

Internshala Student Partner 7.0 – March OSIF 2017 Traffic Contest – Guidelines & Instructions

What is the purpose of ISP OSIF promotions?

With an aim to help students find their dream internships, Internshala has partnered with 15 globally acclaimed companies for an Online Summer Internship Fair (OSIF) 2017. As an ISP, we would like you to spread the word about the fair among your peers via an *Online* as well as an *Offline Marketing* contest.

Activity 1 – Online Marketing – Traffic Contest

Duration of the Traffic contest – 24th March to 27th March (Midnight)

Great! How do I go about it?

Use the content attached in the email and share it with with your peers via Facebook (messenger, wall and groups), E-mail and WhatsApp. For your convenience, we have already added your unique ISP code's tracker in the content, so please use the content as it is.

Also, please ensure that you do not spam your network i.e., avoid sharing that content more than once to the same friend.

Activity 2 – Offline Marketing – Poster Activity

Duration of the Poster Activity – 24th March to 27th March (Midnight)

Great! How do I go about it?

Please find attached in the email a link to a poster. You need to –

- Download the image shared
- Get it printed in colour on a single A3 sheet (twice the size of an A4 sheet). Please get only 1 poster printed
- Stick it in your college campus (preferably in a place which will get the maximum views i.e. maximum number of students will be able see it)
- After sticking the poster, kindly click its image and send it as a proof to isp@internshala.com of the poster activity performed by midnight 27th March 2017
- Please keep the subject line of the proof email as 'ISP 7.0 OSIF Poster Proof – Your college name'. For example if your college is IIT Delhi, the proof email's subject will be – ISP 7.0 OSIF Poster Proof – IIT Delhi

And... finally the Rewards structure!

Activity 1 – Online Marketing – Traffic Contest

- 5 ISP points on every 50 Unique Traffic Sessions (1 ISP Point = INR 5)
- 1 ISP Point for every new student that registers on Internshala via the OSIF contest
- Top 3 winners bringing maximum Traffic Sessions everyday will get INR 100 mobile recharge
- Top 200 ISPs bringing in maximum unique traffic sessions at the end of the contest will get an ISP Visiting Card
- Internshala Premier League Reward - All the performing members (having minimum of 50 Traffic Sessions) of the team bringing in maximum number of traffic sessions will get 3 additional ISP points each!

Activity 2 – Offline Marketing – Poster Activity

- 5 ISP points on successful submission of proof email by midnight 27th March 2017