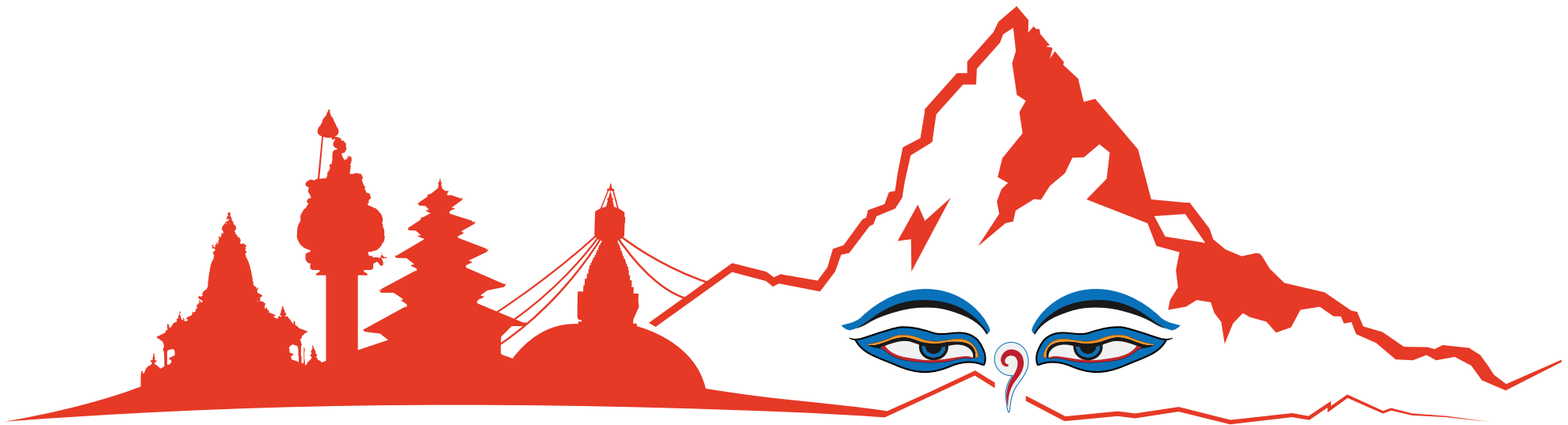


ASIA PACIFIC'S LARGEST INTERNATIONAL INTERNET CONFERENCE



# APRICOT 2018

## APNIC 45



# SPONSORSHIP OPPORTUNITIES

**KATHMANDU, NEPAL**  
19 – 28 February 2018

# APRICOT 2018 will take place from 19 - 28 February 2018 at the Hotel Yak & Yeti in Kathmandu, Nepal.

The APRICOT conference has been held annually since its establishment in 1996. APRICOT's goal is the sharing of knowledge required to build and operate the expanding Internet infrastructure in the Asia Pacific region. APRICOT is the premier Internet Operations event in the Asia Pacific region, and draws many of the world's best Internet engineers, operators, as well as world-class conference speakers and academics from over 50 countries to teach, present, or do their own human networking,

With an 18 month technology horizon, APRICOT regularly attracts network providers, operators and equipment vendors 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.

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.



# Overview

**APRICOT 2018 will be held in Kathmandu, Nepal from 19 – 28 February 2018.**

|                      |  |
|----------------------|--|
| Venue:               | Hotel Yak & Yeti in Kathmandu, Nepal   |
| Organiser:           | Asia Pacific Internet Association  |
| Co-Organiser:        | Asia Pacific Network Information Centre  |
| Host:                | Internet Exchange Nepal (npIX)   |
| Content:             | Workshops, tutorials, plenary sessions, conference sessions, peering forum, BoFs, technical demo/ exhibition area, reception & social events |
| Language:            | English  |
| Expected attendance: | 400–600 (expecting over 250 overseas delegates from over 50 countries)   |



# Audience

APRICOT 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.



