

BITS Pilani presents



25th-29th March

33RD ANNUAL TECHNICAL FESTIVAL



Modern technology has become a total phenomenon for civilization, the defining force of a new social order in which efficiency is no longer an option but a necessity imposed on all human activity.

We exist to help create a smarter,better world to preserve condition for evolution and development and to cultivate virtues of these processes by research, activism education and good governance



WHAT IS APOGEE?

Birla Institute of Technology & Science (BITS), Pilani celebrated as the centre of academic excellence of the nation, announces the 33rd edition of its very own technical festival, APOGEE.

Over the years, Apogee, the first ISO 9001:2008 certified technology festival in India, has lived up to its meaning of being ‘the highest point’. It has inculcated the exponent of exuberance and creativity within every passionate student for developing their technical quotient. Recognized as the harbinger of innovative thoughts, the festival has established its position as one of the biggest technical events of the country.

APOGEE is a unique aggregation of diverse Technical events, Scientific Paper and Project presentation , Guest lectures from eminent personalities and visionaries and Enthralling Workshops and Exhibitions which draw bright young minds from across the nation.

APOGEE provides our partnering organizations with an opportunity to associate with nobel laureates and big names in academia and industry ranging from all engineering and science fields. Our partners have left a permanent impact with maximum recall on our large participant pool. Managed entirely by students, APOGEE offers a high degree of flexibility and customization to its sponsors and partners. Deliverables can be tailor made as per a company’s requirements.

KERNEL EVENTS

MAJOR EVENTS



FTGP

FTGP requires racing of your self-built RC car on a racetrack. Participants then race their cars one on one in knockout stages with the last man standing bagging the first place. The quality of the car and driver ability will decide the winner.

STOCK MARKET SIMULATION

Experiment with various strategies, try out different investment patterns and understand which one fits the bill in this Stock Market Simulation. Easy money is just a few clicks away.



ROBOWARS

It is a duel between two remote-controlled bots. Weapons can be used, with no restrictions. Innovation in the weapon mechanism, chassis design and strategy formation based on the game-play rules decides the winner.

HACKATHON

An app development event with an accompanying workshop, Hackathon witnesses teeming brains working overnight to get innovative applications in myriad domains churned out. This event involves cracking various social problems within a given time limit using IT based solutions.



EVENTS

DEVELOP & DISCOVER

Reverse Engineering: Prove your understanding of engineering concepts by completely dismantling and re-assembling a given device.

Ingenieur: Fabricate a design from an industrial problem statement using a given component list.

Hackatronics: Hack devices to make a cost effective and innovative device with certain functions.



CODE & SIMULATE

ICL: Competitive programming challenge based on algorithms.

Smash the Bug: Onsite Java based debugging competition.

Codestorm: On the spot coding competition testing the ability to code as quickly as possible.

BUILD & DESIGN

Battle of Waterloo: Build a propeller driven airboat that can navigate through a water maze in a test of speed and maneuverability.

Srishti: An isometric and orthographic drawing competition using CAD

Junkyard Wars: Build a working machine using scrap.



AUTOMATION

iStrike: An image processing bot contest whose objective is to navigate using an overhead camera.

Track-O-Mania: An autonomous line following bot contest.

Circuit Design Challenge: Use your knowledge in digital electronics to solve challenging real life problems.

KEY EVENTS



EVENTS

KEY EVENTS



BASIC SCIENCES

Ethical Quotient: A debating event testing the fine line between the use and abuse of the power of science.

WhoDunnit: A typical murder mystery, this event requires the participant to find the killer using cryptic scientific clues.

Dexter's Lab: Participants compete to finish experimental task in chemistry and biology labs.

ECONOMANIA

BITSIan CEO: An award which identifies leadership skills based on management case studies.

Espoir: A Health B-Plan competition, it is an effort towards providing advanced health care solutions with innovative ideas that have a well rounded business plan.



QUIZZES

OHT: One of the biggest crowd pullers, OHT is a team quiz that tests lateral thinking capacity.

BOB: Five hour in duration, Brain of BITS is the holy grail of quizzing.

Sci-Tech quiz: A quiz spanning India's diverse history and culture.

Lab Quiz: Questions based on real time laboratory environment.

ONLINE EVENTS

Virtuosity: An event based on the core instrumentation simulation software Lab View.

