



EXCELYX

Inspire ! Innovate ! Engineer !

South India Level Technical Symposium
October 2009

Model Engineering College

The background of the slide is a collage of technical and architectural elements. At the top, there is a compass and some technical drawings. On the left side, there is a large technical drawing of a mechanical part. At the bottom left, there is a photograph of a modern, multi-story building. At the bottom right, there is a photograph of a hallway with a series of arches.

ABOUT MODEL ENGINEERING COLLEGE.

Model Engineering College, Thrikkakara, Kochi is a premier institute of engineering where some of the best minds in India are groomed to become the stalwarts of tomorrow's industry. Ever since its inception in 1989 under the auspices of the Institute of Human Resource Development (IHRD), the college has made giant strides in a short period of time to make its presence felt in the technical circles of the country. The college is affiliated to the Cochin University of Science and Technology (CUSAT).

Model Engineering College stands as the 4th best college in the country in Industry interaction, according to the Mint Business magazine (a collaboration of The Wall Street Journal and The Hindustan Times). Overall the college is the 37th best government institute in the country.

Unique in its structure, methods and goals, the college is strongly rooted in a philosophy of training and research that emphasizes the intimate relationship between knowledge and its application, and seeks to promote the creation of an ideal society. Whether it is in technical abilities, leadership qualities or social responsibilities, the students of the college are a class above everyone else.

The reputation that MEC has is unparalleled and every single event taking place in the college is keenly observed by one and all.

ABOUT EXCEL .. " Inspire ! Innovate ! Engineer ! "

EXCEL is the annual tech - managerial festival organized by the students of Model Engineering College, in association with IEEE. Excel X, the Tenth Edition promises to be the best, with new and innovative competitions and workshops and lecture series each year. The three-day event with a theme of "Inspire! Innovate! Engineer ! " will be packed with sections on software, hardware, management, gaming and workshops along with a crowd-pulling informal arena. All the previous editions of **EXCEL** were very successful and it has carved a niche as being one of the finest technical events in the country.

Ever since its inception in 2001, **EXCEL** has provided a platform for students across India to showcase their talents and abilities in technical as well as non-technical fields. These events cater to a wide variety of audiences-whether it is a school student or a tech-savvy engineer or a budding entrepreneur.

Excel has been witnessing a tremendous increase in participation and sponsorships over the past ten years. Students from colleges all over India are eager to participate in this 'MAGNUM OPUS'.

This year's excel showcases a number of exciting events to test your knowledge and thinking ability with new and innovative competition to expose the engineer in you and various workshops and lecture series to spur the engineer in you.. With ten years of success stories to tell

Excel X is on its way.... Inspire ! Innovate ! Engineer !

History of Events.....

Electronics Extraordinaire
De-Fuse
RoboSoccer
Line Tracer
Pragmatic Solutions
Hack Zone

School Quiz and
General Quiz
Gaming
Project X
Blue Print

Project Presentation
Robo Race
Best Manager Contest
Software Engineer contest
Linux Guru
Web UI design
Making lives Easier
Biomedical Paper Presentation
Best Engineer Contest



Signal Maestro
Dalal Bull
Managerial
Mettle



Exhibition Stalls
School Counseling Sessions

PHST SEMINARS AND WORKSHOPS. . . .

Roboshow: A seminar on robot control optimization tricks and 3D robot vision was organized followed by a demonstration of the 12 degrees of freedom of a robotic arm by the team from Energid Robotics (headed by Mr. Jayakrishnan T – Energid India's Country Manager)

Seminar on Mission Chandrayan: As India inched closer to be a part of the elite countries that have capabilities of sending a lunar space craft, Excel had a seminar on Chandrayan by the Director of PSLV continuation project, Mr. N. Narayanmurthy.

Workshop on Ethical Hacking: Mr. Kalyan Varma, ex-Head of Yahoo! Global Application Security team, conducted a 2 day hands-on workshop on ethical hacking that invoked tremendous response all across the country.

