



INFINITUM

SPONSORS' GUIDE TO BRAND REPRESENTATION IN INFINITUM



PREFACE

The “Sponsors’ Guide to Brand Representation in Infitum” is essentially a manual offering guidelines to the presence of the sponsors on the online website of Infitum'20. It includes a prospective design of the advertising scheme to be implemented on the virtual platform. The measures adopted pertain to all categories of sponsors- Title, Zonal/District and Delivery Partner. We sincerely hope that this guide offers an insight into the general structure of the representation strategies to be adopted in Infitum'20.

INSTRUCTIONS

- The indicated white boxes offer space for displaying the identity and essential trademark features of the firm/sponsor.
- The boxes coloured black call attention to the title and zonal sponsors by means of attractive multimedia tools which include:
 - a. Skippable advertisement videos- plays a skippable video advertisement of duration 15 seconds or 30 seconds. Such videos are centralised and prominent while the rest of the screen space remains frozen.
 - b. General advertisement videos- These are full length videos that are designed to play along the sidebars during the conduct of the test.
 - c. Posters- Posters advertising the sponsors' brand and their signature attributes.
 - d. Banners- Provision for display of horizontal as well as vertical banners of sponsors in the webpage.
 - e. Product survey and Customer Review- Survey report and customer review from participants, at the end of the test, pertaining to the products or services offered by the company as deemed necessary by the sponsors.
- Transparent dialogue boxes- These transparent boxes indicate provision for representing the functionality of the company by enabling pop up windows on clicking the thumbnail.

INFINITUM

[Home](#)

[About](#)

[Schedule](#)

[Venue](#)

[Gallery](#)

[Sponsors](#)

[Contact](#)

[Register Now](#)

Club Mathematica, NIT Calicut Presents:

TITLE SPONSOR

INFINITUM

[Register](#)

[Log In](#)

**BANNER
TITLE SPONSOR**

Sign In

[Forgot password?](#)

Login

[Click here to resend verification mail](#)

Not yet registered?

Simply register by clicking below!

Sign-Up

**Already
registered
for the test?**

Simply login by clicking below!

Sign-In

Register

Fullname

Email

Password

School

District

State

(Country Code) - Contact

Register



**ADVERTISEMENT
VIDEO
TITLE SPONSOR**

**(SKIPPABLE
AFTER 15 SEC)**

INFINITUM

[Home](#)

[About](#)

[Schedule](#)

[Venue](#)

[Gallery](#)

[Sponsors](#)

[Contact](#)

[Register Now](#)

Club Mathematica, NIT Calicut Presents:

TITLE SPONSOR

INFINITUM

POWERED BY
ZONAL SPONSORS

ABOUT INFINITUM

HOW

13
Years

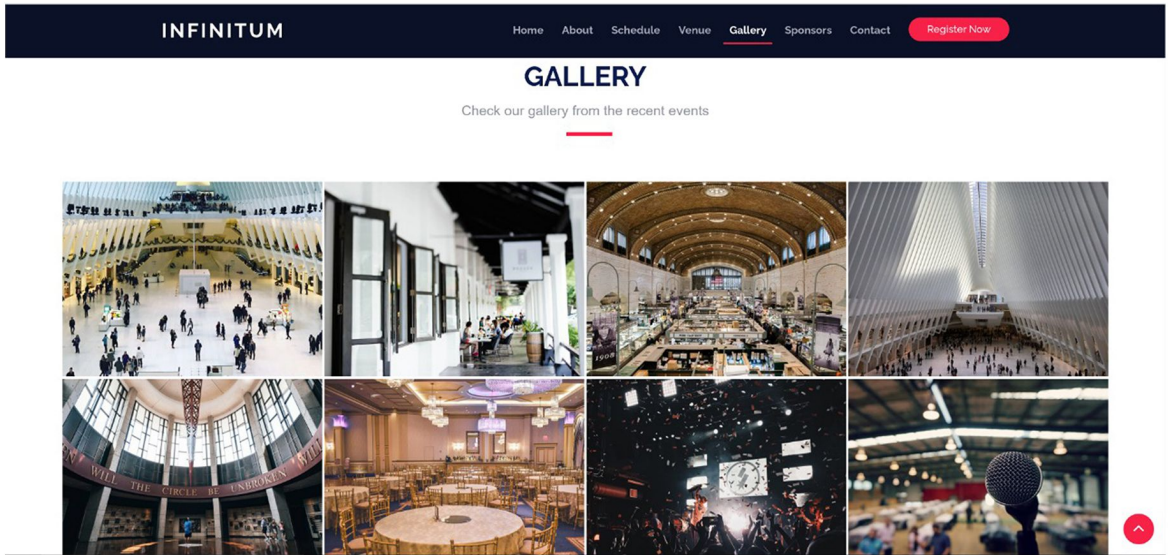
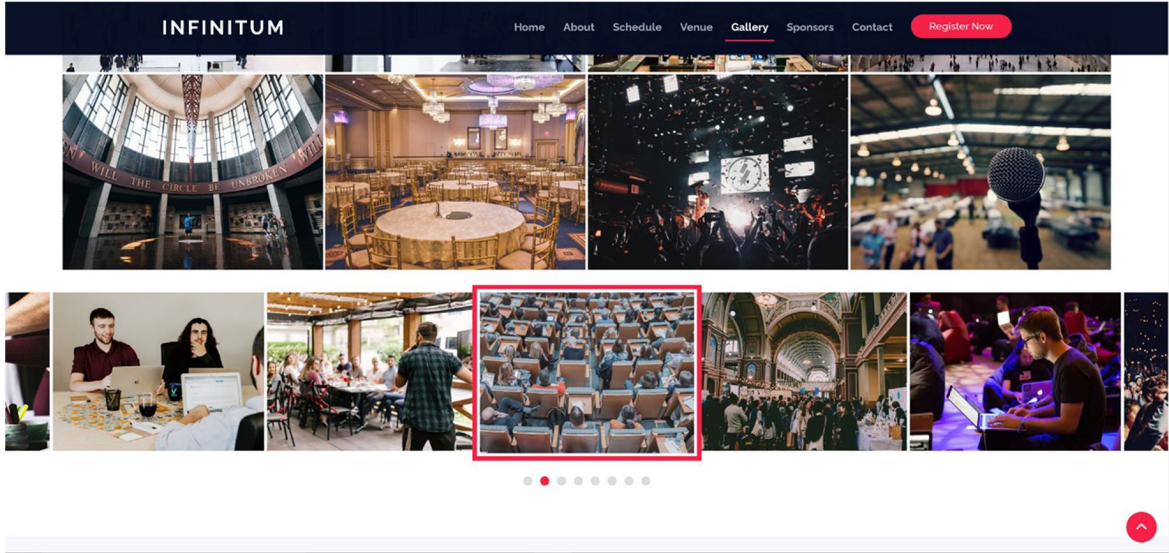
200+
Shows

