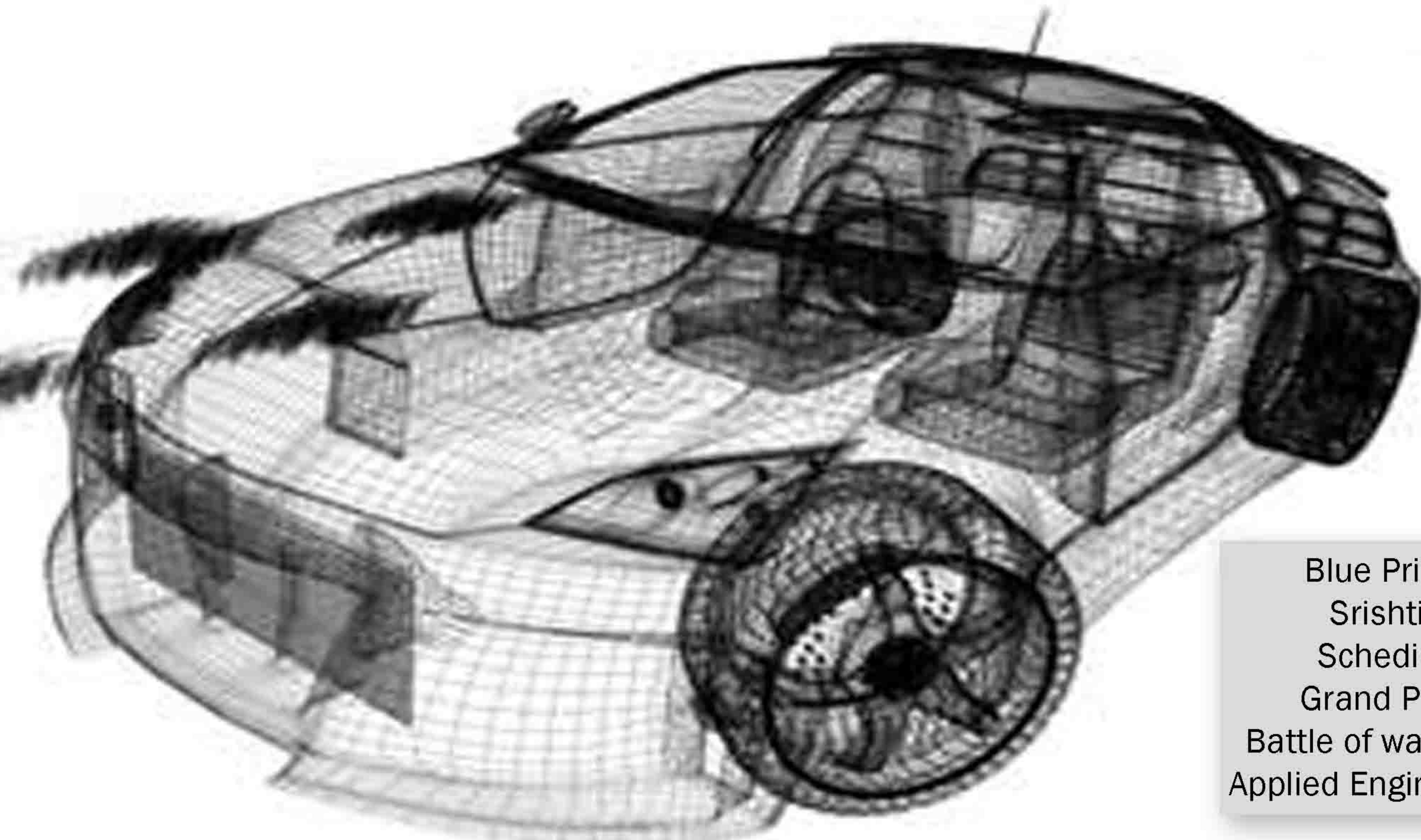
STOCK MARKET

This event is a real-time simulation of the world of finance. Based on news and the resulting scenarios, participants are expected to alter their portfolios for 45 days.

EVENTS OF THE ECONOMICS & FINANCE DIVISIONS

Forex
Googol
Stock market





Blue Print
Srishti
Schedio
Grand Prix
Battle of Waterloo
Applied Engineering

EVENTS OF MECH, CIVIL & CHEMICAL DIVISIONS

CHEMISCHE KONKURRENZ

Solutions to real life chemical industrial equipment design problems will be adjudged based on novelty and presentation.

