

 / ANITA B.ORG 2024
GRACE HOPPER
CELEBRATION
INDIA

BANGALORE INTERNATIONAL
EXHIBITION CENTRE (BIEC)
NOVEMBER 20-22, 2024

PROSPECTUS



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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, 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.

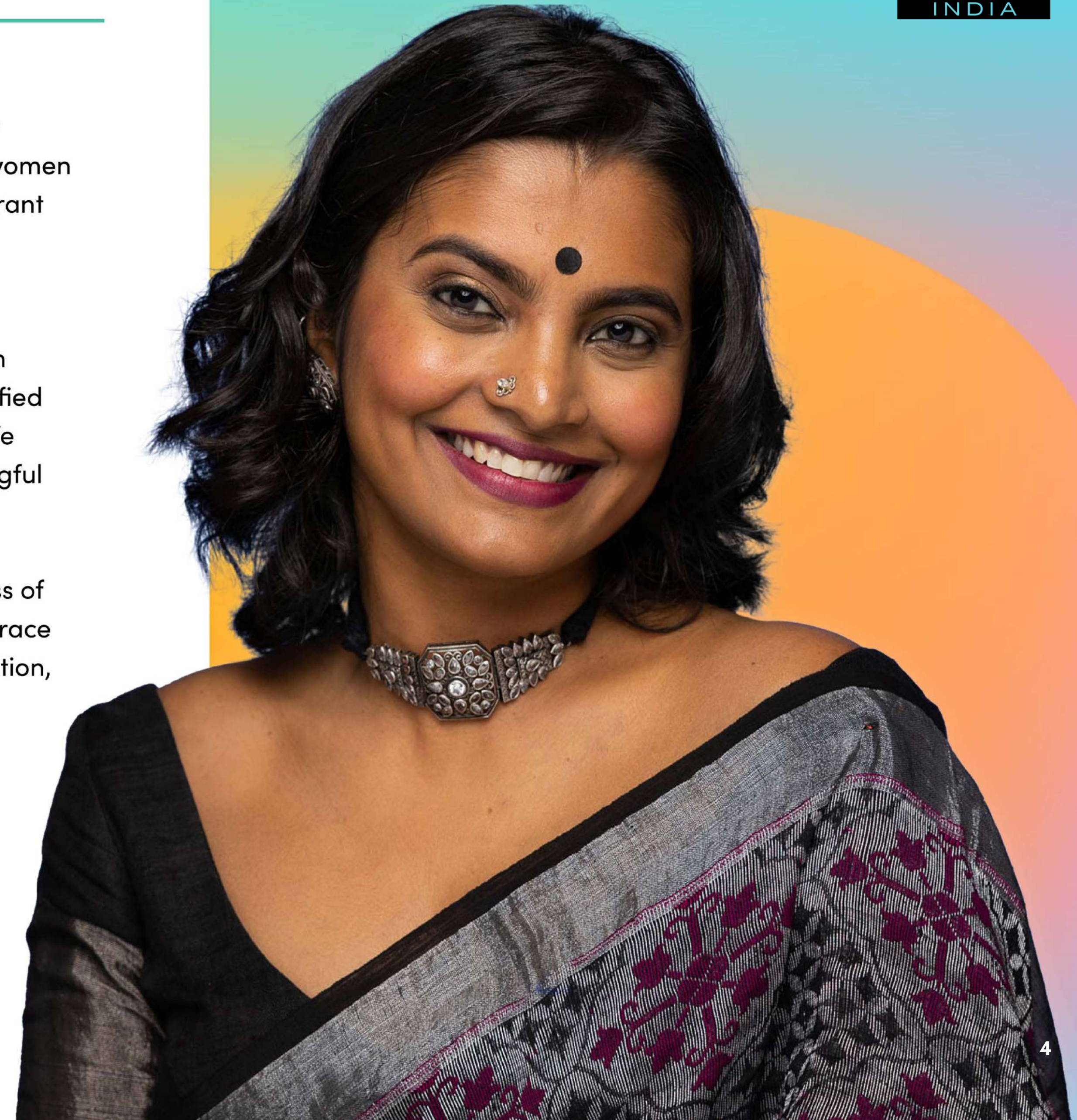
As we embark on this grand event, we do so with the firm belief that diversity is not just a buzzword but a cornerstone of progress and innovation. Through GHCI we present an opportunity to network, learn, and be inspired by the stories of individuals who have defied expectations, shattered glass ceilings, 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.



Shreya Krishnan

Managing Director, AnitaB.org India Operations



Grace Hopper Celebration

A PLATFORM TO EMPOWER WOMEN AND UNDERREPRESENTED MINORITIES

DR. ANITA BORG

DR. TELLE WHITNEY

The Grace Hopper Celebration (GHC) was first launched in 1994 by Dr. Anita Borg and Dr. Telle Whitney. Named after the pioneering computer scientist Admiral Grace Hopper, the event was created to highlight the achievements of women in computing and to address the unique challenges they face in the tech industry. The goal was to bring together women technologists, providing a platform for them to share research, network, and gain inspiration.

Building on the success of GHC, the Grace Hopper Celebration India (GHCI) was launched by AnitaB.org India to provide similar opportunities for women and non-binary technologists in India. GHCI has grown to become India's largest celebration of women in technology in the country, serving as a vibrant forum for professional development, networking, and showcasing the latest technological advancements.



