

ASIA PACIFIC'S LARGEST INTERNATIONAL INTERNET CONFERENCE



**APRICOT 2017**

**APNIC 43**

**SPONSORSHIP  
OPPORTUNITIES**



**HO CHI MINH CITY, VIET NAM**  
20 February - 2 March 2017

# APRICOT 2017 will take place from 20 February to 2 March 2017 at the Sheraton Saigon Hotel and Towers in Ho Chi Minh City, Viet Nam.

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.

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.



# Overview

**APRICOT 2017 will be held in Ho Chi Minh City, Viet Nam from 20 February to 2 March 2017.**

|                      |  |
|----------------------|--|
| Venue:               | Sheraton Saigon Hotel and Towers in<br>Ho Chi Minh City, Viet Nam  |
| Organiser:           | Asia Pacific Internet Association  |
| Co-Organiser:        | Asia Pacific Network Information Centre  |
| Hosts:               | Viet Nam Internet Network Information Center,<br>Netnam & Viet Nam Internet Association  |
| Content:             | Workshops, tutorials, plenary sessions, conference<br>sessions, peering forum, technical demo/ exhibition<br>area, reception & social events |
| Language:            | English  |
| Expected attendance: | 400–600 (expecting at least 250 overseas attendees<br>from 50 countries)   |



# Audience

APRICOT 2017 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.



