

TERENA NETWORKING CONFERENCE 2009

Málaga, Spain 8 - 11 June

'VIRTUALITY INTO REALITY'

OPPORTUNITIES FOR INDUSTRY



« *networking the networkers* »

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Hear what
sponsors, speakers
and others say
about TNC.



www.terena.org/podcasts

INTRODUCTION

TERENA, the Trans-European Research and Education Networking Association, is holding its 2009 annual networking conference at the University of Málaga, in Málaga, Spain. This event provides companies who wish to stay at the forefront of their business a unique opportunity to present their achievements to a community of 'early adopters'. This community is often streets ahead of the Internet industry in certain areas and therefore represents a significant potential market.

TERENA Networking Conferences (TNC) are well-established events focusing on new directions, trends and technologies. The conference brings together leading figures from research, management, industry and government to present and discuss the technical and strategic aspects of the provision of networks and related services to the research and education community. Together, the participants at the conference represent an annual information technology investment budget of over 1,000 million euro.

TERENA, as a not-for-profit organisation, is committed to organising the conference on a break-even basis. Consequently, a level of corporate contributions is sought to fund an affordable registration fee, which will attract more participants from the research sector.

I would like to thank you for taking time to read our programme of sponsorship and exhibition opportunities. TERENA looks forward to a mutually beneficial partnership with sponsoring organisations for the 2009 conference and thereafter.



Miroslav Milinović
TERENA Vice President for Conferences

WHY SPONSOR THE TNC?

- It is THE annual event that brings together approximately 500 managers and top engineers of Europe's National Research and Education Networks (NRENs) with industry representatives, decision makers and ICT professionals from universities and major research centres across Europe.
- Together, the participants at the conference represent an annual information technology consumption of over 1,000 million euro.
- The TNC is for Europe what the Internet2 meetings are for the USA and the APAN meetings are for Asia-Pacific.
- All recent and upcoming developments in computer networking for research and education are presented and discussed at the TNC, for example through the distributed workshop devoted to GÉANT2.
- The social programme of the TNC offers excellent opportunities for human networking and for meeting existing and potential new customers.

Opportunities for Exposure:

- **Speakers** - All sponsors are welcome to submit papers for the normal selection procedure. The Call for Papers is issued in early October (in print, by email and on the conference website), with a deadline at the end of November. All submitted abstracts are reviewed by an independent programme committee made up of experts from the NREN community.
 - The **Platinum Sponsor** package includes a speaking opportunity;
 - Companies which are **Associate Members** of TERENA get a speaking slot in the special Industry Session at the conference.
- **BoF Sessions** - Industry sponsors of the conference are allowed to host a Birds of a Feather session. These are held immediately after the end of the conference programme on the Tuesday and Wednesday in the conference week. These sessions are the responsibility of the hosting person(s) or organisation(s), and not of the programme committee.
- **Visibility on Conference Literature** - All sponsoring companies' names and logos will feature in all conference and promotional materials. These include mailed pre-publicity, conference documentation (preliminary programme, conference poster, final programme) and the conference website.
- **Marketing Exposure** - TERENA will not only promote the conference to the research and commercial networking community through direct mail, email and telephone contact, but will also target new participants through advertisements, publicity and inserts in appropriate publications. TERENA will mail promotional literature to more than 4,000 potential delegates. Sponsors will also be acknowledged in the opening and closing plenary sessions of the conference.

- **NEW! Student sponsorship** - A new opportunity at TNC 2009 is to sponsor the attendance of one or more selected ICT students who apply for 'free' places at the event. In exchange, sponsors will receive an acknowledgement during the closing plenary session; a company representative will have a special meeting with the sponsored student(s); and an article based on this interview*, including a photograph, will be published on the conference website.

* This may not be used as an advertisement for specific products or services.

Exhibition

Space in the exhibition hall is offered to companies and projects to display equipment, products or services for the duration of the conference. The hall is located in high traffic areas where delegates congregate throughout the day and during coffee breaks.

- Power and Internet connectivity are standard and are included in the square metre price.
- The price is € 300 per square metre, for the duration of the conference.
- The standard booth size is either six or nine square metres (depending on the location).
- The **Platinum Sponsor** is entitled to a double-sized booth free of charge.
- **Gold Sponsors** are entitled to a standard-sized booth free of charge and may rent one additional space at the normal rate.
- **Silver Sponsors** are entitled to rent a standard-sized booth at a 25 % discount.

Past sponsors have included:

Cisco, Juniper, CIENA, IBM, Google, Extreme Networks, Alcatel-Lucent, ADVA Optical, Nortel Networks.

