APRICOT 2016
APNIC 41

SPONSORSHIP OPPORTUNITIES

AUCKLAND, NEW ZEALAND
15 – 26 February 2016

APRICOT 2016 will take place over 12 days from 15 to 26 February at the Auckland University of Technology and SkyCity Convention Centre in Auckland, New Zealand.

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. APRICOT is the premier event in the Internet industry, and 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 500 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.

Bringing together Internet infrastructure, research, academic, service provider, user, and policy communities from many countries in the Asia Pacific region, the conference features plenty of plenary and presentation sessions, as well as social events and networking opportunities.

Representing Asia Pacific's largest international Internet conference, APRICOT is a valuable opportunity for sponsors and participants alike to hear and contribute to discussions concerning current and developing Internet networking technologies and trends.

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Overview

APRICOT 2016 will be held in Auckland, New Zealand from 15 to 26 February 2016.

Venue:	APRICOT 2016 Workshops will be held at Auckland University of Technology. The APRICOT 2016 Conference will be held at the SkyCity Convention Centre, Auckland
Organizers:	Asia & Pacific Internet Association (APIA)
Co-Organizer:	Asia Pacific Network Information Centre (APNIC)
Host:	InternetNZ
Content:	Workshops, tutorials, plenary sessions, conference sessions, working group sessions, technical demo/ exhibition area, reception, social events
Language:	English
Expected attendance:	400–700 (expecting at least 250 overseas attendees from 50 countries)

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Audience

APRICOT 2016 targets the Asia Pacific Internet community, and regularly attracts more than 500 delegates from major ISPs, regional network providers and operators and government agencies with an 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 centers

- 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.

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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 numerous plenaries, conference, tutorial and 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 and DNSSEC

- To attend networking and social events, to exchange ideas and expand their contact base

24 February – 6 March 2015 FUKUOKA, JAPAN
APRICOT 2015

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Program outline

|	Monday 15 – Friday 19 February 2016	Monday 22 – Wednesday 24 February 2016	Thursday 25 – Friday 26 February 2016
Structure	APRICOT Workshops	APRICOT 2016	APNIC Member Meeting
Venue	Auckland University of Technology (AUT)	SkyCity Convention Centre	SkyCity Convention Centre
Content	Hands on workshop sessions designed for small to medium ISP network operators. Workshop topics to include: 4–5 workshops held simultaneously - 100–150 attendees	Numerous plenary, conference, tutorial, and working group sessions covering network infrastructure research to leading edge applications Technical demos/exhibits, multiple social events APRICOT 400–700 attendees	APNIC Member Meeting 200–300 attendees

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APRICOT 2015 conference statistics

864   Total number of on-site delegates

55   Economies represented

138   APNIC member organisation

319   Total number of newcomers

303   APNIC members meeting delegates

Remote participants

158**   Adobe Connect

412   YouTube

Meeting networking site and mobile app

569   Delegates signed in

439   Meeting requests were sent

#apricot2015 Posts

1,365   Tweets by 365 users

1,745,514   Total people reached

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Delegate demographics

23 Applications Provider	**1** Press
34 Content Provider	**4** Regulator
23 Data Centre Operator	**39** RIR
39 Domain Registry	**151** Other
132 Education/Research & Development	
36 Government Agency	
13 Internet Consultancy	
36 Internet Equipment Vendor	
51 Internet Exchange Point	
217 Internet Service Provider	
26 NIR	
39 Non-Governmental Organizations Internet Industry Association	

Pie chart labels:
- Applications Provider 23
- Content Provider 34
- Data Centre Operator 23
- Domain Registry 39
- Education/Research & Development 132
- Government Agency 36
- Internet Consultancy 13
- Internet Equipment Vendor 36
- Internet Exchange Point 51
- Internet Service Provider 217
- NIR 26
- Non-Governmental Organizations/Internet Industry Association 39
- Press 1
- Regulator 4
- RIR 39
- Other 151