The attendees of APRICOT cross the spectrum of Internet infrastructure and service provision in the region, representing:

- Internet Service Providers
- Content Hosting Providers
- Data Centre Operators
- Internet Exchange Points
- Content Providers
- Research and Educational institutions
- Network Services Organisations
- Government Departments
- National Internet Registries
- Domain Registrars and Registries

Most conference sessions 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 technologies and best operational practices from 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 plenaries, conference, tutorial and working group sessions covering network infrastructure, operations, and technologies.
- To participate in the APRICOT Peering Forum, which brings together network operators, content providers, and Internet Exchange Points to discuss network interconnections and share their peering policies.
- 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 technology deployments such as IPv6 and security
- To attend conference networking and social events, to exchange ideas and expand their contact base

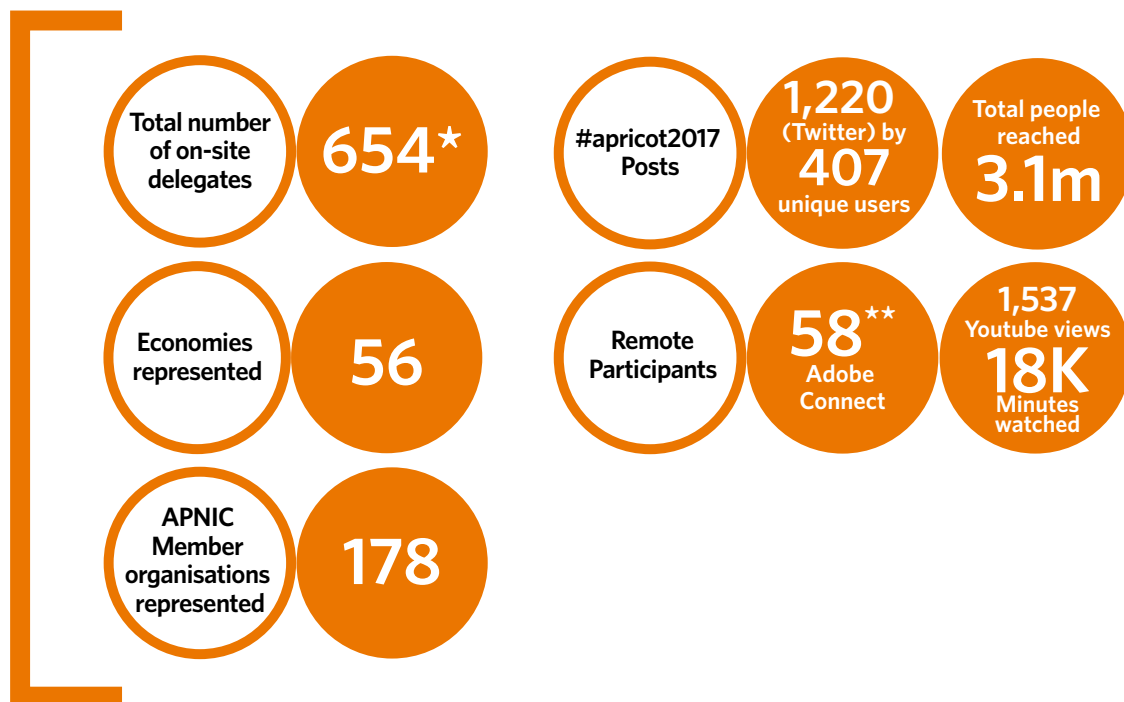


# Programme outline

|           | Monday 19 – Friday 23 February 2018   | Sunday 25 - Wednesday 28 February 2018   | Wednesday 28 February 2018                           |
|-----------|---|--|--|
| Structure | APRICOT 2018 Workshops  | APRICOT 2018 Conference  | APNIC Annual General Meeting                         |
| Venue     | Hotel Yak & Yeti  | Hotel Yak & Yeti   | Hotel Yak & Yeti                                     |
| Content   | <p>Hands on workshop sessions designed for operators of Internet network infrastructure. Workshop topics to include:</p> <ul style="list-style-type: none"> <li>• Routing</li> <li>• Security</li> <li>• Network Management</li> <li>• Virtualisation &amp; Cloud</li> <li>• DNS/DNSSec</li> </ul> <p>100 delegates</p> | <p>Numerous plenary, conference, tutorial, working group sessions covering network infrastructure research to leading edge applications and APRICOT Peering Forum</p> <p>Technical demos/exhibits, multiple social events</p> <p>300–400 delegates</p> | <p>APNIC Member Meeting</p> <p>150–200 delegates</p> |



