



# SPONSORS' GUIDE TO BRAND REPRESENTATION IN INFINITUM

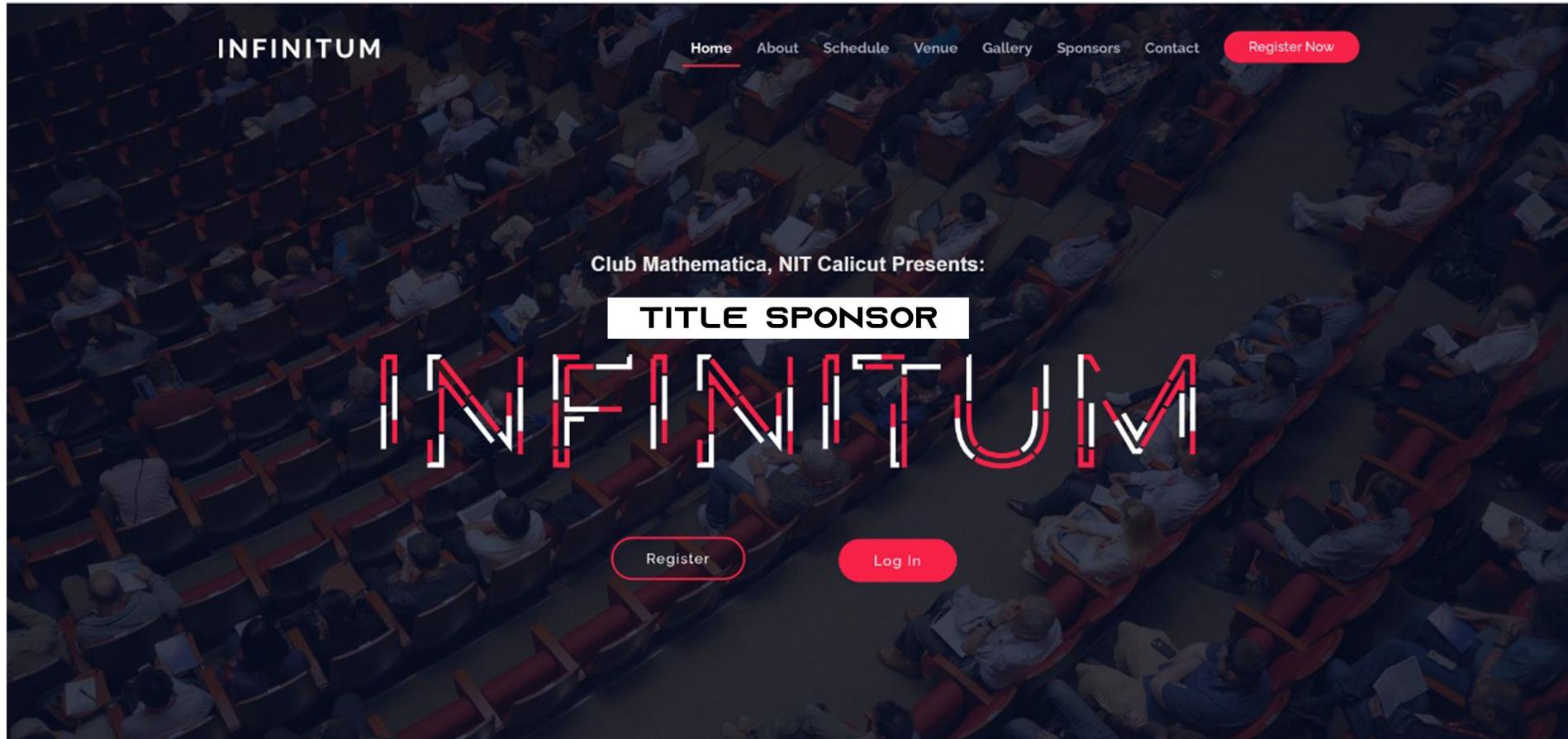


# PREFACE

The “Sponsors’ Guide to Brand Representation in Infinitum” is essentially a manual offering guidelines to the presence of the sponsors on the online website of Infinitum'20. It includes a prospective design of the advertising scheme to be implemented on the virtual platform. The measures adopted pertains to all categories of sponsors- Title, Zonal/District and Delivery Partner. We sincerely hope that this guide offers an insight into the general structure of the representation strategies to be adopted in Infinitum'20.