SPONSORSHIP OPTIONS

We offer both general sponsorship opportunities and the possibility to sponsor individual items from the 'extras' menu, or you can suggest your own ideas.

At a Glance:

'Packages'

PLATINUM SPONSOR (1 available)	includes double exhibition space	from € 25,000
GOLD SPONSOR	includes exhibition space	from € 10,000
SILVER SPONSOR	includes discount on exhibition space	from € 5,000
BRONZE SPONSOR		from € 2,000

'Extras' - available only to 'package' sponsors

Gala Evening (1 available)	open to Platinum / Gold Sponsors only	+ € 5,000
Opening Reception (1 available)	open to Platinum / Gold / Silver Sponsors only	+ € 2,500
Speakers' Reception (1 available)		+ € 2,500
Lunches (3 available)		each + € 2,500
Coffee Breaks (1 set of six breaks)		+ € 1,500
Cybercafé (multiple sponsors possible)		+ € 2,500
Conference Bags (1 available)	open to Platinum / Gold / Silver Sponsors only	+ € 2,500
T-shirts (1 available)		+ € 5,000
USB-pens (1 available)		+ € 2,500
Water bottles (1 available)		+ € 2,500
Pens (1 available)		+ € 1,500
Badge cords (lanyards) (1 available)		+ € 1,500
Students (multiple sponsors possible)	NEW!	each + € 500
Exhibition booth (6 or 9 sq. metres)		/sq. m + € 300

Please note that sponsorship is not limited to financial sponsorship per se, but can also take the form of provision of materials, hardware/software, etc.

Note that printing reproduction of company logos can only be guaranteed if logos are received as vector-based artwork (preferably an .EPS file with a minimum resolution of 300 DPI) at the Secretariat in time to meet production deadlines of conference materials.

Sponsorship in Detail: 'Packages'

PLATINUM SPONSOR from € 25,000

The Platinum Conference Sponsorship package combines mass marketing and branding association before the event and provides the sponsor with unique marketing exposure during the conference.

Benefits include:

Programme Opportunities

We will consult with you, as the Platinum Sponsor, about the best way of raising your company's profile in the conference programme itself. This may take the shape of nominating a Conference Chair and / or a prominent speaker (executive level).

Conference Literature

As the Platinum Sponsor, your company's name and logo will feature prominently in all conference and promotional materials and on the conference website. In addition, your company's brochure materials can be included in the conference bags.

Delegate Passes

Four complimentary delegate passes will be offered to the Platinum Sponsor.

Exhibition Space

A complimentary double-sized booth will be offered to the Platinum Sponsor within the conference exhibition area (see Conference Exhibition Facilities sheet). Alternatively, an area can be provided in the conference building for the display of corporate literature or other promotional items.

Meeting Room

A meeting room can be made available to the Platinum Sponsor at a good central location. This can be for client meetings, workshops, demonstrations or BoF sessions outside the hours of the formal conference programme.

Press Conference

As Platinum Sponsor, your company will either be invited to attend and speak at a press conference before or during the conference, or will be entitled to organise and host a press conference.

GOLD SPONSOR from € 10,000

This package combines mass marketing and branding association before the event and provides Gold Sponsors with marketing exposure during the conference.

Benefits include:

Conference Literature

As a Gold Sponsor, your company's name and logo will feature prominently in all conference and promotional materials and the conference website. In addition, your company's brochure materials can be included in the conference bags.

Delegate Passes

Three complimentary delegate passes will be offered to Gold Sponsors.

Exhibition Space

One standard-sized exhibition booth will be offered to Gold Sponsors free of charge and you are entitled to rent one additional standard space for the price listed (see Conference Exhibition Facilities sheet). Alternatively, an area can be provided in the conference building for the display of corporate literature or other promotional items.

Sponsorship in Detail: 'Packages'

SILVER SPONSOR from € 5,000

This package combines mass marketing and branding association before the event and provides Silver Sponsors with marketing exposure during the conference.

Benefits include:

Conference Literature

As a Silver Sponsor, your company's name and logo will feature in all conference and promotional materials and the conference website.

Delegate Passes

Two complimentary delegate passes will be offered to the Silver Sponsor.

Exhibition Space

One standard-sized exhibition space will be offered to Silver Sponsors at a 25% discount (see the Conference Exhibition Facilities sheet).

BRONZE SPONSOR from € 2,000

The Bronze Sponsor package combines mass marketing and branding association before the event and provides marketing exposure during the conference.

