25 YEARS

2020
APRICOT
APNIC 49

SPONSORSHIP OPPORTUNITIES

MELBOURNE AUSTRALIA
13 – 21 February 2020

APRICOT 2020 will take place from 13–21 February 2020 in Melbourne, Australia.

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. As the premier Internet Operations event in the Asia Pacific region, it 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.

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Overview

APRICOT 2020 will be held in Melbourne, Australia from 13–21 February 2020.

Venue:	Crown Promenade Hotel
Organiser:	Asia Pacific Network Operators Group (APNOG)
Co-Organiser:	Asia Pacific Network Information Centre (APNIC)
Host:	Internet Association of Australia
Content:	Workshops, tutorials, plenary sessions, conference sessions, peering forum, BoFs, technical demo/exhibition area, reception & social events
Language:	English
Expected attendance:	500–600 (expecting over 300 overseas delegates from over 50 countries)

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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.

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Why people attend APRICOT

Activities: APRICOT offer a considerable variety of events, ranging from the APRICOT Peering Forum, technical training workshops, conference plenary sessions and technical tutorials, informal gatherings, to the numerous opportunities for formal and informal socialising.

Interactions: APRICOT brings together Internet network operators from all around the world, given participants the opportunity to meet their counterparts from all parts of the operational community.

Training: APRICOT has a strong reputation through technical training available during the APRICOT Workshop week, and through the conference week tutorials, covering key technology deployments such as routing security and IPv6.

Participation: APRICOT enables and supports active participation by all delegates, whether this is during Internet resource distribution and management policy discussions, informal Birds of Feather meetings, or the numerous opportunities to ask questions of the many speakers taking part in the programme.

Relationships: APRICOT has a wide variety of event sponsors, giving delegates and sponsors the opportunity to widen their contact base, seek new business opportunities, and work collaboratively to improve the global Internet infrastructure.
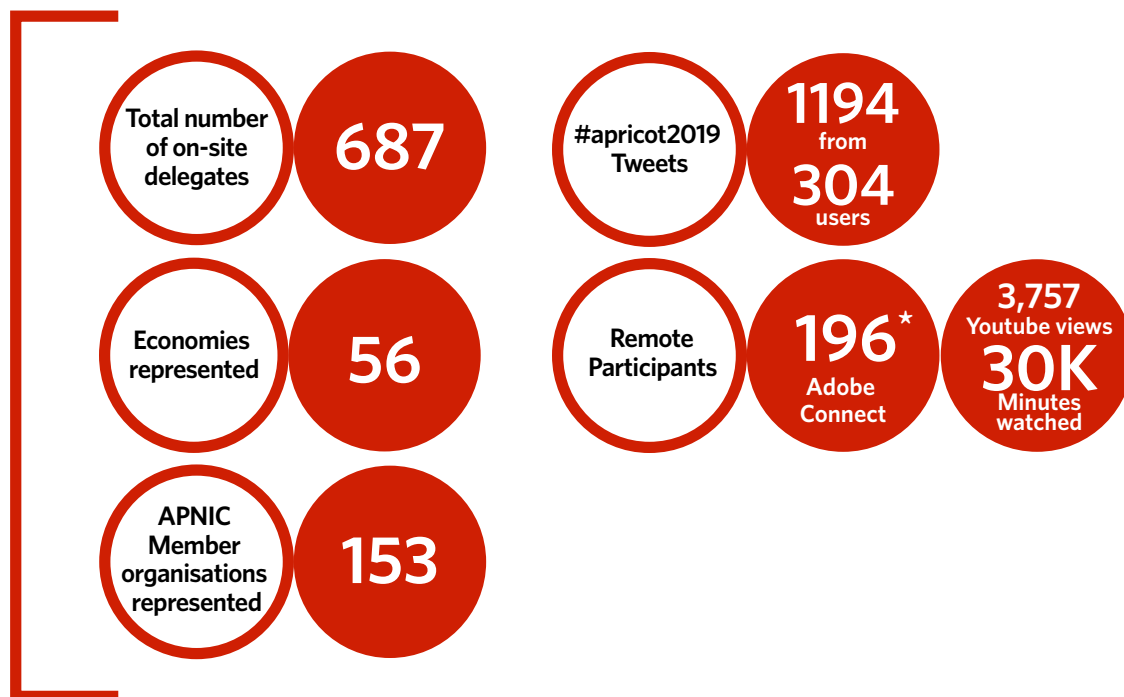

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Programme outline

	Thursday 13 – Monday 17 February 2020	Tuesday 18 – Friday 21 February 2020	Friday 21 February 2020
Structure	APRICOT 2020 Workshops	APRICOT 2020 Conference	APNIC Annual General Meeting
Venue	Crown Promenade Melbourne	Crown Promenade Melbourne	Crown Promenade Melbourne
Content	Hands on Technical Workshop sessions designed for operators of Internet network infrastructure. Workshops provide technical training, with topics provisionally including: • Advanced BGP • Network Security • IPv6 Deployment • Network Management & Monitoring • Campus Network Design & Operations 120–150 delegates	Numerous plenary, conference, tutorial and BoF sessions covering network infrastructure research to leading edge applications and APRICOT Peering Forum Technical demos/exhibits, multiple social events 450–600 delegates	APNIC Member Meeting 150–200 delegates