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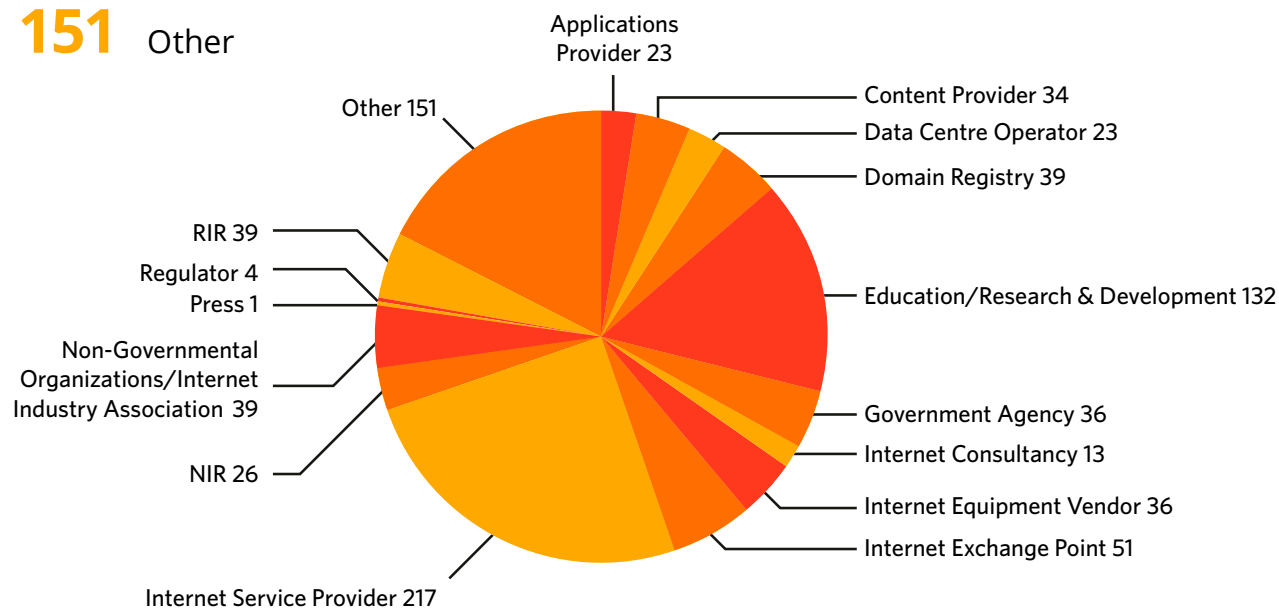
About APRICOT

2016.apricot.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.

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

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

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About APIA

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.

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

About APNIC

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 InternetNZ

internetnz.nz

InternetNZ is a voice, a helping hand and a guide to the Internet for all New Zealanders. It provides a voice for the Internet, to the government and the public; it gives a helping hand to the Internet community; and it provides a guide to those who seek knowledge, support or any other method of benefiting the Internet and its users.

InternetNZ's vision is for a better world through a better Internet. To achieve that, we promote the Internet's benefits and uses and protect its potential. We are founded on the principle of advancing an open and uncaptureable Internet.

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 2016 provides you with an opportunity to directly support the growth and development of the Internet in New Zealand, the Asia Pacific and globally.

Sponsoring is your chance to demonstrate you are across critical and cutting-edge Internet networking issues and connect with high-profile speakers and global experts in the Internet networking field.

Be part of a highly specialized forum in the global technical community by sponsoring APRICOT 2016.

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.

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Why sponsor APRICOT 2016?

APRICOT 2016 sponsors are highly visible to an international audience of Internet industry technical, operational, and policy-making communities. Unlike attendees at larger trade shows, APRICOT 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, New Zealand based organizations should contact Megan Bartrum by email at **apricotsponsorship@internetnz.net.nz** and all others should contact Molly Cheam by email at **secretariat@apricot.net.**

■ APRICOT influences opinion

By providing a vendor-neutral forum and the frank exchange of skills and experience, APRICOT provides the opportunity 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. While APRICOT does not directly have a sales focus (there are plenty of other commercial conferences throughout the year for this), it does allow very discreet marketing opportunities 'out of band'. These opportunities allow you to create awareness of new products and/or services, together with opportunities to refine your product/service/concept offerings for the New Zealand, Asia and Pacific marketplace.

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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 New Zealand, Asia and Pacific region.

This is the first time Apricot has been hosted in New Zealand and represents a unique opportunity to raise your profile within New Zealand, as well as engage at a regional New Zealand, Asia and Pacific level.

By sponsoring, your company is actively demonstrating that it is contributing to the growth and development of the Internet in New Zealand, Asia and the 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.

