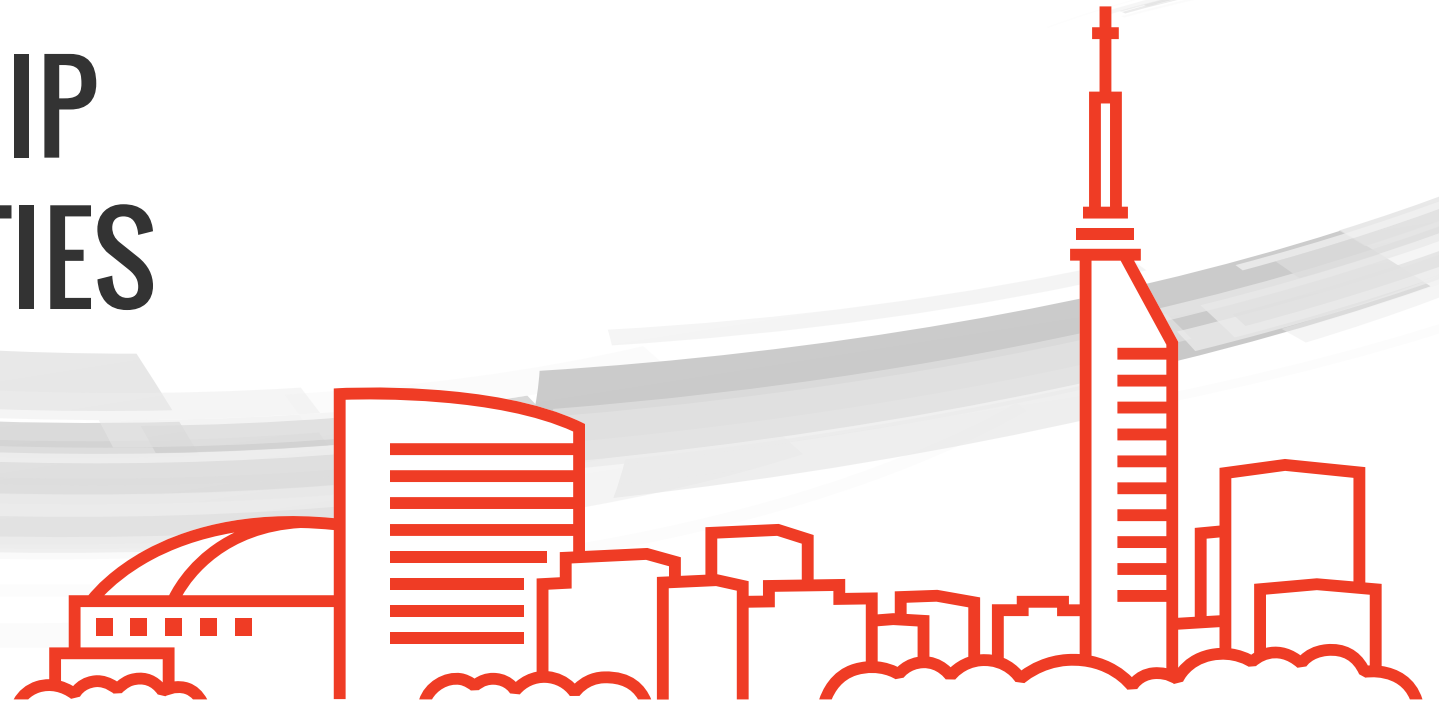


ASIA PACIFIC'S LARGEST INTERNATIONAL INTERNET CONFERENCE



# APRICOT 2015

## SPONSORSHIP OPPORTUNITIES



 **APAN 39**

**APNIC 39**

**FUKUOKA, JAPAN**  
24 February – 6 March 2015

# APRICOT 2015 – jointly held with APAN 39 – will take place over the 11-day period from 24 February to 6 March 2015 at the Fukuoka International Congress Centre, Fukuoka, Japan.

The APRICOT conference has been held annually since 1996 with the goal of sharing the knowledge required to build and operate the rapidly expanding Internet infrastructure of the Asia Pacific region.

Being a premier event in the Internet industry, APRICOT draws many of the world's best Internet engineers and operators from over 50 countries to teach, present or do their own human networking, as well as world-class conference speakers and academia.

With a one-year technology horizon, APRICOT regularly attracts around 600 regional network providers and operators to discuss technologies that are either at the heart of today's Internet or are very likely to see operational deployment within the next 12 to 18 months.

**APRICOT 2015** is delighted to have another joint conference with the APAN 39 after the success of APRICOT-APAN Hong Kong in 2011.

Two international conferences held simultaneously in the same venue, sharing joint plenary sessions and social events and bringing together the Internet infrastructure, research, academic, service provider, user, and policy communities of up to 60 countries in the Asia-Pacific region offers a valuable opportunity for sponsors and participants alike, and will represent **Asia Pacific's largest international Internet conference.**



# Overview

APRICOT 2015 will be held in Fukuoka, Japan from 24 February to 6 March 2015.

