

APNIC **38**

BRISBANE,  
AUSTRALIA  
9-19 September 2014



Conference  
**SPONSORSHIP  
PROPOSAL**

#apnic38

*APNIC, the Asia Pacific Network Information Centre, offers a wide range of sponsorship opportunities for the APNIC 38 Conference. We are committed to developing tailored packages that will best suit your sponsorship objectives.*

*It is our pleasure to invite you to take part in this exciting opportunity to be a Conference Sponsor.*

## About APNIC

APNIC is an open, membership-based, not-for-profit organization that provides vital Internet number resource delegation and registration services to the Asia Pacific region. APNIC serves the region by supporting infrastructure development, capacity and skill building, and acting as an authoritative source of information about Internet number resource distribution and IPv6 deployment.

## About APNIC Conferences

Each year APNIC holds two conferences at selected locations throughout the Asia Pacific region. These conferences are a forum for the Internet community to exchange information on the latest developments in Internet operations and technology and formulate Internet addressing policies through a community-driven policy development process. The forum also provides many opportunities for hands-on training and professional networking.

The APNIC 38 Conference will be held in Brisbane, Australia from 9-19 September 2014.

The APNIC 38 Conference is a two-week program consisting of a workshop week and a conference week, where attendees can access practical and valuable information to help them build and manage the Internet. This includes tutorial and plenary sessions on network security, IPv6 deployment, DNSSEC, and routing. These sessions feature actionable information to help organizations in the Asia Pacific make informed network management decisions.

## Audience

The APNIC 38 Conference targets our Members and the Asia Pacific Internet community, which consists of more than 1,000 major ISPs, the broader technical community, and government agencies.

The Conference attracts delegates from across the Asia Pacific region and beyond, and is typically attended by more than 200 participants from the technical, operational, business, and policy-making Internet communities.

While the majority of attendees are key technical personnel from ISPs, attendees also include participants from:

- Data centres
- Internet Exchange Points
- Content providers
- Commercial Internet industry organizations
- Research and educational institutions
- Government departments
- National Internet Registries (NIRs)
- Local Internet Registries (LIRs)
- Domain Registrars and Registries

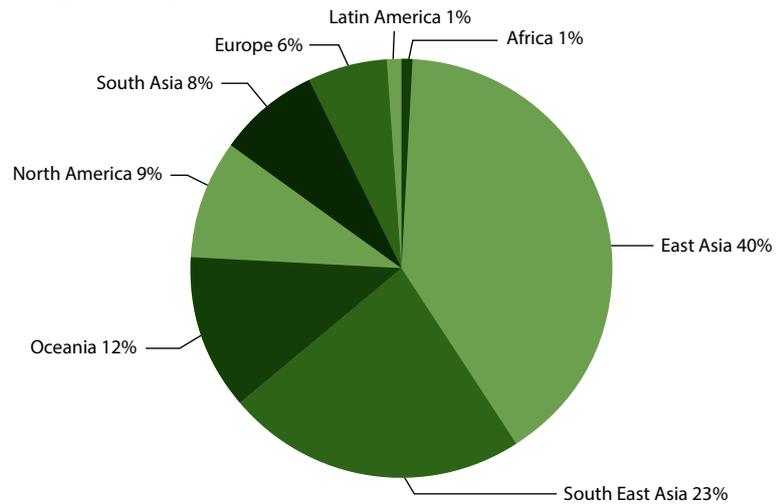
Most sessions at each conference are webcast and remote viewers can watch the conference, participate, and provide online feedback.

Sponsoring an APNIC Conference provides you with an opportunity to directly support the growth of the Internet.

The Asia Pacific region has the highest rate of Internet growth in the world. This industry growth, particularly in China and India, represents a crucial expansion opportunity for leading technology-based businesses.

