



ANITA B.ORG 2024

GRACE HOPPER
CELEBRATION

INDIA

BENGALURU, KA + HYBRID
NOVEMBER 20-22, 2024

PROSPECTUS



 ANITA
B.ORG 2024
GRACE HOPPER
CELEBRATION
INDIA



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A Message from AnitaB.org



It is with great excitement that we bring Grace Hopper Celebration back to India! AnitaB.org is dedicated to achieving intersectional gender equity and pay parity in the tech ecosystem, and as a global nonprofit, it's only fitting we provide this platform for women in tech across Asia.

For more than 30 years, our community has grown and changed to become the leading organization for women in tech. Today, AnitaB.org works with individuals all over the globe and partners with leading academic institutions and Fortune 500 companies to identify and overcome industry challenges, diversify workforces, and foster cultures where women technologists create impactful and lasting careers.

We're continuing to build an amazing AnitaB.org India team to help realize our mission and vision with greater reach. Dive into our GHCI 24 Prospectus for a glimpse of all the unique opportunities awaiting you this year. Your unwavering support fuels our mission, and believe me, we're just getting started. We stand together on this journey, and I can't wait to celebrate our collective achievements at GHCI 24 in Bengaluru. Here's to making history together!

Brenda Wilkerson

Brenda Darden Wilkerson
President and CEO of AnitaB.org



A Message from AnitaB.org India



With immense joy and excitement, we herald the return of Grace Hopper Celebration to India! This year's GHCI is set to be a spectacular event, both familiar and refreshingly different, as we come together to recognize and showcase the extraordinary talent of women and non-binary individuals in the field of technology. It's not just a conference; it's a vibrant tapestry woven with the threads of innovation, resilience, and empowerment.

As we embark on this grand event, we do so with the firm belief that diversity is not just a buzzword but a cornerstone of progress and innovation. Through GHCI we present an opportunity to network, learn, and be inspired by the stories of individuals who have defied expectations, shattered glass ceilings, and paved the way for a more inclusive future. We have curated a program that not only celebrates achievements but also sparks meaningful conversations, fosters mentorship, and provides a platform for collaboration.

So, let's come together with open hearts and open minds, ready to embrace the richness of diversity that defines our shared journey in technology. I am confident that this year's Grace Hopper Celebration in India will be a resounding success, filled with moments of inspiration, connection, and empowerment.

A handwritten signature in black ink, appearing to read 'Shreya'.

Shreya Krishnan

Managing Director, AnitaB.org India Operations



GHCI 19 Overall Impact

NEW MILESTONES:

6,529
ATTENDEES
AT GHCI 19

5,376
ATTENDEES
AT GHCI 18

↑ 9X INCREASE
from the first GHCI in 2010

↑ 26% INCREASE
from GHCI 18



86%
of all respondents rated the overall quality of GHCI 19 as Excellent or Good.



92%
of the women surveyed are likely to attend GHCI 20.



GHCI 19 attendees not only came from all over India but also from different parts of the world.

205 CITIES IN INDIA


the farthest city being Hamirpur, in Himachal Pradesh

9 COUNTRIES

including Afghanistan, Australia, Bangladesh, Bolivia, Singapore, UK, and USA

Sponsorship Tiers & Upgrades



	Platinum	Diamond	Gold	Silver
	INR 1.5 CRORE	INR 1 CRORE	INR 75 LACS	INR 50 LACS
Expo Hall Space	20' x 20' Island Booth & Multiple Upgrade Options Available*	10' x 20' Double Corner Booth (10' x 30' Upgrade Option Available)*	10' x 10' Inline Booth (10' x 20' Upgrade Option Available)*	3' Wide Kiosk
In-Person Registrations	24	12	6	1
Virtual Registrations	12	6	4	2
 Executive Experience Registrations**	2	1	0	0
Booth Must Be Staffed	✓	✓	✓	○
Job Board Postings	10	5	3	Add-On Only
Access to Resume Database	✓	✓	✓	✓
Early Access to Group Hotel Room Booking	✓	✓	With 10+ In-Person Registrations	With 10+ In-Person Registrations
Sponsor Profile in Event Platform and Mobile App	✓	✓	✓	✓
Sponsor Recognition Onsite and Virtually	✓	✓	✓	✓
Virtual 1:1 Meetings	✓	✓	✓	✓
Option to Purchase 30-second Video Spot in Livestream (Limited Availability)	✓	✓	✓	○
Included In-Person 1:1 Meeting Hall Booth(s) (10' x 8') Option to Purchase Additional***	2	1	1	0

* Sponsor can purchase additional space within predefined increments. All purchased upgrades include additional in-person and virtual registrations.

