APNIC 35

CONFERENCE

APNIC 35 Conference
Sponsorship Proposal

APNIC, the Asia Pacific Network Information Centre, offers a wide range of sponsorship opportunities for the APNIC 35 Conference. We are committed to developing tailored packages that will best suit your marketing and sales 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 allocation and registration services to the Asia Pacific region. APNIC serves the region by supporting infrastructure development, capacity and skill building, and acting as a primary 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 formulate Internet addressing policies and share Internet technology case studies, with plenty of opportunities for hands-on training and professional networking.

The APNIC 35 conference will be held in Singapore from 19 February to 1st March 2013. Hosted by Singapore Network Information Centre (SGNIC), the Conference program features practical hands-on training, information about the latest developments in internet operations, policy development and professional networking.

The APNIC 35 Conference is part of APRICOT 2013 (Asia Pacific Regional Internet Conference on Operational Technologies) and is a five-day program focusing on the development of IPV6.

Audience

The APNIC 35 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 2013, the event aims to attract approximately 600 key decision-makers in the technical and business areas.

The majority of APNIC Conference attendees are key technical operations personnel from ISPs, but attendees also include participants from:
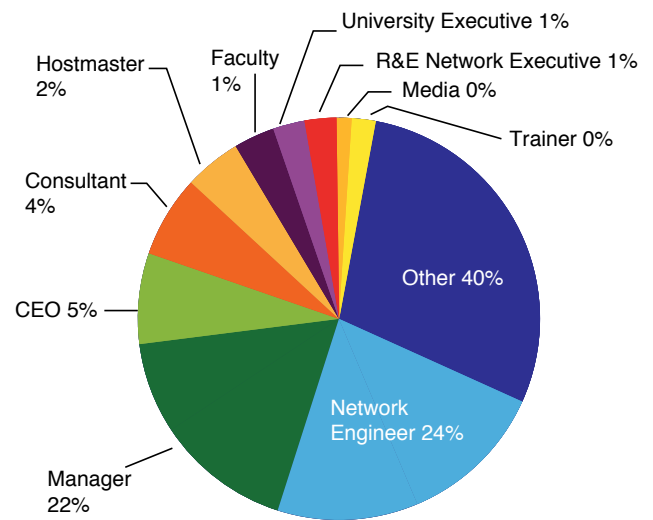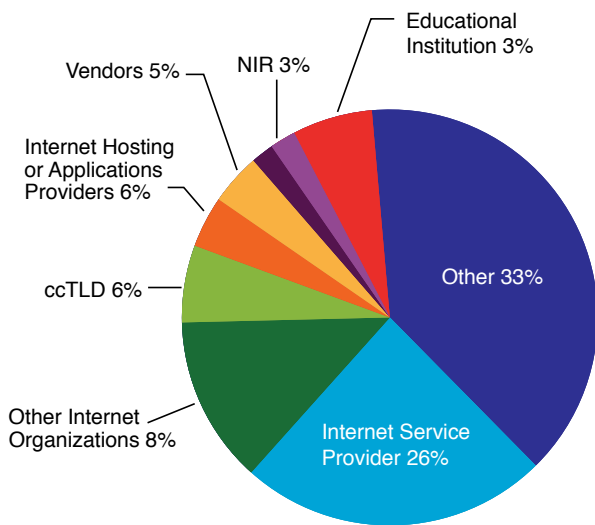
• Data centres
• Internet Exchange Points
• Content providers
• Commercial Internet industry organizations
• Research and educational institutions
• Government departments
• National Internet Registries (NIRs)
• Local Internet Registries (LIRs)
• Domain Registrars and Registries

In addition to on-site attendees, each Conference has remote participation options for anyone who is not able to attend in person to participate in workshops and discussions. These platforms are improved with each Conference, with feedback provided from users.

This is a rare opportunity to market your product or services to the core of the Internet 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.