Previous GHCI Edition Impact

OVERALL IMPACT



6,529

ATTENDEES
at the previous
GHCI edition



205

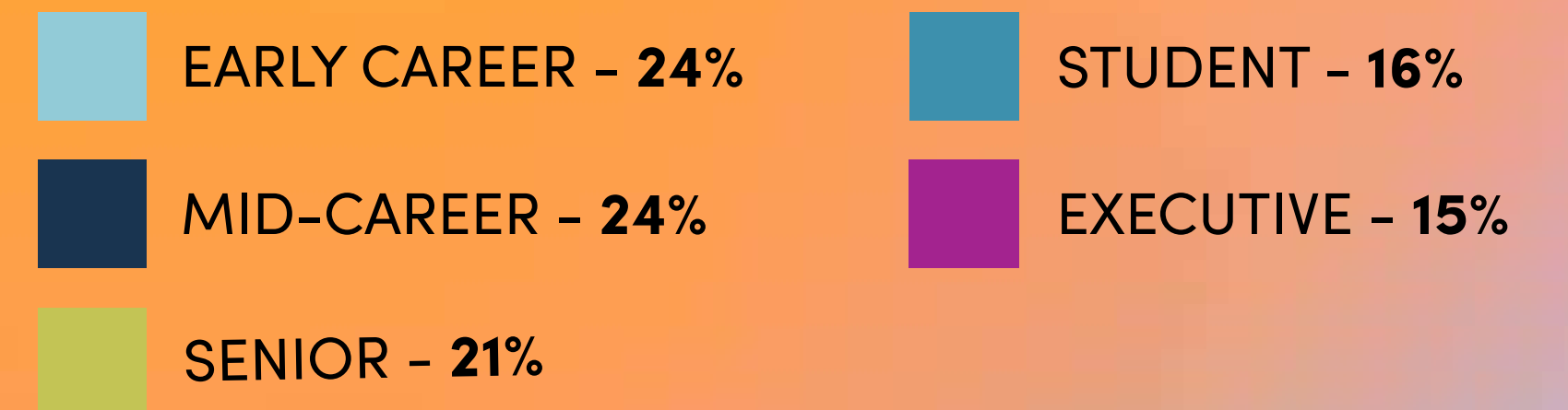
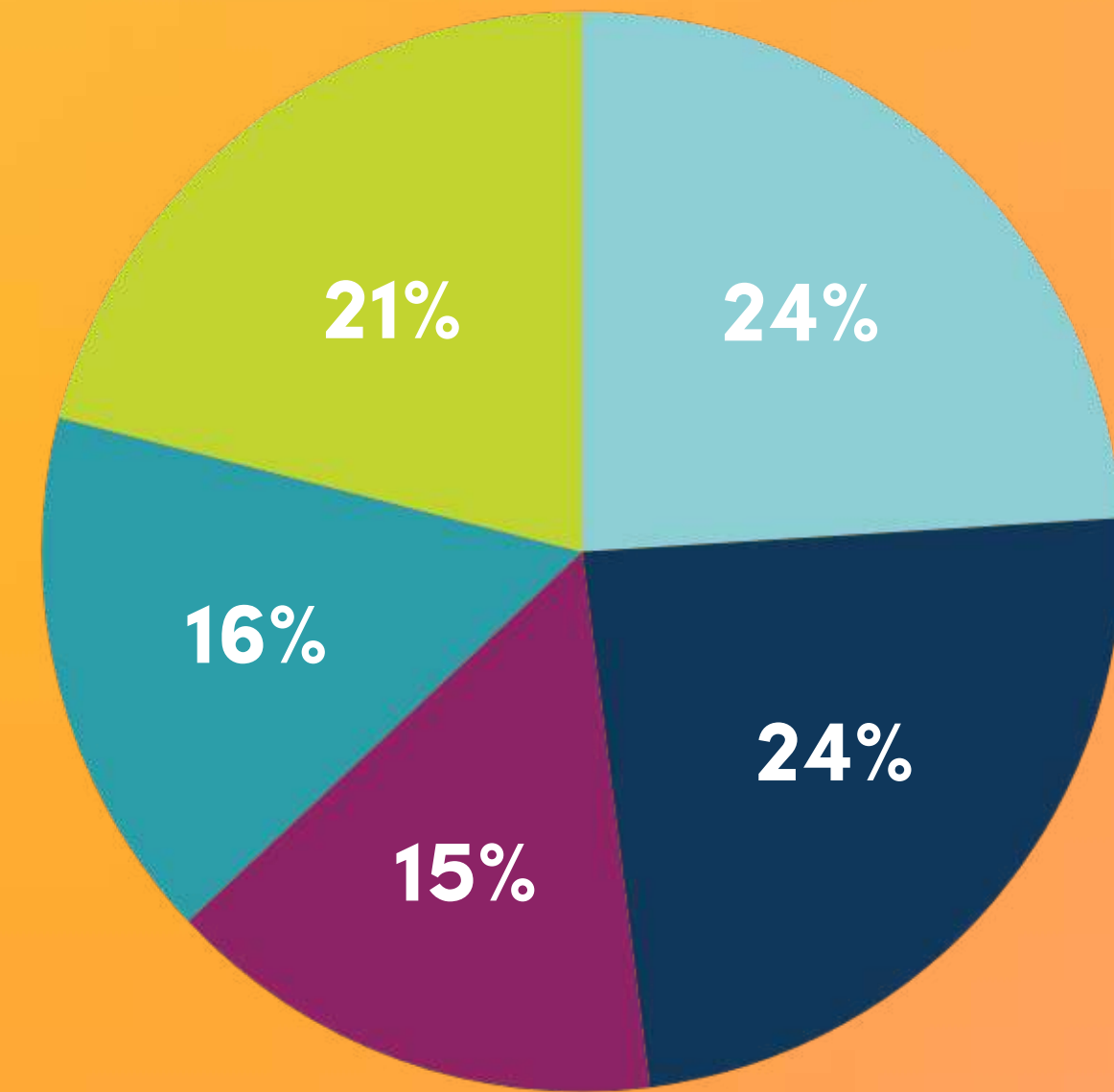
CITIES IN INDIA
the farthest city being
Hamirpur, in Himachal
Pradesh



9

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

AUDIENCE SPLIT OF PREVIOUS GHCI EDITION



Previous GHCI Edition Impact

INDIVIDUALS



98%

significantly expanded their network of technical women.

