
PHASE•FORWARD™



Date: Saturday 14 June, 2008

Time: 1:30 p.m. to 5:30 p.m.

Venue: Khemka Auditorium, Indian School of Business (ISB), Hyderabad

Asha Hyderabad invites you to participate in **Phase Forward ACE 2008**, the Corporate Quiz.

What is Phase Forward ACE 2008?

Phase Forward ACE 2008 is Asha Hyderabad's annual fundraising quiz, a battle among the best brains from Hyderabad's corporate houses. Asha Hyderabad is delighted to partner with Phase Forward and the Indian School of Business (ISB) to bring this premier quizzing event to the people of Hyderabad.

Date: 14 June, 2008 (Saturday)

Time: 1:30 p.m. – 5:30 p.m. The prelims will begin at 1:30 p.m. sharp followed by the finals which will begin at 3:00 p.m.

Venue: Khemka Auditorium, ISB, Gachibowli, Hyderabad – 500 032

ACE has been attracting over 40 teams from various corporate houses of the city for three years now. It offers participants a chance to pit their wits against the best and win prizes worth over Rs. 50,000. The quiz will be conducted by **Quizerati**, a leading group of quizmasters.

Asha Hyderabad conceived ACE (Asha for Child Education) in 2005 in an effort to raise funds to provide better nutrition to the children of the Ramakrishna Upper Primary School (RUPS) at Yellammabanda, Kukatpally, Hyderabad. A health camp revealed that many students were undernourished. ACE started as an endeavour to support them by providing a freshly cooked, healthy mid-day meal that would improve their health, leading to increased attendance and better academic performance.

In the three years since ACE started, many organizations and institutions have helped Asha achieve this objective. **Phase Forward**, the leading provider of integrated data management systems for clinical trials and drug safety, is the **Diamond Sponsor** for ACE 2008.

ISB, the premier management institute of the country, has generously been the venue sponsor of the event since its inception.

Other sponsors of ACE 2008 include **Shapoorji Pallonji Biotech Park**, Hyderabad.

The proceeds from the 2008 edition of ACE will go primarily for the mid-day meal programme at RUPS and also to other projects supported by Asha Hyderabad.

For more details on ACE 2008, please visit <http://www.ashanet.org/hyderabad/events/ACE2008>.

About Phase Forward

Phase Forward is a leading provider of integrated data management solutions for clinical trials and drug safety. The company offers proven solutions for electronic data capture (InForm™), phase I clinic automation (LabPas™), clinical data management (Clintrial™), clinical trials signal detection (CTSD™), strategic pharmacovigilance (WebVDME™ and Signal Management), adverse event reporting (Empirica™ Trace) and applied data standards (WebSDM™). In addition, the company provides services in the areas of application implementation, hosting and validation, data integration, business process optimization, safety data management and industry standards.

For more information about Phase Forward, please visit www.phaseforward.com.

About the ISB

The Indian School of Business evolved from a need for a globally top-ranked and distinctive business school in the Asian region dedicated to providing the best management education. ISB's aspiration to groom tomorrow's leaders is grounded in the belief that leadership skills can be learnt and that successful leaders must take charge of their own development and growth to achieve their true potential.

For more information on the ISB please visit <http://www.isb.edu>.

About Asha

Asha was started in 1991 on the campus of University of California, Berkeley. Since then, both the cause and the organization have found a lot of support from individuals and institutions across the US and India. **Asha** has supported more than 385 different projects in India since its inception and currently has 66 chapters worldwide with more than a 1000 active volunteers. Asha volunteers work in partnership with grassroots organizations and special needs institutions in India to provide the necessary education for kids in various communities.

To know more about Asha, its projects and goals, please visit [Asha Hyderabad \(http://www.ashanet.org/hyderabad\)](http://www.ashanet.org/hyderabad).

Other Sponsors

Phase Forward ACE 2008 is also supported by the [Shapoorji Pallonji Biotech Park Pvt. Ltd \(www.sbbp.co.in\)](http://www.sbbp.co.in).

Media Partners

Phase Forward ACE 2008 is proud to be associated with the following media partners:

- [Radio City – Hyderabad](http://www.radiocity.in/hyderabad.aspx) (<http://www.radiocity.in/hyderabad.aspx>)
- www.fullhyderabad.com

Why Sponsor ACE 2008?

- **Share the Cause**
Phase Forward ACE 2008 affects the community by providing life-altering education to underprivileged children and also addressing the problem of malnutrition faced by these children. If your business values this goal of ACE 2008, you can help in its realization by associating with this cause.
- **Publicity**
Sponsors of ACE 2008 can expect effective coverage through our multi-pronged publicity efforts. Publicity will include:
 - Print and Electronic Media: Past editions of ACE have been covered by print and electronic media including major newspapers such as **The Hindu** and publications such as **The Business Standard**, and popular channels such as **TV9** and **ETV**.
 - Internet: ACE 2008 will be listed on Asha websites. Sponsors can place their advertisements on these pages.
 - Post-event publicity: A full report of ACE 2008 will be published on the Asha website and circulated among volunteers across 35 countries.

All sponsorship and participation amounts are eligible for 50 per cent tax exemption under Sec 80G of the IT Act.

Contact Details

If your firm is interested in sponsoring the event, or participating in the same, please contact any one of the following:

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|--------------|-------------|--|
| • Ravi | 94418 86489 | ravi@ashaindia.org |
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