Venue:	Fukuoka, Japan (FICC), JR Hakata City
Organizers:	Asia & Pacific Internet Association (APIA) Asia Pacific Network Information Centre (APNIC) Asia-Pacific Advanced Network (APAN)
Host:	APRICOT-APAN 2015 Japan Executive Committee
Supported by (tentative):	METI, MIC, Fukuoka City
In cooperation with:	Kyushu University
Content:	Workshops, Tutorials, Plenary Sessions, Conference Sessions, Working Group Sessions, Technical Demo/Exhibition, Reception, Social Event
Language:	English
Expected attendance:	1,000 (expecting 400 overseas attendees from 60 countries)



# Audience

APRICOT 2015 targets the Asia Pacific Internet community, regularly attracting more than 600 delegates from major ISPs, regional network providers and operators and government agencies with interest in Internet policy, infrastructure, resource management, and network operations in the Asia Pacific region.



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)
- Domain Registrars and Registries

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



# Why people attend APRICOT

- To learn first-hand about the latest developments in Internet networking trends from the shared insights and practical experiences of regional and international experts at a vendor neutral event designed to encourage the frank exchange of skills and experience
- To experience a quality, content-rich and highly focused event, with over 50 Plenary, Conference, Tutorial, Working Group sessions covering network infrastructure research to leading edge applications
- To gain information typically not available domestically and to advance business and research relationships on a region-wide scale
- To directly contribute to discussions on Internet resource distribution and management policies
- To participate in hands-on training sessions and intensive workshops to expand knowledge and skills for key deployments such as IPv6
- To attend networking events to exchange ideas and expand their contact base



# Program outline

	Tuesday, 24 - Saturday, 28 February 2015	Monday, 2 - Thursday, 5 March	Friday, 6 March
Structure	APRICOT Workshops	APRICOT 2015 APAN 39	APNIC Member Meeting
Venue	JR Hakata City -JR Hakata Station	Fukuoka International Conference Center	Fukuoka International Conference Center
Content	<p>Hands on workshop sessions designed for small to medium ISP network operators.</p> <p>Workshop topics include:</p> <ul style="list-style-type: none"> <li>■ BGP (Border Gateway Protocol) Routing</li> <li>■ Network Management and Network Monitoring</li> <li>■ Network Security</li> <li>■ MPLS</li> </ul> <p>5 workshops held simultaneously; 100-150 attendees</p>	<p>Over 50 Plenary, Conference, Tutorial, Working Group sessions covering network infrastructure research to leading edge applications.</p> <p>Technical Demos/Exhibits, multiple social events</p> <p>APRICOT 800 attendees; APAN 300 attendees</p>	<p>APNIC Member Meeting</p> <p>Single track</p> <p>200-300 attendees</p>



# Sponsorship

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. Sponsoring APRICOT 2015 provides you with an opportunity to directly support the growth of the Internet.

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

As an APRICOT Conference Sponsor, your organization is linked to a respected organization within the Internet technology industry.

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.



# APRICOT 2014 Conference Statistics

**547** Total number of on-site delegates for the workshops and conference

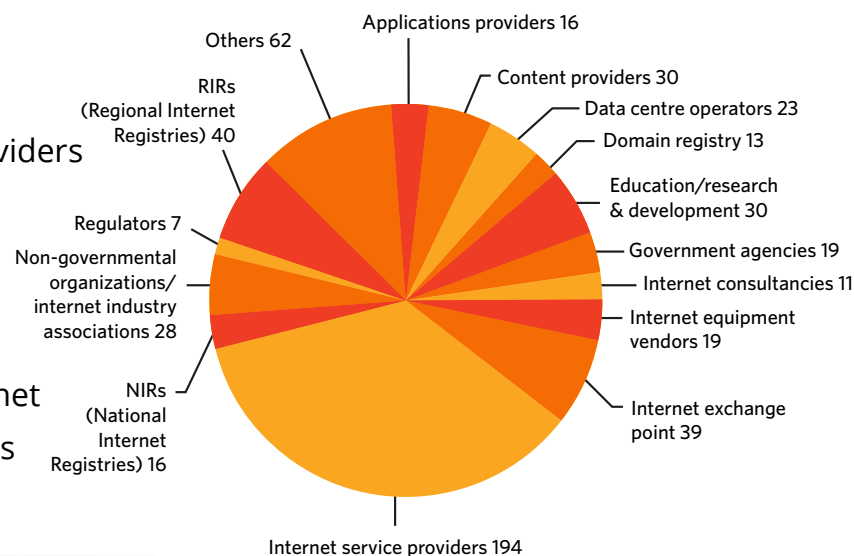
**63** Economies represented  
**164** APNIC Member organizations represented

**262** Total remote participants  
**186** Total newcomers who attended  
**102** AMM delegates

## Delegate Demographics

**16** Applications providers  
**30** Content providers  
**23** Data centre operators  
**13** Domain Registry  
**30** Education/ research & development  
**19** Government agencies  
**11** Internet consultancies  
**19** Internet equipment vendors  
**39** Internet exchange points

**194** Internet service providers  
**16** NIRs (National Internet Registries)  
**28** Non-governmental organizations/ internet industry associations  
**7** Regulators  
**40** RIR (Regional Internet Registries)  
**62** Others





# Why sponsor APRICOT 2015?

APRICOT 2015 Sponsors are highly 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.

