

# APNIC 42

#apnic42

## COLOMBO, SRI LANKA

28 September – 5 October 2016



## Conference **SPONSORSHIP PROPOSAL**

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## Why sponsor the APNIC 42 Conference?

### Reach and engage with the Internet community

APNIC Conference sponsors are exposed to a highly engaged international audience of technical, operational, and policy-making Internet communities. Unlike attendees at larger trade shows, APNIC Conference participants are predominantly Internet networking specialists from across the region.

### What's in it for me?

Sponsoring an APNIC Conference gives you:

- Access to influential Internet professionals
- Internal and external networking opportunities
- Unique marketing and brand exposure
- Opportunity to make valuable contacts and increase sales

### 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.



## Audience

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.

The APNIC 42 Conference is supported by our Members and the Asia Pacific Internet community, which consists of more than 1,000 major ISPs, the broader technical community, the local Network Operating Group and government agencies.

The majority of attendees are key technical personnel from ISPs who are responsible for purchasing, building and maintaining network infrastructure. Attendees also include participants from:

- Data centres
- Internet Exchange Points
- Content providers
- Commercial Internet industry organizations
- The local Network Operators Group
- 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 watch the conference, participate, and provide online feedback.





*The Asia Pacific region has the highest rate of Internet growth in the world. This industry growth, particularly in China, Indonesia and India, represents a crucial expansion opportunity for leading technology-based businesses.*

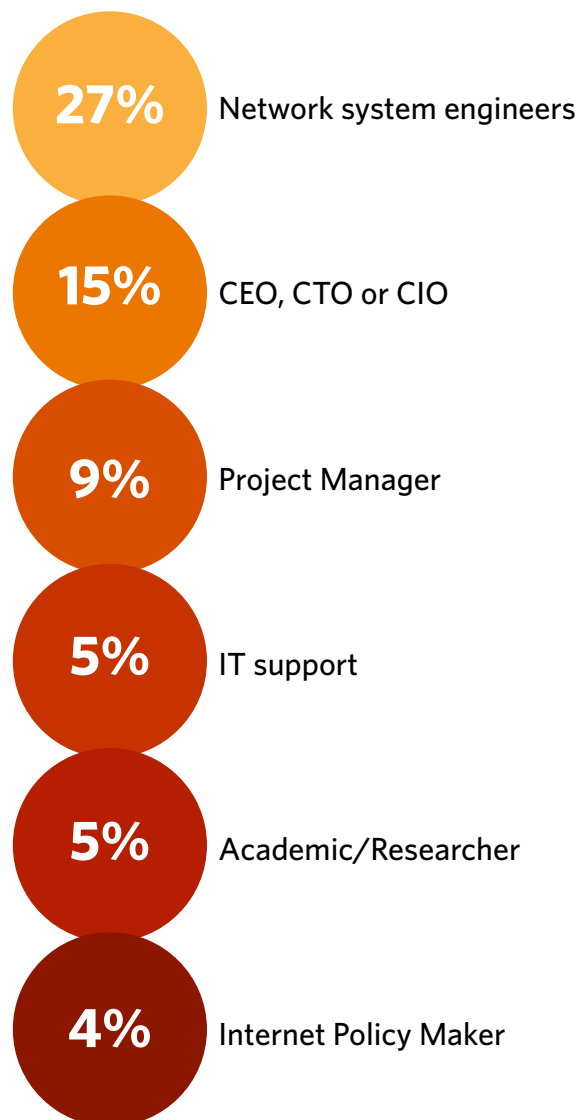


*Be part of a highly specialized forum in the global technical community.  
As an APNIC Conference sponsor, your organization is supporting a  
respected community within the Internet technology industry.*