Apurv Anand, Product Security Lead, HVERT Security Architecture Group, McAfee Inc, conducted a full day workshop on "Hack-Proof Programming". The workshop concentrated on application security assessment using threat modelling techniques. The workshop also covered fuzz testing techniques

Technopreneur: It is a program that aims to invoke the spirit of job giving rather than job seeking among students. This highly appreciated event is conducted by the Yi (Young Indians) wing of MEC in collaboration with the CII. Eminent speakers who have inspired students include Kris Gopalakrishnan (CEO, Infosys), N.S.Parthasarathy (COO, MindTree Consulting), etc.

EXCEL X - At a glance

This year's Excel promises to be bigger and better than ever before. There are several unique competitions and workshops that will attract anyone with an inclination to technical and management items. Here is a basic description of the events at Excel X which your organization can sponsor.

Extrinsic-ity

Rendezvous for those who breath and live electronic circuits to show skills & apply their basics in application design.

De-fuse

A competition for those with nerves of steel who get to diffuse a (simulated) bomb.


TRAP

Throw yourself on to the podium with the most different of logics and optimised of codes.

Wave Cloning

Ever felt your witchcraft could shape magical waveforms? Pack up!!!





Robo Zone




Destroy your opponent but be wise enough!!! Once you miss the target, you are out.... IN ROBO COMBAT

Build the quickest of autonomous line tracer robots to be the winner at the RO-BOLT !!!




Principia Mathematica

Begin in minuteness, end in magnificence ...
Prove that you are the mathemagician.



How things work ...

You are the winner if you have payed attention to things others didn't



Lord of the Code

The ultimate test of your ability to come out with the best algorithms and your ability to adapt to the parallel way of thinking.



Platform for all the budding computer enthusiasts to try their hand at our own brand of hacking. Hack to learn and learn to hack.

Hack Master

**HACKER
DETECTED!!**



slash bin slash bash

If mathematics is for scientists, then scripting is for programmers. This is an ultimate test of your understanding of operating systems, powerful tools around you and your ability to use them to their fullness.

Code fest

Come in as a free software user and go out as a free software developer.
Fix Bugs...Add Modules...Learn More...Bindass..



Dalal Bull



An event where the barons of the stock markets compete in a virtual stock broking contest.

The Path of Illumination

The Treasure Hunt : follow the clues and trust your angels... Banish your demons and emerge victorious !!



Novus Orda Seclorum

The Best Manager Contest : for the Commercially practical and the mentally sharp.



The Q-Zone

General Quizzes for College and School students.



Gaming Zone

An exciting gaming zone with the all time favorite titles like Counter Strike, Need for Speed and FIFA



WHY SPONSOR AT EXCEL ???

Excellent Visibility: Excel attracts over 1,500 students from all across Kerala and India. Coupled with another 1000 students from Model Engineering College, the net participation during Excel is atleast a mammoth 2,500 students. Your organization will benefit from this visibility

Extensive Press Coverage: Excel is the cynosure of the press during the event. Your brand will get publicity through the events you sponsor through the press releases during the build-up to the event and during the event.

Publicity through newsletters, posters and flyers: Your brand will get massive publicity through the posters and flyers circulated prior to Excel. The highly popular newsletter circulated during Excel will have space exclusively for sponsors.

Online Publicity : The Excel website (www.excelmec.org) provides an excellent means of online publicity. Various online events conducted during the build-up to Excel evoke a tremendous response which can be fully utilized by your brand. The online newsletter circulated to registered participants will provide a very large audience to your organization's brand.

Different Degrees of Sponsorship: You can involve yourself in different degrees at Excel. Sponsorships can be Title sponsor, Associate sponsor, Co-sponsors, Event sponsor and a host of other specific and exclusive partner sponsorships like Online partner, Print partner, Radio partner etc.

Strengthening your corporate image: Your brand value would be immensely benefited by sponsoring at a reputed institute like Model Engineering College.