# APRICOT 2017 conference statistics



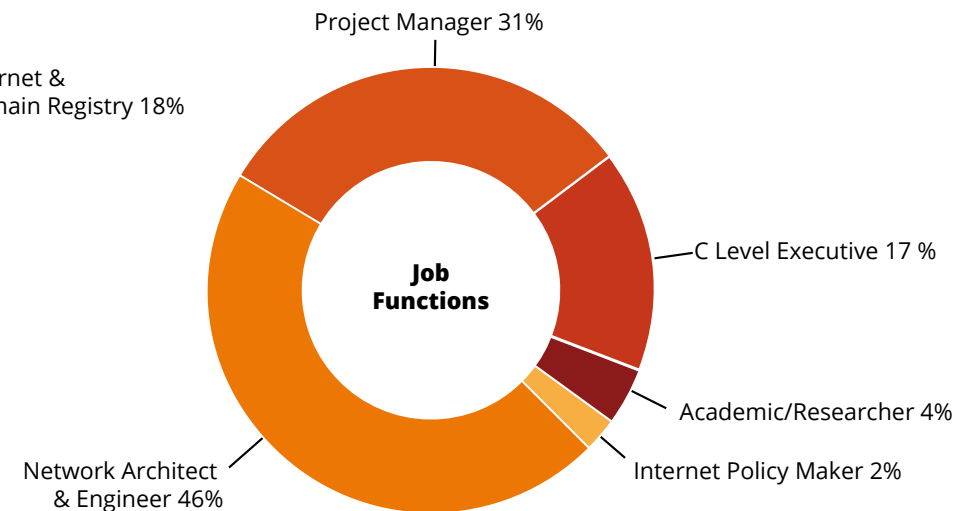
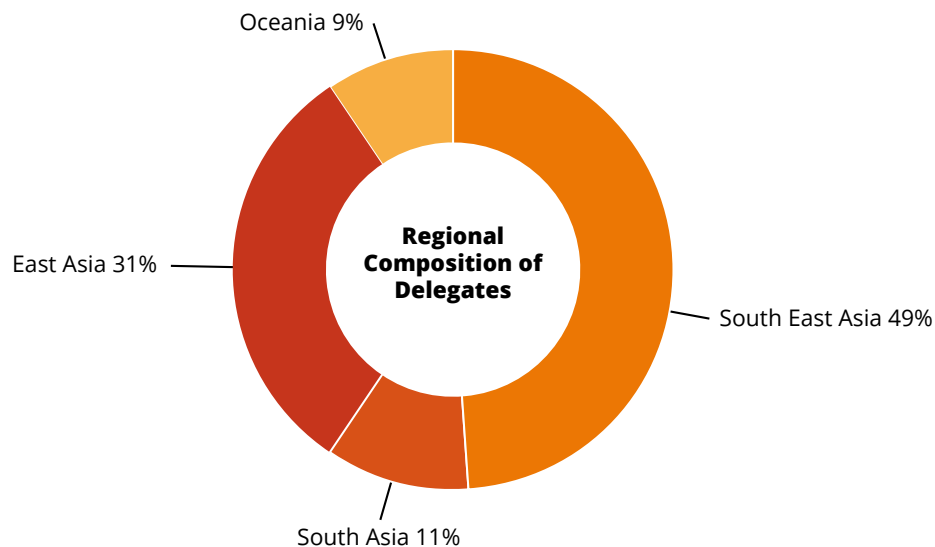
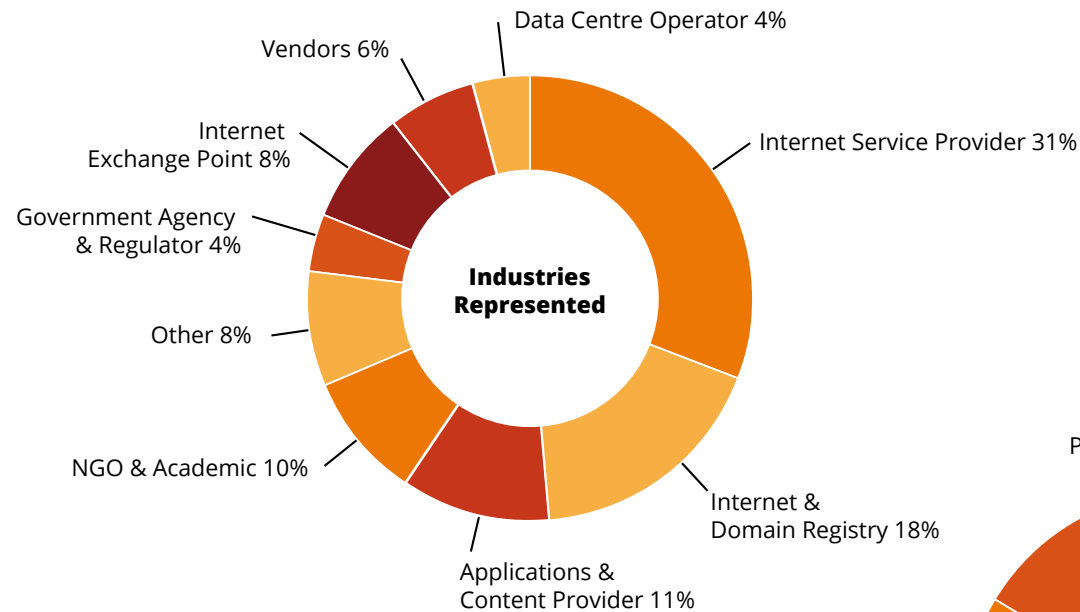
\* Excludes APNIC staff.

