



APRICOT

Asia Pacific Regional
Internet Conference on
Operational Technologies

18-28 FEBRUARY 2014
PETALING JAYA, MALAYSIA

Supported by:



Organisers:



APRICOT 2014 in Petaling Jaya marks another exciting year for the development of the Internet and related technologies in the Asia Pacific. Join us, with regional and global industry leaders, to support the future of the Internet in the Asia Pacific region

ABOUT APRICOT

APRICOT (Asia Pacific Regional Internet Conference on Operational Technologies) is a prestigious regional ICT event, which began in 1996 with its first conference in Singapore. Since then, APRICOT has provided a unique and successful educational forum for Internet builders in the region to learn from their peers and other leaders in the Internet community from around the world.

APRICOT has established itself as the Asia Pacific's premier regional Internet Summit where related organizations come together to meet and host their annual general meetings, including APNIC (Asia Pacific Network Information Centre), APIA (Asia Pacific Internet Association), APTLD (Asia Pacific Top Level Domain Forum), APCAUCE (Asia Pacific Coalition Against Unsolicited Commercial Email), and APstar.

APRICOT's primary goal is to provide a vehicle for the transfer of technology and techniques to the Asia and Pacific Rim region. Its success is largely due to the excellence of its programme that is focused on Internet operational issues and bringing true subject matter experts from around the world, together with those who can benefit most from their knowledge and experience.

Held annually, APRICOT's mission is to develop and advance the skills and understanding necessary to grow a robust Internet infrastructure in the Asia-Pacific region. The ten-day long summit consists of seminars, workshops, tutorials, conference sessions, birds-of-a-feather (BOFs), and other forums all with the goal of spreading and sharing the knowledge required to operate the Internet within the Asia Pacific region

Being a vendor neutral platform that strongly discourages marketing and sales-centric presentations, APRICOT provides its sponsors with excellent opportunities to showcase their products and services that are critical for the smooth operation of the Internet's network and service infrastructure both regionally and internationally

APRICOT 2014 sponsors have a valuable opportunity to expose their organizations, products, and services to an international audience of Internet leaders. APRICOT is targeted to a specific audience. Participants are predominantly Internet networking specialists from across the region.

BECOME A SPONSOR

Being our sponsor, your business will be internationally positioned in the Internet society and industry. Your branding will be exposed to thousands of people, guaranteeing enhanced reputation, profile and awareness amongst your targeted audiences, through marketing opportunities developed specifically for **APRICOT 2014**.

At APRICOT 2014 event, delegates are keen to improve their knowledge. Aligning your company with this influential educational experience demonstrates your commitment to support development of people in the Internet Industry around the world. Your company's involvement, commitment and contribution for APRICOT 2014 will be internationally acknowledged leading up to and during the event. Your company will benefit significantly from exposure to interested, relevant and influential participants in the industry.

APRICOT 2014 is a unique and successful educational forum for Internet builders in the region to learn from their peers and other leaders in the Internet Community from around the world that will contribute to the Internet development of the region. It delivers valuable training and enlightens participants to industry-leading practices. As a participating partner, your presence will not only provide these same benefits to members of your organization, but will also showcase your company to an international audience of Internet builders. Most importantly, this exposure would be in the context of a respected, recognized, and highly credible forum.

APRICOT 2014 is ten days of in-depth learning, unique access and peer networking opportunities. The foundation of the event is a blend of classroom learning, training, real-world usage examples, best practices and structured networking that combines to optimize the attendee experience and usable knowledge.

Your Sponsorship of APRICOT 2014 will demonstrate leadership to a diverse and dynamic industry which plays a critical and positive role in the international community. We encourage you to review the many tangible benefits offered by sponsorship of this large and prestigious meeting of international ICT industry.

A wide variety of Sponsorship opportunities have been designed for APRICOT 2014, with each package containing benefits that will ensure your organization receives high-profile recognition, optimum exposure at pre, on-site and post-event. The potential benefits gained include exceptional branding, targeted messaging and strategic on-site visibility. Please find out more details in this Prospectus document.

✓ **APRICOT Influences Opinion**

By providing a **vendor-neutral forum** and the **frank exchange of skills and experience**, APRICOT provides the chance to participate in a **quality, content-rich and highly focused event**. APRICOT lets you learn first hand, the issues that your current or potential users are facing with existing products or services in the market.