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

Sponsors - APRICOT 2015, Fukuoka, Japan

Platinum

IIJ Internet Initiative Japan | JPNAP | jpix Japan Internet Exchange Co. Ltd. | Microsoft | NTT Communications | SoftBank

Gold

JPRS JAPAN REGISTRY SERVICES

Peering Social

EQUINIX

Fellows

Internet Society | NSRC Network Startup Resource Center

Community

DOT.ASIA ORGANISATION | Google | ICANN | TEIN COOPERATION CENTER

Silver

A10 | Alcatel·Lucent | CURVATURE | Enterprise Solutions | netk system

Afilias | ARBOR NETWORKS | DENSO | IPv4 Market Group | MKI

AlaxalA | bti | DIGITAL REALTY Data Centre Solutions | NEC NEC Platforms, Ltd. | KDDI

NTT AT | SEIKO SEIKO SOLUTIONS INC. | Vidyo | JPNIC | TOPCON

nominum | NICT | NTT | NISSHO ELECTRONICS | TeliaSonera International Carrier

Bronze

National Institute of Advanced Industrial Science and Technology AIST | Akamai FASTER FORWARD | BROCADE | DMM.com Labo | JUNIPER NETWORKS | QTNet | radware | Rakuten

Network Supporters

CISCO | NTT WEST | QTNet

APNIC AGM

CNNIC | JPNIC | TWNIC

APNIC AGM Dinner

APJII | NIXI | PHCOLO

Tech Girls Get Together

PHCOLO

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 that suits your needs and budget.

■ **Workshop week: 15–19 February 2016.**

APRICOT provides high quality, hands-on training during intensive five-day workshops that focus on providing practical Internet networking content.

■ **Conference week: 22–26 February 2016.**

During the conference week, delegates can engage with the world's leading Internet and ICT professionals, discuss real-world networking deployment efforts (including IPv6), network with their peers, and have their say on how Internet resources are managed at the Policy SIG.

■ **Social events:**

Extremely popular and memorable, APRICOT social events are an effective way for attendees to network with industry peers and share information.

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Category	Platinum	Gold	Silver	Community	Bronze	Fellows	Opening social (Mon)	APRICOT social Wed)	Peering social (Tue)	Espresso cart (3 days)	Lunch sponsor	Wifi sponsor
USD	$ 30,000	$ 20,000	$ 10,000	$ 10,000	$ 5,000		$ 26,500	$ 15,000	$ 19,000	$ 11,500	$ 11,500	$ 7,500
NZD (inclusive of GST)	$ 46,000	$ 30,500	$ 15,000	$ 15,000	$ 7,500		$ 40,000	$ 23,000	$ 29,000	$ 17,500	$ 17,500	$ 11,500
Exhibition counter	2 counters	1 counter	1 counter	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Complimentary conference pass	5	3	2	2	1	1	3	3	3	1	1	1
Distribution of promo material	√	√	N/A	N/A	N/A	N/A	√	√	√	N/A	N/A	N/A
Logo listing within event website, marketing collateral, direct marketing & PR and onsite signage	√	√	√	√	√	√	√	√	√	√	√	√
Logo printed on conference satchel* and t-shirts	√	√	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Company profile within event app	√	√	√	√	√	√	√	√	√	√	√	√
Sponsors lunch with committee members	√	√	√	√	√	√	√	√	√	√	√	√
Speech during social	N/A	N/A	N/A	N/A	N/A	N/A	√	√	√	N/A	N/A	N/A
Display of pull-up banner at specific venue	√	N/A	N/A	N/A	N/A	N/A	√	√	√	√	N/A	N/A
Other benefits	Naming rights to plenary room and two breakout rooms (first in first serve)	Naming rights to a breakout room (first in first serve)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Sponsorship branding of espresso cart and surrounding area	Sponsorship branding at catering stations	Naming rights to the Wifi

*All logos must be received before 30 November 2015

Platinum sponsorship

$30,000 (USD)
$46,000 (NZD inclusive of GST)

Sponsorship benefits

- status associated with being a platinum sponsor of APRICOT

- two complimentary exhibition counters

- five complimentary registrations to the conference

- the opportunity to distribute promotional material in the conference satchel

- company logo listed on event website, marketing collateral, direct marketing and onsite signage

- ability to display pull up banners in the plenary room

- company logo printed on the conference satchel*

- company logo printed on the conference t-shirts which are made available free to delegates*

- company profile within the event app

- ability to eat lunch in sponsors area with Committee members

- naming rights to the plenary room and two breakout rooms (please note this is first-in first-serve if there is more than one platinum sponsor)