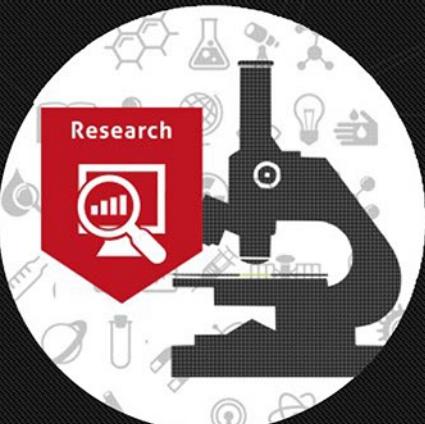
Qrious: Multi-disciplinary event wherein players have to solve each level using logical skills, remote viewing and google.

Collect: Participants create organisms with characteristics designed to help them survive the harsh surroundings of their habitat.



RESEARCH SHOWCASE

PAPER PRESENTATION



The paper presentation event during APOGEE sees over 600 research and review papers from a wide range of categories comprising of subjects in pure sciences, engineering sciences, humanistic studies, finance and management.

PROJECT PRESENTATION



APOGEE exhibits over 550 projects in various fields of science and engineering across 17 different categories. These projects are based on practical applications.

EUREKA!

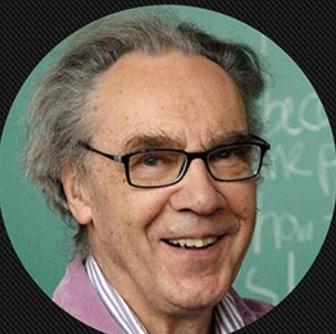


THINK AGAIN CONCLAVE

AARON CIECHANOVER
NOBEL LAUREATE, CHEMISTRY



WALTER LEWIN
MIT PHYSICIST



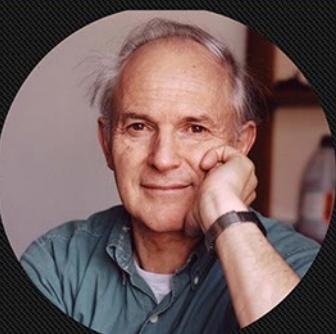
STEPHEN WOLFRAM
SCIENTIST & ENTREPRENEUR



“ OPTIMISM IS THE LUXURY OF GREAT PEOPLE ”



MANSOOR KHAN
DIRECTOR



SIR HAROLD KROTO
NOBEL LAUREATE, CHEMISTRY



ARCHANA SHARMA
SCIENTIST, CERN

THINK AGAIN CONCLAVE

APJ ABDUL KALAM
SCIENTIST & FORMER PRESIDENT



JOHN C. MATHER
NOBEL LAUREATE, PHYSICS



JEFF LIEBERMAN
HOST, TIME WARP



“ WORDS AND IDEAS CAN CHANGE THE WORLD ”



PIYUSH PANDEY
AD GURU



JIMMY WALES
FOUNDER, WIKIPEDIA



RYAN WOODWARD
DESIGNER, ANIMATOR & DIRECTOR

INITIATIVES

RTE CAMPAIGN

APOGEE joins hands with several organizations for a high impact awareness campaign that seeks to familiarize stakeholders with aspects of RTE relevant to their specific contexts.



NSS & NIRMAAN

AAROHAN

Aarohan is a nation-wide school level event aimed at spreading scientific and technical knowledge to the grassroots and giving school students an exposure in the field of science and technology. It is conducted in about 25 different cities across India.



DHITI

DHITI provides a platform for individuals who aspire for technology to reach the grassroots. It involves designing and implementing effective, efficient and economical modules to curb potential problems of India. Problem statements are provided by various NGOs.

NSS BDC

Organized by NSS, BITS Pilani in collaboration with Indian Red Cross Society, it has been recognized as the highest donor of blood units among educational institutes for three consecutive years now.

EXHIBITIONS



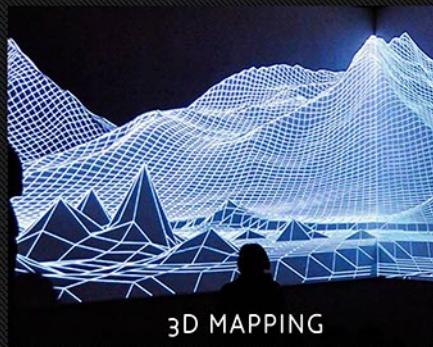
FSAE



ISRO



BIOLOID SOCCER



3D MAPPING



ACYUT



INDIAN ARMY



LASER SHOW



AR POOL

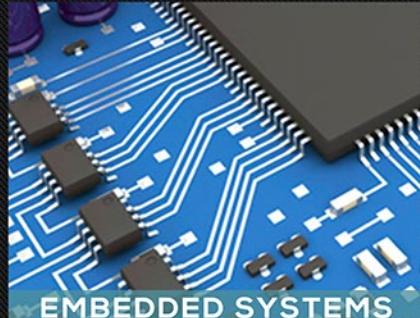
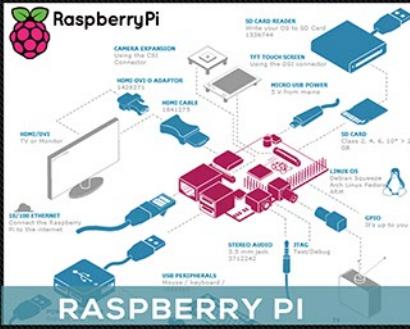


