

APNIC 34

CONFERENCE
21 - 31 August 2012



PHNOM PENH,
CAMBODIA

Hosted by



APNIC 34 Conference

Sponsorship Proposal



APNIC, the Asia Pacific Network Information Centre, offers a wide range of sponsorship opportunities for the APNIC 34 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 34 Conference will be held in Phnom Penh, Cambodia from 21 to 31 August 2012. Hosted by MekongNet, the Conference program features practical applied training, discussion and sharing of Internet industry best current practices, and the latest developments in Internet operations and technologies.

The APNIC 34 Conference will focus on IPv6 deployment, which is an issue that affects all Internet stakeholders. APNIC offers the most current, relevant, and customized information on IPv6 deployment in the Asia Pacific. The APNIC IPv6 Program brings regional and global experts to various forums through conferences, workshops, and individual meetings. The APNIC 34 IPv6 sessions will feature comprehensive analyses for the benefit of the Asia Pacific community, so individual organizations can informed decisions about IPv6 planning and deployment.

Audience

The APNIC 34 Conference targets APNIC's membership base, which consists of more than 1,000 major ISPs, the broader technical community, and government agencies.

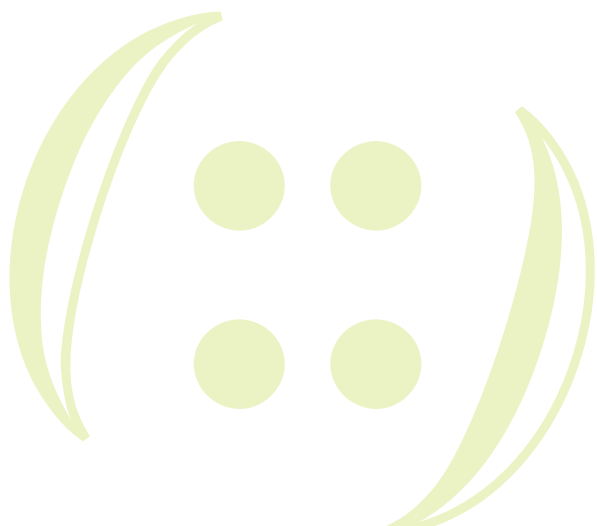
The Conference attracts delegates from across the Asia Pacific region and beyond, and is typically attended by more than 200 key technical and business personnel.

The majority of APNIC Conference attendees are key technical operations personnel from ISPs, but attendees also include participants from:

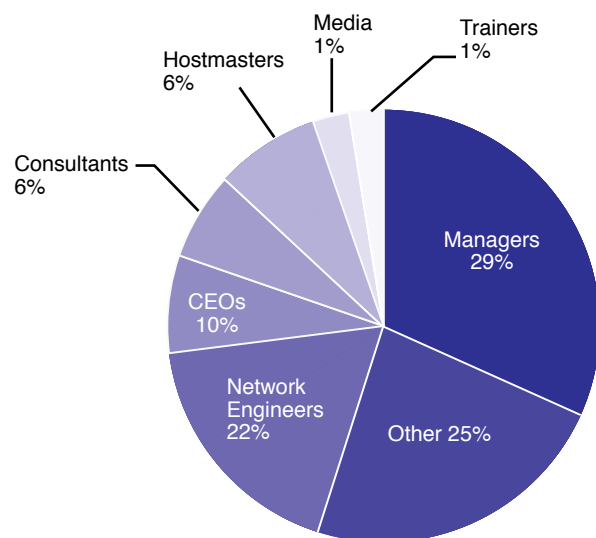
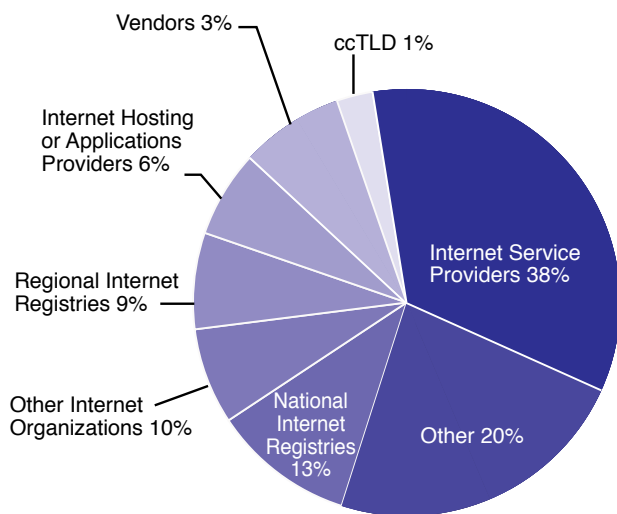
- Data centres
- Internet Exchange Points
- Content providers
- Commercial Internet industry organizations
- Research and educational institutions
- Government departments
- National Internet Registries (NIRs)
- Local Internet Registries (LIRs)
- Domain Registrars and Registries

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.



Why should you sponsor the APNIC 34 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.

Training and workshops – 21 to 25 August 2012

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 – 27 to 31 August 2012

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.

Fellowships

The APNIC Fellowship Program enables network engineers from developing economies to attend APNIC Conferences, for valuable training and policy discussion opportunities. APNIC Fellows return to their organizations and pass on the information and knowledge gained from the APNIC Conference.

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 34 social events will highlight traditional Cambodian 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.



The APNIC 34 Conference provides the ideal forum for Internet and IT related companies. 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 Host | AUD 15,000 | AUD 10,000 | AUD 5,000 | AUD 3,000 | Negotiable | Negotiable |
| Number of sponsors | 1 | 2 | 4 | Unlimited | Unlimited | 2 | 1 |
| Details | Logo on Delegate bags Logo on lanyards Opening Plenary Event Naming Rights | Opening Reception | Social Event Or Workshop Week | Conference lunch Monday - Wednesday Or Fellowships Or Closing Dinner Or Coffee station for the duration of the Conference Monday - Friday | Women in ICT Event Or Newcomers Event | Webcast and two remote hubs in Asia Pacific region | Delegate bags |
| Logo on Conference website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo on event signage | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Acknowledgement at event | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Acknowledgement in group media release | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo in Conference issue of Apster newsletter and Conference e-Bulletin | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Conference kit insert and promotional material | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| 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 and branding at external remote hubs | | | | | | ✓ | |
| Complimentary tickets to the Conference | 15 | 7 | 5 | 3 | 1 | N/A | N/A |
| Complimentary tickets to the Closing dinner | 15 | 7 | 5 | 3 | 1 | N/A | N/A |
| Promotional materials (permission to distribute) | 2 pieces | 2 pieces | 1 piece | | | | |

For enquiries regarding sponsorship packages, please contact the APNIC Events Manager at conference@apnic.net or +61 7 3858 3149.

APNIC 34 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)

☐ Gold (AUD 10,000)
☐ Social Event, or
☐ Workshop week

☐ Silver (AUD 5,000)
☐ Conference Lunch, or
☐ Coffee station, or
☐ Fellowships, or
☐ Closing dinner

☐ Bronze (AUD 3,000)
☐ Women in ICT, or
☐ Newcomers Reception

☐ Remote Participation (Negotiable)

☐ 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.