*All logos must be received before 30 November 2015

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Gold sponsorship

$20,000 (USD)
$30,500 (NZD inclusive of GST)

Sponsorship benefits

- status associated with being a gold sponsor of APRICOT

- one complimentary exhibition counter

- three complimentary registrations to the conference

- the opportunity to distribute promotional material in the conference satchel

- company logo listed on event website, marketing collateral, direct marketing and onsite signage

- company logo printed on the conference satchel*

- company logo printed on the conference t-shirts which are made available free to delegates*

- company profile within the event app

- ability to eat lunch in sponsors area with Committee members

- naming rights to a breakout room (please note this is first-in first-serve if there is more than one gold sponsor)

*All logos must be received before 30 November 2015

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Silver sponsorship

$10,000 (USD)
$15,000 (NZD inclusive of GST)

Sponsorship benefits

- status associated with being a silver sponsor of APRICOT

- one complimentary exhibition counter

- two complimentary registrations to the conference

- company logo listed on event website, marketing collateral, direct marketing and onsite signage

- company profile within the event app

- ability to eat lunch in sponsors area with Committee members

Community sponsorship

$10,000 (USD)
$15,000 (NZD inclusive of GST)

Sponsorship benefits

- status associated with being a sponsor of APRICOT

- two complimentary registrations to the conference

- company logo listed on event website, marketing collateral, direct marketing and onsite signage

- company profile within the event app

- ability to eat lunch in sponsors area with Committee members

Bronze sponsorship

$5,000 (USD)
$7,500 (NZD inclusive of GST)

Sponsorship benefits

- status associated with being a sponsor of APRICOT

- one complimentary registration to the conference

- company logo listed on event website, marketing collateral, direct marketing and onsite signage

- company profile within the event app

- ability to eat lunch in sponsors area with Committee members

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Fellows sponsorship

Price by negotiation

Sponsorship benefits

- status associated with being a sponsor of APRICOT

- one complimentary registration to the conference

- company logo listed on event website, marketing collateral, direct marketing and onsite signage

- company profile within the event app

- ability to eat lunch in sponsors area with Committee members

Opening social sponsorship

$26,500 (USD)
$40,000 (NZD inclusive of GST)

Sponsorship benefits

- status associated with being a sponsor of APRICOT

- opportunity for a company representative to make a short speech at the opening social event

- three complimentary registrations to the conference

- the opportunity to distribute promotional material in the conference satchel

- company logo listed on event website, marketing collateral, direct marketing and onsite signage

- ability to display pull up banners at the opening social event

- company profile within the event app

- ability to eat lunch in sponsors area with Committee members

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APRICOT social sponsorship

$15,000 (USD)
$23,000 (NZD inclusive of GST)

Sponsorship benefits

- status associated with being a sponsor of APRICOT

- opportunity for a company representative to make a short speech at the APRICOT social event

- three complimentary registrations to the conference

- the opportunity to distribute promotional material in the conference satchel

- company logo listed on event website, marketing collateral, direct marketing and onsite signage

- ability to display pull up banners at the APRICOT social event

- company profile within the event app

- ability to eat lunch in sponsors area with Committee members

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Peering social sponsorship

$19,000 (USD)
$29,000 (NZD inclusive of GST)

Sponsorship benefits

■ status associated with being a sponsor of APRICOT

■ opportunity for a company representative to make a short speech at the peering social event

■ three complimentary registrations to the conference

■ the opportunity to distribute promotional material in the conference satchel

■ company logo listed on event website, marketing collateral, direct marketing and onsite signage

■ ability to display pull up banners at the peering social event

■ company profile within the event app

■ ability to eat lunch in sponsors area with Committee members

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Espresso cart sponsorship

$11,500 (USD)
$17,500 (NZD inclusive of GST)

Sponsorship benefits

- status associated with being a sponsor of APRICOT

- company logo listed on event website, marketing collateral, direct marketing and onsite signage

- company profile within the event app

- ability to eat lunch in sponsors area with Committee members

- naming rights to the espresso cart

- opportunity for the barista staff to wear company branded t-shirts, caps etc (provided by the sponsor)

- branded signage on and around the espresso cart (provided by the sponsor)

- opportunity for coffee to be served in branded coffee cups (provided by the sponsor)

The first 150 cups of coffee each day will be paid for as part of the sponsorship package.
Any additional coffee will be billed directly to the sponsor.