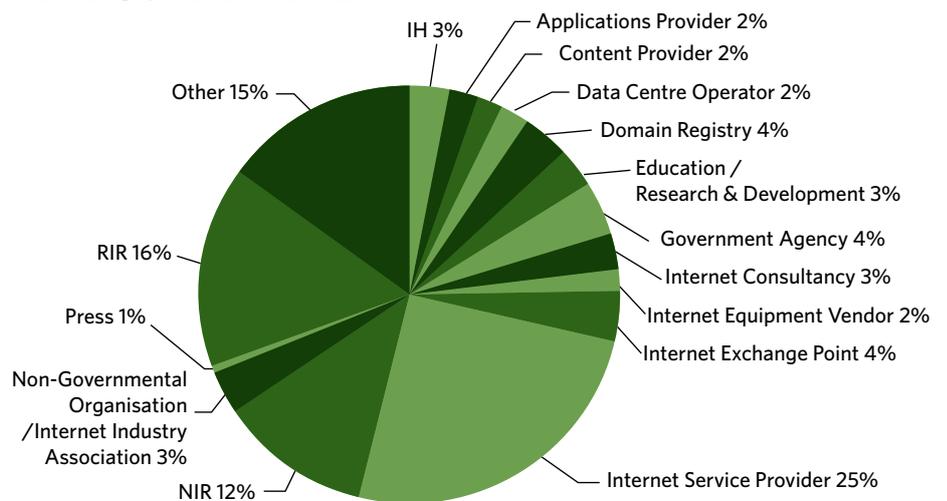
## APNIC Conferences Attendees in 2011 - 2013

### REGION

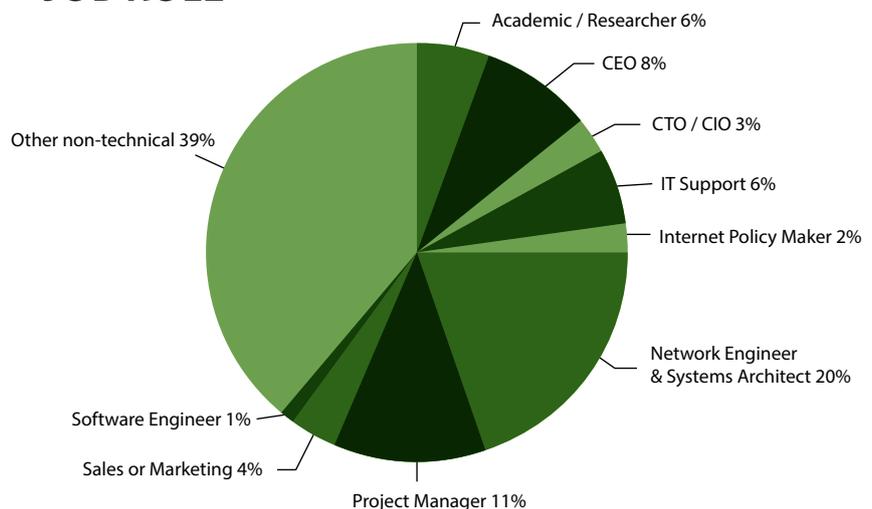


\*APNIC Conferences were held in South Korea in 2011, Cambodia in 2012 and China in 2013

### INDUSTRY TYPE



### JOB ROLE



Be part of a highly specialized forum in the global technical community. As an APNIC Conference Sponsor, your organization is linked to a respected organization within the Internet technology industry.

## Why should you sponsor the APNIC 38 Conference?

### Target the internet community

APNIC Conference Sponsors are visible to an international audience of Internet industry technical, operational, and policy-making communities. Unlike attendees at larger trade shows, APNIC Conference participants are predominantly Internet networking specialists from across the region.

### Help encourage Asia Pacific Internet growth

Sponsorship revenue significantly reduces the overall cost of participation, enabling more attendees to participate at the conference. Your Sponsorship support helps to bring the widest possible range of regional participants to the APNIC Conference, especially those from developing economies.

## Previous Sponsors

APNIC values strong, ongoing relationships with each of our Sponsors and works closely with them to ensure their individual needs are met to receive a good return on their investment.

Respected names in the Internet industry regularly support APNIC Conferences and have gained valuable exposure to key Internet industry organizations.



*“Definitely this workshop benefitted me and my organization. I have learned a lot from the workshops, especially the practical experiences shared by the instructor. It is helpful to us as we are currently deploying IPv6.*

*Thanks to APNIC!”*

## Sponsorship opportunities

APNIC offers flexible sponsorship options to align with your objectives including day, session, and social event sponsorship packages.

***If you can't find what you're looking for in the categories below, we can tailor a package according to your needs and budget.***

### **Training & workshops week - 9 to 13 September 2014**

APNIC provides high quality, hands-on training during intensive five-day workshops that focus on providing practical content that the attendees can apply immediately.

### **Conference week - 15 to 19 September 2014**

During the conference week, delegates can engage with the world's leading Internet and ICT professionals, discuss real-world IPv6 deployment efforts, network with their peers, and have their say on how Internet resources are managed at the Policy SIG.