** Registration Requirement: VP Level and above.

*** Opportunity to purchase additional 1:1 Meeting Hall Booth for INR 5 LACS each. Subject to availability.

Sponsorship Add-Ons

SPONSORSHIP PURCHASE REQUIRED



“ I felt empowered and strong! . . . I also had the opportunity to network and meet many different technologists that share common interests and that are maneuvering in the same landscape; trying to balance personal lives and careers. It was refreshing to see that I am NOT ‘the only one’ ”
– GHC 23 Attendee

NEW CONNECTION ZONE

1 AVAILABLE / IN-PERSON

INR 5 LACS

Sponsor the Connection Zone, where our attendees come together to network with each other. The Connection Zone includes our Community Lounge, where our local communities and attendees meet, and exchange ideas with their peers.

BENEFITS

- Logo on GHCI website
- Logo co-branded on Connection Zone signage with AnitaB.org
- Option to distribute swag to zone attendees (Sponsor responsible for swag and handling cost; swag subject to approval by AnitaB.org)

NEW STUDENT LOUNGE

4 AVAILABLE / IN-PERSON

INR 3 LACS

Sponsor the Student Lounge, where students come to relax and prepare before meetings with Sponsors as well as to catch up with peers.

BENEFITS

- Logo on GHCI website
- Logo co-branded on Student Lounge signage with AnitaB.org and up to 3 other Sponsors
- Option to distribute swag to hall attendees (Sponsor responsible for swag and handling cost; swag subject to approval by AnitaB.org)
- Swag to lounge attendees

NEW HYDRATION STATIONS

1 AVAILABLE / IN-PERSON

INR 2 LACS

Keep our attendees hydrated! Sponsor the water stations throughout GHCI.

BENEFITS

- Branding on water dispensers
- Opportunity to distribute branded water bottles to attendees in high traffic areas (Sponsor responsible for providing and managing distribution of water bottles)

