



# ITRIX 13

TESTING THE LIMITS

MARCH  
**2013** ^

# IITRIX 13

TESTING THE LIMITS

College of Engineering, Guindy consistently ranks among the top 10 colleges of India. Established in the year 1794, College of Engineering, Guindy, has an inexorable tradition of grooming the brightest minds of the nation into smart engineers and executives who can think on their feet. Department of Information Science and Technology is one of the youngest and fastest growing departments of Anna University. It also remains as the dream destination for many aspiring students of the state. Information Science and Technology Association is one of the vibrant and active associations of Anna University. ISTA organises IITrix every year to perfection which pulls thousands of students from various corners of the globe. IITrix has every ingredient of a successful symposium with fascinating and novel events and thought provoking workshops. Unlike other symposiums which design their events completely for the techies, IITrix strives to distinguish its events from those traditional array of events .It has the splendid blend of potential technical, adventurous and informal fun events.



I am Dr. A. Kannan, Head of the Department, Department of Information Science and Technology, College of Engineering, Guindy Anna University. The Department of Information

Science and Technology was formed in the year of 2010 with the intent of creating an environment for IT students ,not just limited to textbooks and laboratories . This department being one of the youngest departments in College of Engineering, Guindy, consists of 430 students and 50 teaching and non teaching staff. The Department is well equipped with classrooms and laboratories so that students are provided with the right atmosphere to learn and explore recent trends in Information Technology. The time we read this, a bigger and better building is being constructed on the campus as a milestone of our growth. The Information Science and Technology Association (ISTA) grows along with the department. It is being presided over by the President,Prof. Dr. Ranjani Parthasarathi, and Student President, Mr. R.Thiagarajan.

ISTA is responsible for the various department - student activities that happen over the course of each year. The annual technical festival of the department is ITRix. ITRix had its first highly successful run in 2011. In 2012, building up on the success of the previous edition came ITRix 2012 which was more successful and had participants from all over the nation. Apart from this, the Intra college symposium i++ is held each year to inculcate the experience of learning such an evolving and growing field of Information Science. This year we are aiming to make ITRix 2013 bigger than the previous editions. I would like to say that the previous editions of ITRix wouldn't have been possible without our sponsors who are the backbone to the department and the event. Our previous sponsors include Uniq technologies, Jetking, NSIC, Caterpillar, Tech Defence.

This year, we would like you to be our sponsors. In reference to the same, I kindly request you to consider our request and help us in making ITRix 2013 a grand success and a learning experience for everyone.

# ONSITE EVENTS

## RAID

The ideal battleground for the sharpest minds across the globe to pit their database skills. This event provides the perfect opportunity to the aspiring DB admins to announce their arrival on the big stage.

## DATA STRUCTS

Data Structs - Easily one of the subjects with the most potential for creativity, Data Structures holds a special place in every programmers heart. Data Structs tests the understanding of the core data structures concepts and the knack of finding the simplest yet the most efficient optimization.

## THE PROTOCOL

We feel like aborigines without an internet connection even for a single day. The Protocol provides the stage for the networking wizards to weave their magic through the seven layers of the OSI model and much more.

## FIX IT

Fix IT is the debugging contest of ITRIX which tests the students' depth of understanding of programming.

## PAPER PRESENTATION

Paper Presentation is the arena where participants can present their novel ideas and expound their theories in front of the judges.

## EUCLID's DESK

Small minds discuss persons. Average minds discuss events. Great minds discuss ideas. Really great minds discuss mathematics. After all, computer science is just the offspring of mathematics.

## SCRIPT IT

Script IT is the onsite application development contest. Participants can use their skills to develop a productive application related to the theme given on the spot.

## ITRIX QUIZ

ITrix Quiz deviates from the traditional round of normal quizzes to mind-blowing rounds. It is all about testing the grey cells and putting them to expert usage.

## WEB PRODIGY

Designers create websites based on the given theme.

## O(1)

Onsite contest of ITRIX. It is the signature event of ITRIX which will rake in 1000+ participants

## ITRIX AWARD

Mega Event of ITRIX. Top contestants of all onsite events will be participating in this event. The title sponsor's logo will appear while conducting this event.

## ONLINE EVENTS

### CHAMBER OF SECRETS

Online treasure hunt for participants all over the world where clues are hidden in open site which are visible only to the third eye. The title sponsors logo and their product will feature in this hunt.

### VIRTUA ARTIST

Online photography event to promote the brands of title and associate sponsors. Virtua Artist intends to propel photographers to the limelight. The sponsors are to provide a theme and the winner will be selected by them.

### CODE CONUNDRUM

Online programming Contest of ITRIX. Last year, contestants from over 40 countries participated in this event.

## WORKSHOPS

### BIG DATA

Generation of over 2.5 quintillion bytes of data everyday makes on-hand processing complex and challenging. Learn how such data is handled and analyzed and why this technology has taken the world by storm - Conducted by IBM

### WINDOWS 8 APP DEVELOPMENT

Join a Microsoft Professional on a captivating journey to discover how to design, code and publish an app to the Windows Store. Create an app, change someone's world!