### **Fellowships**

The APNIC Fellowship Program enables network engineers from developing economies to attend APNIC Conferences, for valuable training, professional networking, and policy discussion opportunities. APNIC Fellows return to their organizations and share the information and knowledge gained from the APNIC Conference.

### **Social events**

Extremely popular and memorable, APNIC social events are an effective way for attendees to network with industry peers and share information. The theme of the APNIC 38 social events will highlight Australian culture and will include great local entertainment.

### **Remote participation**

Remote participation helps to widen involvement at APNIC Conferences and is a key element of the policy development process. It allows participants from across the region and beyond to access the conference content through live audio and video streaming, live transcripts, and chat.

## Sponsors benefits

The APNIC 38 Conference provides the ideal forum for Internet and IT-related companies to increase their visibility to the regional Internet community. A range of Sponsorship opportunities exist for leading organizations to promote their products and services and increase their company profile, while meeting their marketing objectives.

Benefits / Tier	Platinum	Gold	Community	Silver	Bronze	Network connectivity and Bandwidth	In Kind
Package cost (AUD)	AUD\$20,000	AUD\$15,000	AUD10,000	AUD\$5,000	AUD\$3,000	Negotiable	Negotiable
Number of sponsors	1	4	Unlimited	Unlimited	Unlimited	2	
Details	Workshop week Or Opening Reception	Social event  Or  Tea breaks for one day during the Conference	One Tutorial session Or One technical track Or Fellowship program Or lunch for one day during the conference	Workshop closing dinner Or Women in ICT Event Or Closing Dinner Or Coffee Cart for tea breaks	APNIC Member Meeting Or Newcomers Event	Network connectivity and/or Bandwidth	Delegate gifts Or  Company t-shirts Or Contribution to entertainment
Logo on Conference website	✓	✓	✓	✓	✓	✓	✓
Logo on event signage	✓	✓	✓	✓	✓	✓	✓
Logo on back of Printed program	✓	✓	✓	✓	✓	✓	✓
Acknowledgement at Event	✓	✓	✓	✓	✓	✓	✓
Logo in conference publications (website and bulletins)	✓	✓	✓	✓	✓	✓	✓
Logo on conference shirt	✓	✓					
Opportunity to sponsors conference lanyards	✓						
Supply of branded pens and notepads for workshops and tutorials	✓	✓	✓				
Display of own pull-up banner at sponsored social event only (1)	✓	✓		✓	✓	✓	
Short speech at selected events	✓	✓		✓	✓		
Logo on webcast break graphics	✓	✓	✓	✓	✓	✓	✓
Lunch with APNIC Executive Team (2)	✓	✓	✓	✓	✓	✓	✓
Complimentary tickets to the Conference	5	4	3	2	1	N/A	N/A
Complimentary tickets to the Closing dinner	5	4	3	2	1	N/A	N/A
Promotional materials (permission to distribute)	2 pieces	2 pieces	1 piece	1 piece			

1. Pull-up banner must not exceed 1m wide x 2.3m high
2. Lunch will be attended by at least two members of the APNIC Executive Council or Executive Team
3. Conference ticket excludes ticket for workshop week

The APNIC 38 Conference provides the ideal forum for Internet and IT related companies. APNIC provides a range of sponsorship opportunities for leading Internet and IT organizations to promote their products and services and increase their company profile while meeting their marketing objectives.

## APNIC 38 Conference – Sponsorship Acceptance Form

Organization name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Postal address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

### I would like to sponsor the following tier

- Platinum (AUD20,000)
- Workshop week
  - Opening reception
- Gold (AUD15,000)
- Social event
  - Tea break for one day
- Community (AUD10,000)
- One Tutorial session
  - One technical track
  - Fellowship program
  - Lunch for one day
- Silver (AUD5,000)
- Workshop closing dinner
  - Women in ICT event
  - Closing dinner
  - Coffee Cart for tea breaks
- Bronze (AUD3,000)
- APNIC Member Meeting
  - Newcomers Event
- Network connectivity and bandwidth
- In Kind \_\_\_\_\_

*APNIC will issue a tax invoice on receipt of your sponsorship acceptance form. Once completed, please send the form back to Blandine Cousin by email to [conference@apnic.net](mailto:conference@apnic.net) or [Blandine@apnic.net](mailto:Blandine@apnic.net)*

