

**SANOG - XXVIII**



**ISPAI**

**2016**

**1<sup>st</sup> -09<sup>th</sup> August**

# **Sponsorship Prospectus**

**1<sup>st</sup> August – 09<sup>th</sup> August 2016**

**Hotel Trident Bandra Kurla Complex, Mumbai  
INDIA**



**Host: ISPAI**

**INTERNET SERVICE PROVIDERS  
ASSOCIATION OF INDIA**

[www.ispai.in](http://www.ispai.in)

**Organizer: SANOG  
SOUTH ASIAN NETWORK  
OPERATORS GROUP**

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

**SANOG - XXVIII**



**ISPAI**

*1<sup>st</sup> August- 09<sup>th</sup> August 2016, Mumbai- INDIA*

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**SANOG [www.sanog.org](http://www.sanog.org)**

SANOG was started to bring together operators for educational as well as co-operation. SANOG provides a regional forum to discuss operational issues and technologies of interest to data operators in the South Asian Region. The main objective is educational, but at the same time gives vendors a chance to talk to engineers about newer technology and products on the sidelines. Engineers get to talk to each other about experiences, benefit the entire community. This non-commercial, people networking is in line with established practices like NANOG in North America, RIPE Meetings in Europe and APRICOT in Asia. The regional community gets exposure to a larger platform and is a very much focused platform.

The meeting will provide a regional forum to discuss operational issues and technologies closer home for data operators in the South Asian Region. The definition includes Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka.

**ISPAI ([www.ispai.in](http://www.ispai.in))**

The Internet Service Providers Association of India (ISPAI) was set up in 1998 with a mission to 'Promote Internet/Broadband for the benefit of all'.

ISPAI is the collective voice of the ISP fraternity and by extension the entire Internet community. Over the years ISPAI has helped influence, shape and mould the telecom policies, so that ISPs and entrepreneurs in the business of Internet can setup and grow their services in an environment that is supportive and enabling.

## SANOG - XXVIII



**ISPAI**

*1<sup>st</sup> August- 09<sup>th</sup> August 2016, Mumbai- INDIA*

ISPAI has access to and interacts frequently with international bodies and platforms and is frequently consulted by them on measures for future trends and growth of Internet. It works closely with the Government, the Regulator as well as the major Industry Chambers. It supports exchange of delegations, business visitors from across the globe which provides ISP members a chance to network widely and seek opportunities elsewhere too.

### **In Conjunction with FIRST- APNIC Technical Colloquium**

**FIRST ([www.first.org](http://www.first.org))**

**FIRST is the Global Forum for Incident Response and Security Teams**

First is the premier organization and recognized global leaders in incident response. Membership in FIRST enables incident response teams to more effectively respond to security incidents reactive as well as proactive.

FIRST brings together a variety of computer security incident response teams from government, commercial and educational organizations. FIRST aims to foster cooperation and coordination in incident prevention to stimulate rapid reaction to incidents and to promote information sharing among members and the community at large.

**APNIC ([www.apnic.net](http://www.apnic.net))**

APNIC (Asia Pacific Network Information Centre) is an open, membership-based, not-for-profit organization. It is one of five Regional Internet Registries (RIRs) charged with ensuring the fair distribution and responsible management of IP addresses and related resources. These resources are required for the stable and reliable operation of the global Internet.

### **Sponsorship Information**

There are many ways you can help and support us. The standard means is by contributing a fixed amount of money that will be used to support the logistics, and infrastructure for the conference in addition to supporting some national & international speakers. Other ways of supporting us are by contributing

## SANOG - XXVIII



# ISPAI

*1<sup>st</sup> August- 09<sup>th</sup> August 2016, Mumbai- INDIA*

computing and network equipment required to provide access to the venue, providing Internet access at the venue, reception dinners for the speakers, business dinners for invitees and so on. Send email to the organizers at [info@ispai.in](mailto:info@ispai.in); [sponsorship2016@ispai.in](mailto:sponsorship2016@ispai.in) if you would be interested in any of these. You can also write if you want to create a sustainable relationship with SANOG by being a permanent supporter and sponsor.

