



« *networking the networkers* »

TERENA Networking Conference 2008
Bruges (Brugge), Belgium
19 - 22 May 2008

BEYOND CONNECTIVITY

OPPORTUNITIES FOR INDUSTRY

TERENA Networking Conference 2008

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Introduction

TERENA, the Trans-European Research and Education Networking Association, is holding its 2008 annual networking conference at the 'Oud Sint-Jan' Conference Centre, in the medieval city of Bruges, one of the UNESCO World Heritage sites. It will be hosted by BELNET, the Belgian national member of TERENA.

BELNET is the Belgian national research and education network (NREN). It provides a broad spectrum of services for the Belgian education and research communities. The year 2008 will be special, featuring the launch of BELNET's new optical dark fibre network.

The Programme Committee of the conference is chaired by Diego R. Lopez, coordinator of Middleware and Applications at RedIRIS, the Spanish NREN. The Committee is made up of a number of leading experts in various fields of research networking, including Grids, campus issues, security and network architecture.

Companies who are ahead of their competitors have an opportunity to present their achievements to a community of 'early adapters'. This community is generally several steps ahead of the Internet industry in general and represents, in itself, a sizeable market.

TERENA Networking Conferences are well-established events focusing on new directions, trends and technology. The conference brings together leading figures from research, management, industry and governance to present and discuss the technical and strategic aspects of the provision of networks and services to the research and education community. Together, the participants at the conference represent an annual information technology spend 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 2008 conference and thereafter.

Miroslav Milinović
TERENA Vice President for Conferences

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Opportunities for Exposure

GENERAL INFORMATION

What is the TERENA Networking Conference?

Worldwide, the education and research communities have been, and still are, at the forefront of Internet development. Separate organisations have been formed for this, such as Internet2 in the USA and the various National Research and Education Networks (NRENs) in Europe. At the European level, all NRENs collaborate in TERENA. The TERENA Networking Conference is the annual event where experts from the European NRENs come together to exchange the latest information with one another, with counterparts from other continents and with representatives from industry and government. As such, the TERENA Networking Conference is the European counterpart of the Internet2 Member Meetings in the USA and the APAN Meetings in the Asia/Pacific area.

The TERENA Networking Conference hosts an annual workshop for all those involved in GÉANT2, the pan-European research and education network that is co-funded by the European Community and implemented by a consortium involving 30 European NRENs, TERENA and TERENA's sister organisation, DANTE. Many other projects and initiatives use the occasion of the TERENA Networking Conference for a meetings immediately before and after the conference.

Who attends TERENA conferences?

The TERENA conference annually attracts some 500 participants. Most come from European countries, a minority come from other continents. Just under half the participants are from universities and research centres, some 40% come from NRENs and the remainder are from industry and government. Within universities and research centres, the largest group is that of network administrators. The other two large groups are network researchers and managers. Most participants from the NRENs are managers or experts working on research and development. Many of the participants are not only decision makers for their own institutions, there are often also national authorities in their field, directly or indirectly influencing Internet-related decisions of many other organisations.

Participants consistently evaluate TERENA Conferences very positively.

What are the main opportunities for corporate exposure?

Speaker opportunities

In order to safeguard the academic content of the conference, there is no link between sponsorship and speaking opportunities (except in the case of the Main Sponsor). Speakers are either invited by members of the Programme Committee for their knowledge and reputation in a specific area of interest to the conference or are selected from among the papers that have been submitted for the conference. The **Call for Papers** is published in early October (in print and on the conference website), with a deadline usually at the end of November. Companies interested in speaking opportunities are advised to study the Call for Papers and to submit paper as relevant to them.

BoF Sessions

Normally, Birds of a Feather (BoF) Sessions take place on Tuesday and Wednesday in the conference week, immediately after the end of the cConference programme. These sessions are the responsibility of the person(s) or organisation hosting them and not of the Programme Committee. Industry sponsors of the conference are allowed to host a BoF session. These sessions will be announced through the conference website and in the Final Programme of the conference. Note that no guarantees can be given about the attendance at these sessions.

Communication with delegates

All participants receive a paper copy of the list of pre-registered delegates in their delegate bags. These lists contain information about the professional affiliation of delegates and e-mail addresses. In order to protect the privacy of delegates, these lists are not made available before the conference, nor are they made available in electronic format.

