



APRICOT'99 Sponsorship Invitation

Suntec City
Singapore
1-5 March, 1999

- **What is APRICOT?**
- **Why should I sponsor APRICOT?**
- **What is different about APRICOT'99?**
- **What events are there in APRICOT'99?**
- **How do I sponsor APRICOT?**
- **APRICOT Past Successes and Track Record**

We are extending our invitation for your firm to sponsor and participate in APRICOT'99, to be held from March 1-5 in Suntec City, Singapore.

What is APRICOT?

The annual Asia Pacific Regional Internet Conference on Operational Technologies (APRICOT) is an educational, non-profit, conference run by volunteers to develop and maintain Internet operational stability in Asia Pacific Region.

Since 1996, APRICOT has provided a unique and successful 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.

The intense week-long summit consists of seminars, workshops, tutorials, conference sessions, birds-of-a-feather (BOFs), and other forums all with the common goal of :-

- a) spreading and sharing the knowledge required for operational stability and development of the Internet within the Asia Pacific region.
- b) developing affinity groups that foster mutual support throughout the year.

APRICOT's success was largely due to the excellence of its no-nonsense program focused on the operation of the Internet – technical, business, and policy. Its importance is demonstrated by the fact that it is the only conference in which all of the key Internet operations groups in Asia and Pacific meet for the annual and semi-annual meetings. Hence APRICOT is in reality the critical Internet summit for Asia and Pacific (see below: APRICOT Week Overview)

- **APRICOT is not an Internet Marketing Conference.** APRICOT is about bringing true subject matter experts together with those who can benefit from the information the most. APRICOT provides a unique, vendor neutral forum for frank discussions on the skills and technologies that are either at the heart of today's Internet or very likely to see operational deployment within 12 months. It allows attendees to synchronize with the rapid developments in the wider Internet and an opportunity to dispel market 'hype'.
- **APRICOT's mission** is to address the critical need to develop and advance the skills and understanding necessary to grow a robust Internet infrastructure in the Asia-Pacific region.
- **The people who attend APRICOT are the real people building the Internet in the Asia & Pacific region.** Many of *best* Internet engineers and key decision makers attend APRICOT either to teach, present, or do their own "networking."

Why Sponsor APRICOT?

- APRICOT influences opinion.
- APRICOT is unique.

By providing a vendor-neutral forum from the frank exchange of skills and experience, APRICOT provides the chance to participate in a quality, content-rich and highly focussed event. APRICOT lets you learn first hand the issues that your current or potential users are facing with existing products or services in the market.

Whilst APRICOT does *not* directly have a sales focus (there are plenty of *other* conferences throughout the year for this), it does allow very discrete marketing opportunities 'out of band'. These opportunities allow you to create awareness of new products and or services, together with opportunities to refine product/service/concept offerings for the Asia Pacific marketplace.

APRICOT is only held once per year and is the key opportunity to meet directly with influential individuals and companies throughout the Asia and Pacific region.

What is Different about APRICOT'99?

- Back to Fundamentals
 - Focussed Content, Focussed Sales
 - Better building of communities and affinity groups
- Co-location with Internet World Singapore and Singapore Linux Conference
- 15,000 people expected to attend Internet World Exhibition / APRICOT Pavilion
- Special APRICOT Pavilion situated at the front row of Internet World Exhibition
- Special VIP area available to hold discrete business meetings
- Use of new interactive, web-based scheduling service provided by EasyDiary
- 30% Discount to APRICOT Sponsors to attend the Internet World Conference
- Internet Corporation for Assigned Names and Numbers Open Meeting part of APRICOT
- Many Asia Pacific Internet organizations and groups schedule events during APRICOT

APRICOT has been extremely successful in targeting a select audience. To extend its success to a broader coverage without diffusing its focus, as compared with much larger commercial exhibitions, this year's strategy has been to increase the target audience without diluting the focus of APRICOT. We have therefore entered into strategic partnerships with larger commercial exhibitions instead of becoming one ourselves.

Consequently, APRICOT'99 is co-located with Internet World Singapore (www.iw.com.sg) which will be running a full-scale sales exhibition where all APRICOT sponsors will have either booth space or shelf space at specially negotiated APRICOT'99 rates. Booth sizes are comparable to past APRICOTs, however the attendance to the Internet World Exhibition is expected to be around 15,000 people - an order of magnitude more than typically attend APRICOT exhibitions! Therefore, this allows sponsors a better opportunity for more focussed and productive sales activities in a more appropriate setting.