Whilst APRICOT does not directly have a sales focus (there are plenty of other commercial conferences throughout the year for this), it does allow very discrete marketing opportunities 'out of band'. These opportunities allow you to **create awareness of new products and or services**, together with opportunities to refine product/service/concept offerings for the Asia Pacific marketplace

✓ **APRICOT is Unique**

APRICOT is only held once per year and is the key opportunity to meet directly with **influential individuals and network builders** throughout the Asia and Pacific region.

By sponsoring this volunteer activity, your company is actively demonstrating that it is **contributing to the growth** of the Internet in the Asia Pacific.

By contributing the time of your best engineers, your company is helping to **spread the skills** necessary to help build a commercially reliable Internet infrastructure in the region.

✓ **APRICOT has a Proven Track Record**

Held since 1996, it has clearly established itself as Asia Pacific's **most recognized and respected** Internet Conference & Summit.

✓ **APRICOT is run by Internet Experts**

APRICOT 2014 Summit is a two-week intensive programme, which consists of a workshop week and a conference week, incorporating several regional network operator gatherings including APNIC 37.

RELEVANT CONFERENCE PROGRAMME

- IPv4/IPv6 Routing
- IPv6 deployment and transition technologies
- ISP Backbone Operations
- ISP and carrier services
- Network security issues
- Peering & IXPs
- Internet policy (security, regulation, content management, addressing, etc.)
- Access and transport technologies, including broadband (cable/DSL), wireless, metro ethernet, fibre network
- MPLS, SDN & Cloud Computing
- Content and service delivery (multicast, voice, video, "telepresence", gaming)

ABOUT THE ORGANISERS

APIA

APIA (Asia & Pacific Internet Association), established in 1997, is a non-profit trade association that promotes the business interests of the Internet-related service industry in the Asia Pacific region. Its mission is to ensure the future and stability of APRICOT, build human resource infrastructure for the Internet, and foster the efficient, stable, and sustainable development of the Internet in the Asia Pacific region.

APIA continues to play a key role in educating and training Internet operators in the Asia Pacific region and achieves these goals by providing and promoting educational opportunities by hosting, endorsing, or co-organizing conferences, seminars, forums, workshops, and other training events.