JUNKYARD WARS

A popular event which requires participants to salvage items from the junkyard and use them to build their own solution to the problem statement.

KRAZY BRIDGE

Putting theory into practice, participants construct a bridge that can bear maximum load, undergoing minimum deflection, with the materials provided.

Computers

CYBERFIESTA

A popular software designing competition that allows participant teams to use any computer language as a platform. This event is the definition of originality and creativity.

ALGORYTHM

A code minus the syntax. With a focus on tackling the trickiest of problems, participants are asked to conjure up the best algorithm with considerations for efficiency.

GAROVISTA

An Image Processing contest that tests the participant's MATLAB programming skills.

C.o.d.e.r
Codestorm
Cyberfiesta
Algorythm
Garovista



The Sciences



Life Sciences Quiz
Narcotics Quiz
WhoDunIt
Treasure Hunt
Sudoku

EVENTS OF SCIENCE, MATH & PHARMA DIVISIONS

WHO DUN IT

With eliminations based on math, logic and scientific knowledge, this event requires participants to solve a murder mystery with cryptic scientific clues.

TREASURE HUNT

In this science based treasure hunt, participants would need quick and intuitive thinking in order to get to the treasure.

SUDOKU

The popular logic based number-placement puzzle, this event requires participants to solve games with differing levels of difficulty.

Online Events

Online events during Apogee begin months before the festival kick starts. With thousands of participants logging in from different parts of the continent, we give sponsors an opportunity to conduct their own events for the festival through our website.

ONLINE MATH OLYMPIAD

An individual event where the participants' knowledge of mathematical facts, concepts and logic are tested in various mind boggling problems.

WWW.BITS - APOGEE.ORG

Math Olympiad
Labyrinth
Layers
Adware
Chimera
Onl9 science quiz



Quizzes

Lab quiz
Jeopardy
Astronomy quiz
Dopers Inc
Jeu De Technologie
Journo quiz

BRAIN OF BITS

Brain of BITS (BoB), is the Holy Grail for all quizzing enthusiasts. Hosted by previous title holders, this five-hour long spectacle tests quizzing acumen to the maximum.

OHT

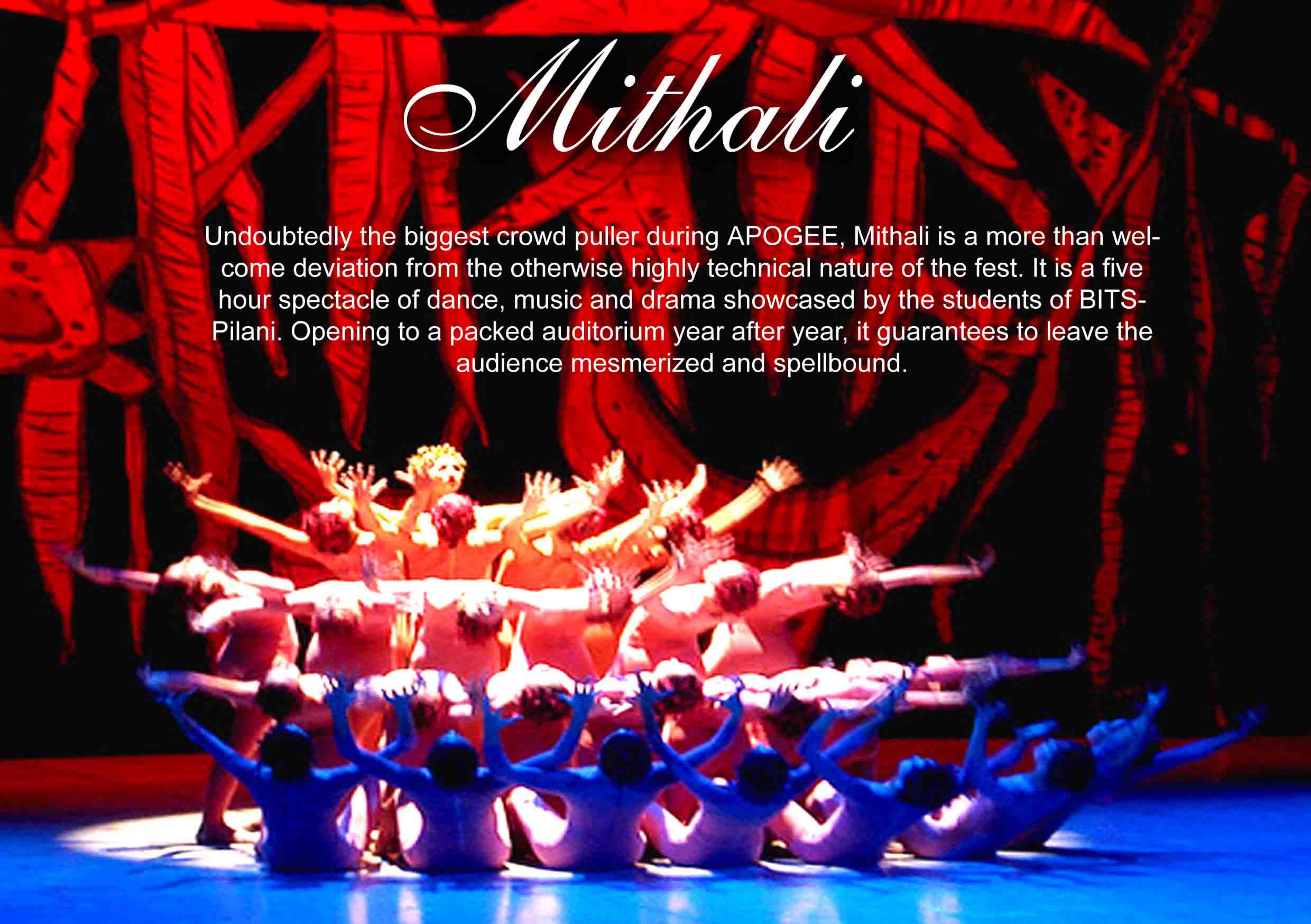
A team quizzing event par excellence, Overhead Transmission is an experience that leaves its audience spellbound with its intensity.

