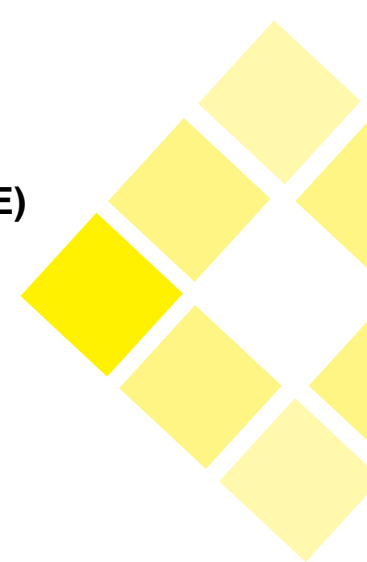


**INDUSTRIAL ONLINE COMPETITION**

# — SPONSORSHIP PROPOSAL —



**Institute of Industrial and Systems Engineers (IISE)**

**BINUS University Student Chapter #716**

**2019**

## **About Bina Nusantara University**

Bina Nusantara University or BINUS University is one of the best universities in Indonesia. BINUS University is a well-known private university with over 3000 graduates every year. BINUS University highly emphasizes the importance of entrepreneurship in addition to professionalism. Students' hard and soft skill is also highlighted with the mandatory fulfillment of Student Activity Transcript and Community Hour before graduation.

## **About IISE BINUS University Student Chapter #716**

IISE BINUS University Student Chapter #716 (IISE BINUS) is an organization with aims to help student to perceive international experience by following various activities there. IISE BINUS has 3 values; Professionalism, Career Enhancement, and Global Citizenship. All values are directed to the preparation of our members to be strong Industrial Engineers who can compete in the global competition once they graduate. By joining this organization, members will be able to improve in their way of thinking, doing, and analyzing of issues. As we are sure everyone has their unique potentials and it will be internationalized by becoming our members.

## **Industrial Online Competition 2019 (IOC 2019)**

Industrial revolution 4.0 that has been called a “smart factory” or in current trend of automation and data exchange in manufacturing technologies. It includes cyber physical systems, the IoT (Internet of Things), cloud computing and cognitive computing. Smart factory can make the product independently, find their place to the production process, machine and product can communicate with each other in the intelligent factory, raw material and machine is interconnected with IoT so each product can be objective highly flexible individualise and resource friendly in a mass production that’s the vision of industrial revolution 4.0. Intelligent factory is connected wirelessly in a way compared to a world of “lego” bricks. In other word every sensor and every actuator a part of IoT in the logic of cyber-physical systems.

Considering the benefits, Industrial Engineering Online Competition can be one of the method to socialize the understanding of the Industrial Revolution 4.0. Industrial Online Competition is the second times online competition in IISE BINUS Student Chapter #716. In this event there are 2 kinds of competition: Poster Competition and Business Case Competition.

### **Goals**

1. To increase student creativity
2. To improve the ability to solve a problem
3. To promote Industrial Engineering Degree, especially to high school student

### **Activities**

- Theme : Industrial Revolution 4.0
- Competition : Poster Competition & Business Case
- Date : December 15<sup>th</sup> 2018 - March 30<sup>th</sup>, 2018
- Place : BINUS University Anggrek Campus (Mainly Online)

## Participants

The Competition is open for high school and university students all across Indonesia.

Participants : 30 groups consists of:

15 groups for Poster Competition (3 persons per group)

15 groups\* for Business Case Competition (3 persons per group)

\*: Business Case Competition is only open for university students.

## Run Down

Here are the rundown of the important events:

TIME	ACTIVITY	PLACE
December 15 <sup>th</sup> , 2018-March 1 <sup>st</sup> , 2019	<b>Registration and Submission Date for Poster Competition and Business Case Competition</b>	<b>IOC Website</b>
March 2 <sup>nd</sup> 2019-March 9 <sup>th</sup> 2019	<b>Assessment TOP 5</b>	<b>BINUS University</b>
March 10 <sup>th</sup> 2019	<b>TOP 5 Announcement</b>	<b>IOC Website</b>
March 20 <sup>th</sup> 2019	<b>Video Presentation Submission</b>	<b>IOC Website</b>
March 21 <sup>st</sup> 2019-March 29 <sup>th</sup> 2019	<b>Assessment TOP 3</b>	<b>BINUS University</b>
March 30 <sup>th</sup> 2019	<b>Winner Announcement</b>	<b>IOC Website</b>