84%

of professional respondents rated the overall quality of GHCI as excellent or good.

72%

learned about technologies, skills and/or research that will help advance their work.

10

TRACKS

105

SESSIONS

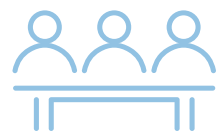
185

SPEAKERS

2222

PROPOSALS

ORGANIZATIONS



371

start-ups and academic organizations represented through attendees and speakers.

81%

of the sponsor respondents rated their overall experience at previous GHCI Edition as exceeding or meeting expectations.

79.2%

of the respondents used the mobile app successfully. Mobile app adaptation went up by 25.6% with almost 2,35,000 engagements.

34%

of respondents submitted their resume to the Resume Database.

STUDENTS



93%

of student respondents rated the overall quality of the previous GHCI Edition as excellent or good.

23%

of student respondents received an offer for a job or internship.

TECHNOLOGIES

77.1%

emerging technologies

73.7%

Artificial Intelligence (AI) and High Performance Computing (HPC)

72.2%

Tech for good

- THE PREVIOUS GHCI EDITION SAW ATTENDEES WHO WERE INTERESTED IN MORE THAN ONE TRACK

Why Should You Be a Part of GHCI 24?

ORGANIZATIONS

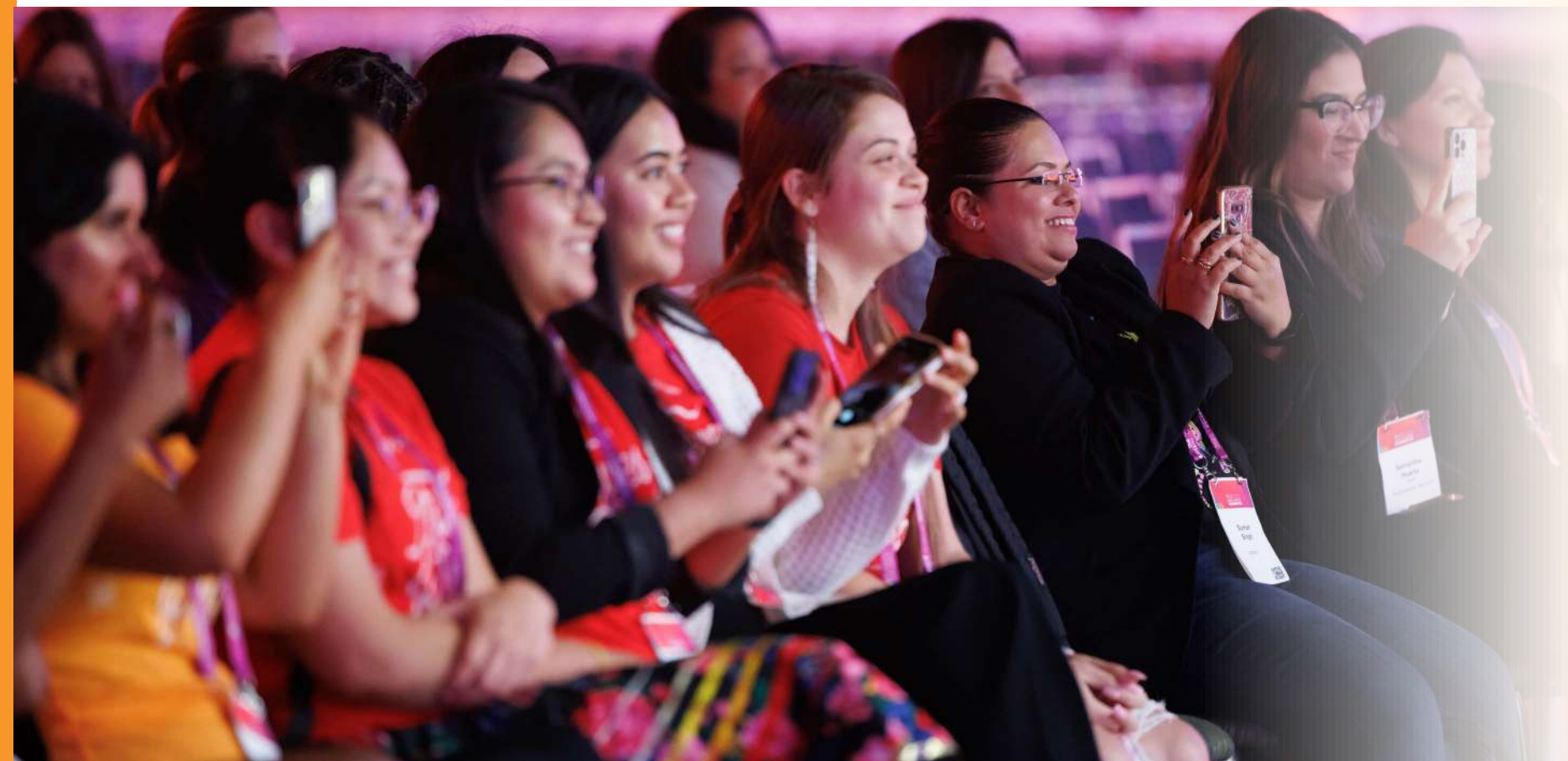
GHCI offers unparalleled exposure and brand visibility, access to top-tier talent, and networking opportunities with industry peers and decision-makers. Showcase your thought leadership, engage with the community, promote your products and services, and invest in future tech leaders.