THE INDIA QUIZ

A quiz designed to test the participants' 'India Quotient'. It promises to give you a whirlwind tour of our country.



Mithali



Undoubtedly the biggest crowd puller during APOGEE, Mithali is a more than welcome deviation from the otherwise highly technical nature of the fest. It is a five hour spectacle of dance, music and drama showcased by the students of BITS-Pilani. Opening to a packed auditorium year after year, it guarantees to leave the audience mesmerized and spellbound.

ROLES YOU CAN PLAY

Platinum Sponsor

PRE APOGEE

- The fest will be publicized as “The Platinum Sponsor and BITS Pilani present APOGEE 09”
- Publicity in correspondence to over 500 premier colleges invited from across Asia
- Logo (with link) displayed strategically on the official website which witnesses about a million views and is the forum for participants to register and participate in online events
 - Print advertisements and articles in popular publications and online media (like Hindustan Times, Business India, Digit, Blender, Week, Chip, PC Quest, Jam Magazine, Ibibo.com, PagalGuy.com etc. in the past) will promote the platinum sponsor thematically and with logos and catchphrases
 - Video/TV advertisements and programmes about the festival aired on prominent media channels (like MTV, Channel V, NDTV, India TV, Aaj Tak, CNN IBN etc in the past) will thank the Platinum Sponsor for making Apogee successful
 - Promotional posters bearing the sponsor's logo will be displayed in leading colleges and cafes (like Café Coffee Day)
 - Official merchandise (over 4000 items - apparels, coffee mugs etc) will bear the sponsor's logo



DURING APOGEE

- Platinum Sponsor's banners and standees will be put up strategically across the campus. AV Advertisements will be screened on a 12' x 12' screen during events in the Auditorium
- Giant Helium Balloons bearing the sponsor's logo placed campuswide.

Platinum Sponsor

- Pamphlets, Promotional material and visual advertisements during select events, lectures, workshops etc.
- A large section of the M Lawns (festival hotspot) will be provided to the sponsor for stalls/promotional activities
- All intra campus publications (English & Hindi Press, 3000+ issues daily) will promote the sponsor for a thorough brand presence
- Audio publicity at all hubs of registrations, events, exhibitions etc around campus
- Customized SMSes promoting the sponsor will be sent to all participants periodically

POST APOGEE

- Logo on trophies and certificates for winners and participants for a lasting presence
- Promotion of the sponsor as Technology Partner during the next edition of the festival, Apogee '10
 - Full page ad in Apogee Souvenir for all participants and organizers
 - Full page ad in Apogee 09 Report mailed to 30,000+ students and alumni (1975 to 2008)
 - Logo and vote of thanks in promotional video of Apogee '09 mailed to BITS Pilani – Goa, Dubai and Hyderabad campuses. (Aired in their auditoriums during major events)
 - Detailed branding report sent to you emphasizing your effective brand presence, with a promotional chapter going out to all organizations we have been in touch with.