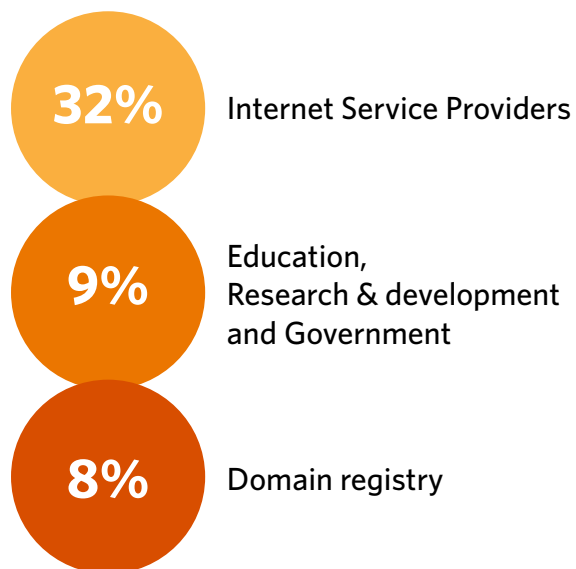
APNIC 40 was held in Jakarta, Indonesia  
APNIC 38 was held in Brisbane, Australia  
APNIC 36 was held in Xian, China

## APNIC Conferences Attendees in 2013 - 2015

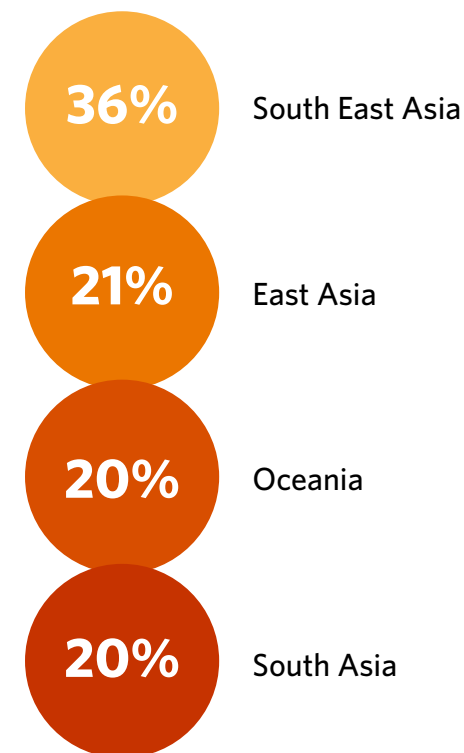
### Who is attending?



### Major represented industry



### From where?



On average 46% of attendees come from the Host economy \*

\*Host economies for the past three APNIC conferences are:  
APNIC 36 in Xian, China  
APNIC 38 in Brisbane, Australia  
APNIC 40 in Jakarta, Indonesia

## 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.





## 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 - 28 September to 2 October 2016

APNIC provides high quality, hands-on training during intensive five-day workshops that focus on developing practical skills that the attendees can apply immediately.



### Conference - 3 - 5 October 2016

During the conference week, delegates:

- Engage with the world's leading Internet and ICT professionals
- Discuss real-world IPv6 deployment efforts and cyber security issues
- Network with their peers
- Have their say on how Internet resources are managed at the Policy SIG



### 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 42 social events will highlight unique Sri Lankan culture and will include great local entertainment.



### Remote participation

Remote participation helps to widen involvement at APNIC Conferences. It allows participants from across the region and beyond to access the Conference content through live audio and video streaming, live transcripts, and chat.