# INSTRUCTIONS

- The indicated white boxes offer space for displaying the identity and essential trademark features of the firm/sponsor.
- The boxes coloured black call attention to the title and zonal sponsors by means of attractive multimedia tools which include:
  - a. Skippable advertisement videos- plays a skippable video advertisement of duration 15 seconds or 30 seconds. Such videos are centralised and prominent while the rest of the screen space remains frozen.
  - b. General advertisement videos- These are full length videos that are designed to play along the sidebars during the conduct of the test.
  - c. Posters- Posters advertising the sponsors' brand and their signature attributes.
  - d. Banners- Provision for display of horizontal as well as vertical banners of sponsors in the webpage.
  - e. Product survey and Customer Review- Survey report and customer review from participants, at the end of the test, pertaining to the products or services offered by the company as deemed necessary by the sponsors.
- Transparent dialogue boxes- These transparent boxes indicate provision for representing the functionality of the company by enabling pop up windows on clicking the thumbnail.



**BANNER  
TITLE SPONSOR**

## Sign In

Email Id

Password

[Forgot password?](#)

**Login**

[Click here to resend verification mail](#)

**Not yet  
registered?**

Simply register by clicking below!

**Sign-Up**

**Already  
registered  
for the test?**

Simply login by clicking below!

**Sign-In**

## Register

Fullscreen

Email

Password

School

District

State

(Country Code) - Contact

**Register**



**ADVERTISEMENT  
VIDEO  
TITLE SPONSOR**

**(SKIPPABLE  
AFTER 15 SEC)**



Home About Schedule Venue Gallery Sponsors Contact

Register Now

Club Mathematica, NIT Calicut Presents:

TITLE SPONSOR

INFINITUM

POWERED BY  
ZONAL SPONSORS

## ABOUT INFINITUM

HOW



13



200+

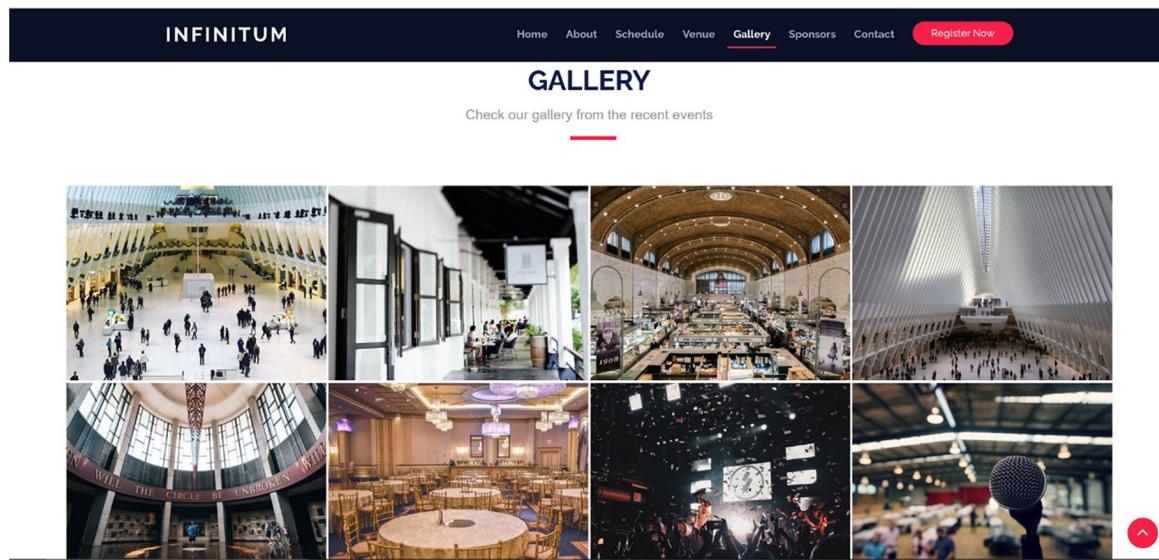
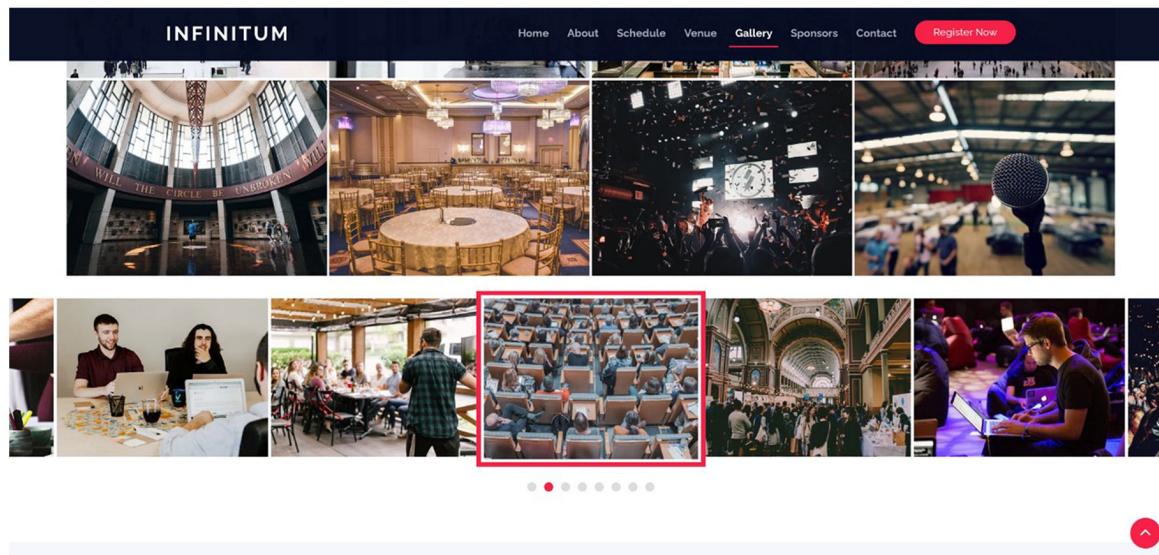