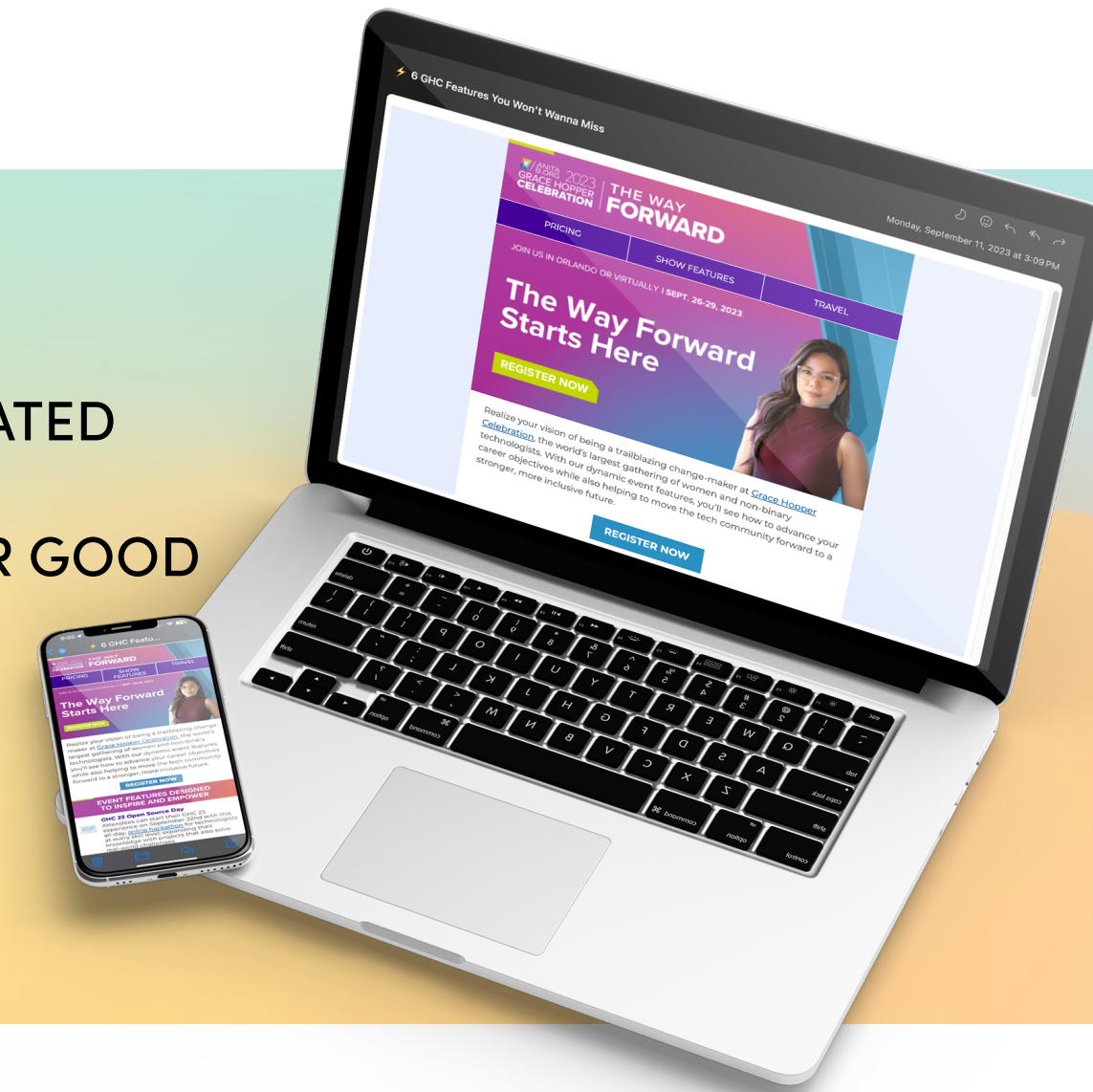


**Photo/image is intended as an example. Final product may differ.*

Sponsorship Add-Ons

SPONSORSHIP PURCHASE REQUIRED

84%
ATTENDEES RATED
GHCI AS
EXCELLENT OR GOOD



WELLNESS ZONE

2 AVAILABLE / IN-PERSON

INR 5 LACS

Hold activities on mindfulness and wellness for attendees and showcase your brand presence.

BENEFITS

- Branding opportunity
- Designated space to hold activities
- Branding in the event agenda



FITNESS ZONE

4 AVAILABLE / IN-PERSON

INR 5 LACS

Grab the opportunity to get everyone up on their feet and move those stiff muscles to feel refreshed and rejuvenated.

BENEFITS

- Branding opportunity
- Designated space to hold activities
- Branding in the event agenda



GROOMING ZONE

5 AVAILABLE / IN-PERSON

INR 5 LACS

Give the attendees a makeover or a massage and earn brownie points as their preferred activity during session breaks!

BENEFITS

- Branding opportunity
- Designated space to hold activities
- Branding in the event agenda

NEWSLETTER PROMOTION

4 AVAILABLE / VIRTUAL

INR 2 LACS

Show your organization's support for women and non-binary technologists through exclusive corporate branding in one promotional email.

BENEFITS

- Logo in email
- Opportunity to provide hyperlink and Sponsor tagline (up to 20 words) in email

Sponsorship Add-Ons

SPONSORSHIP PURCHASE REQUIRED



“ I have never attended a conference like GHC, and I was, and still am so thrilled about it. I was able to connect to so many incredible women and non-binary people who I can relate to on levels I didn't know I needed. I love how supportive and empowering the environment was, and I am still so motivated after speaking to so many potential candidates who share the same passion. ”
– GHC 23 Sponsor

INNOVATION SHOWCASE SESSION

8 AVAILABLE / IN-PERSON

INR 10 LACS

Share your latest and greatest with GHCI attendees! Highlight innovative initiatives, provide product demos, or present ongoing research with a 10-minute Innovation Showcase Session. Sessions will be available in the Innovation Showcase Lounge as well as on demand for all attendees. Content must be approved by AnitaB.org through the Content Review Process. Specific deadlines apply.