All APRICOT Sponsors will be located in the 'APRICOT Pavilion' in one of the most prominent locations on the Internet World Exhibition show floor – at the front row next to the Exhibition entrance! The Internet World Exhibition will be located on level 4 of Suntec City (<http://www.sicec.com>).

The APRICOT Pavilion and Internet World Exhibition Opening Hours:

DATE	OPEN TO TRADE VISITORS	OPEN TO GENERAL PUBLIC
Wednesday March 3, 1999	10am - 4pm	4pm - 8pm
Thursday March 4, 1999	10am - 4pm	4pm - 8pm
Friday March 5, 1999	10am - 2pm	2pm - 6pm

Note: All Booth spaces and shelf spaces within the APRICOT Pavilion are allocated on a first come first serve basis.

Note: APRICOT Sponsors can enjoy at 30% discount on the Internet World Conference list price for your delegates.

One of the fundamental principles and distinctive feature of APRICOT presentations has been vendor neutral objectiveness, providing neutral informed opinion rather than pure technical sales presentations with many conferences suffer from. Extra effort has been placed this year to continue this tradition which has been a main draw among participants who value the vendor-neutrality of APRICOT.

As APRICOT is only once per calendar year, a long time by Internet Industry standards, there needed to be a better way to build the peer relationships and affinity groups that have contributed to APRICOT's success. Consequently, more effort is being placed with APRICOT'99 to developing an on-line community as well as allowing more structured social events throughout the week (e.g. organised 'meet me' breakfasts, lunch and dinner meetings). These structured social events are valuable as they provide the discrete marketing opportunity alluded to earlier.

APRICOT Sponsors will also be able to make use of a unique online Web-based interactive scheduling service provided by <http://www.easydiary.com>. APRICOT's web diary will be available at <http://apricot.easydiary.com> and will be similar to that being constructed for Internet World <http://iwa.easydiary.com>.

As some of you may know, the Internet is undergoing some fundamental administrative changes with respect to Internet Domain Names and Internet Protocol Addresses. The Internet Corporation for

Assigned Names and Numbers (ICANN) will be having a special Open Track as part of the APRICOT'99 conference (<http://www.icann.org>). By clinching this opportunity to host the first ICANN meeting in the Asia Pacific, we have demonstrated APRICOT as the leading Internet conference in the region.

In addition, many regional Internet groups will also be having their various meetings during the week of APRICOT. These include :-

1. Asia Pacific Network Information Centre AGM <http://www.apnic.net>
2. Asia and Pacific Internet Association AGM <http://www.apia.org>
3. Asia Pacific Policy and Legal Meeting <http://www.apng.org/apple>
4. Asia Pacific Networking Group AGM <http://www.apng.org>
5. Asia Pacific Top Level Domain AGM <http://www.apnld.org>
6. Women in IT Forum

In view of this, one of the slogans we can truly lay claim to in this year's APRICOT is that it has become an Asia Pacific Internet Festival, covering the entire gamut of Internet activities beyond operational technologies, allowing cross-flow of participation and cross-fertilization of ideas and yet preserving the distinctive identity and focus of each Asia Pacific Internet Organisation. This concept of the Asia Pacific Internet Festival as a confluence of all streams and threads of Internet activity will be a key distinguishing feature from any other Internet conference.

Please see the next page for APRICOT Week at a Glance.