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

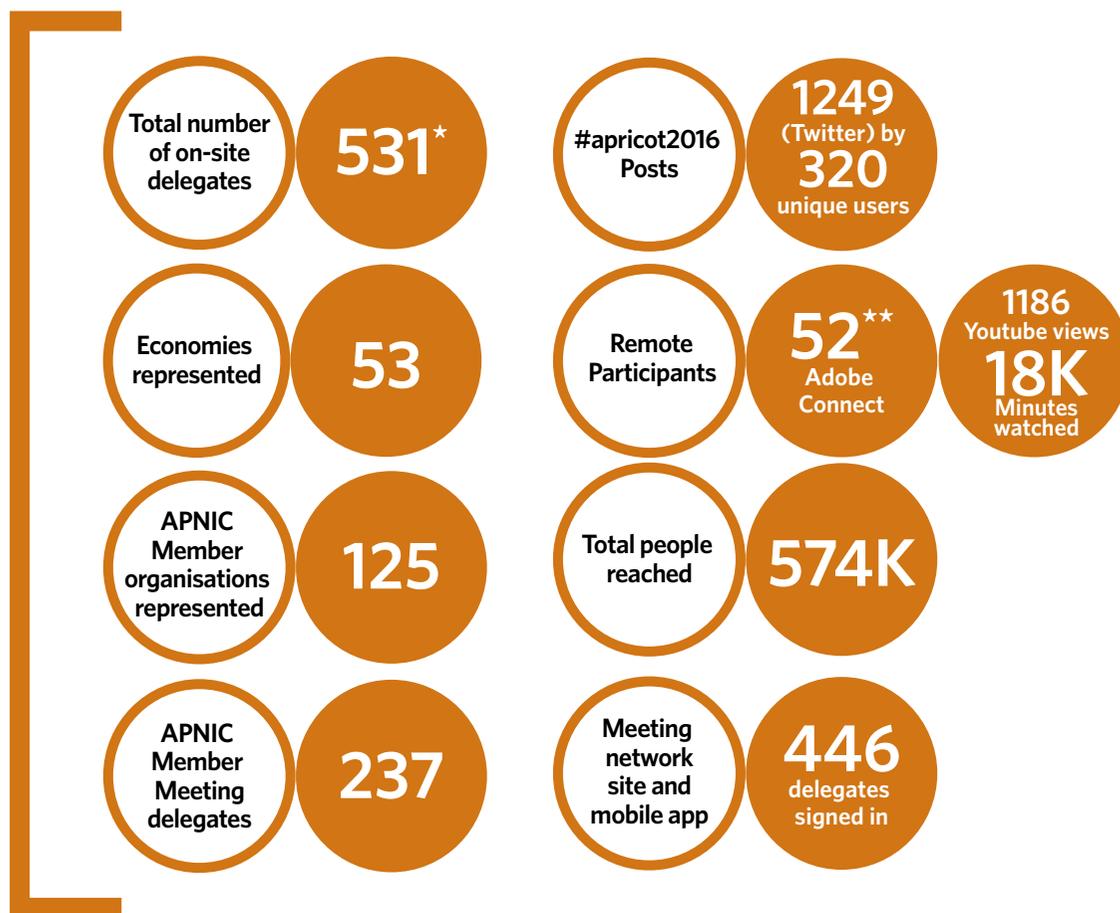


# Programme outline

|           | Monday 20 – Friday 24 February 2017   | Monday 27 February – Thursday 2 March 2017   | Thursday 2 March 2017                                |
|-----------|---|--|--|
| Structure | APRICOT 2017 Workshops  | APRICOT 2017 Conference  | APNIC Member Meeting                                 |
| Venue     | Sheraton Saigon Hotel & Towers  | Sheraton Saigon Hotel & Towers   | Sheraton Saigon Hotel & Towers                       |
| Content   | <p>Hands on workshop sessions designed for small to medium ISP network operators. Workshop topics to include:</p> <ul style="list-style-type: none"> <li>• Routing</li> <li>• Security</li> <li>• Network Management</li> <li>• Visualisation</li> <li>• DNS/DNSSec</li> </ul> <p>100 attendees</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 attendees</p> | <p>APNIC Member Meeting</p> <p>150–200 attendees</p> |



# APRICOT 2016 conference statistics

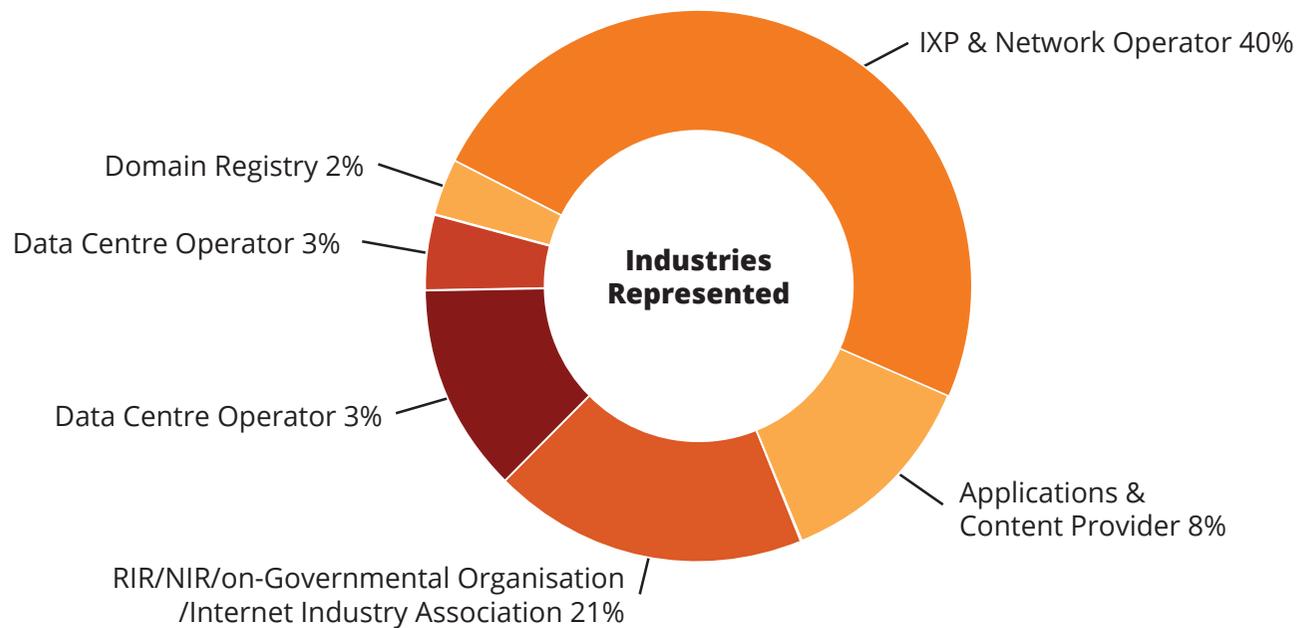
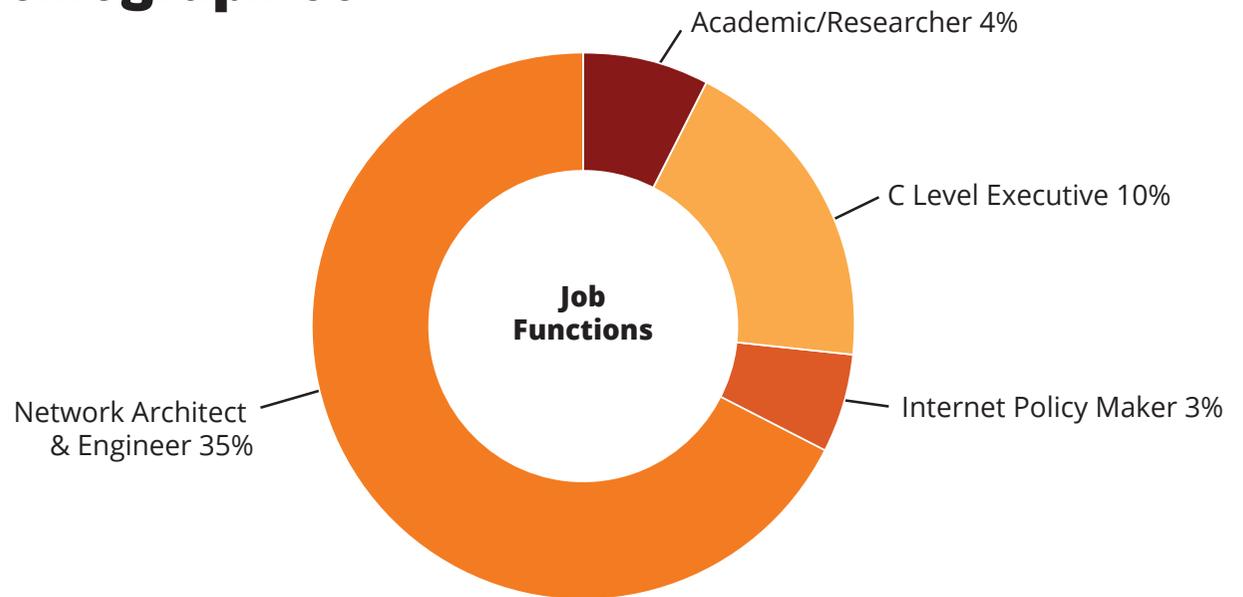