The standard sponsorship rates are given below. The last date for receiving the intent of sponsorship for SANOG 28 is 15<sup>th</sup> June 2016. Send email to [info@ispai.in](mailto:info@ispai.in); [sponsorship2016@ispai.in](mailto:sponsorship2016@ispai.in)

- Spreading and sharing the knowledge required for the operational stability
- Developing affinity groups that foster mutual support throughout the year.
- SANOG has been a success even in the past and due to the excellence of its no-nonsense program that is focused on Internet operational issues (i.e. issues surrounding the smooth day-to-day operation of Internet based networks and services).

### **Program Schedule**

Conference 1 <sup>st</sup> Aug – 2 <sup>nd</sup> Aug, 2016	Tutorials 3 <sup>rd</sup> Aug – 04 <sup>th</sup> Aug 2016	Workshop 5 <sup>th</sup> Aug – 09 <sup>th</sup> Aug, 2016
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### **Expected No. of Participants:**

Total: 300+

### **Organizer:**

SANOG (South Asian Network Operators Group) [www.sanog.org](http://www.sanog.org)

ISPAI (Internet Service Providers Association of India) [www.ispai.in](http://www.ispai.in)

### **Contact us:**

ISPAI & SANOG -28 Secretariat	SANOG Secretariat
612-A, Chiranjiv Towers,	SANOG Secretariat

## SANOG - XXVIII



# ISPAI

*1<sup>st</sup> August- 09<sup>th</sup> August 2016, Mumbai- INDIA*

New Delhi – 110019 Tel: 91 11 264 24001 Fax: 91 11 416 08 472 Email ID: <a href="mailto:info@ispai.in">info@ispai.in</a>  Website: <a href="http://www.ispai.in">www.ispai.in</a>	GPO BOX 13655 Kathmandu, Nepal Email ID: <a href="mailto:info@sanog.org">info@sanog.org</a> Website: <a href="http://www.sanog.org">www.sanog.org</a>
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More details, contact;

Director- Events,  
[sponsorship2016@ispai.in](mailto:sponsorship2016@ispai.in)  
Tel: 011- 26424001, 9999375428

### **Sponsorship Table**

SANOG-28, Mumbai will be a great opportunity for branding and targeting the right audience. Our sponsorship is limited and currently available for you.

SANOG has been taking place in the past and has received a very prompt response in INDIA and this is the eighth time we are holding SANOG

<b>1. Principal (maximum 1)</b>	<b>Approx. INR 20,00,000</b>
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Benefits:

- 12 complimentary passes for conference registrations.
- 12 complimentary tickets to Opening Reception or Closing Social Events
- Logo positioning SANOG website
- Company name and logo on signage and Backdrops
- Distribution of company-supplied brochures or gift (e.g.: bags, mouse pads, pens, etc) during registration.
- Logo placement on lanyard (has to be shared)
- 3 Banners of 2m x 1m can be placed in the venue lobby/ registration area/ conference hall – if provided 2 weeks before the event

<b>2. Diamond Sponsor (maximum 2)</b>	<b>Approx. INR 17,00,000</b>
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## SANOG - XXVIII



## ISPAI

*1<sup>st</sup> August- 09<sup>th</sup> August 2016, Mumbai- INDIA*

### Benefits:

- 8 free tutorial and conference registrations.
- 8 complimentary tickets to Opening Reception or Closing Social Events
- Company logo shown on backdrops
- Logo positioning SANOG website
- Distribution of company-supplied brochures or gift (e.g.: bags, mouse pads, pens, etc)
- 2 Banners of 2m x 1m can be placed in the registration area/ conference

