



SANOG - XXII

ISPAI

nixi

2013

5th - 13th Aug

Sponsorship Prospectus
5th August - 13th August 2013
Mumbai - INDIA



ISPAI

SANOG

nixi

Host: ISPAI www.ispai.in

Internet Service Providers
Association of India

Organizer: SANOG

www.sanog.org

South Asian Network Operators
Group

Co-Organizer: NIXI www.nixi.in

National Internet Exchange of
India



India Delhi Chapter



About SANOG:

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.

As data networks has grown around the world, we took the initiative for a South Asian Network Operators Group (SANOG). This was in line with established practices like NANOG in North America, RIPE NCC Meetings in Europe and APRICOT in Asia. 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.

The first SANOG Meeting was held in Kathmandu, in January 2003, along side the CAN IT Conference 2003, which is the annual conference organized by the Computer Association of Nepal.

5th August- 13th August 2013, Mumbai- INDIA

About ISPAI:

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.

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.

About NIXI:

NIXI is a not for profit Organization under section 25 of the companies Act 1956 and was registered on 19th June 2003. NIXI was set up for peering of ISP's among themselves for the purpose of routing the domestic traffic within the country, instead of taking it all the way to US/Abroad, thereby resulting in better quality of service (reduced latency) and reduced bandwidth charges for ISP's by saving on International Bandwidth. NIXI is managed and operated on a neutral basis, in line with the best practices for such initiatives globally.

Indian Registry for Internet Names and Numbers (IRINN)

Govt. of India, Department of Electronics & Information Technology endorsed the operations of National Internet Registry (NIR) to National Internet Exchange of India (NIXI). NIR is an entity under the umbrella of a Regional Internet Registry (RIR) which is Asia Pacific Network Information centre (APNIC). NIR is entrusted with the task of coordinating IP Address allocation with other Internet resource management function at national level in the country. NIXI was recognized by APNIC in March 2012 to become the NIR for the country. The NIR has been named as Indian Registry for Internet Names and Numbers (IRINN). Collective efforts of NIXI and ISAPI have led to the formation of IRINN in the country.

IRINN is a division functioning under NIXI and provides allocation and registration services of Internet Protocol addresses (IPv4 & IPv6) and Autonomous System numbers to its Affiliates. It is a not-for-profit, Affiliates based entity, with the primary goal of allocation of Internet resources to its Affiliates.

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 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@sanog.org 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.

- 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

Date:

Conference

5th Aug – 6th Aug, 2013

Tutorials

7th Aug – 8th Aug 2013

Workshop

9th Aug – 13th Aug, 2013

Expected No. of Participants:

Total: 300



5th August- 13th August 2013, Mumbai- INDIA

Host:

ISPAI (Internet Service Providers Association of India)
www.ispai.in

Organizer:

South Asian Network Operators Group (SANOG)
www.sanog.org

Contact us:

ISPAI & SANOG -22 Secretariat	Secretariat
612-A, Chiranjiv Towers, New Delhi – 110019 Tel: 91 11 264 24001 Fax: 91 11 416 08 472 Email ID: SANOG22.sponsorship@ispai.in SANOG22.helpdesk@ispai.in SANOG22.registrations@ispai.in Website: www.ispai.in	SANOG Secretariat GPO BOX 13655 Kathmandu, Nepal Email ID: info@sanog.org Website: www.sanog.org

More details, contact;

Director- Events,
SANOG22-sponsorship@ispai.in
Tel: 011- 26424001, 9999375428

Sponsorship Table

SANOG- XXII, 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.

The standard sponsorship rates are given below. The last date for receiving the intent of sponsorship for SANOG XXII is 10th July 2013.

