TERENA NETWORKING CONFERENCE
3 - 6 June 2013
Maastricht, Netherlands

tnc2013.terena.org

SPONSORSHIP BROCHURE
TERENA, the Trans-European Research and Education Networking Association, provides a forum where those interested in advanced network technology can collaborate, innovate and share knowledge with each other and with the industry in order to foster the development of Internet technology. TERENA is partner in GÉANT, the pan-European data network dedicated to the research and education community and GLIF, the Global Lambda Integrated Facility, is an international virtual organization that promotes the paradigm of lambda networking. It brings together

The annual TERENA Networking Conference (TNC) is that very forum where companies get a unique opportunity to present their products and services to a community of ‘early adopters’. The conference brings together leading figures from national research and education networks (NRENs), research institutions, the management in the technology industry and government representation to present and discuss the technical and strategic aspects of the provision of networks and related services to the research and education community as well as some of the world’s premier networking engineers who are working together to develop an international infrastructure by identifying equipment, connection requirements, and necessary engineering functions and services.

Together, the participants at the conference represent an annual information technology investment budget of over 1,000 million euro.

The TERENA Networking Conference, now in its 29th edition has increased in participants, expanded in range and gained the attention at the highest levels of the networking community. Each conference has successfully grown in size, bringing people together, and showing a real value to sponsors with the quality and quantity of participants that can be reached.

Past sponsors of TNC have included:

Participants at the TERENA Networking Conference come from:
Levels

PLATINUM SPONSOR (1 available) from € 20,000
GOLD SPONSOR from € 10,000
SILVER SPONSOR from € 5,000
BRONZE SPONSOR from € 2,000

Combines mass marketing and branding association before the event and provides the sponsor with unique marketing exposure during the conference.

Extras - available only to ‘level’ sponsors

Event and facility marketing

- Gala Evening (1) only Platinum / Gold Sponsors + € 4,000
- Speakers’ Reception (1) + € 1,500
- Opening Reception (1) only Platinum / Gold / Silver Sponsors + € 2,500
- Coffee Breaks (1 set of six breaks) + € 1,500
- Cybercafé (multiple sponsors) + € 2,500
- Demonstration room + € 1,000
- Speakers’ room + € 1,000
- Floor Signs each + € 500

Digital opportunities

- Streaming (1) only Platinum / Gold / Silver Sponsors + € 1,500
- Gadget (1) + € 3,000

Direct marketing

- Conference Bags (1) only Platinum / Gold / Silver Sponsors + € 2,500
- Water bottles (depending on availability) + € 2,500
- Umbrella (1) + € 2,500
- Badge cords (lanyards) (1) + € 1,500
- Badge + € 1,500

Onsite presence

- Students (Exclusive) only Platinum / Gold / Silver Sponsor each + € 500
- Workshop only Platinum / Gold / Silver Sponsor half a day + € 4,000
- Exhibition booth (min 6 sq. metres) /sq. m + € 300

“ADVA Optical Networking is committed to sponsoring the TERENA Networking Conferences. By both exhibiting and participating as a speaker at this unique conference, our company gets positive exposure in the research and education community.”

Thomas Schneider, ADVA Optical Networking
| Levels  | Price  | Programme Opportunities                                                                 | Conference Literature                                                                 | Complimentary Delegate Pass | Exhibition Space                                                                 | Meeting Room                                                                 | Press                                                                 |
|---------|--------|------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|------------------------------|----------------------------------------------------------------------------------|-------------------------------------------------------------------------------|                                                                     |
| PLATINUM| €20,000 | We will consult with you about 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). | Your company’s name and logo will feature prominently in all conference and promotional materials and on the conference website. In addition, your company’s brochure can be included in the conference bags. | 4                            | A complimentary double-sized booth (12 sqm) within the conference exhibition area. Alternatively, an area can be provided in the conference building for the display of corporate literature or other promotional items. | A meeting room will be made available at a good central location. This can be for client meetings, workshops, demonstrations or BoF sessions outside the hours of the formal conference programme. | 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. |
| GOLD    | €10,000 |                                                                                         | Your company’s name and logo will feature prominently in all conference and promotional materials and on the conference website. In addition, your company’s brochure can be included in the conference bags. | 3                            | One standard-sized (6 sqm) booth free of charge and the opportunity to rent one additional standard space for the price listed. Alternatively, an area can be provided in the conference building for the display of corporate literature or other promotional items. |                                                                               |                                                                     |
| SILVER  | € 5,000 |                                                                                         | Your company’s name and logo will feature in all conference and promotional materials and on the conference website. | 2                            | One standard-sized exhibition space (6 sqm) at a 25% discount                    |                                                                               |                                                                     |
| BRONZE  | € 2,000 |                                                                                         | Your company’s name and logo will feature in all conference and promotional materials and on the conference website. | 1                            |                                                                                  |                                                                               |                                                                     |
Event and facility marketing

**Speakers’ Reception +€ 1,500**
Your company will be recognised as sponsor of the Speakers’ Reception in the final programme and at the event itself. Two invitations will be provided to attend this invitation-only event.