\* Excludes APNIC staff.

\*\* 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 2016 Delegate demographics



# About APRICOT

**2017.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 VNNIC

[www.vnnic.vn](http://www.vnnic.vn)

Viet Nam Internet Network Information Center (VNNIC), an affiliation to the Ministry of Information and Communications of Viet Nam (MIC), was founded on 28th April 2000. VNNIC is .VN ccTLD registry, National Internet Registry (NIR) for IP address in Viet Nam, standing member of National IPv6 task-force that has been being headed by MIC's deputy minister, and managing Vietnam Internet Exchange (VNIX) and national .VN DNS system.

Since its establishment, VNNIC has played an important role in the development of the Internet in Vietnam, serving as the source of information and guidance for Vietnamese Internet users and promoting Internet development in Viet Nam, as well as participating actively as member and non-member of various regional and international organisations.



## About NetNam

[www.netnam.vn](http://www.netnam.vn)

NetNam is among the first Internet Service Provider (ISP) with telecom services licences. More than 20 years providing premium services along with professional experts, NetNam positions itself a trusted partner for global carriers and MNCs in Viet Nam. We also collaborate with global vendors to provide Telecom and Internet services for their customers in ASEAN countries.

Telecom and Internet services: IPLC, IEPL, EVPL, MPLS, Premium Internet access, Metronet & WAN services. Managed Services and System Integration: Managed connectivity services, Monitoring and Enterprise Security Management. Infrastructure services (Dark fiber) and Online Services (Value added services)



## About VIA

[www.via.org.vn](http://www.via.org.vn)

Viet Nam Internet Association (VIA) was established in October, 2010, operating on nongovernmental and not-for-profit basis. VIA currently has more than 100 organisational members, including telcos, ISPs, communication, digital content providers, online services providers, hardware and software vendors, etc.

VIA focuss on activities of bridging together the policy makers and the enterprises and internet communities, by providing dialogues, conferences & workshops, business matching, training and promotion, etc.