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Lunch sponsorship

$11,500 (USD)
$17,500 (NZD inclusive of GST)

Sponsorship benefits

- status associated with being a sponsor of APRICOT

- company logo listed on event website, marketing collateral, direct marketing and onsite signage

- ability to display pull up banners in the catering area

- company profile within the event app

- ability to eat lunch in sponsors area with Committee members

Wifi sponsorship

$7,500 (USD)
$11,500 (NZD inclusive of GST)

Sponsorship benefits

- status associated with being a sponsor of APRICOT

- company logo listed on event website, marketing collateral, direct marketing and onsite signage

- naming rights to the conference wifi

- company profile within the event app

- ability to eat lunch in sponsors area with Committee members

Conference satchel insert

$1,200 (USD)
$1,900 (NZD inclusive of GST)

Opportunity for a sponsor to reach the conference attendees using promotional material in the conference satchel. The sponsor is to supply a single branded item (no larger than A4). The item is to be approved by APINIC/ InternetNZ. Please note there are limited numbers available.

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Terms and conditions

Please complete and return the sponsorship application form at the end of this document. You will receive a confirmation of receipt and an invoice. Full payment must be completed by the date specified in the invoice.

Participation as a sponsor or exhibitor is at the discretion of the organisers and the organisers reserve the right to approve sponsorship materials.

Conference registration

For sponsorship packages that include complimentary conference registrations, you will be asked to nominate the recipient of the complimentary registration. A link to the conference website and online registration will be sent to your organisation with instructions. The website will include further detailed information about the conference.

Insurance/liability

Sponsors and exhibitors must ensure that they are adequately covered for public liability insurance. This refers to damage or injury caused to third parties/visitors in the vicinity of the conference.

Neither InternetNZ, APNIC, AUT, SkyCity Convention Centre nor any of their staff, employees, agents or other representatives shall be held accountable for, or liable for any damage, loss, harm or injury to the person or any property of the sponsors, however caused or any of its staff, employees, agents or other representatives. In the event of industrial disruption and/or equipment failure due to power supply problems, InternetNZ, APNIC, AUT or SkyCity Convention Centre will not be held liable and accept no responsibility for loss of monies incurred by sponsors or exhibitors or damage to property.

The conference organisers accept no liability for damage to exhibits by loss, damage, theft, fire, water, storms, strikes, riots, or any cause whatsoever. Exhibitors are advised to insure against such liability.

Promotional material

If your sponsorship package entitles you to placement of material in the conference bag, inserts are to be provided by the sponsor and must be no bigger than what has been specified. These must be delivered to a specific location (to be advised) by a specific date (to be advised) in order to be placed inside the conference bag.

Cancellation policy

InternetNZ reserves the right to change the venue and duration of the event if exceptional circumstances demand. In the event of a change of venue and/or duration, the agreement to participate will remain in force so long as the sponsor is informed in reasonable time before the event.

In the case of cancellation by the sponsor or exhibitor, notification in writing should be sent to the conference organiser. A refund of fees paid (less a cancellation fee of 75% of the value of the sponsorship) will be made to any sponsor or exhibitor cancelling before Monday 2 November 2015. No refunds will be provided after this date.

Acceptance of terms and conditions

By submitting the sponsorship application form you acknowledge and accept the sponsorship terms.

Sponsorship application form

Organisation | Name (main contact) | Name (for sponsorship contract/invoicing purposes)

Postal address | City | Postcode

Phone number (including country code) | Email | Purchase order number (if applicable)

Currency: Pay in NZD   Pay in USD

Payment: An invoice will be sent to you after we receive this signed application form. Full payment of the invoice must be made by the date specified on the invoice.

Please tick which sponsorship package you would like to take out:

Platinum	Community	Opening social	Espresso cart	Conference satchel insert
Gold	Bronze	APRICOT social	Lunch sponsor	
Silver	Fellows	Peering social	Wifi	

Printed name | Organisation | Date | Signature

Please send the completed form to: Megan Bartrum, Communications Lead, InternetNZ. Email: megan@internetnz.net.nz Phone: +64 4 495 2332

Expressions of Interest - APRICOT 2016 Conference Sponsorship

To register your expression of interest in sponsoring APRICOT 2016, please contact

InternetNZ
Email: apricotsponsorship@internetnz.net.nz
Telephone: +64 4 495 2332

Or,

The APRICOT Secretariat
c/o APNIC
Email: secretariat@apricot.net
Telephone: +61 7 3858 3100
Fax: + 61 7 3858 3199

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