NON NEWTONIAN FLUID

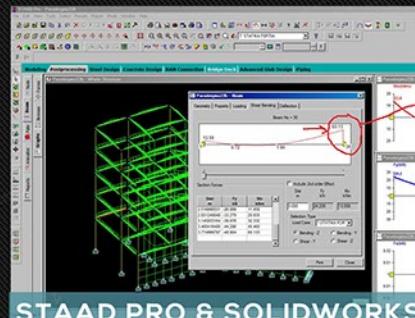
FUTURE AHEAD



WORKSHOPS



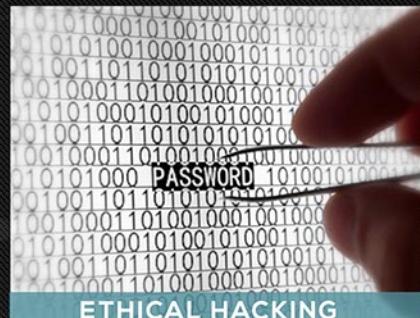
LEARN AND INNOVATE



STAAD PRO & SOLIDWORKS



FINANCIAL MARKETS



ETHICAL HACKING

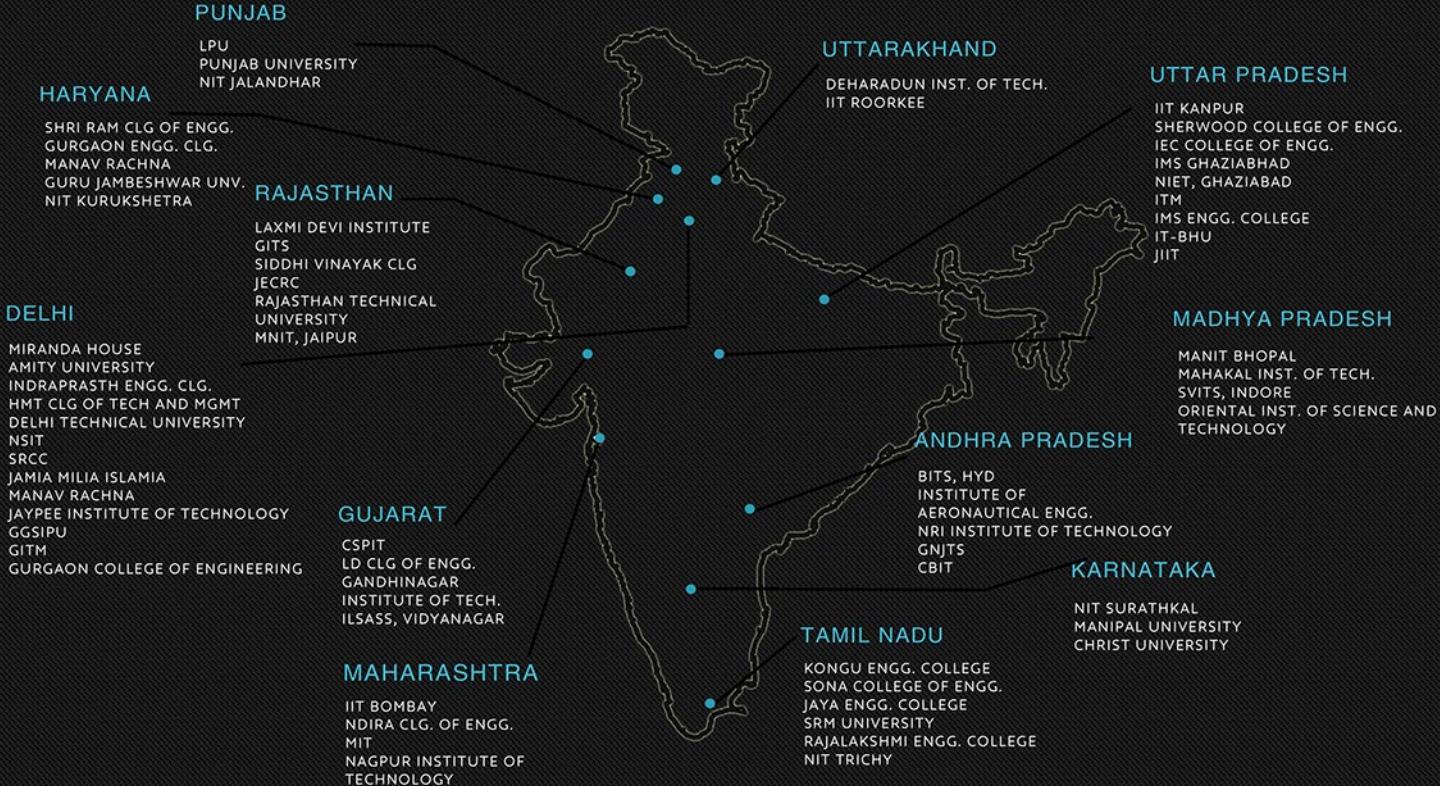




FUN ACTIVITIES



OUTREACH





CATEGORY DELIVERABLES

PRE-APOGEE

Primary association with the title of Apogee i.e. the fest will be publicized everywhere as 'Sponsor presents Apogee '15.

Secondary association with title of Apogee i.e. the fest will be publicized everywhere as "Apogee in association with Sponsor"

Logo in the official Apogee promotional video

Publicity through invites sent to 600+ colleges in Asia

Publicity through print, TV & other media partners

Logo on all promotional material for the fest

Personalized publicity through the official Apogee Facebook and Twitter pages

Logo with hyperlink on the home page and sponsors' page of the official Apogee website

Option to include a Marketing message on the official website

PLATINUM



GOLD



SILVER



250 words

100 words

CATEGORY DELIVERABLES

DURING APOGEE

Sole rights for industry/ sector (no rival/competitor)

PLATINUM

GOLD

SILVER



Banners & standees at locations ensuring maximum visibility on campus



Audio & Video ads displayed on a 12' X 12' screen during the inauguration ceremony



On venue stall space for promotional activities



Inclusion of product samples as give-aways



Logo on all the official Apogee publications & stationery



POST APOGEE

Logo on trophies & certificates for participants



Brand report to highlight your brand's publicity during the fest