VIA aims to build a bright Viet Nam Internet Ecosystem, openness and fairness for everyone.



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# Why sponsor APRICOT 2017

APRICOT 2017 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 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 Viet Nam, 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 Viet Nam 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 Viet Nam, 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 2016, Auckland, New Zealand

|                      |   |   |   |   |   |
|----------------------|---|---|---|---|---|
| Host                 |   | Platinum and Opening Social   |    |   |   |
| Peering Social       |    | Closing Social  |    |   |   |
| Gold                 | <br>Powered by  |   |   |   |   |
| Espresso Cart        |    |   |   |   |   |
| Community            |    |    |    |    |    |
| Lunch                |    |   |   |   |   |
| Silver               |   |   |   |   |   |
|                      |    |  |  |  |  |
| Bronze               |    |  |  |   |   |
| Network Sponsor      |    |   |   |   |   |
|                      |    |   |   |   |   |
| Fellowship Sponsor   |    |  |  |   |   |
| APNIC Closing Dinner |    |  |  |  |  |

# 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 may also be able to tailor a package to suit your needs.

## ■ Workshop week: 20–24 February 2017.

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

## ■ Conference week: 27 February - 2 March 2017.

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: 27 February (Opening Social) 2 March (Closing Social)

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



| Category   | Platinum  | Gold      | Silver    | Community | Bronze   | Opening social (Mon) | Closing Social (Thurs) | Peering social(Wed) | Coffee Cart | Lunch sponsor | Tech Girls Social (TGS) | APNIC AGM |
|--|-----------|-----------|-----------|-----------|----------|----------------------|------------------------|---------------------|-------------|---------------|-------------------------|-----------|
| No of Sponsors   | 1         | 2         | N/A       | N/A       | N/A      | 1                    | 1                      | 1                   | 1           | 3             | 1                       | N/A       |
| USD  | \$ 50,000 | \$ 30,000 | \$ 10,000 | \$ 10,000 | \$ 5,000 | \$ 20,000            | \$ 20,000              | \$ 30,000           | \$ 15,000   | \$ 10,000     | \$ 5,000                | \$3,000   |
| Exhibition Booth (No)  | 2         | 1         | 1         | N/A       | N/A      | N/A                  | N/A                    | N/A                 | 1           | N/A           | N/A                     | N/A       |
| Complimentary Conference Pass (No)   | 10        | 6         | 2         | 2         | 1        | 3                    | 3                      | 6                   | 2           | 2             | 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       |
| Conference Bag   | √         | √         | 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       |
| Onsite Backdrops & Banners   | √         | √         | √         | √         | √        | √                    | √                      | √                   | √           | √             | √                       | √         |
| Website  | √         | √         | √         | √         | √        | √                    | √                      | √                   | √           | √             | √                       | √         |
| Newsletters  | √         | √         | √         | √         | √        | √                    | √                      | √                   | √           | √             | √                       | √         |
| Display of Pull Up Banner in Plenary Hall                                      | √         | √         | N/A       | N/A       | N/A      | √                    | √                      | √                   | √           | √             | √                       | N/A       |
| Distribution of Promo Materials in Conference Bag                              | √         | √         | N/A       | N/A       | N/A      | √                    | √                      | √                   | N/A         | N/A           | N/A                     | N/A       |
| Logo Listing on Event Website, Marketing Collaterals, DM & PR & Onsite Signage | √         | √         | √         | √         | √        | √                    | √                      | √                   | √           | √             | √                       | √         |
| Sponsor Lunch with Committee Members   | √         | √         | √         | √         | √        | √                    | √                      | √                   | √           | √             | √                       | √         |
| Speech During Social   | N/A       | N/A       | N/A       | N/A       | N/A      | √                    | √                      | √                   | N/A         | N/A           | √                       | N/A       |
| Recognition at Closing Plenary   | √         | √         | √         | √         | √        | √                    | √                      | √                   | √           | √             | √                       | √         |

\*All logos must be received before 31 December 2016

# 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, Sheraton Saigon Hotel & Towers 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, Sheraton Saigon Hotel & Towers 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

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 | Lunch 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 7 3858 3100 Sponsorship closes on 31 December 2016

# Expressions of Interest - APRICOT 2017 Conference Sponsorship

To register your expression of interest in sponsoring APRICOT 2017, please contact

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

