



IIT KANPUR



INCUBATION AND INNOVATION
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STARTUP
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INNOVATION
CENTRE
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abhivyakti

Transforming Frontier
Research into Global Solutions

Powering the Next Wave of Innovation
Partner with Abhivyakti 2026
Connect | Collaborate | Lead



20th - 21st March, 2026



IIT Kanpur Campus

SPONSORSHIP

PROPOSAL 2026



ABHIVYAKTI: A PLATFORM THAT SHAPES MARKET

Abhivyakti is the flagship startup showcase of the Startup Incubation and Innovation Centre (SIIC), IIT Kanpur, an influential DeepTechnology convergence platform bringing together startups, industry leaders, strategic investors, policymakers, researchers, and forward-looking corporations.

Over the years, it has evolved into a key intersection within India's innovation ecosystem, enabling high-impact engagement across technology commercialization, research translation, and enterprise creation.

Why Leading Brands Partner with Abhivyakti:

- Early access to emerging DeepTech startups
- Direct engagement with innovation leaders and policymakers
- Strategic brand positioning within IIT Kanpur's ecosystem

With 1,000+ attendees across editions and 100+ technology-driven startups showcased, Abhivyakti facilitates investor interactions, industry partnerships, and tangible commercialization outcomes.

Sponsors choose Abhivyakti not merely for visibility but for vantage point.

SIIC IIT KANPUR

The Startup Incubation and Innovation Centre (SIIC), IIT Kanpur, is one of India's earliest and largest technology business incubators, with over 25 years of experience in nurturing research-led and technology-driven entrepreneurship.

SIIC anchors its ecosystem through four Centres of Excellence, supported by central and state government agencies, including DST and StartInUP.

Startups at SIIC benefit from advanced research infrastructure leveraging IIT Kanpur's state-of-the-art facilities, a strong mentor pool of over 120 industry veterans, along with funding support and focused business and strategy guidance, enabling them to scale from lab to market.



500+
Incubated
Startups



200+
Women-led
Startups



120+
Mentors



25+ Years
Legacy

DOMAINS



AgriTech



AI | ML



BioTech | MedTech



CleanTech | GreenTech |
SocialTech



Cybersecurity |
FinTech



Defence &
Aerospace



IoT | Communication &
Semiconductor | Electrical &
Electronics

For sponsors, SIIC represents a curated innovation pipeline - not just an event audience.

STRATEGIC REACH & ENDURING INFLUENCE

150+

Startups

200+

Ecosystem
Partners

250+

Novel
Innovations

120+

Mentors

5K+

IIT Kanpur Students
& Alumni Connect

600K+

Social Media
Reach



A high-intent audience of founders, investors, industry leaders, policymakers, and future technical talent.

SIGNATURE HIGHLIGHTS

Innovation Access

- Innovation Showcase
- DeepTech Innovation Expo
- Research-to-Market Translation Showcase
- Technology Transfer & IPR Facilitation
- Startup Pitch Arena with Investor Jury
- Investor-Founder | 1:1 Meetings
- Deep-Tech Innovation Hackathon

Strategic Visibility

- Policy & Industry Roundtables
- Panel Discussions
- Founder Spotlight Sessions

Brand Experience

- Startup Workshops
- Pronite (Celebrity Performances)



WHY PARTNER WITH ABHIVYAKTI?

Partner with Abhivyakti 2026 to access leading DeepTech startups, drive innovation partnerships, elevate your brand at IIT Kanpur, and position your organization at the center of India's innovation ecosystem.



WHO SHOULD SPONSOR

- Corporates across technology, manufacturing, energy, BFSI, telecom, defence, and healthcare
- VCs, angel investors, and R&D-led organizations
- Government bodies, PSUs, CSR/ESG institutions, and ecosystem enablers

All sponsors receive a post-event impact report including reach, engagement, and visual assets.