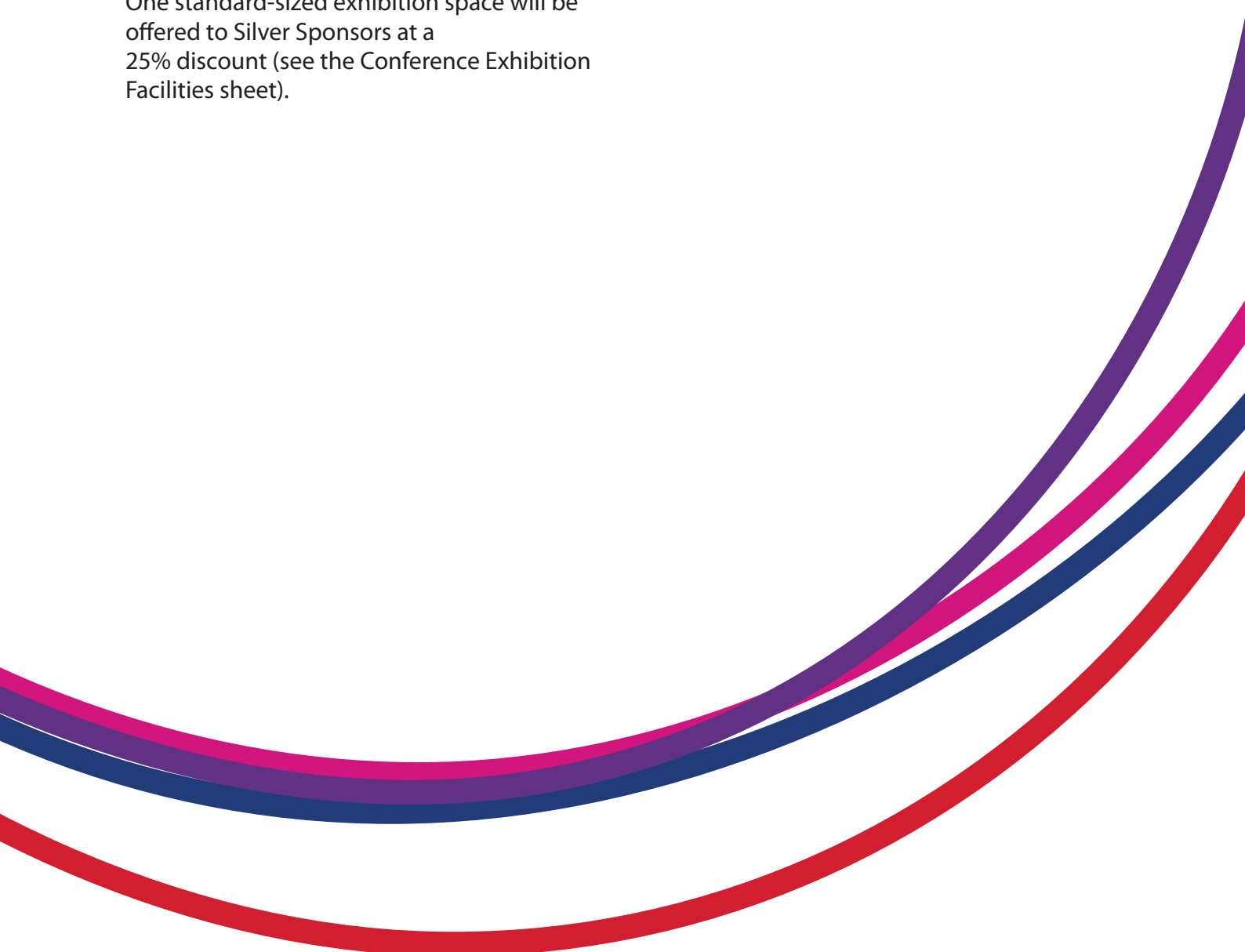
Benefits include:

Conference Literature

As a Bronze Sponsor, your company's name and logo will feature in all conference and promotional materials and the conference website.

Delegate Pass

A complimentary delegate pass will be offered to Bronze Sponsors.



Sponsorship in Detail: 'Extras'

Gala Evening +€ 5,000

open to Platinum / Gold Sponsors only

The Gala Evening takes place on the third day and provides an excellent sponsorship opportunity. It is regarded as the social focal point of the conference. The setting of the 2009 Gala Evening is the beautiful landscape of the botanical gardens in the hills overlooking Málaga.

Benefits include:

Brief Address

The sponsor of this event is entitled to nominate an after dinner speaker who may talk for up to 15 minutes. This address or presentation may be used to promote the company - something that is not permitted within the conference programme.