Title Sponsor



PRE APOGEE

- The fest will be publicized as “BITS Pilani presents APOGEE 09 in association with The Title Sponsor
 - Logo (with link) displayed strategically on the official website which witnesses about a million views and is the forum for participants to register and participate in online events
 - Logos and mention in Print advertisements and articles in popular publications and online media (like Hindustan Times, Business India, Digit, Blender, Week, Chip, PC Quest, Jam Magazine, Ibibo.com, PagalGuy.com etc. in the past)
 - Promotional posters bearing the sponsor's logo will be displayed in leading colleges and cafes (like Café Coffee Day)

DURING APOGEE

- Title Sponsor's banners and standees will be put up strategically across the campus. AV Advertisements will be screened on a 12' x 12' screen during events in the Auditorium
 - All intra campus publications (English & Hindi Press, 3000+ issues daily) will promote the sponsor for a thorough brand presence

Post APOGEE

- Half page ad in Apogee 09 Report mailed to 30,000+ students and alumni (1975 to 2008)
 - Half page ad in Apogee Souvenir for all participants and organizers
 - Logo in promotional video of Apogee '09 mailed to BITS Pilani – Goa, Dubai and Hyderabad campuses. (Aired in their auditoriums)

Gold Sponsor

PRE APOGEE

- Logo (with link) displayed strategically on the official website which witnesses about a million views and is the forum for participants to register and participate in online events
- Logo in Print advertisements and articles in popular publications and online media (like Hindustan Times, Business India, Digit, Blender)
- Promotional posters bearing the sponsor's logo will be displayed in leading colleges and cafes (like Café Coffee Day)

DURING APOGEE

- Gold Sponsor's banners and standees will be put up strategically across the campus. AV Advertisements will be screened on a 12' x 12' screen during select events in the Auditorium
- Pamphlets & visual advertisements during select events, lectures, workshops etc.
- Stall space at the M Lawns (festival hotspot) for promotional activities
- Logo imprinted on 25,000+ photographs of lasting memories of Apogee clicked on campus during the festival and distributed amongst participants