BRANDING AVENUES

Title Sponsor



Event | Session Sponsor



Category Sponsor





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SPONSORSHIP BE A PARTNER



Title Sponsor : **INR 11 Lakhs**

Perks & Benefits

- Prominent logo placement on event website, entrance, main stage, banners, standees and posters
- Extensive branding across social media campaigns and press releases
- Logo on brochures, certificates and featured content in newsletters
- Speaking slot in inaugural or valedictory session
- Dedicated branding at activity zones and sponsor - led activities
- VIP access to Pronite (Celebrity performances) - 10 passes
- Co-branded giveaways and sponsor coupons in event kits
- Access to curated startup list with introductions (opt-in)
- Opportunity to host a closed-door roundtable/innovation session



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SPONSORSHIP BE A PARTNER



Event Sponsor : **INR 5 Lakhs**

Perks & Benefits

- Logo placement on event website, entrance, main stage, and posters
- Branding across social media campaigns
- Logo on brochures and newsletters
- VIP access to Pronite (Celebrity performances) - 5 passes
- Co-branded giveaways and sponsor coupons in event kits
- Invitation to investor–startup networking session



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SPONSORSHIP BE A PARTNER



Session Sponsor : **INR 2 Lakhs**

Perks & Benefits

- Exclusive branding on the session stage backdrop/LED screen (during the sponsored session), along with a formal on-stage acknowledgement by the moderator/host
- Brand mentions in social media campaigns
- VIP access to Pronite (Celebrity performances) - 2 passes



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SPONSORSHIP BE A PARTNER



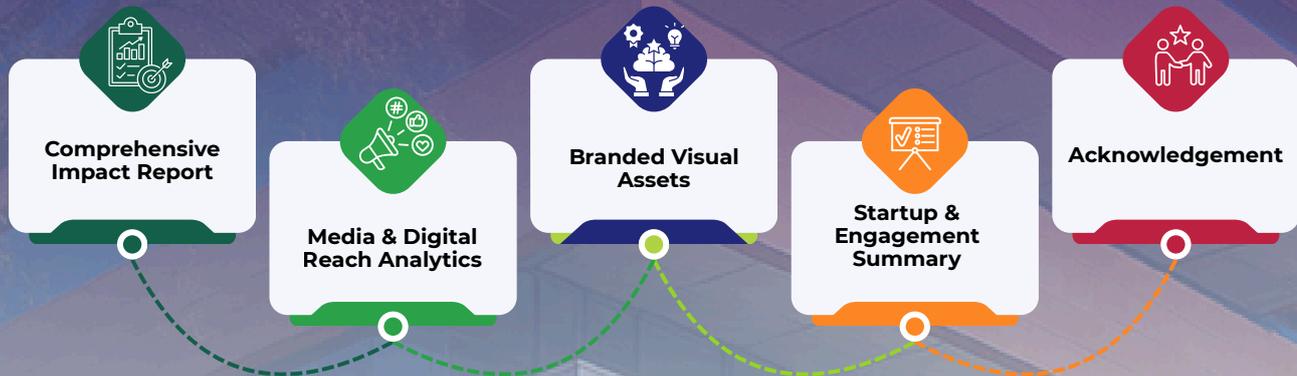
Category Sponsor : up to **INR 1 Lakh**

Perks & Benefits

- Logo on selected posters
- Brand mentions in selected social media campaigns

POST-EVENT DELIVERABLES

We provide a thoughtfully curated post-event report capturing attendance insights, startup and investor participation, and the overall ecosystem representation. It includes media reach and digital engagement analytics, press highlights, and campaign performance data, along with high-resolution branded photographs and curated video assets for your internal and external communication. Sponsors also receive a concise summary of startup participation and networking outcomes, along with a formal acknowledgement of partnership.



This enables you to clearly demonstrate impact, justify strategic investment, and continue conversations beyond the event and at SIIC IIT Kanpur, we ensure every interaction, visibility moment, and data point is carefully documented and meaningfully presented to reflect the true value of your partnership.

Partnership doesn't end with the event | It translates into measurable impact.



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✉ abhivyakti2026@iitkfirst.com