BENEFITS

- Exclusive per-session sponsorship
- Session featured in Innovation Showcase Lounge at GHCI and in Anita Borg On Demand Studio

ADDITIONAL 1:1 MEETING BOOTH

100 AVAILABLE / IN-PERSON

INR 5 LACS

1:1 meeting booths are used for interviewing attendees. Includes 1 additional in-person 1:1 Meeting Hall Booth (10' x 8').



6,000+
IN-PERSON ATTENDEES
AT GHCI 19

LIVESTREAM INTERSTITIAL

8 AVAILABLE / VIRTUAL

INR 3 LACS

A great opportunity to announce a new or exciting promotion! Create a 30-second video to share with attendees during the GHCI Livestream. The content is yours to design and share with a captive audience. These interstitials will be featured during the livestream broadcast and run between sessions throughout GHCI. Interstitial must be approved by AnitaB.org through the Content Review Process. Specific deadlines apply. Interstitial placement (day and time) to be determined by AnitaB.org. Limit 1 per Sponsor.

BENEFITS

- Logo on GHCI website
- 30-second video content to run during the GHCI Livestream and in the Innovation Showcase Lounge throughout GHCI

JOB BOARD POSTING

(PACK OF 5)

VIRTUAL

INR 50,000

Boost your talent acquisition strategy and highlight open positions by purchasing Job Board Postings on the AnitaB.org Job Board.

BENEFITS

- Pack of 5 Job Board Postings



50,000+
RESUMES UPLOADED
TO THE ANITAB.ORG
JOB BOARD

Branding & Visibility – Promotional Opportunities

SPONSORSHIP PURCHASE NOT REQUIRED

INNOVATION SHOWCASE LOUNGE

1 AVAILABLE / IN-PERSON

INR 25 LACS

To excel in the world of tech, companies need to innovate continuously – both in product and practice. The Innovation Showcase Lounge will give virtual and in-person GHCI attendees the inside scoop on new products, DEIB practices, groundbreaking research, and more. Sponsorship of the lounge includes a physical lounge at GHCI in Bengaluru that will broadcast Innovation Showcase Sessions throughout GHCI and a dedicated area on the GHCI Event Platform where attendees can access the sessions on demand.

BENEFITS

- Logo on GHCI website
- Logo co-branded in Innovation Showcase Lounge with AnitaB.org (designed and produced by AnitaB.org)
- Logo co-branded on Innovation Showcase page of GHCI Event Platform with AnitaB.org

SHUTTLE SERVICE BRANDING

1 AVAILABLE / IN-PERSON

INR 20 LACS

Grab this premium, high-visibility branding opportunity and become the exclusive Sponsor of the GHCI Shuttle Service! Your brand will reach grateful GHCI attendees as they hop on board the complimentary shuttles transporting them between official GHCI hotels and venue(s).

BENEFITS

- Logo on GHCI website
- Logo co-branded on all Shuttle Bus logistics signs and shuttle info with AnitaB.org

QUIET ZONES

2 AVAILABLE / IN-PERSON

INR 15 LACS

The Quiet Zones are serene areas within the bustling GHCI. Quiet Zones will be available for attendees, providing a tranquil space with seating and a relaxing environment, ideal for brief meditation or taking a brief break from the crowd.