Educational Institution 3%
NIR 3%
Vendors 5%
Internet Hosting or Applications Providers 6%
ccTLD 6%
Other Internet Organizations 8%
Other 33%
Internet Service Provider 26%

University Executive 1%
Hostmaster 2%
Faculty 1%
R&E Network Executive 1%
Media 0%
Trainer 0%
Consultant 4%
CEO 5%
Other 40%
Network Engineer 24%
Manager 22%

Why should you sponsor the APNIC 35 Conference?

Target the niche Internet market
APNIC Conference Sponsors' products and services are exposed to the international Internet industry technical and entrepreneurial leaders. 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 on site. Your Sponsorship support helps to bring the widest possible range of regional participants to the APNIC Conference, especially those from developing economies.

Be part of a highly specialized forum in the global technical community.

Align your brand with APNIC, a respected organization within the Internet technology industry.

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 personnel.

Sponsorship opportunities

APNIC offers flexible sponsorship options to align with your marketing 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.

Conference
Support information exchange on the latest developments in IPv6 deployment and how to effectively deploy IPv6. APNIC and other RIR staff have prepared tools to measure IPv6 readiness and will provide analyses of their findings to assist the Asia Pacific community with their planning.

Training and workshops
You can support technical professional training in the region by sponsoring the APNIC tutorial sessions, 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 35 social events will highlight Singapore 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.

APNIC 35 Sponsors Benefits Table

The APNIC 35 Conference provides the ideal forum for companies involved in the internet and IT related fields. A range of sponsorship opportunities exist 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 at conference@apnic.net or +61 7 3858 3149.

Benefits	APNIC 35 Conference Sponsor	APNIC Social event	APNIC Training	APNIC Closing Dinner	APNIC Women in ICT event	APNIC Member Meeting	Remote Participation	In Kind
Package cost (AUD)	20,000	10,000	5,000	3,000	3,000	2,500	In kind	Promotional items
Number of Sponsors	1	2 (co-sponsorship)	Unlimited	Unlimited	Unlimited	Unlimited	2	Unlimited
Logo on APNIC Conference website	✔	✔	✔	✔	✔	✔	✔	✔
Logo on APNIC event signage	✔	✔	✔	✔	✔	✔	✔	✔
Conference Naming rights	✔							
Acknowledgement in media release – individual recognition	✔							
Short speech (at events)	✔	✔		✔	✔			
Acknowledgement at event	✔	✔	✔	✔	✔	✔	✔	✔
Lunch with APNIC Executive Team(1)	✔	✔	✔	✔	✔	✔	✔	✔
Logo in Conference e-Bulletin	✔	✔	✔	✔	✔	✔	✔	✔
Conference kit insert and promotional material	✔	✔	✔					
Supply of branded pens and notepads for tutorials and BOFs	✔	✔	✔					
Logo on webcast break graphics and branding at external remote participation locations	✔	✔	✔	✔	✔	✔	✔	✔
Complimentary tickets to the APRICOT Conference (2)	3	2	1	1	1	1	N/A	N/A
Complimentary tickets to the APNIC closing dinner	3	2	1	1	1	1	N/A	1
Promotional materials (permission to distribute)	2 pieces	1 piece	1 piece					

(1)   Lunch will be attended by at least 2 members of APNIC Executive Council or Executive Team
(2)   APRICOT Conference ticket excludes ticket for the workshop week

APNIC 35 Conference – Sponsorship Acceptance Form

Organization name: _____

Contact name: _____

Position: _____

Email: _____

Postal address: _____

Phone: _____

Fax: _____

I would like to sponsor the following tier

☐ APNIC 35 Conference sponsor (AUD 20,000)

☐ APNIC Social Event - Wednesday 27 February 2013 (AUD 10,000)

☐ APNIC Training (AUD 5,000)

☐ APNIC Closing Dinner - Friday 1st March 2013 (AUD 3,000)

☐ APNIC Women in ICT Event (AUD 3,000)

☐ APNIC Member Meeting (AUD 2,500)

☐ Remote Participation (In Kind)

☐ In Kind (Negotiable)

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 at +61 7 3858 3199 or email to conference@apnic.net.