15K+



100K+





**POSTER  
OR VIDEO  
DELIVERY  
PARTNER**

## F.A.Q

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- How do I register?
- How do I submit my poster or video?
- How do I receive payment?
- How do I receive my poster or video?
- How do I receive my payment?

**POSTER  
OR VIDEO  
ZONAL  
SPONSOR**



**SPONSORS**

Title Sponsor

**LOGO**

Pop up pertaining  
about info and  
other related  
details of the  
sponsor appears  
on clicking  
the thumbnail.

Other Sponsors

**LOGO****LOGO****LOGO****LOGO**

**INFINITUM**

Home About Schedule Venue Gallery Sponsors Contact

Register Now

## CONTACT US

BANNER  
DELIVERY  
PARTNER

BANNER  
TITLE  
SPONSOR



# **SPONSOR REPRESENTATION IN TEST ENVIRONMENT**

- Examination links will be provided in the participant dash board.**
- On clicking the link the participant will be directed to a page to fill in the details and then redirected to the test instructions page.**



## INSTRUCTIONS

### Test Format:

- You must answer 8 different passages and answer 48 questions correctly.
- The number of questions per passage may vary.
- You must complete the test within 40 minutes so make sure you answer all sorts of questions!

### Directions:

- The timer will start ticking once you click 'Start the test' button. Once the time runs out, the test will automatically end.
- You can navigate between questions using Previous question (-) and Next question (+) options.
- You can end the test at any time by clicking End test and see results button.
- Review your answers before submitting the test. If you have time.
- Avoid refreshing the page or using browser back/forward option since this will restart the test.
- Once you complete the test, you will receive a score which will help you predict how well you would do in the actual test.

WE RECOMMEND TAKING THE ENTIRE TEST AT ONE SITTING TO BUILD YOUR SPEED AND COMFORT LEVELS WHICH YOU WILL NEED ON THE ACTUAL DAY.

[START THE TEST](#)

[Back to My tests](#)

**POSTER  
DELIVERY  
PARTNER**



## BANNER TITLE SPONSOR

Home     **Solve**     Flag     Clear     Next

END TEST

1. A plank P of mass  $m$  is placed over a cylinder R of same mass  $m$  shown. A horizontal force  $F$  is applied on the plank. If there is no slipping at any of the surfaces, the acceleration of plank is  $a$ . Find  $a$ .



The diagram shows a rectangular plank labeled 'P' with an arrow pointing to the right, resting on top of a circular cylinder labeled 'R'. Both objects are shown in perspective, appearing smaller towards the back. They are placed on a horizontal surface.

INFINITUM  
SCHOOL OF  
SCIENCE

1.  $\frac{F}{m}$

2.  $\frac{F}{2m}$

3.  $\frac{F}{m}$

4.  $\frac{F}{3m}$

5.  $\frac{F}{4m}$

## BANNER ZONAL SPONSOR



END TEST

Confirm End Test

No of Questions	Answered	Not Answered	Marked	Marked & Answered
75	0	75	0	0

Are you sure you want to submit?

Cancel

Confirm

POSTER MINI  
ZONAL  
SPONSOR

**ADVERTISEMENT  
VIDEO  
TITLE SPONSOR**

**(SKIPPABLE  
AFTER 30 SEC)**



[Go back to Home Page](#)

**BANNER FOR DELIVERY PARTNER**

# **PRODUCT SURVEY AND CUSTOMER REVIEW**