APRICOT 2019 conference statistics

Total number of on-site delegates — 687

Economies represented — 56

APNIC Member organisations represented — 153

#apricot2019 Tweets — 1194 from 304 users

Remote Participants — 196* Adobe Connect
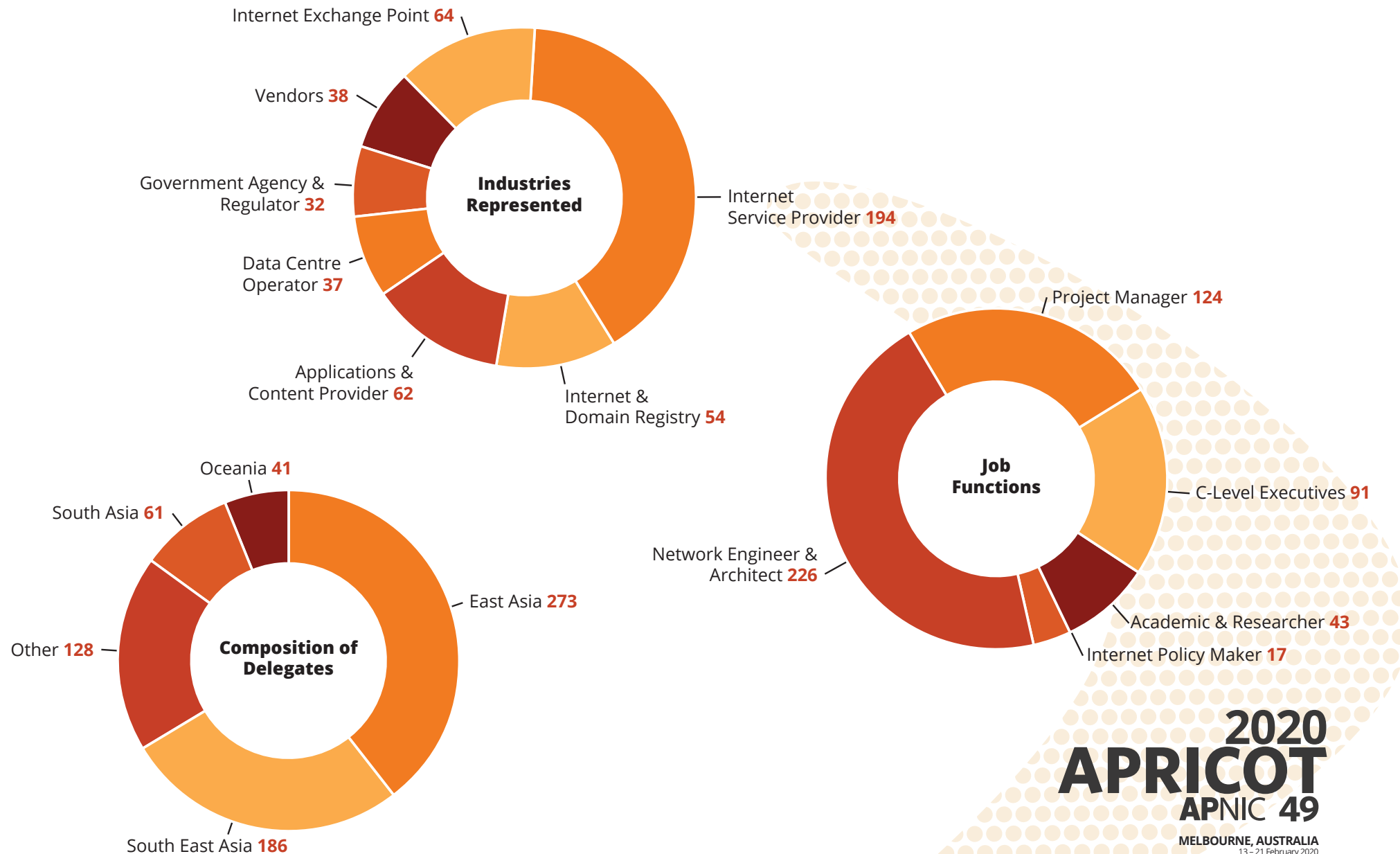
3,757 Youtube views — 30K Minutes watched

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

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APRICOT 2019 Delegate demographics

Industries Represented

- Internet Exchange Point **64**
- Vendors **38**
- Government Agency & Regulator **32**
- Data Centre Operator **37**
- Applications & Content Provider **62**
- Internet & Domain Registry **54**
- Internet Service Provider **194**

Composition of Delegates

- Oceania **41**
- South Asia **61**
- Other **128**
- South East Asia **186**
- East Asia **273**

Job Functions

- Project Manager **124**
- C-Level Executives **91**
- Academic & Researcher **43**
- Internet Policy Maker **17**
- Network Engineer & Architect **226**

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About APRICOT

2020.apricot.net

APRICOT

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.