TECHNOLOGISTS

Gain cutting-edge insights, develop skills through workshops and sessions, and expand your network with peers and mentors. Enhance your career growth, draw inspiration from industry leaders, and immerse yourself in continuous professional development.

STUDENTS

Explore career paths in technology, connect with professionals and mentors, and enhance your skills through workshops. Discover internship and job opportunities, get inspired by industry leaders, engage with the community, and advocate for diversity and inclusion in tech.



me+we at GHCI 24

me +we

The theme for GHCI 24 is **me+we**. This theme underscores the importance of collective action in uplifting women and non-binary individuals in technology. By fostering a community where individual talents are recognized and collaborative efforts are prioritized, we can drive significant change and create an inclusive tech ecosystem.

me+we is a testament to what's possible when women and nonbinary technologists step boldly into their collective power. A power fueled by the remarkable contributions, ambitions, and triumphs of every individual.

At **GHCI 24**, you'll do more than join your community. You'll become part of an unstoppable force driving change in the tech industry and propelling us toward a future where the people who imagine and build technology mirror the people and societies for whom they build it.



The Tracks at GHCI 24

AI & ML DATA SCIENCE/ OPEN-SOURCE TRACK

This track delves into the world of artificial intelligence (AI), machine learning (ML), data science, and open-source community.

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.

We will be actively working with our community leaders and members for partnering with us as volunteers, track leads, session and jury chairs. If this excites you, reach out to us at ghci@anitab.org

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 TRACK

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

TECH FOR SOCIAL GOOD/ WORKSHOPS/DESIGN TRACK

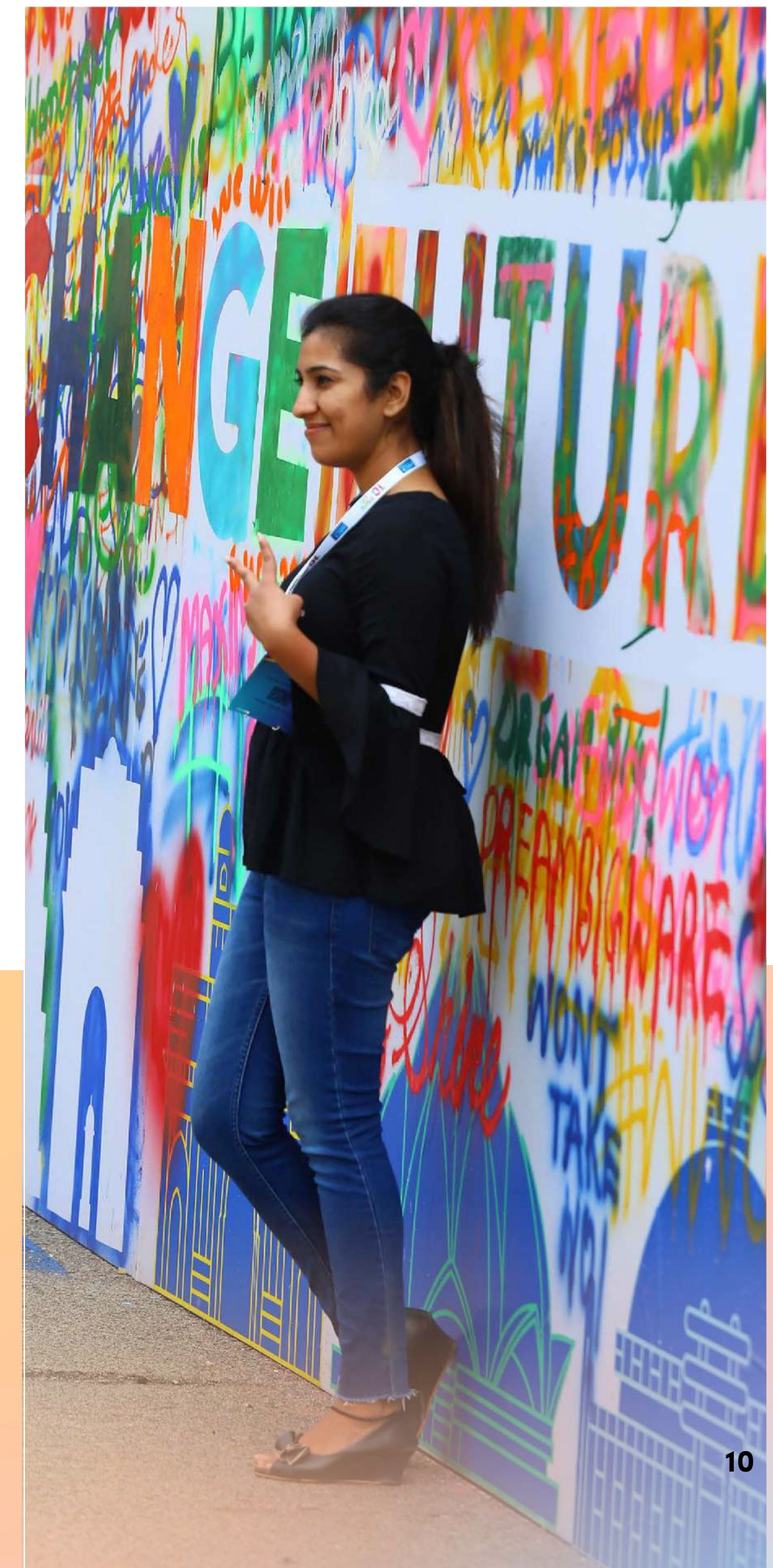
NOT SPONSORED

This track highlights how technology can address pressing social and environmental challenges through human-centred design,

MEDIA TRACK

NOT SPONSORED

This track focuses on the role of media and storytelling in shaping perceptions and narratives within the tech industry.