We are able to send e-mail messages to delegates, both before and during the event on request (within moderation). Within reasonable limits, we will alert delegates to certain speakers, to special demonstrations, side events, giveaways and other information that may be of interest to sponsors and delegates.

Meeting rooms for special events

There is a possibility to rent additional room(s) of various sizes in the Conference Centre that could be used for events before and after the formal conference programme. (No events can be scheduled in parallel to the formal conference programme). More information about these opportunities is available upon request.

Sponsorship and exhibition

This package provides information about the possibilities for being a general sponsor of the conference (which includes publication of the logo on conference publications and publication of logo and link on the conference website) or for sponsoring specific items (such as the social events) and for exhibiting at the conference. Obviously, higher sponsorship amounts translate into more exposure.

Note that tailor-made sponsor opportunities can be made available, depending on company wishes.

SPONSORSHIP

In the past, many well-known companies, such as Cisco, Juniper, CIENA, IBM, Colt and ADVA Optical have sponsored TERENA Networking Conferences.

We offer both general sponsorship opportunities and the possibility to sponsor individual items.

Sponsorship possibilities at a glance

MAIN SPONSOR one available from € 30,000

PRIVILEGED SPONSOR

Basic Package € 10,000

plus *Opening Reception* - one available € 12,500

plus *Gala Evening* – one available € 15,000

CONFERENCE SPONSOR

Basic Package € 5,000

plus *Speakers' Reception* – one available € 7,500

plus *Cyber-café* – one available € 7,500

plus *Conference Bags* – one available € 7,500

plus *Conference T-shirts* – one available € 7,500

plus *Conference Umbrellas* - one available € 7,500

plus *Conference Lunch* – three available € 7,500

CONFERENCE CONTRIBUTOR

Basic Package € 2,000

plus *Conference Pens* – one available € 3,500

plus *Conference Badge Cords* – one available € 3,500

plus *Coffee Breaks* – one available € 3,500

MAIN SPONSOR

from € 30,000

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

Main Conference Sponsor Benefits include:

Programme Opportunities

As Main Conference Sponsor, we will consult with you on 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 Brochures

As the Main Sponsor, your company's name and logo will be featured prominently on all conference and promotional materials. These include the pre-mailing publicity, the conference documentation (including: Preliminary Programme, Conference Poster, Final Programme) and the conference website.

In addition, your company's brochure material can be included in the conference bag, which will be distributed to all participants upon registration at the conference.

Marketing Exposure

TERENA will not only promote the conference to the research and commercial networking community through direct mail, e-mail and telephone contact, but will also target new participants through advertisements, publicity and inserts in appropriate publications. TERENA will mail the promotional literature to over 4,000 potential delegates. Sponsors will be acknowledged in the opening and closing plenary sessions of the conference.

Delegate Passes

The Main Sponsor will be offered four complimentary delegate passes.

Exhibition Space

As the Main Sponsor your organisation will be offered free double standard booth space within the exhibition at the conference (see Conference Exhibition Facilities sheet). Alternatively, a display area can be provided in the conference building for the display of corporate literature or other promotional items.

Meeting Room

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

Press Conference

As Main 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.

PRIVILEGED SPONSOR

€ 10,000

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

Privileged Sponsor Benefits include:

Conference Brochures

As a Privileged Sponsor, your company's name and logo will be featured prominently on all conference and promotional materials relating to the conference. These include the pre-mailing publicity, the conference documentation (including: Preliminary Programme, Conference Poster, Final Programme) and the conference website.

In addition, your company's brochure material can be included in the conference bag, which will be distributed to all participants upon registration at the conference.

Marketing Exposure

TERENA will not only promote the conference to the research and commercial networking community through direct mail, e-mail and telephone contact, but will also target new participants to the conference through advertisements, publicity and inserts in appropriate publications. TERENA will mail the promotional brochure material to over 4,000 potential delegates. Sponsors will be acknowledged in the opening and closing plenary sessions of the conference.

Delegate Passes

A Privileged Sponsor will be offered three complimentary delegate passes.

Exhibition Space

As a Privileged Sponsor your organisation will be offered a free standard exhibition booth at the conference and you are entitled to rent one additional standard space for the price listed (see Conference Exhibition Facilities sheet). Alternatively, a display area can be provided in the conference building for the display of corporate literature or other promotional items.

plus packages

Opening Reception

€ 12,500

This type of sponsorship provides an opportunity to mix with delegates in a more informal and relaxed atmosphere. The Opening Reception takes place on the evening of the first day in the beautiful courtyard of the Conference Centre itself. It is a popular feature of our conferences.

