

APNIC 36 CONFERENCE

XI'AN, CHINA
20 - 30 August 2013



Hosted by



APNIC 36 Conference **Sponsorship Proposal**



APNIC, the Asia Pacific Network Information Centre, offers a wide range of sponsorship opportunities for the APNIC 36 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 36 Conference will be held in Xi'an, China from 20 to 30 August 2013 and will be hosted by the China Internet Network Information Center (CNNIC) and the Beijing Internet Institute (BII).

The APNIC 36 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 IPv6 deployment that feature actionable information to help organizations in the Asia Pacific make informed decisions about their IPv6 transition. Other sessions typically include Network Management and Security, IPv4/IPv6 BGP Routing, Internet Governance, APOPS, DNSSEC, and Policy Development.

Audience

The APNIC 36 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

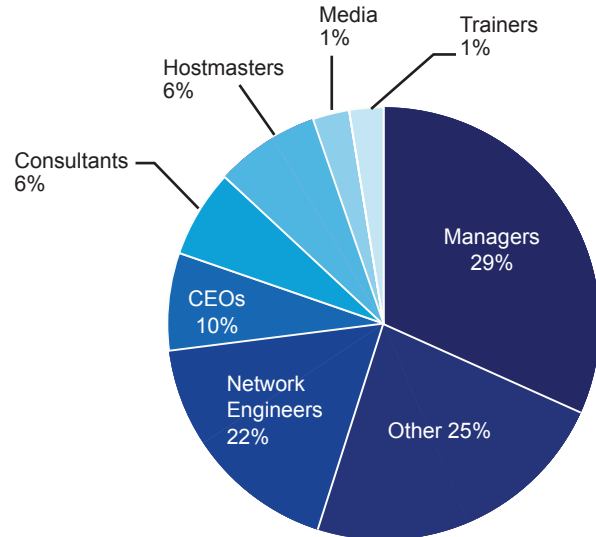
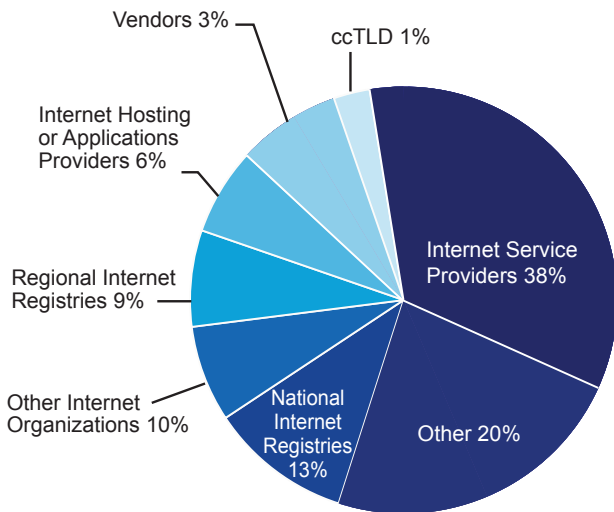
Most sessions at each conference are webcast and remote viewers can watch the conference, participate, and provide online feedback.

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.

Types of organizations and personnel represented at APNIC Conferences in 2012



Why should you sponsor the APNIC 36 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.

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.



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.



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 - 20 to 24 August 2013

APNIC provides high quality IPv6 training during an intensive five-day workshop focusing on real and tangible IPv6 deployment. These workshops will assist in significantly increasing attendees' skills and knowledge of IPv6 for their organizations and local communities.

Conference week - 26 to 30 August 2013

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

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 36 social events will highlight traditional Chinese 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.



The APNIC 36 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	Naming Rights	Platinum	Gold	Silver	Bronze	Remote Participation	In Kind
Package cost (AUD)	Local & Co-Host	AUD 15,000	AUD 10,000	AUD 5,000	AUD 2,500	Negotiable	Negotiable
Number of sponsors	2	3	4	Unlimited	Unlimited		Unlimited
Details	Logo on Delegate bags Opening plenary Event Naming Rights	Opening Reception or Social Event or IPv6 day	Workshop Week or Conference lunch Tuesday-Thursday or Tea breaks for the duration of the conference time Monday-Friday or City tour	Fellowships or Women in ICT Event or Closing Dinner	APNIC Member Meeting or Newcomers Event or Branding on water bottle	Network connectivity and Bandwidth	Delegate bags or Delegate gifts or Delegate T-Shirts
Logo on conference website	✓	✓	✓	✓	✓	✓	✓
Logo on conference backdrop	✓	✓	✓	✓	✓	✓	✓
Opportunity to bring your own Company pull up banner at sponsored social event only (3)		✓		✓			
Logo on program insert	✓	✓	✓	✓	✓	✓	✓
Acknowledgement at event	✓	✓	✓	✓	✓	✓	✓
Acknowledgement in group media release	✓	✓	✓	✓	✓	✓	✓
Logo in conference publications	✓	✓	✓	✓	✓	✓	✓
Lunch with APNIC Executive Team (1)	✓	✓	✓	✓	✓	✓	✓
Supply of branded pens and notepads for tutorials and BOFs	✓	✓	✓				
Acknowledgement in media release - individual recognition	✓						
Short speech at selected events	✓	✓					
Logo on webcast break graphics	✓	✓	✓	✓	✓	✓	✓
Complimentary tickets to the conference (2)	5	5	3	2	1	N/A	N/A
Complimentary tickets to the Closing Dinner	5	5	3	2	1	N/A	N/A
Promotional materials (permission to distribute)	2 pieces	2 pieces	2 pieces	1 piece			

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

For enquiries regarding sponsorship packages, please contact the APNIC Events Manager at conference@apnic.net or +61 3858 3100.

APNIC 36 Conference – Sponsorship Acceptance Form

Organization name: _____

Contact name: _____

Position: _____

Email: _____

Postal address: _____

Phone: _____

Fax: _____

I would like to sponsor the following tier

☐

Platinum (AUD 15,000)

- ☐ Opening reception, or
- ☐ Social Event, or
- ☐ IPv6 day

☐

Gold (AUD 10,000)

- ☐ Workshop week, or
- ☐ Conference lunch Tuesday - Thursday, or
- ☐ Tea breaks, or
- ☐ City Tour

☐

Silver (AUD 5,000)

- ☐ Women in ICT Event, or
- ☐ Fellowships, or
- ☐ Closing dinner

☐

Bronze (AUD 2,500)

- ☐ APNIC Member Meeting, or
- ☐ Branding on bottle water, or
- ☐ Newcomers Event

☐

Network connectivity and Bandwidth

☐

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