APNIC

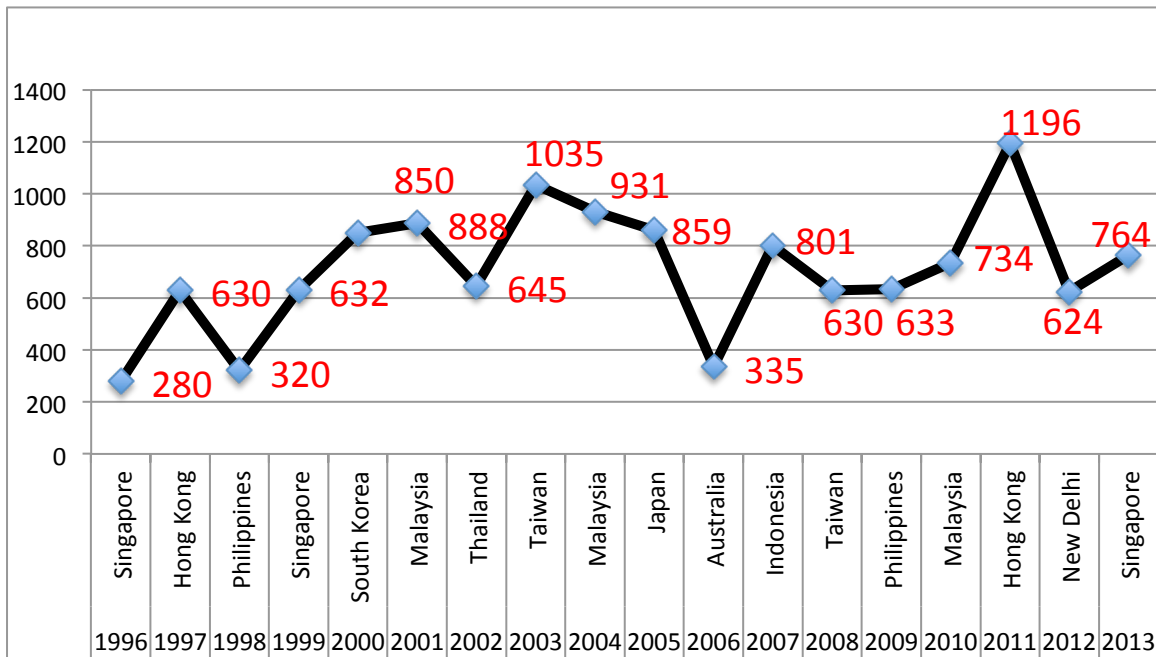
APNIC

APNIC (Asia Pacific Network Information Centre) is an open, membership-based, not-for-profit organization. It is one of five Regional Internet Registries (RIRs) charged with ensuring the fair distribution and responsible management of IP addresses and related resources, which are required for the stable and reliable operation of the global Internet. As part of this service, the APNIC Secretariat is responsible for maintaining the public APNIC Whois Database and managing reverse DNS zone delegations

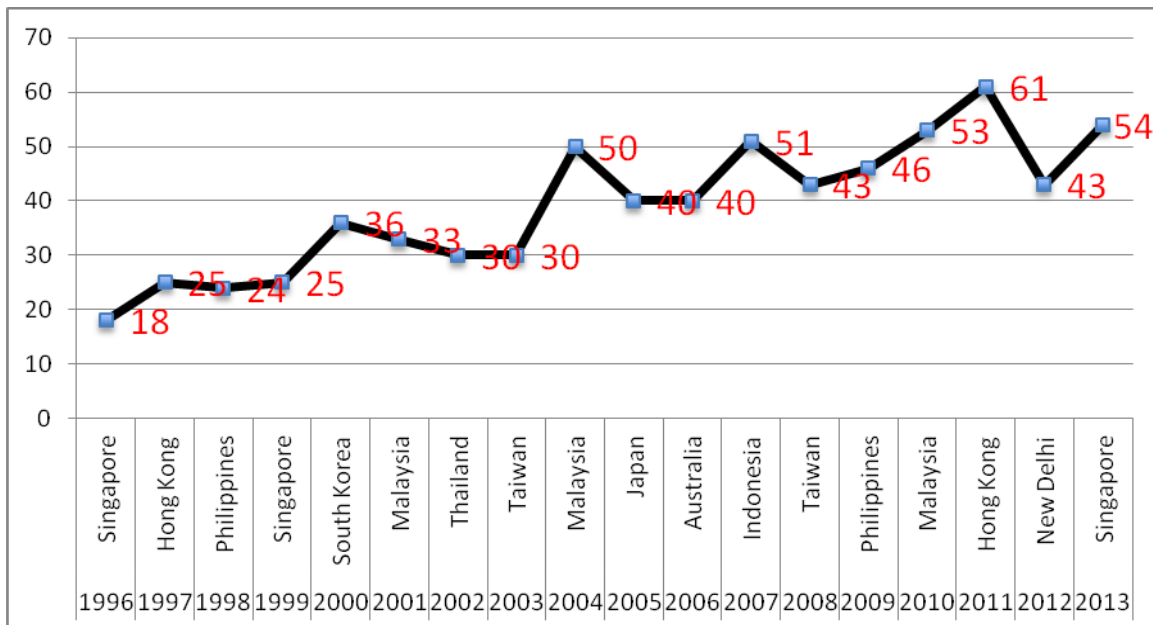
APNIC is also actively involved in the development of Internet infrastructure throughout the region. This includes providing training and education services, supporting technical activities such as root server deployments, and collaborating with other regional and international organizations.

