



HKNOG 4.0

Sponsorship Proposal

## About HKNOG

HKNOG (Hong Kong Network Operator's Group) provides a forum for key Internet builders in Hong Kong to learn from their peers and other leaders in the Internet community from around the world.

We are a not for profit organization run by a group of volunteers

## Event Description

HKNOG targets to host 2 conferences per year in Hong Kong to share Internet technology case studies, with opportunities for training and professional networking.

Prior to HKNOG 4.0, we have organized 7 events as follows, with a variety of local and international speakers, and support from our generous sponsors

Event	Attendance	Sponsors
HKNOG 0.1 2 <sup>nd</sup> September, 2013 Executive Center One Island East	40 Attendees 30 Organizations	Akamai APNIC
HKNOG 0.2 14 <sup>th</sup> April, 2014 HKBN Training Center Kwai Chung	90 Attendees 50 Organizations	HKBN
HKNOG 1.0 1 <sup>st</sup> September, 2014 Executive Center One Island East	120 Attendees 50 Organizations	APNIC, Huawei, Akamai, Brocade, BTI Systems, Curvature, HKT, ISOC, Juniper. Tata Communications and Arbor Networks, with operational support from HKISP Association
HKNOG 1.1 17 <sup>th</sup> April, 2015 Admiralty Conference Center	120 Attendees 50 Organizations	APNIC, BTI Systems, Hong Kong Broadband, Tenable, Equinix, and Certis, with operational support from the HK ISP Association.
HKNOG 2.0 14 <sup>th</sup> September Admiralty Conference Center	120 Attendees 50 Organizations	Cisco, BTI Systems, Infinera, BBIX, Nominum, NTT Communications, Wharf T&T, APNIC and Equinix, with operational support from the HK ISP Association
HKNOG 2.1 18 <sup>th</sup> March Admiralty Conference Center.	130 Attendees 60 Organizations	Alibaba Group, APNIC, PCCW Global, BBIX, BTI Systems, HKBN Enterprise Solutions, Seiko, Arbor, NTT Communications and Equinix, with operational support from the HK ISP Association
HKNOG 3.0 9 <sup>th</sup> September Admiralty Conference Center.	150 Attendees 60 Organizations	Infinera, Cisco, Arista, APNIC, Brocade, Coriant, Juniper, Seiko, Superloop, BBIX, SUNeVision, Equinix, Megaport-AMSIX

HKNOG 4.0 is being planned for 24<sup>th</sup> February, 2017 as a full day event at the Admiralty Conference Center, Admiralty. We are expecting around 150 attendees and 60+ Organizations to join this event.

The majority of HKNOG Conference attendees are key technical operations personnel from ISPs, but attendees also include participants from:

- Data centres
- Internet Exchange Points
- Content providers
- Hosting providers
- Commercial Internet industry organizations
- Research and educational institutions
- Government departments
- Local Internet Registries (LIRs)
- Domain Registrars and Registries

This is a good opportunity to market your product or services to the core of the Internet market.

### **Venue Details (To be confirmed)**

Location: Regus Hong Kong

35th Floor,

18 Harbour Rd,

Wan Chai, Hong Kong

### **Social Venue Details (To be confirmed)**

## Sponsorship Tier

We are presenting 6 sponsorship tiers. For enquiries regarding sponsorship packages, please contact [event@hknoq.net](mailto:event@hknoq.net).

Benefits	Sponsorship Tier					
	Platinum +Lunch Sponsor	Gold	Silver	Bronze	Coffee Break Sponsor	Social Sponsor
Package Cost/Limit	HK\$40,000 (1)	HK\$24,000 (n/a)	HK\$16,000 (n/a)	HK\$12,000 (n/a)	HK\$20,000 (1)	HK\$24,000 (1)
Acknowledgement at Event	Y	Y	Y	Y	Y	Y
Logo Listing on HKNOG Event Signage and website	Y	Y	Y	Y	Y	Y
Signage displayed	Sponsor messaging displayed on projectors during lunch + pull up banner at venue	Sponsor may bring 1 pull-up banner for display at venue				Sponsor messaging displayed at social venue + pull up banner at venue
Demonstration Area (TBC with venue)	1 table (2m x 1m)	½ table (1m x 1m)		n/a		½ table (1m x 1m)
Lanyard Sponsorship	Right of First refusal, in order of sponsorship confirmation	Second Priority, in order of sponsorship confirmation	Third Priority, in order of sponsorship confirmation	n/a	Third Priority, in order of sponsorship confirmation	Third Priority, in order of sponsorship confirmation
Bag Sponsorship	Right of First refusal, in order of sponsorship confirmation	Second Priority, in order of sponsorship confirmation	Third Priority, in order of sponsorship confirmation	n/a	Third Priority, in order of sponsorship confirmation	Third Priority, in order of sponsorship confirmation
Promotion Material to be distributed at Registration	Y	Y	Y	Y	Y	Y
Complimentary tickets to HKNOG conference	2	2	2	2	2	2

Sponsors are invited to submit a presentation at HKNOG, however acceptance by the Program Committee is not guaranteed

## HKNOG 4.0 Sponsorship Acceptance Form

Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Postal Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

I would like to sponsor the following tier

- HKNOG Platinum + Lunch Sponsor (HK\$40,000)
- HKNOG Gold Sponsor (HK\$24,000)
- HKNOG Silver Sponsor (HK\$16,000)
- HKNOG Bronze Sponsor (HK\$12,000)
- HKNOG Coffee Break Sponsor (HK\$20,000)
- HKNOG Social Sponsor (HK\$24,000)
- In Kind (Any amount)

Signature \_\_\_\_\_

Date: \_\_\_\_\_

Once completed, please email PDF copy to [event@hknog.net](mailto:event@hknog.net)

HKISPA, as HKNOG's operation alliance, will issue a tax invoice on receipt of your sponsorship acceptance form.