

APNIC

NEW DELHI,
INDIA

33

CONFERENCE

27 February - 2 March 2012



APNIC 33 Conference Sponsorship Proposal





The Asia Pacific Network Information Centre (APNIC), offers a wide range of sponsorship opportunities for the APNIC 33 Conference. We are committed to developing tailored packages for our Sponsors to achieve the best marketing and sales objectives.

It is our pleasure to invite you to be one of the Conference Sponsors.

About APNIC

APNIC (www.apnic.net) is one of the world's five Regional Internet Registries. We provide vital Internet resource allocation and registration services to the Asia Pacific Internet community. We are a not-for-profit, membership-based organization. Our Members include Internet Service Providers (ISPs), National Internet Registries (NIRs), and other similar organizations.

About APNIC Conferences

Each year, the APNIC community has the chance to come together for policy development, decision-making, education, information sharing, and networking – both professional and social.

The APNIC 33 Conference will be held in New Delhi, India from Monday, 27 February to Friday, 2 March 2012. Hosted by The Internet Service Providers Association of India (ISPAI) and the National Internet Exchange of India (NIXI), the Conference program features practical hands-on training, information about the latest developments in Internet operations and policy development, and professional networking.

The APNIC 33 Conference is part of APRICOT 2012 (Asia Pacific Regional Internet Conference on Operational Technologies) and is a five-day program focusing on the deployment of IPv6.

Audience

The APNIC 33 Conference is marketed to our organization's membership, which consists of more than 1,000 major ISPs, the broader technical community, and Government Regulators.

The Conference attracts delegates from 56 economies in the Asia Pacific Region. As part of APRICOT 2012, the event aims to attract approximately 600 key decision-makers in the technical and business areas.

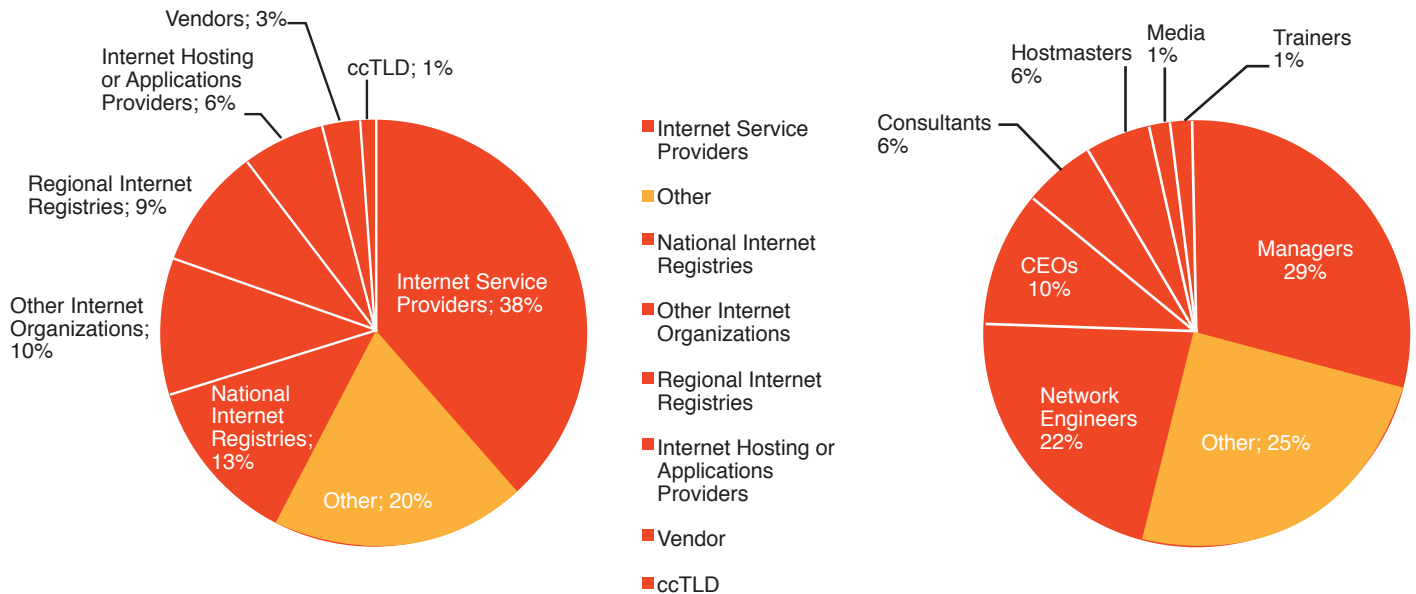
The majority of attendees at the APNIC Conferences are technical experts from ISPs, and also includes participants from:

- Data Centres
- Content Providers
- Research and Educational Institutions
- Government Departments
- National Internet Registries (NIRs) and similar organizations across the Asia Pacific region

In addition to on-site attendees, each Conference attracts many remote participants across the Asia Pacific region and beyond.



