

# Asia Pacific Regional Internet Conference on Operational Technologies



**Wednesday 22 February -  
Friday 3 March 2006**

**Perth Exhibition Convention Centre  
Perth, Western Australia**

**INVITATION TO  
SPONSOR**

**[www.2006.apricot.net](http://www.2006.apricot.net)**



## Invitation to Sponsor

APRICOT 2006 has been scheduled to be held over a 10-day period from 22 February to 3 March 2006 at the Perth Convention Exhibition Centre in Perth, Western Australia. The host organisation for APRICOT 2006 is the Western Australian Internet Association (WAIA).

APRICOT provides a unique forum for the Asia Pacific region's Internet industry leaders to meet and focus on the direction of leading technology emerging from Asia. As a regional event, APRICOT can play an important role in marketing your company and services in the Asia Pacific.

We welcome your participation in and support of APRICOT 2006.

## What is APRICOT?

Throughout Asia and the Pacific Rim, Internet service providers, backbone and regional networks, web hosting facilities, firewalls, and Intranets are being created, deployed, and installed at a staggering pace. The technicians, managers, entrepreneurs and decision-makers responsible are under tremendous pressure to master the skills necessary to build and operate these increasingly complex systems.

The mission of the Asia Pacific Regional Internet Conference on Operational Technologies (APRICOT) *is to provide a forum for those key Internet builders in the region to learn from their peers and other leaders in the Internet community from around the world.*

Held annually, the ten day long summit consists of seminars, workshops, tutorials, conference sessions, birds-of-a-feather (BOFs), and other forums all with the goal of spreading and sharing the knowledge required to operate the Internet within the Asia Pacific region.

- APRICOT's mission is to develop and advance the skills and understanding necessary to grow a robust Internet infrastructure in the Asia-Pacific region. APRICOT is about bringing the world's top Internet experts together with those who can most benefit from their knowledge.
- APRICOT attendees are the key builders of Asia's Internet. Many of the world's best Internet engineers attend APRICOT either to teach, present or do their own human networking.
- APRICOT provides its sponsors the chance to participate in a quality, content-rich event with excellent opportunities to target their products and services at the decision-makers in the Asia Pacific Internet community.





- APRICOT's primary goal is to provide a vehicle for the transfer of technology and techniques to the Asia and Pacific Rim region. As such, our attendance fees are set below those of the more promotionally orientated conferences and in fact are set to match the fees found at many similar Internet Operator Group meetings.

APRICOT is an activity supported by various Asia Pacific Internet organisations as well as numerous individuals who give freely of their time and talent, and is not a commercial profit making venture. Any surplus funds are rolled over to keep attendance fees low at the next APRICOT event and support outreach activities in the less developed areas of the Asia and Pacific region.

## Why Sponsor APRICOT 2006?

APRICOT provides substantial benefits to the Asia Pacific Internet development. APRICOT is organized by an Executive Committee comprised of volunteers from the various Asia Pacific Internet related organizations and relies on strategic sponsorships to assist it in fulfilling its role.

Your sponsorship will help APRICOT 2006 to meet the following objectives:

- Reducing the financial burden on members attending APRICOT by securing contributions of monetary or in-kind support in areas such as meeting rooms, equipment, Internet connection, social activities, and meals.
- Providing a unique and successful educational forum for Internet builders in the region to learn from their peers and other leaders in the Internet Community from around the world which will contribute to the Internet development of the region.

In return for the support, sponsors will be presented with valuable opportunities to expose your organization, products and services to an international audience of Internet builders. Most importantly, this exposure would be in the context of a respected, recognized, and highly credible forum.

## APRICOT 2006 Secretariat

If you need more information about sponsoring this event, please contact WAIA at [apricot@waia.asn.au](mailto:apricot@waia.asn.au). Alternatively, you may simply complete the attached sponsorship form, indicating your preferred sponsorship option, and return it to Conference Secretariat:

Apricot 2006 Secretariat, Congress West, PO Box 1248, West Perth WA 6872  
Ph: +61 8 9322 6906 Fax: +61 8 9322 1734 E: [apricot@congresswest.com.au](mailto:apricot@congresswest.com.au)



## The APRICOT 2006 Organising Committee invites you to participate in an exciting marketing opportunity!

The options set out in the Sponsorship Grid indicate the opportunities for contributing to APRICOT 2006.