\*\* Web-based online participation options included a choice of video, audio, and text chat. These figures are based on unique IP addresses and exclude APNIC staff and on-site participants, as reported by Adobe Connect statistics.





# APRICOT 2017 Delegate demographics





# About APRICOT

[2018.apricot.net](http://2018.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 ISPs and IXP operators 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.



## About APIA

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

The Asia 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 organise 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](http://www.apnic.net)

APNIC (Asia Pacific Network Information Centre) is an open, membership-based, not-for-profit service organisation. 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 organisations.



## About npIX

[www.npIX.net.np](http://www.npIX.net.np)

Internet Exchange Nepal, commonly known as npIX, was established in 2002 as Nepal's first Internet Exchange point.

NpIX is registered as a non-profit company under the government of Nepal, Ministry of Industry, Office of the Company Registrars. With 28 members peering at 2 locations, NpIX is serving over 10 million Internet users in Nepal. Today, most local traffic between Nepalese ISPs passes through npIX facilities.



# Why sponsor APRICOT 2018

APRICOT 2018 sponsors will be highly visible to an international audience of Internet industry technical, operational and policy-making communities. APRICOT Conference delegates are predominantly Internet networking specialists from across the region.

A range of sponsorship opportunities exist for leading organisations to promote their products and services, and increase their company profile, while meeting their marketing objectives. To discuss your unique needs, please contact APRICOT Secretariat by email at [secretariat@apricot.net](mailto: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 Asia and 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 Pacific.

This is the first time APRICOT is hosted in Nepal and represents a unique opportunity to raise your profile in the country.

By sponsoring, your company is actively demonstrating that it is contributing to the growth and development of the Internet in Nepal, 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 recognised and respected Internet Conference and Summit.

## Sponsors - APRICOT 2017, Ho Chi Minh City, Viet Nam

|                   |  |
|-------------------|--|
| Event Hosts       |     |
| Peering Social    | <br>EQUINIX   |
| Gold              |   |
| Opening Reception |     |
| Closing Reception |   |
| Fellowship        |    |
| Internet Access   |    |
| Silver            |     <br>   <br>     |
| Community         |   <br>      |
| Coffee Cart       |    |
| Tech Girls Social |   |
| Bronze            |      |
| Local             |         |

# Sponsorship opportunities

APRICOT offers flexible sponsorship options to align with your objectives including session and social event sponsorship packages. If you can't find what you're looking for in the categories below, we may also be able to tailor a package to suit your needs.