## Budget and Cost

Here are the budget and costs that might be used for the event's execution:

No	Transaction	Total
<b>Incomes</b>		
<b>1</b>	Poster Competition Registration Fee	IDR 3.000.000,-
<b>2</b>	Business Case Competition Registration Fee	IDR 4.500.000,-
<b>Total Income</b>		<b>IDR 7.500.000,-</b>
<b>Expenses</b>		
<b>1</b>	1st Winner Prize for Poster Competition	IDR 2.000.000,-
<b>2</b>	2nd Winner Prize for Poster Competition	IDR 1.250.000,-
<b>3</b>	3rd Winner Prize for Poster Competition	IDR 750.000,-
<b>4</b>	1st Winner Prize for Business Case Competition	IDR 3.000.000,-
<b>5</b>	2nd Winner Prize for Business Case Competition	IDR 1.500.000,-
<b>6</b>	3rd Winner Prize for Business Case Competition	IDR 1.000.000,-
<b>7</b>	Food and Beverages	IDR 500.000,-
<b>8</b>	Certificate	IDR 500.000,-
<b>9</b>	Website Domain and Design	IDR 5.000.000,-
<b>10</b>	Judges Wages	IDR 10.000.000,-
<b>Total Expenditure</b>		<b>IDR 25.500.000,-</b>
<b>Fund Needed</b>		<b>IDR 18.000.000,-</b>



## Sponsorship

We would like to invite you to be our sponsor at Industrial Online Competition 2019. We offer you numerous benefits in this cooperation. In addition to being listed on all advertising and press material as a sponsor of this event, your company can have other premium benefits as shown below.

## Sponsorship Benefits

We offer you a few benefits that your company can choose.

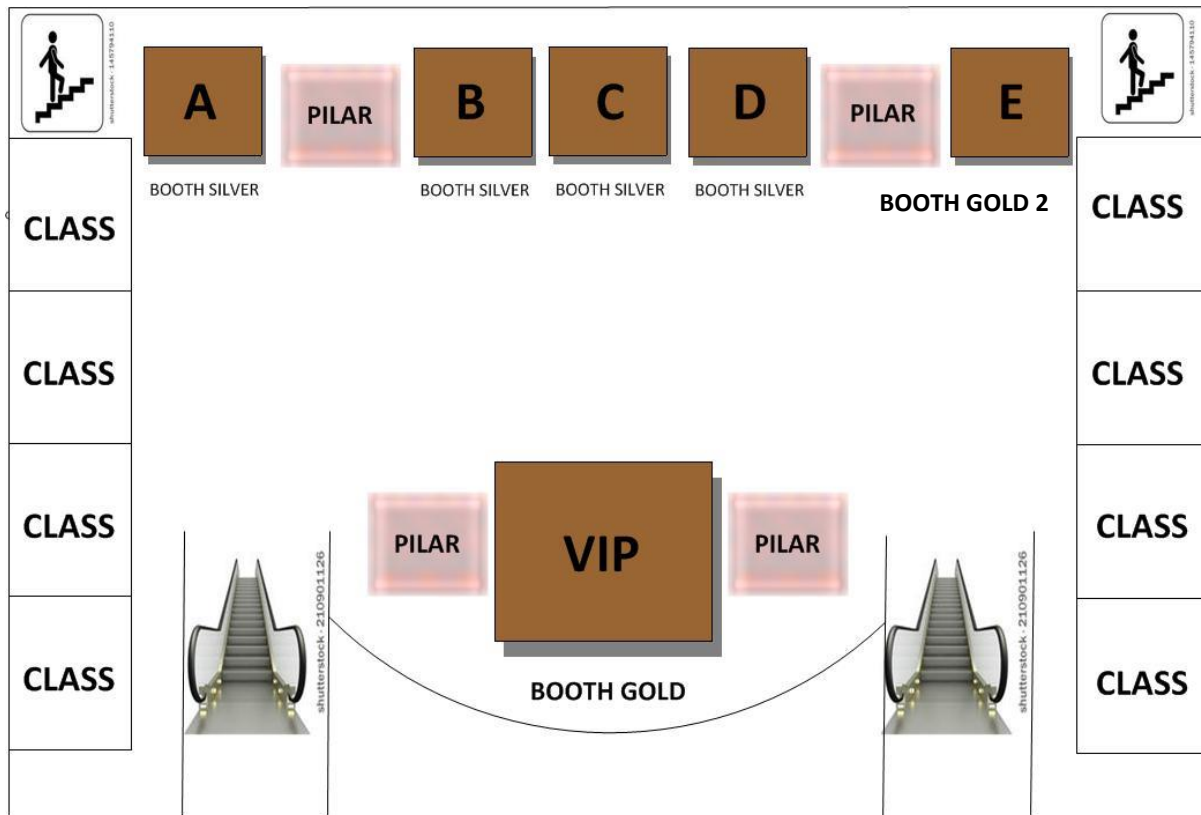
Benefits	Gold Rp. 5.000.000	Silver*** Rp. 3.500.000	Bronze*** Rp. 2.000.000
Competition Name Rights*	√	-	-
Booth in Binus Angrek campus**	√	√	-
Company Logo on Video Youtube	√	√	√
Company Logo on Posters	√	√	√
Company Logo on Certificate	√	√	-
Promote on Event's Social Media	√	√	√
Website Pop-up	√	√	√