	Diamond Sponsor (1 only)	Closing Social (1 only)	Welcome Cocktail Party (1 only)	Platinum Sponsor (5)	Gold Sponsor (5)	Delegate Satchels (1 only)	Lunch Sponsor (2)	Silver Sponsor (10)
<b>AUD \$ including GST</b>	<b>\$75,000</b>	<b>\$33,000</b>	<b>\$27,000</b>	<b>\$25,000</b>	<b>\$12,500</b>	<b>\$12,000</b>	<b>\$10,000</b>	<b>\$7,500</b>
<i>(based on current exchange rate at time of printing)</i> <b>USD \$</b>	<b>\$58,303</b>	<b>\$25,653</b>	<b>\$20,989</b>	<b>\$19,434</b>	<b>\$9,717</b>	<b>\$9,328</b>	<b>\$7,774</b>	<b>\$5,830</b>
Recognition as Sponsor on all collateral	yes	yes	yes	yes	yes	yes	yes	yes
Company logo displayed on the conference website	yes	yes	yes	yes	yes	yes	yes	yes
Hotlink on the conference website	yes	yes	yes	yes	yes	yes	yes	yes
Sponsor Demonstration Laboratory	2 Demo spaces in a prominent position	Demo space in a prominent position	Demo space in a prominent position	Demo space in a prominent position	Demo space	Demo space	Demo space	
Advertisement in the final program	Full page A4 (prominent position)	Full page A4	Half page	Half page				
One piece of promotional literature in the delegates' satchels (to be supplied by sponsor)	yes	yes	yes	yes	yes	yes	yes	yes
Acknowledgement on Official Sponsors Board	yes	yes	yes	yes	yes	yes	yes	yes
Provision to place banners (to be supplied by sponsor)	Company signage in plenary room	Company signage in Closing Social venue	Company signage in Welcome Party Venue	Company signage in foyer area	Company signage in foyer area	Company signage in foyer area	Company signage in foyer area	Company signage in foyer area
Complimentary registration to Tutorials	4	3	2	2	1	1	1	0
Complimentary registration to Conference	4	3	2	2	1	1	1	1
Complimentary tickets to the Welcome Cocktail Party	10	7	5	4	2	2	1	1
Complimentary tickets to the Conference Dinner	10	7	5	4	2	2	1	1
Delegate List <i>(subject to Privacy Act)</i>	one month prior	two weeks prior	two weeks prior	two weeks prior	two weeks prior	two weeks prior	two weeks prior	one week prior
Additional Benefits	Logo on delegate name badges alongside conference logo	A message plus logo printed on the Conference Dinner menus	Tickets for the function will include the sponsor logo			Logo on delegate satchels alongside conference logo	Opportunity to invite 10 guests from your company to lunch	
Acknowledgement as Diamond Sponsor at the Opening Plenary and Welcome Reception	yes							





**APPLICATION TO SPONSOR  
APRICOT 2006**

**PERTH CONVENTION EXHIBITION CENTRE  
23 February – 2 March 2006**

Organisation Name: \_\_\_\_\_

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

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

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

Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: (\_\_\_\_) (\_\_\_\_) \_\_\_\_\_ Facsimile: (\_\_\_\_) (\_\_\_\_) \_\_\_\_\_

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

**SPONSORSHIP PACKAGE PREFERENCE**

I/We would like to take up the following sponsorship package/s:

1st Preference \_\_\_\_\_ Cost: AUD\$

2nd Preference \_\_\_\_\_ Cost: AUD\$

3rd Preference \_\_\_\_\_ Cost: AUD\$

4th Preference \_\_\_\_\_ Cost: AUD\$

I/We understand the sponsorship packages will be subject to Committee approval and the decision will be final.

**CANCELLATION POLICY**

In the event of cancellation of sponsorship, please note the Committee reserve the right to retain monies paid in full unless resold.

**ATTENDANCE**

I/We understand all attendees must register officially.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_  
*(for and behalf of the sponsor listed above)*

**PAYMENT**

**Please make cheques payable to:**

Please mail to:

**WAIA Conference Account**

APRICOT 2006 Secretariat

C/- Congress West

PO Box 1248, West Perth, Western Australia

Telephone: +61 8 9322 6906

Facsimile: +61 8 9322 1734

Email: [apricot@congresswest.com.au](mailto:apricot@congresswest.com.au)

**PAYMENT DEADLINES**

Deposit: 50% on application

Balance: 1 December 2005