Benefits include all Privileged Sponsorship Benefits plus:

Brief Address

A representative of your company may make a brief address at the beginning of the event.

Additional 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.

Gala Evening

€ 15,000

The Gala Evening takes place on the third day and provides an excellent sponsorship opportunity. It often offers an opportunity for a short address to delegates and is regarded as the social focal point of the conference. The setting of the 2008 Gala Evening is the absolutely unique and world-famous mediaeval Belfry, on the main market square of Bruges.

Benefits include all *Privileged Sponsorship Benefits* plus:

Brief Address

The sponsorship of the Conference Gala Evening entitles the organisation to nominate an after dinner speaker. The address or presentation of up to 15 minutes may take the form of a promotion of the company - a format that is not permitted within the conference programme.

Additional 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 room.

CONFERENCE SPONSOR

€ 5,000

The Conference Sponsorship package combines mass marketing and branding association before the event and allows your company to target specific conference events and exposure to delegates.

Conference Sponsor Benefits include:

Conference Brochures

As a Conference Sponsor, your company's name and logo will be featured in all conference and promotional materials relating to the conference. These include the pre-mailing publicity, the conference documentation (including: 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, e-mail and telephone contact, but will also target new participants through advertisements, publicity and inserts in appropriate publications. The promotional conference literature will be mailed to over 4,000 potential delegates. Sponsors will be acknowledged in the opening and closing plenary sessions of the conference.

Delegate Passes

The Conference Sponsor will be offered two complimentary delegate passes.

Exhibition Space

As a Conference Sponsor your organisation will be offered a standard-sized exhibition space at a 25% discount (see the Conference Exhibition Facilities sheet).

plus packages

Speakers' Reception

€ 7,500

The speakers' reception, on the Sunday before the conference, will take place on the roof terrace of the Concert Hall of Bruges, offering a unique view of the city. This reception is the VIP event for human networking at the conference, bringing together the speakers, but also the members of the Programme Committee and the Session Chairs.

Benefits include all Conference Sponsor Benefits plus:

Additional Marketing Exposure

Your company will be recognised as sponsor of the Speakers' Reception in the Final Programme and at the reception itself.

Invitation

The reception is by invitation only. The sponsor will be offered two invitations for this event, in addition to any speakers from the sponsor that may be entitled to attend anyway.

Cyber-café

€ 7,500

A wireless LAN will provide full Internet access to participants throughout the conference venue. In addition, there will be a limited possibility for delegates to make use 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. This can include sponsorship in money terms or in equipment terms, for example in order to provide videoconferencing facilities for delegates.

Benefits include all Conference Sponsor Benefits plus:

Company literature and signage

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.

Conference Bags

€ 7,500

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

Benefits include all Conference Sponsorship Benefits plus:

Additional Marketing Exposure

Your company's logo will be printed on the Conference Bags that will be distributed to each participant of the conference.

Conference T-Shirts

€ 7,500

For direct exposure with after event visibility, this package offers a unique and collectable way of ensuring your company's logo is seen long after the conference.

Benefits include all Conference Sponsorship Benefits plus:

Additional Marketing Exposure

A T-shirt with your company's logo will be given to each delegate upon registration at the conference. Conference T-shirts are often collected and so prolong the logo visibility.

Conference Lunch

€ 7,500

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

Benefits include all Conference Sponsorship Benefits plus:

Additional 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).

Conference Umbrellas

€ 7,500

For direct exposure with after event visibility, this package offers a unique and collectable way of ensuring your company's logo is seen long after the conference.

Benefits include all Conference Sponsorship Benefits plus:

Additional Marketing Exposure

An umbrella with your company's logo will be given to each delegate upon registration at the conference. These umbrellas are likely to travel far and wide and so prolong the logo visibility.

CONFERENCE CONTRIBUTOR

€ 2,000

The Contributor package combines mass marketing and branding association before the event and allows your company to target specific conference events and exposure to delegates.

Conference Contributor Benefits include:

Conference Brochures

As a Conference Contributor, your company's name and logo will be featured in all conference and promotional materials relating to the conference. These include the pre-mailing publicity, the conference documentation (including: Preliminary Programme, Conference Poster, Final Programme), and the TERENA website.