## ■ Workshop week: 19 – 23 February 2018.

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

## ■ Conference week: 25 – 28 February 2018.

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: 25 February (Opening Social) 28 February (Closing Social)

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



| Category                                  | Platinum | Gold | Silver | Community | Fellowship | Bronze | Opening Social | Closing Social | Peering Social | Coffee Cart | Tech Girls Social | Local Sponsor | APNIC AGM |
|---|----------|------|--------|-----------|------------|--------|----------------|----------------|----------------|-------------|-------------------|---------------|-----------|
| Limit on no of Sponsors                   | 1        | 2    | N/A    | N/A       | N/A        | N/A    | 1              | 1              | 1              | 1           | 1                 | N/A           | N/A       |
| Sponsorship Amount in USD                 | 50K      | 30K  | 10K    | 10K       | 10K        | 5K     | 20K            | 20K            | 30K            | 15K         | 10K               | 3K            | 3K        |
| Counter & Space at Exhibition Area        | 3        | 2    | 1*     | N/A       | N/A        | N/A    | N/A            | N/A            | N/A            | N/A         | N/A               | N/A           | N/A       |
| Complimentary Conference Ticket           | 10       | 6    | 2      | 2         | 2          | 1      | 3              | 3              | 6              | 2           | 1                 | 1             | 1         |
| Logo Listing                              |          |      |        |           |            |        |                |                |                |             |                   |               |           |
| - Conference T-Shirt                      | √        | √    | N/A    | N/A       | N/A        | N/A    | N/A            | N/A            | N/A            | N/A         | N/A               | N/A           | N/A       |
| - Conference Badge                        | √        | √    | N/A    | N/A       | N/A        | N/A    | N/A            | N/A            | N/A            | N/A         | N/A               | N/A           | N/A       |
| - Plenary Hall Backdrop                   | √        | √    | N/A    | N/A       | N/A        | N/A    | N/A            | N/A            | √              | N/A         | N/A               | √             | N/A       |
| - Welcome Backdrop                        | √        | √    | √      | √         | √          | √      | √              | √              | √              | √           | √                 | √             | √         |
| - Thank you Backdrop                      | √        | √    | √      | √         | √          | √      | √              | √              | √              | √           | √                 | √             | √         |
| - e Backdrops displayed on Screens        | √        | √    | √      | √         | √          | √      | √              | √              | √              | √           | √                 | √             | √         |
| - Pull Up Banners displayed on site       | √        | √    | √      | √         | √          | √      | √              | √              | √              | √           | √                 | √             | √         |
| - Website                                 | √        | √    | √      | √         | √          | √      | √              | √              | √              | √           | √                 | √             | √         |
| - Notice Boards for Socials               | N/A      | N/A  | N/A    | N/A       | N/A        | N/A    | √              | √              | √              | √           | √                 | N/A           | N/A       |
| Dedicated Pull Up Banner in Function Room | N/A      | N/A  | N/A    | N/A       | N/A        | N/A    | √              | √              | √              | √           | √                 | N/A           | N/A       |
| Sponsors Lunch Invitation                 | √        | √    | √      | √         | √          | √      | √              | √              | √              | √           | √                 | √             | √         |
| Speech During Social                      | N/A      | N/A  | N/A    | N/A       | N/A        | N/A    | √              | √              | √              | N/A         | √                 | N/A           | N/A       |
| Recognition at Closing Plenary            | √        | √    | √      | √         | √          | √      | √              | √              | √              | √           | √                 | √             | √         |

\*As booth space is limited, counters and booth space are limited to the first 10 Silver Sponsors

# 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 provided with promo codes which you can provide to your nominated recipients 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 APIA, APNIC, npIX 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, APIA, APNIC, npIX 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.

## Cancellation policy

APIA 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.

## Acceptance of terms and conditions

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



# Sponsorship application form

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|                                       |                     |  |
|---------------------------------------|---------------------|--|
| 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)              |

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**Currency:** 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 | Coffee cart   | Tech Girls Social (TGS) |
| Gold     | Bronze    | Closing social | Local sponsor |                         |
| Silver   | Fellows   | Peering social | APNIC AGM     |                         |

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|              |              |      |           |
|--------------|--------------|------|-----------|
| Printed name | Organisation | Date | Signature |
|--------------|--------------|------|-----------|

Please send the completed form to: The APRICOT Secretariat Email: [secretariat@apricot.net](mailto:secretariat@apricot.net) Phone: +61 4 5038 7872 Sponsorship closes on 31 Dec 2017

# Expressions of Interest - APRICOT 2018 Conference Sponsorship

To register your expression of interest in sponsoring APRICOT 2018, please contact

The APRICOT Secretariat  
c/o APNIC  
Email: [secretariat@apricot.net](mailto:secretariat@apricot.net)  
Telephone: +61 4 5038 7872  
Fax: + 61 7 3858 3199