Our Previous Partners



AND MANY MORE...

Sponsorship Tiers & Upgrades

	Platinum	Diamond	Gold	Silver
	INR 1.5Cr	INR 1Cr	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*1	24	12	6	1
Virtual Registrations*2	12	6	4	2
 Executive Experience Registrations*3	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 20+ 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*4	2	1	1	0
Hopper Roadshow	2 cities	1 city	1 city	0

*① Additional in-person registrations may be purchased for INR 25K each. (AnitaB.org Members INR 20K and Students INR 15K)

*② Additional virtual registrations may be purchased for INR 10K each.

*③ Access is limited to senior executives only.

*④ Opportunity to purchase additional 1:1 Meeting Hall Booth for INR 5L (100 available).

Sponsorship Tiers & Upgrades

	Amount in INR
Presenting Sponsor	1.75Cr
Special-digital/Special-Ai/Special-Innovation/ Special-Transformation/Special-Hackathon Sponsor	Customized
Platinum	1.5Cr
Diamond	1Cr
Gold	75L
Silver	50L
Bronze	25L
Wellness/ Fitness/ Grooming	5L
Badge & Lanyard	50L
Delegate Kit	80L
Entertainment Evening (Partner dinner)	75L
Entertainment Evening (Pride march)	75L

	Amount in INR
Entertainment Evening (Rock concert)	75L
Day 0 Lunch Partner	25L
Day 1 Lunch Partner	60L
Day 2 Lunch Partner	60L
Speakers Lounge	25L
Watch Parties (per 100 virtual registrations)	10L
Connection Zone	5L
Student Lounge	3L
Hydration Stations	2L
Newsletter Promotion	2L
Innovations Showcase Session	10L
Hackathon Partner	75L

Sponsorship Tiers & Upgrades

	Amount in INR
Additional 1:1 Meeting Booth	5L
Livestream Interstitial	3L
Job Boarding Posting	50K
Innovation Showcase Lounge	25L
Shuttle Service Branding	20L
Quiet Zones	15L
Attendee Coffee Breaks in Expo Hall	10L

	Amount in INR
Attendee Coffee Breaks at Breakout Sessions	10L
Recharging Lounge	7L
Coat & Luggage Check	10L
Sponsor Hosted Event Listing in GHCI Agenda	10L
Charging Stations	5L
Executive Experience	25L
Track Sponsors	15L



Benefits

1. Enhanced Brand Visibility and Recognition:

- PR and social campaigns with collateral logo showcase
- Thought leadership blogs and speaker engagements

2. Networking with Key Stakeholders:

- Exclusive networking with industry leaders
- Featuring senior leadership in sessions

3. Brand Authority and Social Responsibility:

- Lead discussions on tech and DEIB
- Support DEIB initiatives and panels

4. Talent Acquisition and Recruitment:

- Engage diverse tech talent and boost recall
- Participant info for recruitment

Mornings of Energised Conversations

Women + Nonbinary Representation in AI

This breakfast series will delve into the critical language of inclusion in AI, addressing inherent biases and their impact. Our focus is on uniting women and nonbinary leaders in AI to ask pivotal questions that drive progress.

Through candid discussions, we'll explore strategies to address systemic issues and bridge existing gaps. This event will acknowledge the erasure of women and nonbinary individuals in tech, highlighting the importance of collective action towards sustainable solutions.

As a corporate sponsor, your support will be instrumental in fostering these essential conversations, promoting diversity, and shaping the future of AI with a more inclusive lens. Join us in championing representation in technology and making a tangible difference.

Evenings of Executive Networking

DEIB & Tech in the Indian Landscape

This exclusive event will be for middle to senior level tech executives, featuring a keynote and panel discussion focused on Diversity, Equity, Inclusion, and Belonging (DEIB) within India's unique tech context.

We'll explore the tech landscape with its multifaceted dimensions of DEIB, links to the Environmental, Social, and Governance (ESG) ecosystem, and the impact of religious and caste dynamics. This event offers a platform for executives to network, share insights, and drive meaningful change.

As a corporate sponsor, your partnership will be key in advancing these conversations, promoting inclusivity, and shaping a more equitable tech landscape in India. Join us in leading the way towards a future where every voice is heard and valued.



