
PHASE•FORWARD.



Date: Saturday 13 June, 2009

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

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

Asha Hyderabad invites you to sponsor **Phase Forward ACE 2009**, the Corporate Quiz.

What is Phase Forward ACE 2009?

Phase Forward ACE 2009 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.

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ACE has been attracting over 40 teams from various corporate houses of the city for four 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 four 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 2009.

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

The proceeds from the 2009 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 2009, please visit <http://www.ace2009.info>.

ACE 2008

About 50 teams from across the country participated in ACE 2008 which included companies like Google, Microsoft, Satyam, KPMG etc. Phase Forward was the Diamond Sponsor for ACE 2008. Other sponsors were Shapoorji Pallonji Biotech Park Ltd and Odyssey Books. Radio City, fullhyderabad.com and NTV were the media partners. ACE 2008 was also covered by The Hindu, Indian Express and Maa TV besides the media partners.

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>).

Share the Cause

- **Phase Forward ACE 2009** 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 2009, you can help in its realization by associating with this cause.

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:

- Giri 9949474871 giri@ashaindia.org
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