BENEFITS

- Logo on GHCI website
- Logo on room signage of 1 Quiet Zone
- Option to distribute swag to room attendees (Sponsor responsible for swag and handling cost; swag subject to approval by AnitaB.org)
- Opportunity to provide activation for attendees, such as noise cancelling headsets with mindfulness exercises, meditation, etc. (Sponsor responsible for cost)



“ I was excited to be surrounded by so many brilliant and inspiring women in tech. The conference was full of amazing talks and workshops. **I learned about new technologies, new career paths, and new ways to make a difference in the world.** I developed a sense of community and met awesome people. ”
– GHC 23 Attendee

Branding & Visibility – Promotional Opportunities

SPONSORSHIP PURCHASE NOT REQUIRED

NEW

ATTENDEE COFFEE BREAKS IN EXPO HALL

2 AVAILABLE / IN-PERSON

INR 10 LACS

Reach our attendees while they energize between sessions with snacks and a cup of coffee, tea, or refreshing beverage.

BENEFITS

- Logo on GHCI website
- Coffee table signage co-branded with AnitaB.org
- Option to distribute branded coffee cups, napkins, or mugs (Sponsor responsible for branded items and handling cost)
- Sponsorship includes 1 location in Expo Hall, during daily Coffee Breaks

NEW

ATTENDEE COFFEE BREAKS AT BREAKOUT SESSIONS

4 AVAILABLE / IN-PERSON

INR 10 LACS

Reach our attendees while they energize between sessions with snacks and a cup of coffee, tea, or refreshing beverage.

BENEFITS

- Logo on GHCI website
- Coffee table signage co-branded with AnitaB.org
- Option to distribute branded coffee cups, napkins, or mugs (Sponsor responsible for branded items and handling cost)
- Sponsorship includes 1 location at Breakout Sessions, during daily Coffee Breaks

RECHARGING LOUNGE

6 AVAILABLE / IN-PERSON

INR 7 LACS

We need to recharge more than just our devices... we also need to recharge ourselves. Sponsor a space in the Expo Hall where GHCI attendees can relax, catch up on work, and meet their peers. This dedicated area includes lounge furniture as well as charging stations. Opportunity includes 1 Recharging Lounge. Lounge location and assignment at the discretion of AnitaB.org. No staffing permitted in Recharging Lounges.

BENEFITS

- Logo on GHCI website
- Recharging Lounge co-branded with AnitaB.org (designed and produced by AnitaB.org)
- Option to provide swag to attendees within the perimeter of the lounge (Sponsor responsible for swag and handling cost; swag subject to approval by AnitaB.org)
- Please note: Recharging Lounge is not staffed by Sponsor. Sponsor staff interaction is limited to restocking swags



79%

OF SPONSORS SAID GHC 23 HELPED THEIR ORGANIZATION DEMONSTRATE THEIR COMMITMENT TO SUPPORTING WOMEN AND NON-BINARY TECHNOLOGISTS



78%

OF SPONSORS SAID GHC 23 HELPED THEIR ORGANIZATION CONNECT WITH POTENTIAL NEW TALENT

Branding & Visibility – Promotional Opportunities

SPONSORSHIP PURCHASE NOT REQUIRED

COAT AND LUGGAGE CHECK BRANDING

1 AVAILABLE / IN-PERSON

INR 10 LACS

Provide a highly-valued service to all GHCI attendees by sponsoring the Cloakroom! The free Coat and Luggage Check locations ensure that attendees can safely store bulky items in a secure area with dedicated staff. This is a high-visibility opportunity!

BENEFITS

- Logo on GHCI website
- Luggage Check signage co-branded with AnitaB.org



SPONSOR HOSTED EVENT LISTING IN GHCI AGENDA

10 AVAILABLE / VIRTUAL

INR 10 LACS

Hosting an event for GHCI 24 attendees? Promote it in the official GHCI Agenda! Sponsor Hosted Events can include receptions, breakfasts, active sessions like yoga classes, and other events held outside of official GHCI hours. Adding this promotion will drive maximum attendance at your event and create additional buzz about your organization. All Sponsor Hosted Events and listings must be approved by AnitaB.org through the Content Review Process. Specific deadlines apply.