Sponsorship Add-Ons

SPONSORSHIP PURCHASE REQUIRED

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 meet, and the Sandbox Lounge, where attendees 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)

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)

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)

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



“ 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



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

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
PREVIOUS GHCI EDITION

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 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 Bangalore 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 meditation or taking a 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)
- 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 REQUIRED



ATTENDEE COFFEE BREAKS IN EXPO HALL

2 AVAILABLE / IN-PERSON
INR 10 LACS

Reach our attendees in the expo hall 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



ATTENDEE COFFEE BREAKS AT BREAKOUT SESSIONS

4 AVAILABLE / IN-PERSON
INR 10 LACS

Connect with our attendees in between sessions while they energize 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

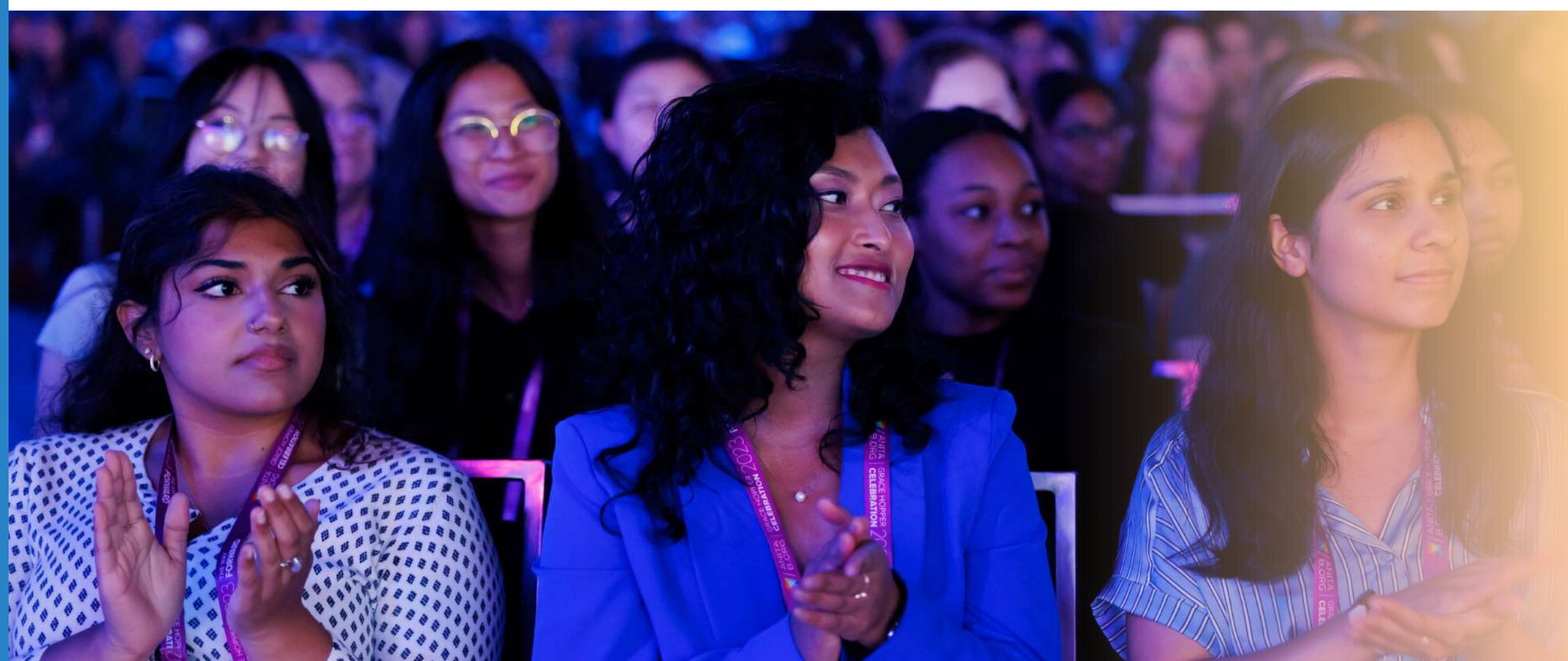
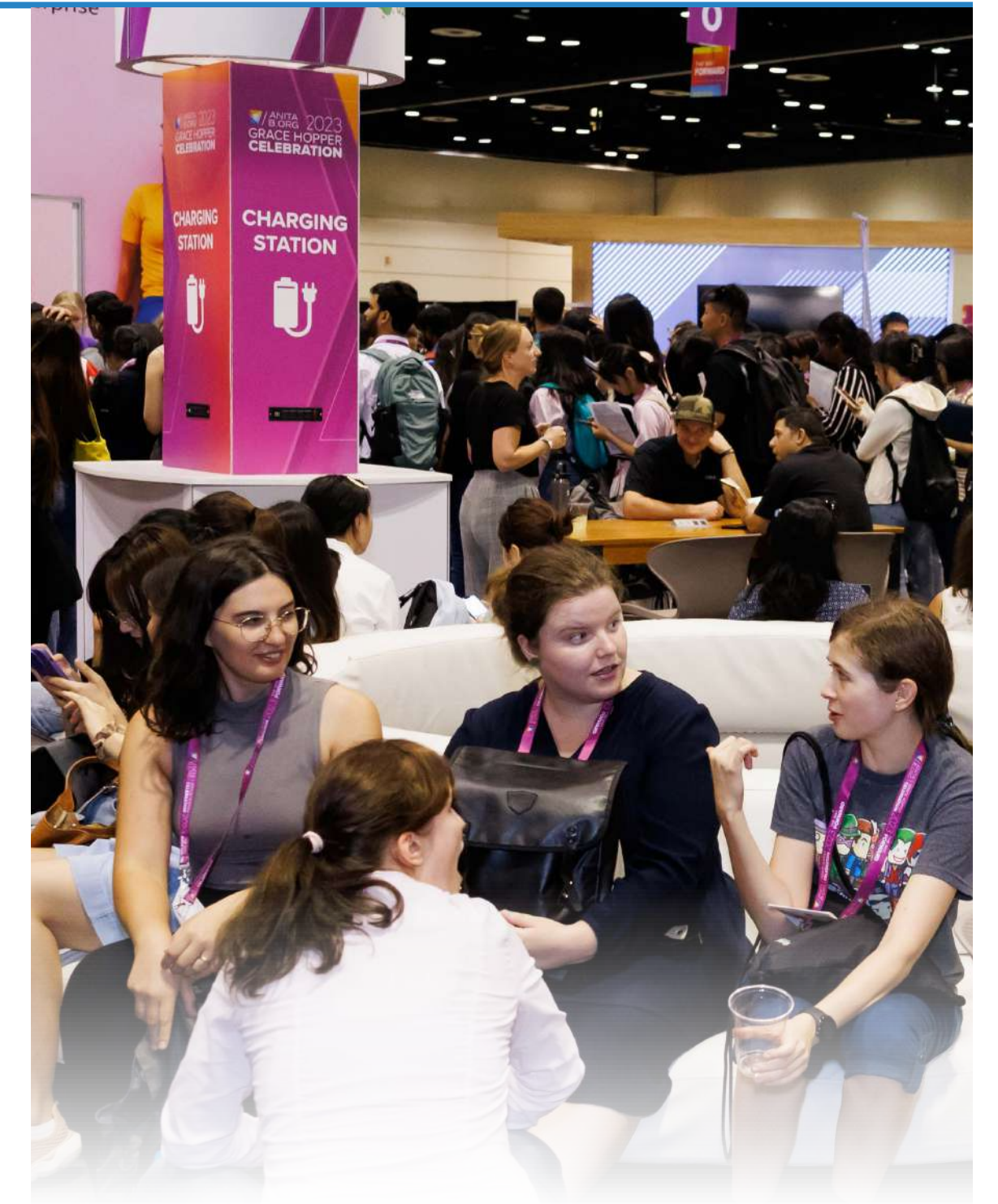
RECHARGING LOUNGE