Marketing Exposure

Your company will be recognised as sponsor of the Gala Evening in the Final Programme. In addition, your company's name and logo will be prominently featured on the printed dinner menu. At the dinner, you will have the opportunity to distribute one item of your company's literature and a gift / giveaway at each place setting.

Signage Rights

The sponsor is entitled to have appropriate signage positioned in the dining area.

Opening Reception +€ 2,500

open to Platinum / Gold / Silver Sponsors only

This type of sponsorship provides an opportunity to mix with delegates in a more informal and relaxed atmosphere. This reception is a popular feature of our conferences. It takes place in a prime location where all participants can mingle in the evening of the first conference day.

Benefits include:

Brief Address

A representative of your company may give a brief speech at the beginning of the event.

Marketing Exposure

Your company will be recognised as sponsor of the Opening Reception in the final programme.

Signage Rights

The sponsor is entitled to have appropriate signage positioned in the room used to host the reception.

Speakers' Reception +€ 2,500

This is the VIP social event of the conference, bringing together the speakers, session chairs and members of the programme committee by invitation only. It takes place on the Sunday immediately before the conference and in 2009 it will be held in the main building of the University of Málaga, on the roof terrace with a unique view of the city.

Benefits include:

Marketing Exposure

Your company will be recognised as sponsor of the Speakers' Reception in the final programme and at the event itself.

Invitation

Two invitations will be offered to the sponsoring company. This is in addition to any company representatives who may be speaking at the conference and who are entitled to attend this invitation-only event anyway.

Sponsorship in Detail: 'Extras'

Lunches +€ 2,500 each

While taking place within the formal framework of the conference, an officially sponsored lunch also provides the opportunity to present your organisation's services or products in a more congenial setting.

Benefits include:

Marketing Exposure

Your company will be recognised as sponsor of the lunch in the Final Programme. As a sponsor of a Conference Lunch, your company's name and logo will be prominently featured at the lunch venue.

Signage Rights

The sponsor is entitled to have appropriate signage positioned in the lunch room(s).

Coffee Breaks +€ 1,500 for six

This type of sponsorship provides an opportunity to mix with delegates in a more informal and relaxed atmosphere.

Benefits include:

Signage Rights

The sponsor is entitled to have appropriate signage positioned in the area designated for coffee breaks.

Cybercafé +€ 2,500

In addition to a wireless LAN that will provide Internet access to conference participants throughout the venue, there will also be the possibility for delegates to make use of a limited number of desktop computers or laptop plugin points. The area where this facility is provided can be upgraded to an attractive cybercafé, with the aid of one or more interested sponsors. Sponsorship can be in terms of providing equipment, e.g. videoconferencing facilities, as well as financial support.

Benefits include:

Company Literature

A display area can be provided in the cybercafé for the display of corporate literature or other promotional items. It is also possible to staff this area.

Additional Marketing Exposure

Your company will be recognised as sponsor of the cybercafé in the Final Programme.

Signage Rights

The sponsor is entitled to have appropriate signage positioned in the cybercafé.

Sponsorship in Detail: 'Extras'

Conference Bags +€ 2,500

open to Platinum / Gold / Silver Sponsors only

The sponsorship of conference bags is geared for a company that requires high visibility. It ensures that your company's name stands out, not only at the time of the conference but also long after the event.

Benefits include:

Marketing Exposure:

Your company's logo will be printed on the bags that will be distributed to each participant as they register at the conference.

T-Shirts +€ 5,000

T-shirts offer a unique and collectable form of exposure during the conference and long after, ensuring that your company's logo continues to be seen.

Benefits include:

Marketing Exposure

All delegates will receive a special Conference T-shirt, bearing the logos of both your company and of TERENA. The T-shirts will be sourced and designed by TERENA in consultation with you.

USB-pens +€ 2,500

For direct exposure with after-event visibility, this offers a unique and collectable way of ensuring your company's logo is seen and appreciated by our conference participants.

Benefits include:

Marketing Exposure

You can place your company's logo on USB-pens that can be given to each delegate upon registration (to be provided by you). These USB-pens are likely to travel far and wide and be used on a daily basis.

Water bottles +€ 2,500

For a refreshing form of direct exposure, water bottles labelled with your company logo offer a welcome item to participants at the conference in Spain.

Benefits include:

Marketing Exposure

Your company logo printed on water bottles will be distributed to each delegates during all coffee and lunch breaks.

Pens +€ 1,500

This form of sponsorship offers a practical benefit to participants during the conference and ensures your company's logo is seen long after the event.