APRICOT STATISTICS

PAST ATTENDANCE



ECONOMIES REPRESENTED



SPONSORSHIP & PROMOTION

Contact the APRICOT 2014 Secretariat

For sponsorship inquiries, email: secretariat@apricot2014.net

SPONSORSHIP CATEGORIES AND BENEFITS

CATEGORY		DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	COMMUNITY	WOMEN IN ICT	OPENING RECEPTION	PEERING SOCIAL	CLOSING RECEPTION	AMM	AMM CLOSING DINNER	ACCESS POINT
BENEFITS	USD (VAT INCLUDED)	99,000	68,000	45,000	23,000	12,000	10,000	5,000	SOLD	35,000	30,000	3,000	5,000	In Kind
	Exclusivity	✓	✗	✗	✗	✗	✗	✗	✓	✓	✗	✗	✗	✓
	Desktop Displays at Demo Area	2m x 6m	2m x 4m	2m x 4m	2m x 2m	2m x 2m	2m x 2m	✗	2m x 4m	✗	✗	✗	✗	2m x 2m
	Complimentary Conference Pass	10	6	4	2	1	1	✗	6	2	6	N/A	N/A	1
	Advertisement in Souvenir Program	2 page	1 page	1 page	N/A	N/A	N/A	✗	1 page	✗	1 page	N/A	N/A	N/A
	Logo Listing on Marketing Collaterals	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓
	Logo Listing on Main Conference Backdrop	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Mention in Press Releases & eDMs	✓	✓	✓	✓	✓	✗	✗	✓	✓	✓	✓	✓	✓
	Logo Listing on Website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Distribution of Promotional Materials	✓	✓	✓	✗	✗	✓	✗	✓	✓	✓	✓	✗	✗
	Speech during the Social	✗	✗	✗	✗	✗	✗	✓	✓	✓	✓	✓	✓	✗
	Display of Pull Up Banners*	2	1	✗	✗	✗	✗	1	2	1	1	✗	1	✗
	Complimentary Ticket to Opening & Closing Reception	5	4	3	2	1	1	1	1	✗	1	1	1	1
	Complimentary Ticket to AMM Closing Dinner	1	1	1	1	1	1	1	1	✗	1	1	1	1
	Sponsors lunch with Committee Members	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

*Extra Banners allowed to be display outside booth area (where designated)

Diamond Sponsorship (Exclusive)

Branding

- Branding as a “Diamond Sponsor”
- Corporate logo on the backdrop on stage in the conference room
- Corporate logo to appear on event advertisements (wherever appropriate)
- Corporate logo will be included on the on-site signage
- Corporate logo to appear on the event website, with hyperlink to your website
- Display of 2 Pull Up Banners

Company profiling

- Corporate profile on event website and in conference official guidebook (200 words)
- Two full-pages corporate insert in conference official guidebook to be given out to all participants
- Up to 4 pieces of corporate collaterals to be inserted into official conference bags – promotional material is limited to A4 size or smaller, 8pp max per brochure

Exhibition

- 2m x 6m exhibition space (First-come first-served)
- 10 complimentary conference passes
- 5 complimentary Tickets to Opening & Closing Social
- 1 complimentary Ticket to AMM Closing Dinner

Post Event

- First Right of Refusal at the next event at a special rate
- Corporate logo in post event communications under the heading Diamond Sponsor
- Post-event report

Other Benefits

- Sponsors lunch with APIA Board Member and APNIC Executive Council

Sponsorship investment: 99,000 USD

Platinum Sponsorship

Branding

- Branding as a “Platinum Sponsor”
- Corporate logo on the backdrop on stage in the conference room
- Corporate logo to appear on event advertisements (wherever appropriate)
- Corporate logo will be included on the on-site signage
- Corporate logo to appear on the event website, with hyperlink to your website
- Display of 1 Pull Up Banner

Company profiling

- Corporate profile on event website and in conference official guidebook (150 words)
- One full-page corporate insert in conference official guidebook to be given out to all participants
- Up to 2 pieces of corporate collaterals to be inserted into official conference bags – promotional material is limited to A4 size or smaller, 8pp max per brochure

Exhibition

- 2m x 4m exhibition space (First-come first-served)
- 6 complimentary conference passes
- 4 complimentary Tickets to Opening & Closing Social
- 1 complimentary Ticket to AMM Closing Dinner

Post Event

- First Right of Refusal at the next event at a special rate
- Corporate logo in post event communications under the heading Platinum Sponsor
- Post-event report

Other Benefits

- Sponsors lunch with APIA Board Member and APNIC Executive Council

Sponsorship investment: 68,000 USD

Gold Sponsorship

Branding

- Branding as a “Gold Sponsor”
- Corporate logo on the backdrop on stage in the conference room
- Corporate logo to appear on event advertisements (wherever appropriate)
- Corporate logo will be included on the on-site signage
- Corporate logo to appear on the event website, with hyperlink to your website

Company profiling

- Corporate profile on event website and in conference official guidebook (150 words)
- One full-page corporate insert in conference official guidebook to be given out to all participants
- Up to 1 piece of corporate collaterals to be inserted into official conference bags – promotional material is limited to A4 size or smaller, 8pp max per brochure