### CYBER FORENSICS

Ever been fascinated by WikiLeaks? Ethical Hacking & Cyber Security is a revolution in the field of information security training. Our offering workshop on Ethical Hacking is provided by professional data security experts from TechBharat.

## ▲ TITLE SPONSOR (5 LAKHS)

- Name of the Title sponsor will precede the name "ITrix" wherever and whenever mentioned via College of Engineering Guindy.
- Hyperlinks will be provided for the Title sponsors website.
- Biggest stall will be provided exclusively for the title sponsor.
- Title sponsor will be additionally addressing the crowd during Inauguration of ITRIX.
- Main flex will bear the Title sponsor's name and logo and be placed in front of the main gate of the campus.
- Name and logo of the Title sponsor will appear prominently on the T-SHIRT.
- Name and logo of the Title Sponsor on all ITRIX products. (banners,flex, posters, delegatekits, bags, invitations, advertisements, articles,goodies).

## ▲ ASSOCIATE SPONSOR (3.5 LAKHS)

- Associate sponsor will bestow the sponsorship for spotlight events and workshops.
- An exclusive stall will be provided in the hot spot of the college.
- Name and logo of the associate sponsor will materialize on the official ITRIX products. (banners, flex, posters, delegate kits, bags, invitations,goodies)

## ▲ EVENT SPONSOR (3 LAKHS)

- The Event sponsor will bestow the sponsorship for all the day events.
- The name of the Events sponsor will loom onto the impressive backdrop at the venue of the sponsored event.
- The name and logo of the Events sponsor will appear on the ITRIX website.

<b>▲ ONSITE EVENT SPONSOR</b>	(2 LAKHS)	<b>▲ TSHIRT SPONSOR</b>	(1.5 LAKHS)
<ul style="list-style-type: none"> <li>➢ Name and logo of the Event sponsor will appear on the official ITrix products.(banners,flex,posters).</li> <li>➢ Event sponsor's logo and name will be promoted in all Onsite events.</li> </ul>		<ul style="list-style-type: none"> <li>➢ Name and logo of the Tshirt sponsor will appear in all the tshirts ( approx 1000) distributed to the participants.</li> <li>➢ Company banners will be put up all around the events premises.</li> <li>➢ Stall where the tshirts are being sold will carry the sponsor's name or an advertisement board over it.</li> </ul>	
<b>▲ ONLINE EVENT SPONSOR</b>	(70,000)	<b>▲ DELEGATE KIT SPONSOR</b>	(60,000)
<ul style="list-style-type: none"> <li>➢ Event sponsor's logo and name will be promoted in all online events.</li> </ul>		<ul style="list-style-type: none"> <li>➢ Sponsor's name will be prominently highlighted in the symposium website and delegate kits.</li> <li>➢ Each kit will contain the logo and name of the sponsor.</li> </ul>	
<b>▲ MEGA EVENT SPONSOR</b>	(30,000)	<b>▲ STALL SPONSOR</b>	(25,000)
<ul style="list-style-type: none"> <li>➢ Mega event sponsor's logo will be put up in all prominent places.</li> <li>➢ Mega Event sponsor's promo video will be held while conducting the event.</li> </ul>		<ul style="list-style-type: none"> <li>➢ A stall will be provided for the company where they can sell or promote their products throughout the event.</li> <li>➢ The name of the sponsor and logo will be put up in event premises.</li> </ul>	
<b>▲ WORKSHOP SPONSOR</b>	(1.5 LAKHS)	<b>▲ PRINTING PARTNER</b>	(10,000)
<ul style="list-style-type: none"> <li>➢ Name and logo of the sponsor will appear in all workshops being organized and in all the workshop marketing materials,</li> <li>➢ Sponsor's promo videos will be put up.</li> <li>➢ Sponsor will bestow the sponsorship for all the workshops.</li> </ul>		<ul style="list-style-type: none"> <li>➢ Company banners will be put up around in prominent places during the event.</li> </ul>	

## ▲ HOSPITALITY PARTNER

- Name and logo of the Event sponsor will appear on the official IITrix products.(banners,flex,posters).
- Guests whom we invite will be successful professionals and hence it will add more attraction to your brand.
- Your company will be promoted as the official Hospitality associate in all our promotions,banners,flexes and advertisements.
- Official IITrix website will bear the name and logo of the Hospitality Associate.

## ▲ FOOD PARTNER

- We are expecting a total strength of nearly ten thousand people most of them from outstation, it provides a good platform to attract people to your company.
- Stall will be provided for the food sponsor in a prominent place where the crowd usually gathers.

## ▲ PREVIOUS SPONSORS





# CONTACT

- ◀ THIAGARAJAN  
99-40-013277
- ◀ KRISHNAN  
95-66-150054



[www.itrix.in](http://www.itrix.in)