



HKNNOG 12.0

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.

HKNOG is not for profit and run by a group of volunteers as a special interest group of Hong Kong Internet Service Providers HKISPA.

## 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 12.0, we have organized 16 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, 2015 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, 2016 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, 2016 Admiralty Conference Center.	150 Attendees 60 Organizations	Infinera, Cisco, Arista, APNIC, Brocade, Coriant, Juniper, Seiko, Superloop, BBIX, SUNeVision, Equinix, Megaport-AMSIX

HKNOG 4.0 24 <sup>th</sup> February, 2017 Regus, Central Plaza	150 Attendees 60 Organizations	China Mobile, APNIC, Arbor, Arista, BBIX, Juniper, Nimble Storage, Equinix, Megaport-AMSIX
HKNOG 5.0 15 <sup>th</sup> September, 2017 Regus, Central Plaza	150 Attendees 60 Organizations	Superloop, Netflix, BBIX, Seiko, Juniper, APNIC, Arbor, Equinix, U-Domain
HKNOG 6.0 9 <sup>th</sup> March, 2018 Regus, Central Plaza	180 Attendees 60 Organizations	Amazon, Superloop, Aofei Data Int'l, Equinix, @Tokyo, Seiko, Juniper, BBIX, Telstra, Opengear, Arbor Networks, APNIC, GTT, Colt, SUN eVision and AMS-IX
HKNOG 6.1 7 <sup>th</sup> September, 2018 Regus, Central Plaza	120 Attendees 50 Organizations	Juniper, Netscout, APNIC, BBIX, SevONE and Equinix
HKNOG 7.0 1 <sup>st</sup> March, 2019 Regus, Central Plaza	185 Attendees 80 Organizations	Ciena,, Equinix, AWS, Netscout, BBIX, China Telecom Global, Juniper, JPNAP and NTT
HKNOG 8.0 6 <sup>th</sup> September, 2019 Regus, Central Plaza	150 Attendees 60 Organizations	Alibaba, Equinix, Aofei Data, APNIC, CyberArk, BBIX, JPNAP, JPIX, HKIX, Juniper, Nutanix, NSFocus
HKNOG 9.0 25 <sup>th</sup> September, 2020 ZOOM	200 Attendees 50 Organizations	APNIC, HKIX and UDomain
HKNOG 10.0 10 <sup>th</sup> September, 2021 ZOOM	115 Attendees 50 Organizations	APNIC, HKIX and UDomain
HKNOG 11.0 14 <sup>th</sup> October, 2022 Mira Hotel, TST	170 Attendees 70 Organizations	APNIC, Digital Realty, HKIX, PCCW Global, Equinix, BBIX, Kentix, AMSIX/HGC

HKNOG 12.0 is being planned for 30<sup>th</sup> October, 2023 as a full day physical event. We are expecting around 150 attendees from 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.

## Sponsorship Tier

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

Benefits	Sponsorship Tier					
	Platinum +Lunch	Gold	Silver	Bronze	Social Event	Coffee Booth
Package Cost/Limit	HK\$50,000 (1)	HK\$35,000 (n/a)	HK\$20,000 (n/a)	HK\$16,000 (n/a)	HK\$35,000 (1)	HK\$16,000 (1)
Acknowledgement at Event	Y					
Logo Listing on Signage and website	Y					
Signage displayed	Sponsor messaging displayed on projectors during lunch + pull up banner at venue	Sponsor may bring 2 pull-up banner for display at venue	Sponsor may bring 1 pull-up banner for display at venue	Sponsor may bring 1 pull-up banner for display at venue	Sponsor may bring 1 pull-up banner for display at venue and social event venue	Sponsor may bring 1 pull-up banner for display at venue by coffee booth
Demonstration Area (TBC with venue)	1 table	1 table	1 table	n/a	n/a	n/a
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	n/a	n/a
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	n/a	n/a
Promotion Material at Registration desk	Y					
Complimentary ticket to conference	4	2	1	1	2	1

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

## HKNOG 12.0 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\$50,000)
- HKNOG Gold Sponsor (HK\$35,000)
- HKNOG Social Sponsor (HK\$35,000)
- HKNOG Silver Sponsor (HK\$20,000)
- HKNOG Bronze Sponsor (HK\$16,000)
- Coffee Booth Sponsor (HK\$16,000)
- 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.