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. To discuss your unique needs, **contact Molly Cheam by email at [molly@apnic.net](mailto:molly@apnic.net)**

## ■ 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 commercially reliable Internet infrastructure in the region.

## ■ APRICOT has a proven track record

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

## Previous Sponsors

Supporting Partners



Internet Service Provider

Opening Reception

Workshop

Peering Social



SCHOOL OF COMPUTING AND IT



Community



Bronze



Network Equipment



Fellowship



APNIC Member Meeting



Newcomers



Women in ICT



AMM Closing Dinner



Local Supporters



 **APRICOT 2015**



# Sponsorship opportunities

APRICOT 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.

## ■ Workshop week: 24–28 February 2015

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: 2 – 5 March 2015

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.

## ■ 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 APRICOT 2015 social events will highlight traditional Japanese culture and will include great local entertainment.



Category	Platinum	Gold	Silver	Community	Bronze	Opening Social	Closing Social	Peering Social	Tech Girls Get Together (TGTT)	AMM	AMM Dinner
JPY (Not incl of 8% Sales Tax except marked *)	5000000 JPY	3000000 JPY	1000000 JPY	1000000 JPY	500000 JPY	3000000 JPY	3000000 JPY	3000000 JPY	5,500 AUD*	3,300 AUD*	5,500 AUD*
Exhibit Booth (No)	2 Booths	1 Booth	1 Booth	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Complimentary Conference Pass (No)	5	3	2	2	1	3	3	3	N/A	N/A	N/A
Onsite Program Advertisement Space (page)	1	1	N/A	N/A	N/A	1	1	N/A	N/A	N/A	N/A
Distribution of Promo Materials	✓	✓	N/A	N/A	N/A	✓	✓	✓	N/A	N/A	N/A
Logo Listing on Event Website, Marketing Collaterals, DM & PR, Onsite Handouts & Onsite Signage	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Additional Seats to Opening Social (No)	3	3	1	1	N/A	2	2	2	N/A	N/A	N/A
Additional Seats to Closing Social (No)	3	3	1	1	N/A	2	2	2	N/A	N/A	N/A
Ticket to AMM Closing Dinner	1	1	1	1	1	1	1	1	1	1	1
Sponsor Lunch with Committee Members	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Speech During Social	N/A	N/A	N/A	N/A	N/A	✓	✓	N/A	✓	N/A	✓
Display of Pull-Up Banners at Function Venue	N/A	N/A	N/A	N/A	N/A	✓	✓	N/A	✓	N/A	✓

# Expressions of Interest - APRICOT 2015 Conference Sponsorship

To register your expression of interest in sponsoring APRICOT 2015, please contact

The APRICOT Secretariat  
c/o APNIC

Email: [secretariat@apnic.net](mailto:secretariat@apnic.net)

Telephone: +61 7 3858 3100

Fax: + 61 7 3858 3199



# About APRICOT

[www.APRICOT2015.net](http://www.APRICOT2015.net)

The Asia Pacific Regional Internet Conference on Operational Technologies (APRICOT) is a forum for key Internet builders in the region to learn from their peers and other leaders in the Internet community both regionally and worldwide.

The conference has been held annually since 1996 in various Asia Pacific locations and provides Internet service providers, backbone and regional networks, web hosting facilities, and other decision makers the skills necessary to build and operate increasingly complex systems.

APRICOT brings together network operators from the entire Asia Pacific region in a face-to-face forum to learn about peering trends, be introduced to ISP and IX providers and build and develop new business relationships.

 **APRICOT**



## About APNIC

[www.apnic.net](http://www.apnic.net)

APNIC (Asia Pacific Network Information Centre) is an open, membership-based, not-for-profit service organization. It is the Regional Internet Registry (RIR) for the Asia Pacific region, responsible for the management and distribution of Internet number resources (IP addresses and AS numbers). These are required for the stable and reliable operation of the global Internet.

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.



## About APAN

[www.apan.net/](http://www.apan.net/)

The Asia-Pacific Advanced Network (APAN) was formed in 1997 and provides an academic research platform extending from backbone networks to advanced application research. APAN Meetings are five-day events held twice annually to provide a venue for the reporting, sharing, and evaluation of network research activity on the APAN backbone network.

Working group activities range from network research, and protocol and security technology to advance applications covering remote medical, agricultural and sensor technologies.

Participants gain an understanding of advanced network technology and how high-speed networks will continue to play a role in changing daily life. This information is of great value to carriers, and content and service providers in planning their future business strategy.



## About APIA

[www.apia.org](http://www.apia.org)

The Asia and Pacific Internet Association (APIA) is a non-profit trade association established in 1997 to promote the business interests of the Internet-related service industry.

It's key objectives are to organize and operate the annual APRICOT Summit and to ensure its future and stability and to foster the education and training of Internet operators in the Asia Pacific region.

