

Pacific Asia Conference on Information Systems 2009 (PACIS'09)

July 10-12, 2009

Novotel/Indian School of Business, Hyderabad, India

The Centre for IT and the Networked Economy (CITNE) at the Indian School of Business (ISB) hosts the Pacific-Asia Conference on Information Systems for the first time in India. A premier information systems conference in the Pacific-Asia region, PACIS sponsored by the Association for Information Systems (AIS), serves to provide a platform to researchers and practitioners in the field of information technology to share their research findings and practices. The conference will take place at Hotel Novotel and Indian School of Business, Hyderabad, India on July 10-12, 2009.

As the information technology (IT) function evolves into an increasingly service-oriented and global model, this conference will explore the supply and demand of IT services within and across organization and country boundaries. Hence the conference theme of "**IT Services in a Global Environment**". Some of the topics which will be covered during the various research paper presentations and industry panel discussions are:

- Management, Innovation and Governance of IT Services
- Human-Computer Interaction
- Collaboration and Knowledge Management
- Technology Design, Engineering & Implementation
- Economics of IS and Digital Goods
- IS Security and Privacy
- IS in developing countries
- Green IT and cost implications
- Outcome based pricing models for IT
- Knowledge capital shifts in the IT industry

A Doctoral consortium will be held before the conference (July 8-10) to provide doctoral students in the field of information systems with an opportunity to share their research ideas and to receive high quality feedback and support for their academic work. It will also enable students to network and collaborate with eminent professors and researchers from universities across the globe.

Conference Agenda

PACIS 2009 is a two day event comprising of:

- Keynote address and a Signature panel on "**Societal Value of Information Technology**"
- Academic paper presentation and poster sessions
- Panel discussions on topics of interest to industry and society
- Tutorials
- Stalls for sponsors and attendees - conference related exhibits

We invite you to come and listen to first hand perspectives from global practitioners, consultants and academics from different countries, share best practices and take away new ideas to implement in your own organization.

For more information on PACIS 2009, please go to <http://www.isb.edu/citne/pacis2009>

* ISB has recently been ranked 15th in the 2009 global business school rankings published by the Financial Times, London. This is a testimonial to the wisdom, foresight and support of a growing number of enlightened executives, corporations and institutions who share our vision of creating a world class, research driven institution mandated to groom global leaders for India and the world.

Request for Support

We request you to consider sponsoring the PACIS 2009 conference. By supporting a high profile conference such as this on relevant and challenging issues, your organization will derive visibility, recognition and goodwill among the topmost industry leaders from all over the country as well as a large student and faculty community. As a donor, your support will be acknowledged on the CITNE and ISB website, the Conference website and other conference communication and publication from CITNE and ISB. International and domestic media will be attending the conference to ensure that the event gets great publicity. The ISB endeavors to build lasting relationships with their partners and donors.

Sponsorship Packages

The following packages will help sponsors derive exclusive benefits from the conference:

1. Platinum Sponsor – INR 5 Lakhs (USD 10000)
2. Gold Sponsor - INR 3.75 lakhs (USD 7500)
3. Silver Sponsor - INR 2.5 lakhs (USD 5000)

Sponsors will get the following benefits commensurate with the sponsorship amount:

Platinum Sponsor:

- Three complimentary delegate passes
- All conference collaterals, banners, stage backdrop to mention supporting organization
- A Kiosk will be provided on site for knowledge dissemination about the organization
- Publicity on CITNE and PACIS Website with links to your company's website
- Opportunity to insert brochures / demo CDs in conference kits Company
- Half page color advertisement in the ISB Magazine – ISBinsight

Gold Sponsor:

- Two complimentary delegate passes
- All conference collaterals, banners, stage backdrop to mention supporting organization
- Publicity on CITNE and PACIS Website with links to your company's website
- Opportunity to insert brochures / demo CDs in conference kits
- Company presentation displayed at the conference venue during breaks

Silver Sponsor:

- Two complimentary delegate passes
- Publicity on CITNE and PACIS Website with links to your company's website
- Visibility on select publicity material of the Conference

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Sponsors Reply Form

1. Name and Address of the Sponsor:

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4. Sponsorship Type

- Platinum Sponsorship** **Gold Sponsorship** **Silver Sponsorship**

Amount: _____

Cheque/DD Number: _____ **Date of Issue:** _____

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Important Notes:

- **Cheque/DD should be made in the name of "Indian School of Business"**

Filled in Reply Form & Cheque/DD should be sent to

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