Advertisement in the Apogee Souvenir distributed to over 2000 participants, organizers and alumni

full page

half page

mention

BRANDING AVENUES



ACTIVITY ZONE



AUDI PANEL



BRANDING ON HOSTEL WALL



GAMING ZONE



BANNERS



STANDEE



BRANDING AT ENTRANCE

BRANDING AVENUES



ACTIVITY STALL



THINK AGAIN CON
CENTRAL AUDI PANEL



BACKDROP



LOUNGE

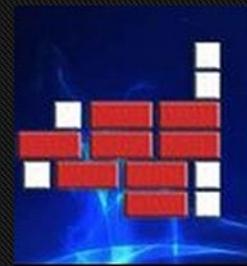


STALL



ALL SPONSORS BANNER

BRANDING AVENUES



APOGEE 2015

About Events Projects Think Again Sponsors

APOGEE 2015
25th-29th March

BITS PILANI PRESENTS

APOGEE 2013

31ST ANNUAL TECHNICAL FESTIVAL
AN ISO 9001:2008 CERTIFIED EVENT

15TH TO 19TH MARCH 2013

APOGEE - BITS, Pilani

APOGEE WEBSITE



POSTERS

BRITISH COUNCIL **UNIVERSITY OF ALBERTA**
EDMONTON·ALBERTA·CANADA

Contact Singapore **mozilla HIVE** **ASME** SETTING THE STANDARD

UNESCO **CAMPUS FRANCE** campusfrance.org **nuffic neso india**

SPECIAL ASSOCIATIONS

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DALAL STREET VENTURESMARKETCREATION

Get In Touch 91-29-3020194 email@dsj.in Live Chat

Research a Company

Existing User

Username Password

Remember Login

Login Register Retrieve Password User Registration

digit **THE WEEK** **htcampus.com** **CHANNEL [V]** **RED FM 93.5** **INDIA TODAY** **92.7 BIG FM** **OVERDRIVE** **technology review** **electronics FOR YOU** **YOUTH CONNECT** **dna** **AUTOCAR** **NOTV GOOD TIMES**

MEDIA

PAST SPONSORS



PAST SPONSORS



इंडियनऑयल



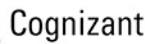
TATA CONSULTANCY SERVICES



The Taste of India



CHANNEL



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