## Sponsorship benefits

Benefits/Tier	Platinum	Gold	Community	Silver	Bronze	Contributor	Internet connectivity and Bandwidth	In Kind
Package Cost (in AUD /LKR)	AUD 25,000 / LKR 2,774,566	AUD 20,000 / LKR 2,219,703	AUD 15,000 / LKR 1,664,868	AUD 6,000 / LKR 665,934	AUD 3,500 / LKR 388,428	AUD 2,000 / LKR 221,959	In Kind	In Kind
Number of Sponsors	2	4	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Sessions / Details	Opening Reception	Lunch (one conference day)	Tutorial (IPv6 or Security)	Fellowship or Conference closing dinner	<ul style="list-style-type: none"> <li>● Workshop week, or</li> <li>● AMM, or</li> <li>● Coffee cart, or</li> <li>● Newcomers, or</li> <li>● Women in ICT, or</li> <li>● Workshop closing dinner</li> </ul>	-	<ul style="list-style-type: none"> <li>● Workshop week, and/or</li> <li>● Conference week</li> </ul>	<ul style="list-style-type: none"> <li>● Company Gifts</li> <li>● Contribution to Entertainment</li> </ul>
Logo on the conference website and delegate networking site	✓	✓	✓	✓	✓	✓	✓	✓
Logo on event signage and webcast break graphics	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Conference publications (website and email bulletins)	✓	✓	✓	✓	✓	✓	✓	✓
Company profile in event mobile app and delegate networking site	✓	✓	✓	✓	✓	✓	✓	✓
Lunch with the APNIC executive team	✓	✓	✓	✓	✓	✓	✓	✓
Display Table	1	1	1	-	-	-	1	-
Logo on Conference Shirt	✓	✓	-	-	-	-	-	-
Logo on Conference Lanyard	✓	-	-	-	-	-	-	-
Logo on Event App Home Page as Exclusive Sponsors	✓	✓	✓	-	-	-	-	-
Logo on Back of Delegate Badges	✓	✓	✓	-	-	-	-	-
Opportunity to Supply Company Branded Material (Pens, Notebooks, Stickers)	✓	✓	✓	-	-	✓	✓	-
Display of company pull-up at selected areas	✓	✓	✓	✓	✓	-	✓	-
Short Speech at Selected Event	✓	-	-	-	✓	-	-	-
Complimentary Tickets to the Conference Week*	5	4	3	2	1	N/A	3	-

1. Exhibition Space: an additional AUD 5,000 applies if Silver or Bronze Sponsors wish to have a display table

2. Rate used: 1 AUD = LKR 110.98

\*Complimentary conference tickets exclude tickets for the workshop week



## Online Sponsorship Acceptance Form >

Use the link above or print and complete the form below.

### APNIC 42/Conference – Sponsorship Acceptance Form

Organization name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Postal address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

### I would like to sponsor the following tier

☐ Platinum (AUD 25,000/LKR 2,774,566)

- Opening reception

☐ Gold (AUD 20,000/LKR 2,219,703)

- Lunch for one conference day

☐ Community (AUD 15,000/LKR 1,664,868)

- One Tutorial session (IPv6 Tutorial Session or Security Tutorial Session)

☐ Silver (AUD 6,000/LKR 665,934)

- Fellowship
- Conference closing dinner

☐ Bronze (AUD 3,500/LKR 388,428)

- Workshop week
- APNIC Member Meeting
- Newcomers Event
- Coffee cart for tea break
- Workshop closing dinner
- Closing dinner

☐ Contributor (AUD 2,000/LKR 221,959)

☐ Internet connectivity and bandwidth

- Workshop week, and/or
- Conference week

☐ In Kind [please specify]

APNIC will issue a tax invoice on receipt of your sponsorship acceptance form.

Once completed, please send the form back to Blandine Cousin by email to [conference@apnic.net](mailto:conference@apnic.net) or [Blandine@apnic.net](mailto:Blandine@apnic.net)

## 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

Since 1995 APNIC has held two conferences per year throughout the Asia Pacific region. They have become an important 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. These conferences also provide many opportunities for hands-on training and professional networking.

**The APNIC 42 Conference will be held in Colombo, Sri Lanka from 28 September to 5 October 2016.**

The APNIC 42 conference has an eight day program consisting of workshops and a conference, where attendees can access practical and valuable information to help them build and manage the Internet. This includes tutorial and plenary sessions on network security, IPv6 deployment, DNSSEC, and routing. The information presented at APNIC conferences helps organizations in the Asia Pacific make informed network management decisions.