BENEFITS

- Sponsor Hosted Event listed in GHCI Agenda featuring Sponsor name and logo, event title (100 characters or fewer), time, date, detailed description of event, including how to attend/RSVP, and transportation to event (2,500 total characters or fewer)
- 1 Lead Retrieval License to collect attendee data at Sponsor Hosted Event (to be used at Sponsor Hosted Event exclusively)
- Must be open and accessible to all attendees

CHARGING STATIONS

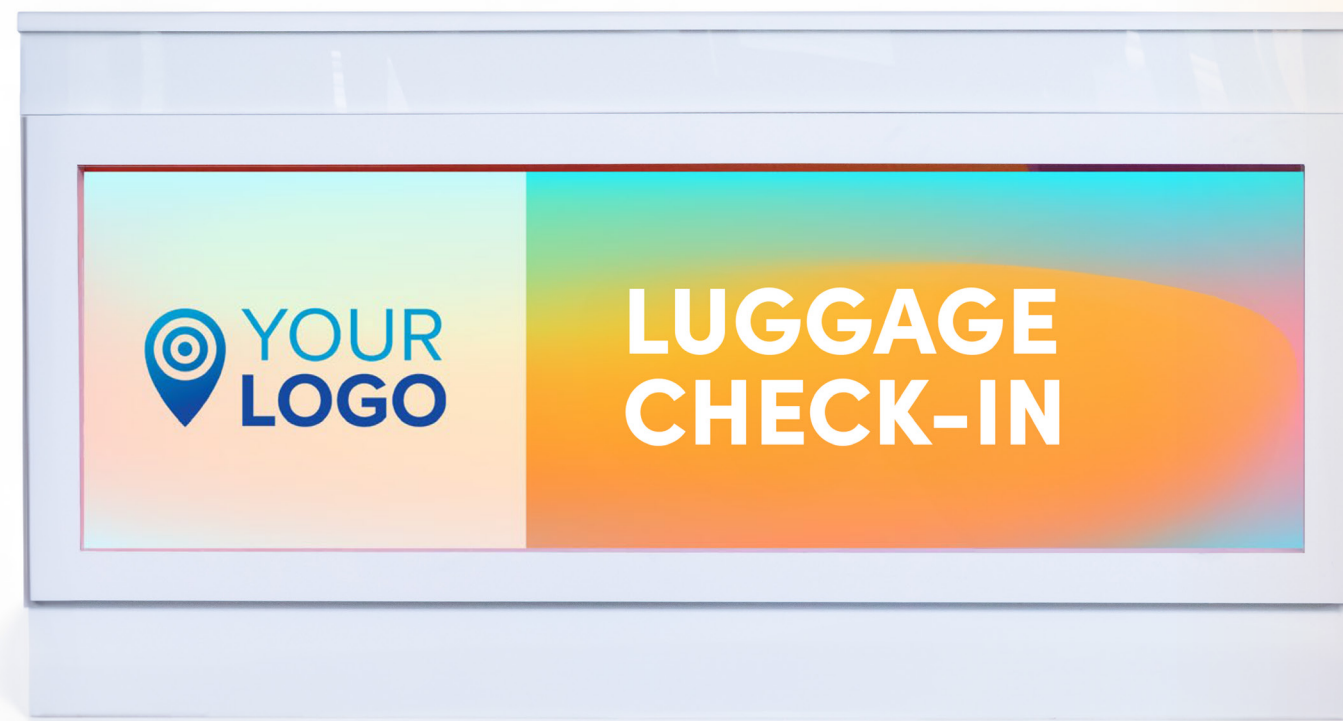
6 AVAILABLE / IN-PERSON

INR 5 LACS

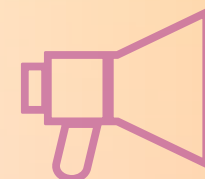
Help attendees stay powered-up and ready to take on GHCI! Charging Stations throughout the event space allow for high-profile branding and on-site visibility. Charging Stations will vary in form from kiosks to charging tables.

BENEFITS

- Logo on GHCI website
- Logo displayed on 2 Charging Stations
- Location at the discretion of AnitaB.org



CREATE BUZZ FOR YOUR ORGANIZATION AND
LIST YOUR EVENT
IN THE OFFICIAL GHCI AGENDA



2

CHARGING STATIONS INCLUDED WITH THIS OPPORTUNITY

*Photos/images are intended as an example. Final product may differ.