**Opening Reception +€ 2,500**
*open to Platinum / Gold / Silver Sponsors only*
Your company will be recognised as sponsor of the Opening Reception in the final programme and appropriate signage can be positioned in the reception room.

**Gala Evening +€ 4,000**
*open to Platinum / Gold Sponsors only*
Your company will be recognised as sponsor of the Gala Evening in the final programme and at the event itself. Your company’s name and logo will also be prominently featured on the printed dinner menu. At the dinner, one item of your company’s literature and a gift/giveaway may be distributed at each place setting. The sponsor is also entitled to position appropriate signage in the dining room.

**Coffee Breaks +€ 1,500 for six**
This is an opportunity to position appropriate signage (table signs, A-frames) in the popular coffee break areas.

**Cybercafé +€ 2,500**
Your company will be recognised as sponsor of the cybercafé. Sponsorship can take various forms, such as videoconferencing equipment, and/or financial support. A display area can be provided in the cybercafé for corporate literature or other promotional items. Staffing is possible here, too.

**Speakers’ Room +€ 1,000**
*open to Platinum / Gold / Silver Sponsors only*
Opportunity to promote your company by displaying your brand in various ways (posters, banners, give-aways...etc.) in the area used by the conference speakers (25% of the total number of participants).

**Demonstration Room +€ 1,000**
*open to Platinum / Gold / Silver Sponsors only*
This special room assigned for selected demonstrations of new, cutting-edge technology can be equipped and branded by a sponsor. This side event attracts high media interest and is usually featured in the press.

**Floor signs each +€ 500**
*open to Platinum / Gold / Silver Sponsors only*
You can place adverts in the aisles of the exhibition halls on free-standing A-frames throughout the venue to raise your company’s profile throughout the conference.
Digital opportunities

**Streaming** +€ 1,500
open to Platinum / Gold / Silver Sponsors only

Your company logo will be placed on the frequently visited pages of the live and archived videostreams on the TNC2013 website.

**Gadgets** combined with a campaign +€ 3,000
open to Platinum / Gold / Silver Sponsors only

In the last years TERENA gave various attractive electronic gadgets to all conference participants that created each time a buzz at the event. In 2011 TERENA gave a mini video camera combined with a video contest and in 2010 there was a poken also combined with a contest. Your company, after consultation with TERENA, will procure and provide the gadget.

Direct marketing

**Conference Bags** +€ 2,500
open to Platinum / Gold / Silver Sponsors only

Your company’s logo will be printed on the ecologically-friendly bags distributed to all delegates upon registration - 500 produced.

**Water Bottles** +€ 2,500

Your company’s logo will be printed on water bottles (to be provided by you) distributed to all delegates as refreshments.

**Umbrella** +€ 2,500

Your company’s logo will be printed on umbrellas (to be provided by you) distributed to each delegate upon registration at the conference.

**Badge Cords (Lanyards)** +€ 1,500

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

**Badge** +€ 1,500

Your company logo will be placed on each delegate badge.

“It was a pleasure to serve as a sponsor for the 2009 TERENA Networking Conference. We are convinced that the NREN community is a key constituency for us. We are committed to participating at future TNCs, since it is the most important European collaboration event for NRENs.”

Bart van Aanholt, **Level 3 Communications NV**
“The future of research networking depends on having significant influx of young and talented people. Cisco is pleased that our TNC sponsorship enables the attendance of students. We look forward to supporting them in this way in the future.”

Klaas Wierenga, Cisco Systems

**Student sponsorship +€ 500 per student**

Sponsor the attendance of 5 or more selected ICT students who apply for ‘free’ places at the event (exclusivity possible). In exchange, sponsors will receive an opportunity to officially welcome the sponsored student at the conference during a special meeting with the sponsored student(s). An article including a photograph, will be published on the conference and TERENA websites. Plus, the sponsor can also give an award to the “Best Student Poster” at the closing plenary session.

**Workshop + € 4,000 half a day workshop**

Industry sponsors of the conference can host a workshop or a Birds of a Feather session. These are held immediately before or after the conference programme on Monday, Tuesday and Thursday in the conference week. These sessions will be the responsibility of the hosting company. The price provides only the meeting room and the time slot.

**Exhibition booth /sq. m + € 300**
Contact:

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F: +31 20 530 4499
tnc2013.terena.org

TNC2013 promotional video
Click on the image below to watch an impression of the venue.

WE HOPE TO SEE YOU IN
Maastricht!
THANK YOU!

“Sponsoring the TERENA Networking Conference has always been a worthwhile investment. The conference has provided excellent contact opportunities for Juniper Networks in the European research and education networking community and has helped us build many valuable long term relationships.”
Jean-Marc Uzé, Director Product & Technology, EMEA, Juniper Networks
All incoming offers of sponsorship are handled on a 'first come, first served' basis. It is understood that your signature of this form and its acceptance by TERENA constitutes a contractual agreement.

<table>
<thead>
<tr>
<th>SPONSORSHIP CHOICES (check all that apply)</th>
<th>SUB-TOTAL</th>
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<tbody>
<tr>
<td>PLATINUM SPONSOR (one available)</td>
<td>min. € 20,000</td>
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TOTAL AMOUNT OF SPONSORSHIP €