15K+
Shows

100K+
Shows

(Additional Shows)





**POSTER
OR VIDEO
DELIVERY
PARTNER**

F.A.Q

- [How can I register for the event?](#)
- [What is the ticket price?](#)
- [How can I purchase tickets?](#)
- [What is the refund policy?](#)
- [How can I contact the organizers?](#)
- [What is the event location?](#)
- [How can I get more information?](#)

**POSTER
OR VIDEO
ZONAL
SPONSOR**



SPONSORS

Title Sponsor

LOGO

Pop up pertaining about info and other related details of the sponsor appears on clicking the thumbnail.

Other Sponsors

LOGO

LOGO

LOGO

LOGO



CONTACT US

BANNER
DELIVERY
PARTNER

BANNER
TITLE
SPONSOR

Form fields for contact information, including Name, Email, and Message.

Submit Button



SPONSOR REPRESENTATION IN TEST ENVIRONMENT

- **Examination links will be provided in the participant dash board.**
- **On clicking the link the participant will be directed to a page to fill in the details and then redirected to the test instructions page.**



INSTRUCTIONS

Test Format:

- You must attempt 3 different passages, and answer 40 questions overall.
- The number of questions per passage may vary.
- You must complete the test within 40 minutes so make sure you avoid all sorts of distractions!

Directions:

- The timer will start ticking once you click 'Start the test' button. Once the time runs out, the test will automatically end.
- You can toggle between questions using 'Previous question <- 2' and 'Next question >- 2' options.
- You can end the test at any time by clicking 'End test and see results' button.
- Review your answers before submitting the test, if you have time.
- Avoid refreshing the page or using browser 'back/forward' option since this will restart the test.
- Once you complete the test, you will receive a score which will help you predict how well you would do in the actual test.

WE RECOMMEND TAKING THE ENTIRE TEST IN ONE SITTING TO BUILD YOUR SPEED AND CONCENTRATION WHICH YOU WILL NEED ON THE TEST DAY. GOOD LUCK!

START THE TEST

[← Back to My tests](#)

**POSTER
DELIVERY
PARTNER**

BANNER TITLE SPONSOR

END TEST



Flag

Clear

Next

1. A plank P of mass m is placed over a cylinder S of same mass as shown. A horizontal force F is applied on the plank. If there is no slipping at any of the surfaces, the acceleration of plank is a . Find $a/2$.



BANNER
ZONAL
SPONSOR



END TEST

Previous

Flag

Clear

Next

Confirm End Test ✕

No of Questions	Answered	Not Answered	Marked	Marked & Answered
75	0	75	0	0

Are you sure you want to submit?

Cancel Confirm

**POSTER MINI
ZONAL
SPONSOR**

Logo

75

75

75

75

Detailed Ad

Check for

75

75

75

75

with a week

is provided

**ADVERTISEMENT
VIDEO
TITLE SPONSOR**

**(SKIPPABLE
AFTER 30 SEC)**





INFINITUM



[Go back to Home Page](#)

BANNER FOR DELIVERY PARTNER

**PRODUCT SURVEY AND
CUSTOMER REVIEW**