Content & Sessions – Promotional Opportunities

SPONSORSHIP PURCHASE NOT REQUIRED



3.4+ MILLION
MINUTES OF CONTENT WATCHED



EXECUTIVE EXPERIENCE

1 AVAILABLE / IN-PERSON

INR 25 LACS

GHCI 24 Executive Experience is a unique, curated experience that invites executives to gain invaluable perspectives from other leaders in the industry and encourages meaningful connections. This don't-miss forum is the place for executives to share innovative thinking, trends, and challenges – plus enjoy industry leading speakers, insightful content, and dynamic experiences. Designed to facilitate peer-to-peer sharing and networking, the GHCI Executive Experience includes provoking discussions and knowledge sharing with other executives. Speakers, content, and swag must be approved by AnitaB.org through the Content Review Process. Specific deadlines apply. The anticipated audience is 500.

BENEFITS

- 2-minute welcome remarks by sponsoring company executive (subject to approval by AnitaB.org)
- Sponsor company recognition during opening/closing by AnitaB.org executive
- 1 speaker in panel discussion, in coordination with AnitaB.org
- Option to distribute swag to Executive Experience attendees (Sponsor responsible for swag and handling cost; swag subject to approval by AnitaB.org)
- Option to purchase up to 5 Executive Experience registrations

LIVE STUDIO & MAINSTAGE BRANDING

2 AVAILABLE / IN-PERSON & VIA LIVESTREAM

INR 20 LACS

AnitaB.org Live Studio and Mainstage are back for GHCI 24! These key components of both the in-person and virtual experiences will be active throughout GHCI. Our dynamic hosts will bring Keynotes, Featured Sessions, engaging interviews, and more to all attendees. AnitaB.org Live Studio and Mainstage Sponsor branding will be featured in-person and via the GHCI Livestream.

BENEFITS

- Up to 90-second speaking opportunity (pre-recorded)
- Logo on GHCI website
- Co-branding in an email (non-exclusive)
- Co-branded with AnitaB.org and up to 1 other Sponsor

UP TO
90-SECOND
PRE-RECORDED
SPEAKING OPPORTUNITY



TRACK SPONSOR

3 AVAILABLE / IN-PERSON

INR 15 LACS

Sponsor any of the 6 tracks happening simultaneously at GHCI and stand side by side with AnitaB.org throughout the programs. The visibility will earn you maximum eyeballs from your target audience!

BENEFITS

- Logo on GHCI website
- Co-branded room sign with AnitaB.org and up to 2 other Sponsors
- Track Sponsor branding prominently featured throughout the competition at GHCI in Bengaluru, co-branded with AnitaB.org and up to 2 other Sponsors
- Option to distribute swag at GHCI in Bengaluru within the perimeter of the room (Sponsor responsible for swag and handling cost; swag subject to approval by AnitaB.org)

“ I am a cybersecurity engineer. The Grace Hopper Celebration is one of the highlights of my professional calendar. Every year, I look forward to getting my ticket to be one of the lucky attendees that make it. The energy and the connections we make with new and old friends is like no other experience in the world! ”
– GHC 23 Attendee

Content & Sessions – Promotional Opportunities

SPONSORSHIP PURCHASE NOT REQUIRED



CO-BRANDED FIRESIDE CHAT AT ANITAB.ORG LIVE STUDIO

4 AVAILABLE / IN-PERSON & VISIBLE IN LIVESTREAM
INR 15 LACS

Take advantage of this exciting opportunity to participate in a live Fireside Chat with a member of the AnitaB.org C-Suite! We will work with you to identify a C-level representative from your organization to participate in a 25-minute Fireside Chat in the AnitaB.org Live Studio. This is a unique opportunity to highlight your organization's initiatives, programs, and technologies with our highly-engaged GHCI 24 audience. Content must be approved by AnitaB.org through the Content Review Process. Specific deadlines apply.