APRICOT is proudly brought to the community by the Asia Pacific Network Operators Group.

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About APNIC

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 IAA

The Internet Association of Australia Inc (IAA) is a member-based association working for the benefit of the Internet and the people who build and operate it.

Founded in 1995, the IAA supports its members by providing technical services including peering through its IX Australia network, the largest non-profit, carrier-neutral Internet Exchange in Australia.

IAA also works to provide industry events, policy advice and professional development opportunities for its members.

IAA is committed to the development and growth of the Internet industry both within Australia and internationally.

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Why sponsor APRICOT 2020

APRICOT 2020 sponsors will be highly visible to an international audience of Internet industry technical, operational, research, and policy-making communities. APRICOT delegates are mostly Internet networking specialists from across the Asia Pacific region, with many coming from around the world.

APRICOT prides itself on being a vendor neutral network operations and technology focused event. Sponsors have an excellent opportunity to engage at a technical level with delegates, allowing deeper discussion and refinement of new products and/or services within the sponsor exhibition and demonstration area.

A range of sponsor opportunities exist for organisations to increase their profile and awareness during APRICOT 2020. To discuss any specific requirements, please contact the APRICOT Secretariat 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, it does allow very discreet marketing opportunities which 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.

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APRICOT is unique

APRICOT is only held once a year and is the key opportunity to meet directly with influential individuals and network builders throughout Asia Pacific.

By sponsoring, your company is actively demonstrating that it is contributing to the growth and development of the Internet in 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 2019, Daejeon, South Korea

Platinum

ADDREX

Gold

linx   VERISIGN

Peering Social

EQUINIX

Opening Social

KISTI
www.kisti.re.kr
Korea Institute of
Science and Technology Information

Closing Social

APNIC

Coffee Cart

NETFLIX

Official Venue

DIME
대전마케팅공사
Daejeon International Marketing Enterprise

Community

aws   facebook   Google   ICANN   NSRC   TEIN*CC
COOPERATION CENTER

Silver

@Tokyo   ADVA
Optical Networking   amsix   IPv4.GLOBAL
Powered by Hilco
Streambank   NEXUSGUARD   NOKIA

NSFOCUS   PARAQUM   SEIKO
SEIKO SOLUTIONS INC.   SK broadband   TELSTRA   zenlayer

Fellowship

Internet
Society

Tech Girls Social

Akamai
FASTER FORWARD

Bronze

APJII
Asosiasi Penyelenggara
Jasa Internet
Indonesia   WWW.asia
#RiseWithAsia   jpix
Japan Internet Exchange Co.,Ltd.

JPNAP   PCCW Global   sgix
Singapore Internet Exchange

APNIC AGM

CNNIC
中国互联网络信息中心   JPNIC   TWNIC

Hackathon

facebook

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 tailor a package to suit your needs.

- **Workshop week: 13–17 February 2020**

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

- **Conference week: 18–21 February 2020**

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

- **Social events: 18 February 2020 (opening Social)**

- **20 February 2020 (25th Anniversary Social)**

- **21 February 2020 (Closing Social)**

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

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Category	Platinum	Gold	Silver	Community	Fellowship	Bronze	Opening Social	Closing Social	Peering Social	Coffee Cart	Tech Girls Social	APNIC AGM
Limit on number of sponsors	2	3	N/A	N/A	N/A	N/A	1	1	1	1	1	N/A
Sponsorship Amount in USD	50K	30K	10K	10K	10K	5K	30K	30K	30K	20K	10K	5K*
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
Complimentary Conference Ticket	10	6	2	2	2	1	2	2	6	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 Badge	√	√	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
Dedicated Pull Up Banner in Function Room	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
Recognition at Closing Plenary	√	√	√	√	√	√	√	√	√	√	√	√

*Sponsorship Amount for APNIC AGM is quoted in AUD.

Terms and conditions

Please complete and return the sponsorship application form at the end of this document. You will receive a contract for sponsorship which you must sign and return to APRICOT to be executed 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. Payment MUST be recieved in full before ANY sponsor benefits are granted.

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 APRICOT and APNIC 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, APRICOT and APNIC 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

APRICOT 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.

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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: 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
Gold	Bronze	Closing social	Local sponsor	
Silver	Fellows	Peering social	APNIC AGM	

Printed name	Organisation	Date	Signature

Please send the completed form to: The APRICOT Secretariat ■ Email: secretariat@apricot.net ■ Phone: +61 450 387872 ■ **Sponsorship closes on 31 Dec 2019**

Expressions of Interest - APRICOT 2020 Conference Sponsorship

To register your expression of interest in sponsoring APRICOT 2020 Secretariat, please contact

The APRICOT Secretariat
Email: secretariat@apricot.net
Telephone: +61 450 387872

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