Benefits include:

Marketing Exposure

One of your company logo pens (to be provided by you) will be given to each delegate upon registration at the conference.

Badge Cords (Lanyards) +€ 1,500

For direct exposure that quite literally gets close to the hearts of the participants, this offers unique visibility of your company's logo in a very practical way.

Benefits include:

Marketing Exposure

One of your company logo badge cords (to be provided by you) will be attached to the badge that each delegate receives upon registration at the conference.

Sponsorship in Detail: 'Extras'

NEW!!

Student sponsorship +€ 500 per student

The opportunity to sponsor student attendance is a new feature at TNC 2009 that is anticipated to be well-received by the research networking community. ICT students who apply for a 'free' registration will undergo a selection procedure to ensure they meet certain criteria set by TERENA and the conference programme committee. Your company will be able to sponsor one or more of the successful applicants, enabling them to attend the conference. Your company's representative will be able to have a special meeting with the sponsored student(s).

Benefits include:

Marketing Exposure

Your sponsorship will be acknowledged during the closing plenary session. Furthermore, an article* based on your meeting will be published on the conference website, including a photo.

* This may not be used as an advertisement for specific products or services.

ANY OTHER IDEAS?

Contact:

Bert van Pinxteren / Gyöngyi Horváth
TERENA Secretariat

E: pinxteren@terena.org / horvath@terena.org

T: +31 20 530 4488

F: +31 20 530 4499

<http://tnc2009.terena.org>

TNC 2009 SPONSORSHIP FORM

All incoming offers of sponsorship are handled on a 'first come, first served' basis. It is understood that your signature of this form and its acceptance by TERENA constitutes a contractual agreement. Please print and / or fax a completed and signed copy of this form to:

TERENA Secretariat - attn. Bert van Pinxteren / Gyöngyi Horváth

Singel 468 D, 1017 AW Amsterdam, Netherlands

Fax: +31 20 530 4499

Email: pinxteren@terena.org or horvath@terena.org

COMPANY NAME (as it should appear in Conference texts) _____

CONTACT TITLE: _____ FIRST NAME _____ SURNAME _____

ADDRESS _____ (if in Europe) VAT _____

CITY _____ POSTAL CODE _____ COUNTRY _____

PHONE _____ **FAX** _____ **EMAIL** _____

URL to link from the conference website _____

CONTACT PERSON and email for logo-related issues _____

SPONSORSHIP CHOICES (check all that apply)

SUB-TOTAL

- | | | | |
|--------------------------|---|---|----------------|
| <input type="checkbox"/> | PLATINUM SPONSOR | (one available) | min. € 25,000 |
| <input type="checkbox"/> | GOLD SPONSOR | | min. € 10,000 |
| <input type="checkbox"/> | SILVER SPONSOR | | min. € 5,000 |
| <input type="checkbox"/> | BRONZE SPONSOR | | min. € 2,000 |
| <input type="checkbox"/> | Gala Evening | (open to Platinum / Gold) | + € 5,000 |
| <input type="checkbox"/> | Opening Reception | (open to Platinum / Gold / Silver) | + € 2,500 |
| <input type="checkbox"/> | Speakers' Reception | | + € 2,500 |
| <input type="checkbox"/> | Conference Lunch | <input type="checkbox"/> Mon <input type="checkbox"/> Tues <input type="checkbox"/> Wed | each + € 2,500 |
| <input type="checkbox"/> | Coffee Breaks | (one package of 6 breaks) | + € 1,500 |
| <input type="checkbox"/> | Cybercafé | | + € 2,500 |
| <input type="checkbox"/> | Conference Bags | (open to Platinum / Gold / Silver) | + € 2,500 |
| <input type="checkbox"/> | Conference T-shirts | | + € 5,000 |
| <input type="checkbox"/> | Conference USB-pens | | + € 2,500 |
| <input type="checkbox"/> | Conference Water bottles | | + € 2,500 |
| <input type="checkbox"/> | Conference Pens | | + € 1,500 |
| <input type="checkbox"/> | Conference Badge Cords | | + € 1,500 |
| <input type="checkbox"/> | Student Sponsorship | NEW!! | each + € 500 |
| <input type="checkbox"/> | Exhibition booth (6 or 9 sq. metres) | | /sq.m + € 300 |

OTHER IDEAS / OFFERS? _____

TOTAL AMOUNT OF SPONSORSHIP

€ _____

WE WOULD WANT WOULD NOT WANT TO USE THE EXHIBITION OPPORTUNITY

AUTHORISED SIGNATURE _____ DATE _____ CITY _____

TERENA SIGNATURE _____ DATE _____ CITY _____



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