Exhibition

- 2m x 4m exhibition space (First-come first-served)
- 4 complimentary conference passes
- 3 complimentary Tickets to Opening & Closing Social
- 1 complimentary Ticket to AMM Closing Dinner

Post Event

- First Right of Refusal at the next event at a special rate
- Corporate logo in post event communications under the heading Gold Sponsor
- Post-event report

Other Benefits

- Sponsors lunch with APIA Board Member and APNIC Executive Council

Sponsorship investment: 45,000 USD

Silver Sponsorship

Branding

- Branding as a “Silver Sponsor”
- Corporate logo on the backdrop on stage in the conference room
- Corporate logo to appear on event advertisements (wherever appropriate)
- Corporate logo will be included on the on-site signage
- Corporate logo to appear on the event website, with hyperlink to your website

Company profiling

- Corporate profile on event website and in conference official guidebook (100 words)

Exhibition

- 2m x 2m exhibition space (First-come first-served)
- 2 complimentary conference passes
- 2 complimentary Tickets to Opening & Closing Social
- 1 complimentary Ticket AMM Closing Dinner

Post Event

- First Right of Refusal at the next event at a special rate
- Corporate logo in post event communications under the heading Silver Sponsor
- Post-event report

Other Benefits

- Sponsors lunch with APIA Board Member and APNIC Executive Council

Sponsorship investment: 23,000 USD

Bronze Sponsorship

Branding

- Branding as a “Bronze Sponsor”
- Corporate logo on the backdrop on stage in the conference room
- Corporate logo to appear on event advertisements (wherever appropriate)
- Corporate logo will be included on the on-site signage
- Corporate logo to appear on the event website, with hyperlink to your website

Company profiling

- Corporate profile on event website and in conference official guidebook (100 words)

Exhibition

- 2m x 2m exhibition space (First-come first-served)
- 1 complimentary conference pass
- 1 complimentary Ticket to Opening & Closing Social
- 1 complimentary Ticket to AMM Closing Dinner

Post Event

- First Right of Refusal at the next event at a special rate
- Corporate logo in post event communications under the heading Bronze Sponsor
- Post-event report

Other Benefits

- Sponsors lunch with APIA Board Member and APNIC Executive Council

Sponsorship investment: 12,000 USD

Community Sponsorship

Branding

- Branding as a “Community Sponsor”
- Corporate logo on the backdrop on stage in the conference room
- Corporate logo to appear on event advertisements (wherever appropriate)
- Corporate logo will be included on the on-site signage

Company profiling

- Up to 1 piece of corporate collaterals to be inserted into official conference bags – promotional material is limited to A4 size or smaller, 8pp max per brochure

Exhibition

- 2m x 2m exhibition space (First-come first-served)
- 1 complimentary conference pass
- 1 complimentary Ticket to Opening & Closing Social
- 1 complimentary Ticket to AMM Closing Dinner

Post Event

- First Right of Refusal at the next event at a special rate
- Corporate logo in post event communications under the heading Community Sponsor
- Post-event report

Other Benefits

- Sponsors lunch with APIA Board Member and APNIC Executive Council

Sponsorship investment: 10,000 USD

APRICOT Official Peering Social Sponsorship (Exclusive)

Details

- Up to 150 guests
- Sponsorship by Invite Only

Branding

- Branding as a “Peering Social Sponsor”
- Corporate logo on the backdrop on stage in the conference room
- Corporate logo to appear on event advertisements (wherever appropriate)
- Corporate logo will be included on the on-site signage
- Corporate logo to appear on the event website, with hyperlink to and from your website
- Display of 1 Pull Up Banner

Speech

- Speech during social event

Company profiling

- Corporate profile on event website and in conference official guidebook (150 words)
- Up to 1 piece of corporate collaterals to be inserted into official conference bags – promotional material is limited to A4 size or smaller, 8pp max per brochure
- 2 complimentary conference passes

Post Event

- First Right of Refusal at the next event at a special rate
- Corporate logo in post event communications under the heading Peering Social Sponsor
- Post-event report

Other Benefits

- Sponsors lunch with APIA Board Member and APNIC Executive Council

Sponsorship investment: 35,000 USD

APRICOT Official Closing Reception Host

Branding

- Branding as a “Closing Reception Host”
- Corporate logo on the backdrop on stage in the conference room
- Corporate logo to appear on event advertisements (wherever appropriate)
- Corporate logo will be included on the on-site signage
- Corporate logo to appear on the event website, with hyperlink to your website
- Display of 1 Pull Up Banner