### **3. Platinum Sponsor (maximum 4)**

**Approx. INR 15,00,000**

### Benefits:

- 6 free tutorial and conference registrations.
- 6 complimentary tickets to Opening Reception or Closing Social Events
- Logo positioning SANOG website
- Company name and logo shown on backdrop
- Distribution of company-supplied brochures or gift (e.g. bags, mouse pads, pens, etc) during registration
- 1 Banners of 2m x 1m can be placed in the registration area

### **4. Gold Sponsor (maximum 5)**

**Approx. INR 12,00,000**

### Benefits:

- 5 free tutorial and conference registrations.
- 5 complimentary tickets to Opening Reception or Closing Social Events
- Logo positioning on printed materials
- Logo positioning SANOG website
- Distribution of company-supplied brochures or gift (e.g. bags, mouse pads, pens, etc) during registration.
- Exclusive logo placement on stationary printed for SANOG

## SANOG - XXVIII



**ISPAI**

*1<sup>st</sup> August- 09<sup>th</sup> August 2016, Mumbai- INDIA*

### **5. Ruby Sponsor (maximum 5)**

**Approx. INR 900,000**

Benefits:

- 4 free tutorial and conference registrations.
- 4 complimentary tickets to Opening Reception or Closing Social Events
- Logo positioning on SANOG website
- Distribution of company-supplied brochures or gift (e.g. bags, mouse pads, pens, etc) during registration.

### **6. Emerald Sponsor (maximum 5)**

**Approx. INR 700,000**

Benefits:

- 3 free tutorial and conference registrations.
- 3 complimentary tickets to Opening Reception or Closing Social Events
- Logo positioning on SANOG website
- Distribution of company-supplied brochures or gift (e.g. bags, mouse pads, pens, etc) during registration.

### **7. Silver Sponsor (maximum 5)**

**Approx. INR 500,000**

Benefits:

- 2 free tutorial and conference registrations.
- 2 complimentary tickets to Opening Reception or Closing Social Events
- Logo positioning on SANOG website
- Distribution of company-supplied brochures or gift (e.g. bags, mouse pads, pens, etc) during registration.

## SANOG - XXVIII



## ISPAI

*1<sup>st</sup> August- 09<sup>th</sup> August 2016, Mumbai- INDIA*

### **8. Bronze Sponsor (maximum 5)**

**Approx. INR 300,000**

Benefits:

- 1 free tutorial and conference registrations.
- 1 complimentary tickets to Opening Reception or Closing Social Events
- Logo positioning on SANOG website
- Distribution of company-supplied brochures or gift (e.g. bags, mouse pads, pens, etc) during registration.

### **9. Opening Reception Sponsor (2)**

**Approx. INR 500,000**

Benefits: same as Silver Sponsors

- Exclusive company logo during sponsored evening
- 5 complimentary ticket to the sponsored evening

### **10. Gala Closing Reception Sponsor (maximum 2)**

**Approx. INR 650,000**

Benefits: same as Emerald Sponsors

- Exclusive company logo during sponsored evening
- 10 complimentary passes to the sponsored evening

### **11. Bandwidth Sponsor (maximum 2)**

**Approx. INR 200,000**

Benefits:

- Company logo on backdrop and other printed materials
- 1 complimentary pass for the conference
- 2 complimentary pass for the opening and closing social reception

### **12. Access points and WIFI Sponsor**

**Approx. INR 150,000**



## SANOG - XXVIII



**ISPAI**

*1<sup>st</sup> August- 09<sup>th</sup> August 2016, Mumbai- INDIA*

### Benefits:

- Company logo on backdrop and other printed materials
- 1 complimentary pass for the conference
- 2 complimentary pass for the opening and closing social reception

### **Note:**

1. Please revert with sponsorship registration request form.
2. Write to [sponsorship2016@ispai.in](mailto:sponsorship2016@ispai.in)
3. Service tax/ any other taxes extra as applicable shall be additional
4. Any kit insertion has to be submitted 2 weeks before the event