\*company have rights on giving Business Cases on Business Case Competition or Poster competition

\*\*5 day booth at 2<sup>nd</sup> floor Kampus Angrek BINUS University from 25-29 March 2019

\*\*\*negotiable

## Booth Layout BINUS University 2<sup>nd</sup> Floor:



### Description:

**Silver Booth** : Size of booth 2,5 x 4m (A, B, C & D)

: Table and Chair will be given

: Max. 1 X-Banner for every booth (Not Included)

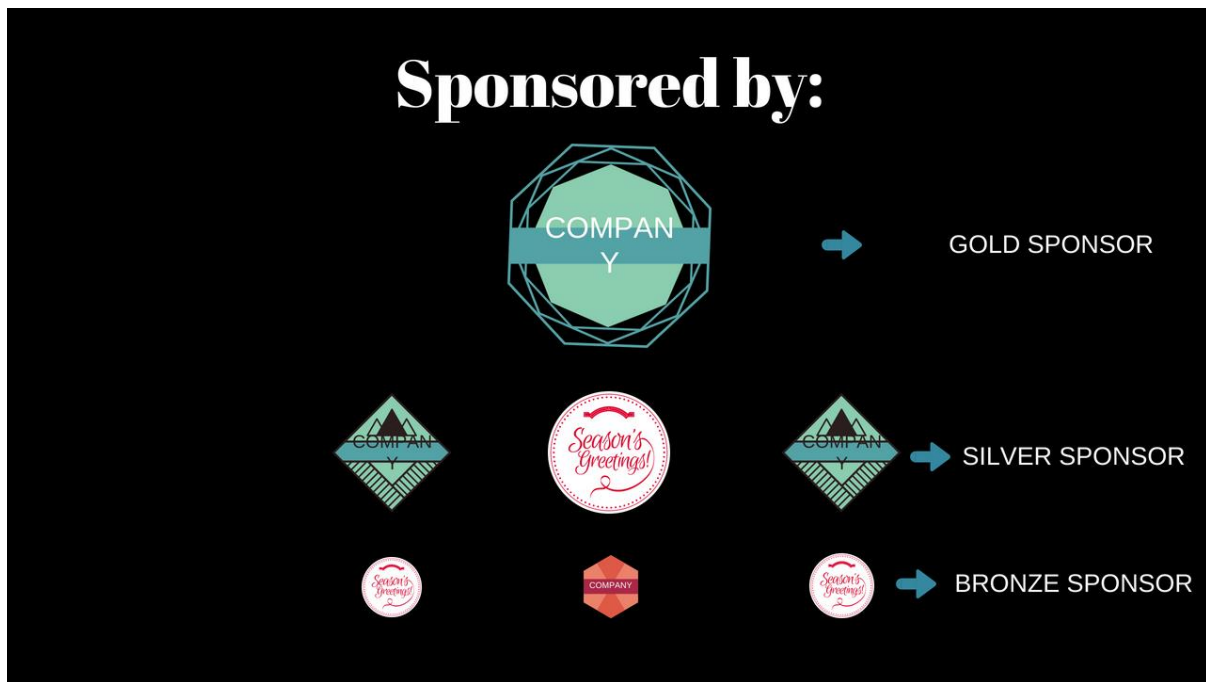
**Gold Booth** : Size of booth 7 x 4m (VIP for First Gold Sponsor)