BENEFITS

- Logo on GHCI website
- Exclusive Sponsor for one (1) 25-minute Fireside Chat
- Session featured in AnitaB.org Live Studio and virtually via GHCI Livestream
- Includes speaker registration



ANITAB.ORG LIVE STUDIO INTERVIEW

4 AVAILABLE / IN-PERSON & VISIBLE IN LIVESTREAM
INR 10 LACS

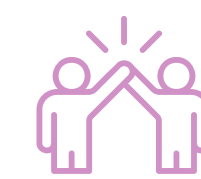
This is a unique opportunity to highlight your organization's initiatives, programs, and technologies with our highly-engaged GHCI 24 audience. A 15-minute speaking opportunity, moderated by our AnitaB.org Live Studio host, and shared with both in-person and virtual attendees. The interview content will be featured live in-person and livestreamed to the virtual audience. Content must be approved by AnitaB.org through the Content Review Process. Specific deadlines apply.

BENEFITS

- Logo on GHCI website
- 15-minute live interview
- Includes speaker registration



98%
OF GHCI 19 ATTENDEES
EXPANDED THEIR NETWORK IN
THE TECH FIELD



77%
OF GHC 23 ATTENDEES SAID
THEIR GOAL WAS TO HEAR
FROM INSPIRING WOMEN
AND NON-BINARY LEADERS
IN TECHNOLOGY

“Sessions were well balanced between technical and soft skills which were quite inspiring. It was nice to see the technical sessions focused mostly on emerging technologies which can be quoted as “Game changer” (like Generative AIs, Cyber technology) and soft skills sessions (like bringing up confidence, influence, networking) which are essential to have more women in tech leadership.”
– GHC 23 Attendee

AI & ML DATA SCIENCE/ EMERGING TECH TRACK

This track delves into the world of artificial intelligence (AI), machine learning (ML), data science, and emerging technologies.

EXECUTIVE TRACK

This track is tailored for executives and senior leaders in the tech industry. Sessions in this track cover leadership development, organizational strategies, and best practices for fostering diversity, inclusion, and innovation within tech companies.

POSTER SESSION/PROJECT SHOWCASE/SCHOLARSHIPS TRACK

This track provides a platform to celebrate innovation, research, and excellence in STEM (Science, Technology, Engineering, and Mathematics).

CLOUD & IOT & OPEN SOURCE COMMUNITY TRACK

Focused on cloud computing, Internet of Things (IoT), and open-source collaboration, this track explores the transformative impact of these technologies on businesses and communities.

TECH FOR SOCIAL GOOD/ WORKSHOPS/DESIGN

This track highlights how technology can address pressing social and environmental challenges through human-centred design, collaborative workshops, and discussions on creating solutions for social good.

MEDIA TRACK

The Media Track focuses on the role of media and storytelling in shaping perceptions and narratives within the tech industry.

We will be actively working with our community leaders and members for partnering with us as volunteers. If this excites you, reach out to our Community team to sign up!



More than just a tech event

We will win the future, make it ours!



EMBRACING SUSTAINABILITY

Our commitment to sustainability shines through as we eliminate plastics from the venue, prioritizing eco-friendly practices to minimize our environmental footprint.

OASIS OF RELAXATION

Escape the hustle and bustle and immerse yourself in a world of wellness and relaxation at our Zen Zone, where you can indulge in grooming, meditation, and fitness activities tailored to rejuvenate both body and mind.

CHAMPIONING WOMEN IN BUSINESS

By showcasing women entrepreneurs as 90% of our Zen Zone partners, we're breaking barriers and fostering a supportive ecosystem that empowers women to thrive and succeed in the tech industry and beyond.



80%

OF GHCI 19 ATTENDEE RESPONDENTS RATED THE CAREER 360 PROFESSIONAL DEVELOPMENT TOPICS COVERED AS EXCELLENT OR GOOD IN THE SESSIONS.



72%

OF GHCI 19 ATTENDEES LEARNED ABOUT TECHNOLOGIES, SKILLS AND/ OR RESEARCH THAT WILL HELP ADVANCE THEIR WORK



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**Purchase Your
Sponsorship**

Email us at:
India@AnitaB.org

All sales are final. Due to the nature of this event, once a Sponsorship or Marketing Promotional Opportunity is purchased, it is removed from the available inventory, and refunds will not be available after Terms and Conditions are accepted. All payments must be made within 30 days. This policy is subject to change at the sole discretion of AnitaB.org.