Marketing Exposure

TERENA will not only promote the conference to the research and commercial networking community through direct mail, e-mail and telephone contact, but will also target new participants through advertisements, publicity and inserts in appropriate publications. The promotional conference literature will be mailed to over 4,000 potential delegates. Sponsors will be acknowledged in the opening and closing plenary sessions of the conference.

Delegate Pass

The Conference Contributor will be offered one complimentary delegate pass.

Exhibition Space

The Conference Contributor has the right to rent exhibition space (see the Conference Exhibition Facilities sheet).

plus packages

Coffee Breaks

€ 3,500

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

Benefits include all Conference Contributor Benefits plus:

Signage Rights

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

Conference Pens

€ 3,500

For direct exposure with after event visibility, this package offers a unique way of ensuring your company's logo is seen long after the conference.

Benefits include all Conference Contributor Benefits plus:

Marketing Exposure

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

Conference Badge Cords (Lanyards)

€ 3,500

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

Benefits include all Conference Contributor Benefits plus:

Marketing Exposure

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

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.

CONFERENCE EXHIBITION FACILITIES

Exhibition space is offered to companies to display equipment, products or services to the high level participants from the research and commercial communities. The exhibition space is located in high traffic areas where delegates congregate throughout the day and during coffee breaks.

Marketing Exposure

For the duration of the conference your company will be able to take advantage of the opportunity to promote and discuss its services and products with the participants of the conference.

The Exhibition Space

Power and Internet connectivity are standard and included in the square meter price.

Costs

The cost for exhibition space is € 300 per square meter, for the duration of the conference.

Booth size

The standard booth size is either six or nine square meters (depending on location).

Entitlements:

- The Main Sponsor is entitled to double the standard booth size.
- Privileged Sponsors are entitled to the standard booth size and may rent additional space (to a combined total of double the standard booth size) at the normal rate.
- Conference Sponsors are entitled to rent the standard booth size with a 25 % discount on the price.

SPONSORSHIP REQUEST FORM

All incoming requests are handled on a first come, first served basis. It is understood that by signature this form will become a contract upon acceptance by TERENA. Please print and or fax a completed and signed copy of this form to:

TERENA

Singel 468 D, 1017 AW Amsterdam, The Netherlands - attn. Bert van Pinxteren

Fax: +31 20 530 4499

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 LEVEL (check all that apply)

- | | | | |
|--------------------------|---|-------------------------------|---------------|
| <input type="checkbox"/> | MAIN CONFERENCE SPONSOR | | min. € 30,000 |
| <input type="checkbox"/> | PRIVILEGED SPONSOR | (basic package) | € 10,000 |
| <input type="checkbox"/> | <i>Opening Reception</i> | | € 12,500 |
| <input type="checkbox"/> | <i>Gala Evening</i> | | € 15,000 |
| <input type="checkbox"/> | CONFERENCE SPONSOR | (basic package) | € 5,000 |
| <input type="checkbox"/> | | <i>Speakers' Reception</i> | € 7,500 |
| <input type="checkbox"/> | | <i>Cyber- café</i> | € 7,500 |
| <input type="checkbox"/> | | <i>Conference Bags</i> | € 7,500 |
| <input type="checkbox"/> | | <i>Conference T-shirts</i> | € 7,500 |
| <input type="checkbox"/> | | <i>Conference Lunch</i> | € 7,500 |
| <input type="checkbox"/> | <input type="checkbox"/> Monday, <input type="checkbox"/> Tuesday or <input type="checkbox"/> Wednesday | | |
| <input type="checkbox"/> | | <i>Conference Umbrellas</i> | € 7,500 |
| <input type="checkbox"/> | CONFERENCE CONTRIBUTOR | (basic package) | € 2,000 |
| <input type="checkbox"/> | | <i>Conference Pens</i> | € 3,500 |
| <input type="checkbox"/> | | <i>Conference Badge Cords</i> | € 3,500 |
| <input type="checkbox"/> | | <i>Coffee Breaks</i> | €3,500 |

TOTAL AMOUNT OF SPONSORSHIP REQUEST € _____

WE WOULD WANT WOULD NOT WANT TO USE THE EXHIBITION OPPORTUNITY

AUTHORISED SIGNATURE _____ DATE _____ CITY _____