This is a rare opportunity to expose your product or services to this niche market.



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

Why should you sponsor the APNIC 33 Conference?

Target the niche Internet market

APNIC Conference Sponsors have a valuable opportunity to expose their organizations, products, and services to an international audience of Internet industry leaders. Unlike attendees at larger trade shows, APNIC Conference participants are predominantly Internet networking specialists from across the region.

Be part of a highly technical community forum in the global technical community. Your brand will be aligned with APNIC, a respected brand within the Internet technology industry.

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Help encourage growth in the Asia Pacific Internet community

Sponsorship revenue significantly reduces delegate participation costs. Your sponsorship helps to reduce this barrier for developing economies, and enables the widest range of Members from the region to attend this important Conference.

Previous Sponsors

APNIC values its relationships with each of our Sponsors and works closely with them to ensure they receive a good return on their investment.

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





Sponsorship Opportunities

APNIC offers flexible sponsorship options to align with your marketing objectives, including day sessions and social events sponsorship packages.

Conference

The choice is yours; you can either choose one of the categories listed in the table below or we can tailor a package according to your budget.

Training and workshops

You can support technical professional training in the region by sponsoring the APNIC training sessions and workshops, which feature local and international guest lecturers and focus on IPv6 deployment in the Asia Pacific region.

Social Events

Extremely popular and memorable, APNIC social events are a fantastic way for attendees to network with industry peers. The theme of the APNIC 33 social events will reflect Indian traditional culture and include great local entertainment.

Remote Participation

Remote participation 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 Table

The APNIC 33 Conference provides an ideal forum for companies involved in the Internet and IT-related fields. A range of sponsorship opportunities exists for leading Internet and IT organizations to promote their products and services and increase their company profile while meeting their marketing objectives.

For enquiries regarding sponsorship packages, please contact APNIC's Events Manager on conference@apnic.net or +61 7 3858 3149.

Benefits	APNIC 33 Conference	APNIC Social event	Training	APNIC Closing Dinner	Women in ICT Event	APNIC Member Meeting	Remote Participation	In Kind
Package cost (AUD)	15,000	10,000	5,000	3,000	3,000	2,500	In kind	Internet Connectivity and IT equipment for duration of the conference
Number of Sponsors	1	2 Co-sponsor	Unlimited Co-sponsor	Unlimited Co-sponsor	Unlimited Co-sponsor	Unlimited Co-sponsor	2	Unlimited
Logo on APNIC Conference website								
Logo on event signage								
Acknowledgement at event								
Acknowledgement in group media release								



Benefits	APNIC 33 Conference	APNIC Social event	Training	APNIC Closing Dinner	Women in ICT Event	APNIC Member Meeting	Remote Participation	In Kind
Logo in Conference eBulletin								
Conference kit insert and promotional material								
Supply of branded pens and notepads for tutorials and BOFs								
Event naming rights								
Acknowledgement in media release – individual recognition								
Short speech (at events)								
Logo on webcast break graphics and branding at external remote participation locations								
Complimentary tickets to the APRICOT Conference	3	2	1	1	1	1	N/A	N/A
Promotional materials (permission to distribute)	2 pieces	1 piece						



APNIC 33 Conference – Sponsorship Acceptance Form

Name of Organization: _____

Contact Name: _____

Position: _____

Email: _____

Postal Address: _____

Phone: _____

Fax: _____

I would like to sponsor the following tier

- APNIC 33 Conference (AUD 15,000)
- APNIC Social event (AUD 10,000)
- APNIC Training (AUD 5,000)
- APNIC Closing Dinner (AUD 3,000)
- Women in ICT Event (AUD 3,000)
- APNIC Member Meeting (AUD 2,500)
- Remote Participation or In Kind

APNIC will issue a tax invoice on receipt of your sponsorship acceptance form. Once completed, please fax the form back to Blandine Cousin, Events Manager on +61 7 3858 3199 or email to conference@apnic.net