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.

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)
- 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 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 Coat and Luggage Checks! 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
- Content and 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

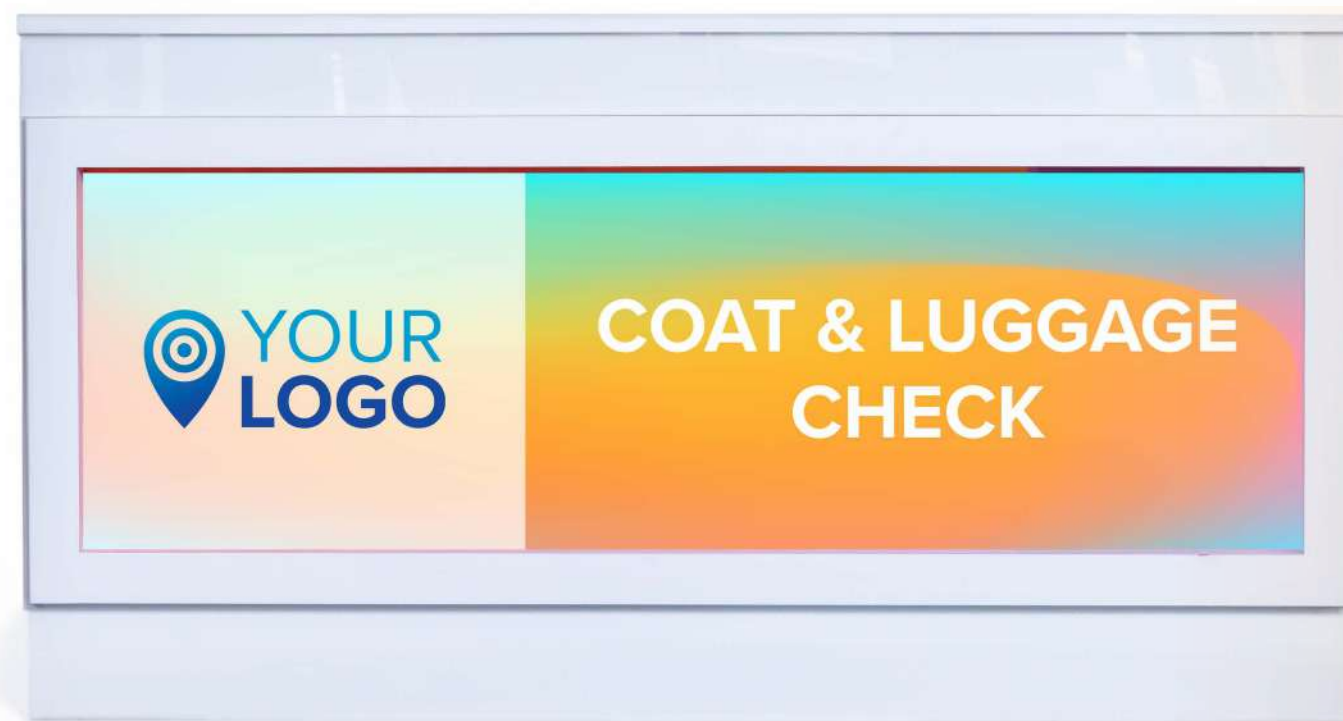
6 AVAILABLE / IN-PERSON

INR 5 LACS

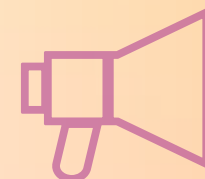
Help attendees stay powered-up and ready to take on GHCI! Charging Stations throughout the event space allow for high-profile branding and on-site visibility. Charging Stations will vary in form from kiosks to charging tables.

