HKNOG 14.0
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 usually hosts 1-2 conferences per year in Hong Kong to share Internet technology case studies, with opportunities for training and professional networking.

Prior to HKNOG 14.0, we have organized 17 in-person & 1 virtual events as listed in the following, with a variety of local and international speakers, and tremendous support from our generous sponsors.

Event	Attendance	Sponsors
HKNOG 0.1 2nd September, 2013 Executive Center One Island East	40 Attendees 30 Organizations	Akamai APNIC
HKNOG 0.2 14th April, 2014 HKBN Training Center, Kwai Chung	90 Attendees 50 Organizations	HKBN
HKNOG 1.0 1st 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 17th 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 14th 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 18th 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 9th September, 2016	150 Attendees 60 Organizations	Infinera, Cisco, Arista, APNIC, Brocade, Coriant, Juniper, Seiko,

Admiralty Conference Center.		Superloop, BBIX, SUNeVision, Equinix, Megaport-AMSIX
HKNOG 4.0 24th February, 2017 Regus, Central Plaza	150 Attendees 60 Organizations	China Mobile, APNIC, Arbor, Arista, BBIX, Juniper, Nimble Storage, Equinix, Megaport-AMSIX
HKNOG 5.0 15th September, 2017 Regus, Central Plaza	150 Attendees 60 Organizations	Superloop, Netflix, BBIX, Seiko, Juniper, APNIC, Arbor, Equinix, U-Domain
HKNOG 6.0 9th 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 7th September, 2018 Regus, Central Plaza	120 Attendees 50 Organizations	Juniper, Netscout, APNIC, BBIX, SevONE and Equinix
HKNOG 7.0 1st March, 2019 Regus, Central Plaza	185 Attendees 80 Organizations	Ciena,, Equinix, AWS, Netscout, BBIX, China Telecom Global, Juniper, JPNAP and NTT
HKNOG 8.0 6th 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 25th September, 2020 ZOOM	200 Attendees 50 Organizations	APNIC, HKIX and UDomain
HKNOG 10.0 10th September, 2021 ZOOM	115 Attendees 50 Organizations	APNIC, HKIX and UDomain
HKNOG 11.0 14th October, 2022 Mira Hotel, TST	170 Attendees 70 Organizations	APNIC, Digital Realty, HKIX, PCCW Global, Equinix, BBIX, Kentix, AMSIX/HGC
HKNOG 12.0 30th October, 2023 The Langham, Hong Kong	220 Attendees 92 Organizations	APNIC, HKIX, PCCW Global, Equinix, AWS, BBIX, Colt, B&Data, Digital Realty, FLEXOPTIX, HKBN, JPIX, Juniper, Opengear, AMSIX/HGC
HKNOG 13.0 1st November, 2024 New World Millennium Hong Kong Hotel	370 Attendees 190 Organizations	HKIX, Equinix, Arista, AWS, Digital Realty, Flexoptix, SUNeVision, A-Field Tech, APNIC, BBIX, Colt, HKCOLO.net, HKBNES, JPIX, JPNAP, Juniper/CommVerge, Opengear, Seiko, Splunk, Stormwall, HGC / AMSIX, Global Switch, Zenlayer, ICANN

HKNOG 14.0 is planned on 31ˢᵗ October, 2025 as a full day in-person event. We expect around 400 attendees from 100+ Organizations to join this event.

The majority of HKNOG Conference attendees are key technical operations personnel from NSPs and 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 glad to offer eight sponsorship tiers. For enquiries regarding sponsorship packages, please contact event@hknog.net.
All sponsors would be invited to submit a presentation at HKNOG. However, paper acceptance by the Program Committee is not guaranteed.

Benefits	SPONSORSHIP TIERS							
	PLATINUM	**GOLD**	**SILVER**	**BRONZE**	**SOCIAL**	**LUNCH**	**COFFEE BOOTH**	**LOCAL FOOD STATION**
Package Cost	HK$50,000 (Max 1)	HK$35,000	HK$25,000	HK$20,000	HK$50,000 (Max 1)	HK$35,000 (Max 1)	HK$30,000 (Max 1)	HK$30,000 (Max 1)
Acknowledgement at Event	Yes							
Logo on e-backdrops & website	Logo Size (Extra Large)	Logo Size (Large)	Logo Size (Medium)	Logo Size (Small)	Logo Size (Extra Large)	Logo Size (Large)	Logo Size (Large)	Logo Size (Large)
Signage displayed	Logo on event souvenir, Logo on lanyard. Max 2 pull-up banners for display at venue	Max 2 pull-up banners for display at venue	Max 1 pull-up banner for display at venue	Max 1 pull-up banner for display at venue	Max 2 pull-up banner for display at venue and social venue	Video showcase & max 2 pull-up banner at lunch area	Max 1 pull-up banner for display at coffee booth	Max 1 pull-up banner for display at local food station
Demonstration Area	1 table	1 table	1 table	n/a	1 table	1 table	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	n/a	n/a
Event souvenir 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	n/a	n/a
Promotion Materials at Registration desk	Yes							
Complimentary tickets	8	5	4	2	8	5	4	4

HKNOG 14.0 Sponsorship Acceptance Form

Organization Name: _____

Contact Name: _____

Position: _____

Email Address: _____

Postal Address: _____

_____

Phone Number: _____

I would like to sponsor the following tier:

☐ **PLATINUM** (HK$50,000)

☐ **GOLD** (HK$35,000)

☐ **SILVER** (HK$25,000)

☐ **BRONZE** (HK$20,000)

☐ **SOCIAL** (HK$50,000)

☐ **LUNCH** (HK$35,000)

☐ **COFFEE BOOTH** (HK$30,000)

☐ **LOCAL FOOD STATION** (HK$30,000)

☐ **IN KIND** (Any amount)

Authorized Signature: _____ Date: _____

Please send the signed copy, in PDF format, to event@hknog.net for confirmation.

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