POST APOGEE

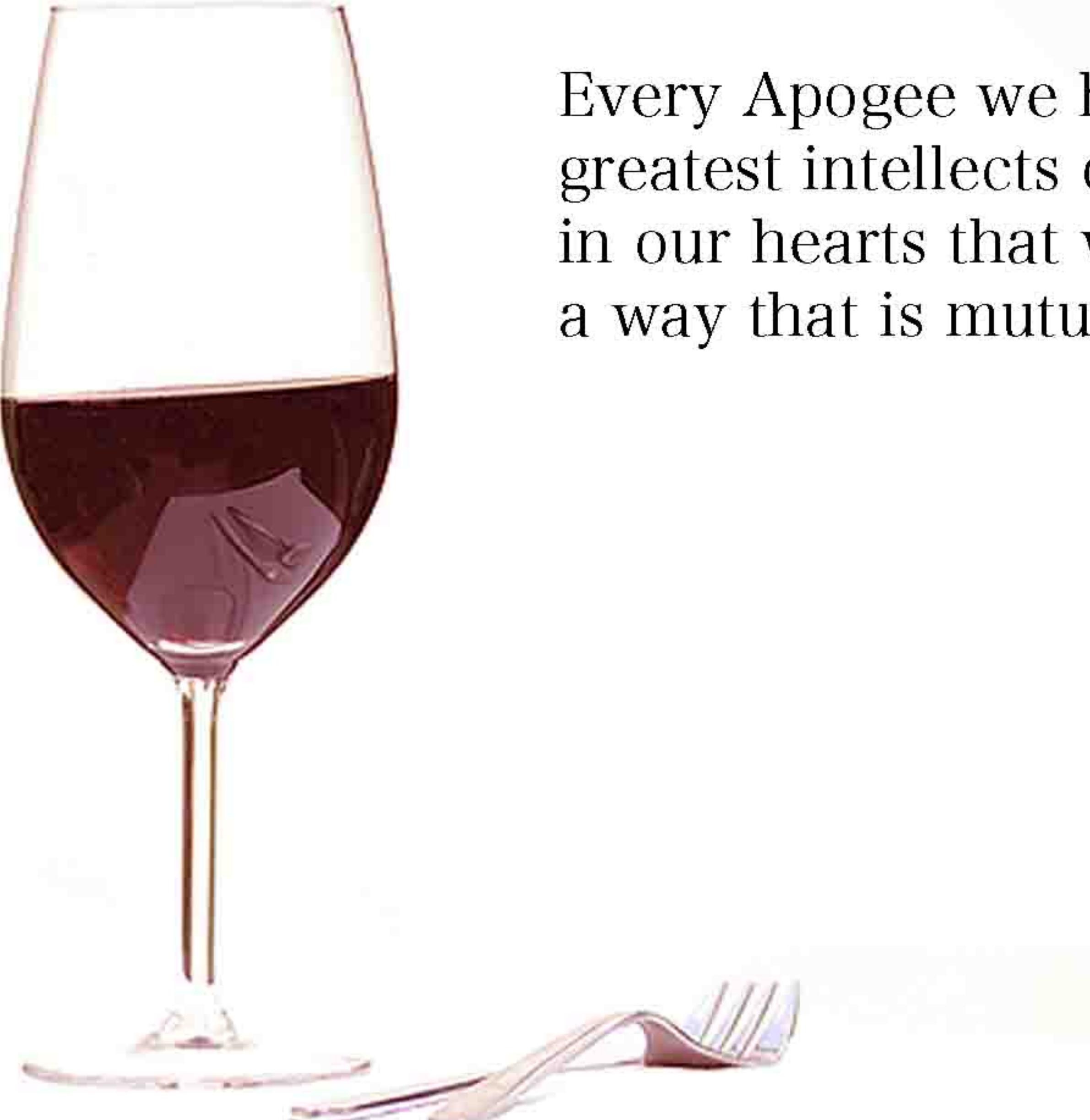
- Half page ad in Apogee 09 Report mailed to 30,000+ students and alumni (1975 to 2008)
- Half page ad in Apogee Souvenir for all participants and organizers
- Logo in promotional video of Apogee '09 mailed to BITS Pilani – Goa, Dubai and Hyderabad campuses. (Aired in their auditoriums during major events)



Silver Sponsor

- Logo (with link) displayed on the official website which witnesses about a million views and is the forum for participants to register and participate in online events.
- Banners and standees will be put up strategically across the campus.
- Single stall space in the M Lawns (festival hotspot) will be provided to the sponsor for promotional activities.
- Logo in print advertisements and articles in popular publications and online media (like Hindustan Times, Business India, Blender, Week, Chip, PC Quest, Jam Magazine, Ibibo.com, PagalGuy.com etc. in the past).

Partners



Every Apogee we have striven to make the festival reach out to the greatest intellects of the continent in more ways than one. It is with this in our hearts that we want you to partner us in making Apogee special in a way that is mutually beneficial to the both of us.

ECHO GREEN PARTNER
MODEL UN PARTNERS
MOMENTO CRITICO PARTNERS
TECHBAZAAR PARTNERS
MEDIA PARTNERS
FOOD AND BEVERAGE PARTNERS
TRAVEL PARTNERS
PRIZE PARTNERS

LAST YEAR'S PRINT AD

APOGEE 2008

DESIGN. BUILD. TEST.
DESIGN. BUILD. TEST.
DESIGN. BUILD. TEST.

XXVI ANNUAL TECHNICAL FESTIVAL 11 - 15 MARCH

BITS Pilani presents
APOGEE 2008
A Thought Pivot.

Coca-Cola **AIR LIQUIDE** **Hindustan Times** **Domino's Pizza** **INDIA**
Google **इंडियन Indian** **SAIL** **PC QUEST** **as** **Cafe COFFEE DAY**
Infosys **CHI** **SMS GupShup** **TEXAS INSTRUMENTS** **WIPRO**
McGrawHill **Education**

BITS INSTITUTE OF TECHNOLOGY & SCIENCE PILANI
शान परम वस्तुम्

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