BENEFITS

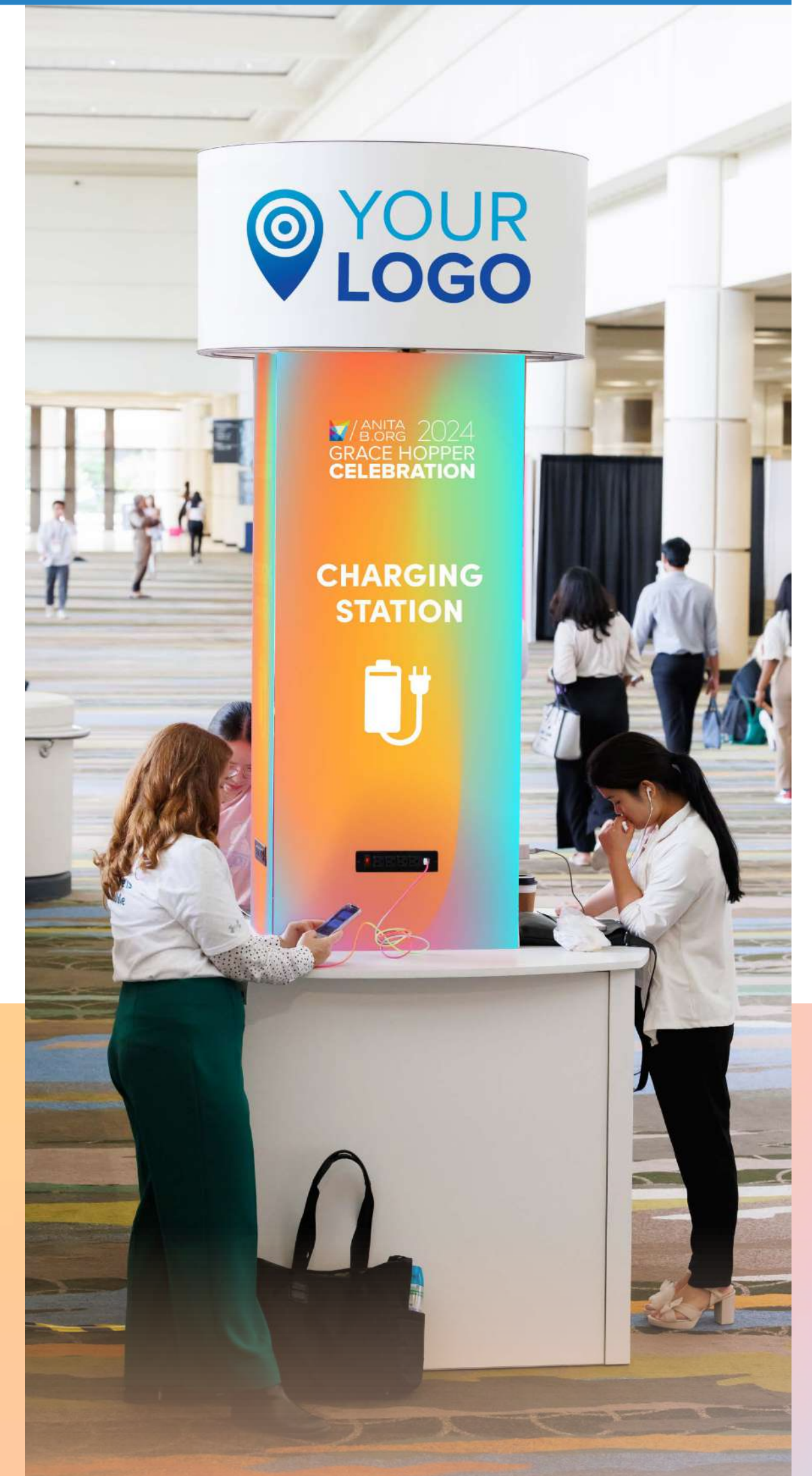
- Logo on GHCI website
- Logo displayed on 2 Charging Stations
- Location at the discretion of AnitaB.org



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



CHARGING STATIONS INCLUDED WITH THIS OPPORTUNITY



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

Content & Sessions – Promotional Opportunities

SPONSORSHIP PURCHASE REQUIRED



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)



3.4+ MILLION
MINUTES OF CONTENT WATCHED

“ 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 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



25-MINUTE
LIVE FIRESIDE CHAT

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

GHCI 24 HACKATHON (DAY 0)

INR 75 LACS

Kick off GHCI 24 with a thrilling hackathon in partnership with HackerEarth. This one-day event invites tech enthusiasts to innovate, collaborate, and solve challenging problems. Participants will showcase their skills, network with industry experts, and push the boundaries of technology.

BENEFITS

- Exclusive branding as the main sponsor.
- Prominent logo display on promotional materials.
- Showcase your products/services.
- Sponsor a challenge aligned with your focus areas.
- Inclusion in marketing campaigns.
- Reach a targeted audience of tech professionals.

“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



We will win the future, make it ours!



80%

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



72%

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

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.

ART & BOOK NOOKS & FILM FESTIVAL

The Art Nook showcases diverse artworks and offers a space for attendees to create their own art, fostering artistic expression and hands-on creativity. The Film Festival presents inspiring films on technology, innovation, and social impact. The Book Nook provides a cozy corner to explore literature on technology, leadership, and personal growth.

ACCESSIBILITY AND INCLUSION

GHCI 24 is committed to accessibility and inclusion, ensuring all attendees can fully participate, both physically & virtually. We provide accommodations such as sign language interpretation, captioning services, and accessible seating. Our goal is to create an inclusive environment where everyone, regardless of ability, can engage, learn, and contribute.



 / ANITA
B.ORG 2024
**GRACE HOPPER
CELEBRATION**
INDIA

BANGALORE INTERNATIONAL
EXHIBITION CENTRE (BIEC)

NOVEMBER 20-22, 2024

**Purchase Your
Sponsorship**

Email us at:
ghci@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.