SPONSORSHIP BENEFITS:

TITLE SPONSOR:

Rs: 2,50,000

- Primary association with the title of the festival. Sponsor Name or Logo appears as Model Engineering College and "Title Sponsor" presents Excel X
- Sponsor Name or Logo will be highlighted wherever Excel X is mentioned
- Sponsor Name or Logo highlighted in all the marketing materials and publicity through internet and print media
- Sponsor Name or Logo highlighted in the Excel X website www.excelmec.org
- Sponsor Name or Logo highlighted in over 500 H2 posters in 250 colleges in India
- Sponsor Name or Logo highlighted in over 1000 Caps and displayed in nearly 1000 T-Shirts distributed to the various participants
- Back Cover Ad for your company in the Event Brochure
- Your corporate message (up to 5 lines) on all email flyers sent to mailing lists & newsgroups
- One exclusive slot for Industrial Interaction or Seminar or Workshop during peak hour
- Provision for one Stall "8 X 8 sq ft" on all 3 days of the event
- 2 volunteers from the college will be made available as required
- Banners, flexes and distribution of any advertising medium made admissible

ASSOCIATE SPONSORS:

Rs : 1,50,000

- Secondary association with the title of the festival. Sponsor Name?Logo appears as Model Engineering College and "Title Sponsor" presents Excel X in association with "Associate Sponsor"
- Sponsor Name or Logo displayed in all the marketing materials and publicity through internet and print media.
- Sponsor Name or Logo highlighted in the Excel X website www.excelmec.org
- Sponsor Name or Logo highlighted in over 500 H2 posters in 250 colleges in India
- Sponsor Name or Logo displayed in nearly 1000 T-Shirts distributed to the various participants
- Your corporate message (up to 3 lines) on all email flyers sent to mailing lists and newsgroups
- Provision for one Stall "8 X 8" sq ft on all 3 days of the event
- 2 volunteers from the college will be made available as per the requirement
- Banners, flexes and distribution of any advertising medium made admissible

CO SPONSORS:

Rs : 50,000

- Mentioned as one of the Co-sponsors for Excel X in all the marketing materials and publicity through internet and print media
- Sponsor Name or Logo displayed in the Excel X website www.excelmec.org
- Sponsor Name or Logo displayed in over 500 H2 posters in 250 colleges in India
- Sponsor Name or Logo displayed in the event brochures
- Provision for one Stall "8 X 8" sq ft on all 3 days of the event
- Banners, flexes and distribution of any advertising medium made admissible at the event venue

EVENT SPONSORS:

Rs : 30,000

- The event will be solely addressed as the respective firm's event
- Sponsor Name or Logo displayed in the Excel X website www.excelmec.org
- Sponsor Name or Logo displayed in over 500 H2 posters in 250 colleges in India
- Sponsor Name or Logo displayed in the event brochures
- Sponsor Name or Logo displayed on all materials circulated during the event
- Banners, flexes and distribution of any advertising medium made admissible at event venue

T-SHIRT SPONSORS:

Rs : 50,000

- Sponsor Name or Logo highlighted in nearly 1000 T-Shirts distributed to the various participants
- Sponsor Name or Logo displayed in the Excel X website www.excelmec.org
- Sponsor Name or Logo displayed in over 500 H2 posters in 250 colleges in India
- Banners, flexes and distribution of any advertising medium made admissible

GAMING PARTNERS:

Rs : 30,000

- All the gaming events will be solely addressed as the respective firm's event
- Sponsor Name or Logo displayed in the Excel X website www.excelmec.org
- Sponsor Name or Logo displayed in over 500 H2 posters in 250 colleges in India
- Sponsor Name or Logo displayed in the event brochures
- Banners, flexes and distribution of any advertising medium made admissible at event venue

OTHER AGENCIES:

- Television Partner
- Print Partner
- Radio Partner
- Online Partner
- Mobile Partner
- Travel Partner
- Hangout Partner
- Hospitality Partner

We hope that your association with Excel X will be as highly beneficial for you, as it shall be for us. We look forward to your full help and support to make Excel X a grand success.

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With Warm Regards,
The Sponsorship Team
Excel X

Brands proudly associated with Past Excels



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