Speech

- Speech during social event

Company profiling

- Corporate profile on event website and in conference official guidebook (150 words)
- One full-page corporate insert in conference official guidebook to be given out to all participants
- Up to 1 piece of corporate collaterals to be inserted into official conference bags – promotional material is limited to A4 size or smaller, 8pp max per brochure

Exhibition

- 6 complimentary conference passes
- 1 complimentary Ticket to Opening & Closing Social
- 1 complimentary Ticket to AMM Closing Dinner

Post Event

- First Right of Refusal at the next event at a special rate
- Corporate logo in post event communications under the heading Closing Reception Host
- Post-event report

Other Benefits

- Sponsors lunch with APIA Board Member and APNIC Executive Council

Sponsorship investment: 30,000 USD

Women in ICT Sponsorship

Branding

- Corporate logo on the backdrop on stage in the conference room
- Corporate logo to appear on the event website, with hyperlink to your website
- Display of 1 Pull Up Banner

Speech

- Speech during social event

Exhibition

- 1 complimentary Ticket to Opening & Closing Social
- 1 complimentary Ticket to AMM Closing Dinner

Post Event

- First Right of Refusal at the next event at a special rate
- Corporate logo in post event communications under the heading Women in ICT Sponsor
- Post-event report

Other Benefits

- Sponsors lunch with APIA Board Member and APNIC Executive Council

Sponsorship investment: 5,000 USD

AMM Sponsorship

Branding

- Branding as a “AMM Sponsor”
- Corporate logo on the backdrop on stage in the conference room
- Corporate logo to appear on event advertisements (wherever appropriate)
- Corporate logo will be included on the on-site signage
- Corporate logo to appear on the event website, with hyperlink to your website

Speech

- Speech during social event

Company profiling

- Corporate profile on event website and in conference official guidebook (100 words)
- Up to 1 piece of corporate collaterals to be inserted into official conference bags – promotional material is limited to A4 size or smaller, 8pp max per brochure

Exhibition

- 1 complimentary Ticket to Opening & Closing Social
- 1 complimentary Ticket to AMM Closing Dinner

Post Event

- First Right of Refusal at the next event at a special rate
- Corporate logo in post event communications under the heading AMM Sponsor
- Post-event report

Other Benefits

- Sponsors lunch with APIA Board Member and APNIC Executive Council

Sponsorship investment: 3,000 USD

AMM Closing Dinner Sponsorship

Branding

- Branding as a “AMM Closing Dinner Sponsor”
- Corporate logo on the backdrop on stage in the conference room
- Corporate logo to appear on event advertisements (wherever appropriate)
- Corporate logo will be included on the on-site signage
- Corporate logo to appear on the event website, with hyperlink to your website
- Display of 1 Pull Up Banner

Speech

- Speech during social event

Company profiling

- Corporate profile on event website and in conference official guidebook (150 words)

Exhibition

- 1 complimentary Ticket to Opening & Closing Social
- 1 complimentary Ticket to AMM Closing Dinner

Post Event

- First Right of Refusal at the next event at a special rate
- Corporate logo in post event communications under the heading AMM Closing Dinner Sponsor
- Post-event report

Other Benefits

- Sponsors lunch with APIA Board Member and APNIC Executive Council

Sponsorship investment: 5,000 USD

Wireless Access Point Sponsorship (Exclusive)

Details

- In-kind sponsorship providing wireless access points, installation and configuration. Details of scope is to be discussed

Branding

- Branding as a “Access Point Sponsor”
- Corporate logo on the backdrop on stage in the conference room
- Corporate logo to appear on event advertisements (wherever appropriate)
- Corporate logo will be included on the on-site signage
- Corporate logo to appear on the event website, with hyperlink to and from your website

Company profiling

- Corporate profile on event website and in conference official guidebook (100 words)

Exhibition

- 2m x 2m exhibition space (First-come first-served)
- 1 complimentary pass
- 1 complimentary Ticket to Opening & Closing Social
- 1 complimentary Ticket to AMM Closing Dinner

Post Event

- First Right of Refusal at the next event at a special rate
- Corporate logo in post event communications under the heading Access Point Sponsor
- Post-event report

Other Benefits

- Sponsors lunch with APIA Board Member and APNIC Executive Council