Mail the sponsorship form email to [SANOG22- sponsorship@ispai.in](mailto:SANOG22-sponsorship@ispai.in)

1. Principal (maximum 1)

Approx. INR 15,00,000

Benefits:

- 10 complimentary passes for conference registrations.
- 10 complimentary tickets to Opening Reception or Closing Social Events
- Full page logo positioning and sponsorship mentioning on SANOG 2013 booklet
- 2 Table space (3x6) to promote you product at a prime location during Conference and Tutorials
- Logo positioning SANOG website
- Optional broadcast of company (maximum 3 minutes) during conference tea breaks
- 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)
- 4 Banners of 2m x 1m can be placed in the venue lobby/ registration area/ conference hall – if provided 2 weeks before the event
- T-shirts with logo of Principal sponsor and SANOG+ ISPAI+NIXI

2. Diamond Sponsor (maximum 2)

Approx. INR 10,50,000

Benefits:

- 7 free tutorial and conference registrations.
- 7 complimentary tickets to Opening Reception or Closing Social Events
- Half page logo positioning and sponsorship mentioning in SANOG 2013 program booklet,
- Table space (3m x 6m) to promote you product at a prime location during Conference and Tutorials
- Optional broadcast of company (maximum 1 minute) during conference tea breaks
- Company logo shown on backdrops
- Logo positioning SANOG website
- Distribution of company-supplied brochures or gift (e.g.: bags, mouse pads, pens, etc) during registration and APRICOT 2012 registrations.
- 3 Banners of 2m x 1m can be placed in the registration area/ conference
- Delegate Kit bag with logo of Diamond sponsor and SANOG+ ISPAI+NIXI

3. Platinum Sponsor (maximum 4)

Approx. INR 8,00,000

Benefits:

- 4 free tutorial and conference registrations.
- 4 complimentary tickets to Opening Reception or Closing Social Events
- Logo positioning on printed materials and program booklet of SANOG 2013
- Table space (3m x 6m) to promote you product at a prime location during Conference and Tutorials
- Logo positioning SANOG website
- Company name and logo shown on backdrop
- Optional broadcast of company logo only, during conference tea breaks
- Distribution of company-supplied brochures or gift (e.g. bags, mouse pads, pens, etc) during registration (Any kit insertion has to be submitted 2 weeks before the event)
- 1 Banners of 2m x 1m can be placed in the registration area

4. Gold Sponsor (maximum 5)

Approx. INR 5,50,000

Benefits:

- 5 free tutorial and conference registrations.
- 5 complimentary tickets to Opening Reception or Closing Social Events
- Logo positioning on printed materials, and program booklet of SANOG 2013
- Table space to promote you product at a prime location during Conference and Tutorials
- Logo positioning SANOG website
- Distribution of company-supplied brochures or gift (e.g. bags, mouse pads, pens, etc) during registration.

5. Silver Sponsor (maximum 5)

Approx. INR 3,50,000

Benefits:

- 3 free tutorial and conference registrations.
- 3 complimentary tickets to Opening Reception or Closing Social Events
- logo positioning program booklet of SANOG 2013
- Logo positioning on SANOG website
- Distribution of company-supplied brochures or gift (e.g. bags, mouse pads, pens, etc) during registration.

5th August- 13th August 2013, Mumbai- INDIA

Opening Reception Sponsor (2)	INR 4,50,000
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Benefits: same as Silver Sponsor with inclusive of the below

- Exclusive company logo during sponsored evening
- Two free tutorial and conference registrations.
- Company introduction by the Emcee during opening of the event evening
- 5 complimentary ticket to the sponsored evening

Gala Closing Reception Sponsor (maximum 2)	Approx. INR 5,00,000
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Benefits: same as Gold Sponsors with inclusive of the below

- Exclusive company logo during sponsored evening
- Two free tutorial and conference registrations.
- Company introduction by the Emcee during opening of the evening event
- 5 complimentary ticket to sponsored evening

Workshop Sponsors: (maximum 2)	Approx. INR 8,00,000
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Benefits:

- 5 complimentary tickets to conference and tutorials
- 5 complimentary tickets to opening and closing reception
- Banner of 2m x 1m in each workshop class and 2 during Graduation dinner (has to be provided 2 weeks before the event)
- Prominent size banner at the lunch area of workshop (has to be provided 2 weeks before the event)
- Logo placement on the SANOG website
- Prominent size logo placement on the SANOG 2013 booklet

Note:

- *All sponsorship payment must be received 10 days before the event*
- *Delegate insertion items must be reached at Event Managers office Mumbai 5 days before the event*
- *(Lanyards shall be of SANOG/ ISPAI- Exclusive)*