: Size of booth 4,5 x 4m (E for Second Gold Sponsor)

: Table and Chair will be given

: Max. 4 X-Banner (Not Included)

Logo on Youtube Video Submission:



Description:

Logo size will follow this size, Gold : Silver : Bronze = 3 : 2 : 1,3

\*Temporary Design



Poster:



Description:

Logo size will follow this size, Gold : Silver : Bronze = 3 : 2 : 1,3

\*Temporary Design

Certificate:



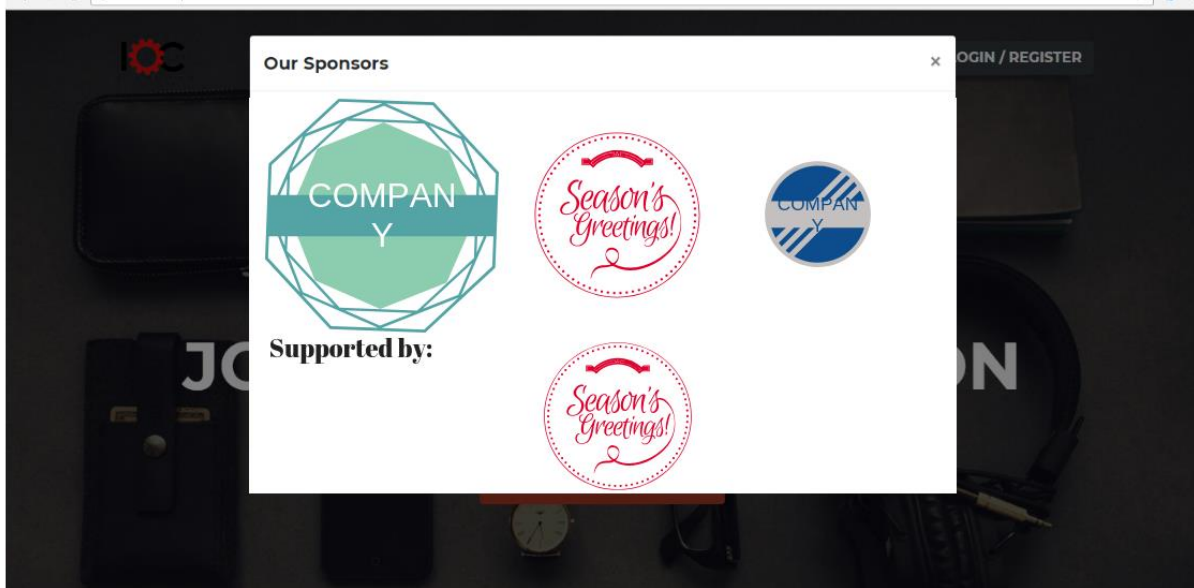
Description:

Logo size will follow this size, Gold : Silver : Bronze = 3 : 2 : 1,3

\*Temporary Design



Website Pop-up:



Description:

Logo size will follow this size, Gold : Silver : Bronze = 3 : 2 : 1,3

\*Temporary Design

### **Other Benefits:**

The sponsorship company will get so many fresh idea about Industrial Revolution 4.0 that has been improved in this modern era from all participant and the great idea can be implemented in the company for own benefits.

Poster competition will give the company so many fresh idea about industrial revolution 4.0 that can be implemented in the company such as using new technology in their poster for the company supply chain, using an AI for detecting the best way of the supply in the company, etc.

Business Case competition will be using the problem that happen in the sponsorship company and the problem will become the main topic for this business case competition. After all the competition held, all idea that gathered from all the participant will be given fully to the company.

On the other side, the company can sell their product or show their new invention in the booth that given for 5 days in a row. Company branding in this competition will become a great things, because this competition will be send to every university and high school all across island in Indonesia plus with media partner who will



## Closing

This event is held by IISE BINUS University Student Chapter #716 to increase creativity and knowledge about Industrial Revolution 4.0. Industrial Online Competition will be held on March 2019. Your support and participation is highly needed to ensure the success of this event.

Jakarta, September 17<sup>th</sup> 2018

## Contact Us

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