The APRICOT Week at a Glance

Time Version 1.3	28 Feb Sunday	1 Mar Monday	2 Mar Tuesday	3 Mar Wednesday	4 Mar Thursday	5 Mar Friday	6 Mar Saturday	
Morning		APNG WG APSIRC Security MR 204	APTLD Country Reports MR 202	APRICOT PLENARY ICANN Open Track MR 208/209	ICANN Closed Board Meeting (At Pan Pacific Hotel)	APRICOT Policy Track MR 208/209	APNIC AGM MR 202	APIA AGM MR
		APNG WG APISOC MR 205	ICANN Board Committee Meetings MR 204-207		APRICOT Technical Track MR 202	APRICOT Technical Track MR 202		
		APNG- APTLD Meeting on Internationa- lization of the DNS MR 307			APRICOT Technical Track MR 203	APRICOT Technical Track MR 203		
		APRICOT Tutorials 10 Rooms	APRICOT Tutorials 10 Rooms		APRICOT Educational Track MR 208/209			
Afternoon	APNG Disability SWG ENABLE'99 Symposium MR 209	APRICOT Tutorials 10 Rooms	APRICOT Tutorials 10 Rooms	ICANN Open Track MR 208/209	APRICOT Technical Track MR 202	APRICOT Technical Track MR 202		
				APRICOT Technical Track MR 201				

		APNG AGM MR 307	ICANN Board Committee Meetings MR 204-207	APRICOT Technical Track MR 202	APRICOT Technical Track MR 203	APRICOT Technical Track MR 203	
		APTLD Workshop on DNS Policy MR 206	APTLD Membership General Meeting MR 202	APRICOT Business Track MR 203	APRICOT Educational Track MR 208/209	APRICOT Policy Track MR 208/209 APNIC ECMeeting MR 204	
Evening		APNG Chair's Commission Critical Infrastructure Protection MR 307	APRICOT Opening Reception (Unplanned)	APRICOT BOF (Unplanned)	Women in IT BOF MR 204		
						APRICOT Social Event (Unplanned)	

How do I sponsor APRICOT?

Sponsoring APRICOT provides organizations with access to a select set of individuals involved in the decision making and daily operation and administration of the Internet. In order to sponsor the APRICOT conference, you will need to complete and return the APRICOT Sponsorship Agreement (attached or available from the <http://www.apricot.net>) by February 12th 1999. All booth and shelf spaces are allocated on a first come first serve basis.

There are three levels of sponsorship (Platinum, Gold and Silver) with the following summary of benefits:

Benefit	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Expected Visitor Traffic to APRICOT Pavilion and Internet World Exhibition	15,000 visitors	15,000 visitors	15,000 visitors
Shell Booth Provided	Yes	Yes	N/A
Booth Sizes at APRICOT Pavilion	12 sqm	9 sqm	N/A
Logo in banners, print advertising, mailings and press releases	Yes	Yes	Yes
Logo in online advertising	Yes	Yes	Yes
Logo Size	Large, Prominent	Prominent	Standard
Use of VIP Meeting Room for business meetings	Yes	Yes	Yes
Use of Light Pen for Data Capture	Yes	Yes	N/A
Listing in Internet World Show Directory	Yes	Yes	Yes
Internet World Exhibition Passes	Yes	Yes	Yes
Brochure Distribution	Yes	Yes	Yes (On 2m long shelf within APRICOT Pavilion)
Free Conference Registrations	8	4	2
Sponsorship Price	USD\$19,000	USD\$13,000	USD\$ 5,500

Platinum sponsors contribute US\$ 19,000. Sponsorship provides:

- 12 square meters (sqm) of Shell Booth Space in the APRICOT Pavilion within the Internet World Exhibition
 - Company listing in Internet World Show Directory
 - Use of light pen for Exhibition visitor data capture
 - Complimentary Internet World Exhibition passes
 - Subsequent meterage up to 100 sqm at 10% discount from Internet World Pricing
 - Complimentary Online Web Diary Access at <http://apricot.easydiary.com>
 - Use of VIP Lounge to conduct discrete business meetings
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- Prominent large logo positioning and sponsorship mention in banners, print advertising, mailings and press releases
- Prominent large logo positioning in online advertising
- Distribution of company-supplied brochures or gift (bags, mouse pads, pens, etc.)
- Eight (8) free conference registrations

Gold sponsors contribute US\$13,000. Sponsorship provides:

- 9 square meters (sqm) of Shell Booth Space in the APRICOT Pavilion within the Internet World Exhibition
- Company listing in Internet World Show Directory
- Use of light pen for Exhibition visitor data capture
- Complimentary Internet World Exhibition passes
- Subsequent meterage up to 100 sqm at 10% discount from Internet World Pricing
- Complimentary Online Web Diary Access at <http://apricot.easydiary.com>
- Use of VIP Lounge to conduct discrete business meetings
- Prominent logo positioning and sponsorship mention in banners, print advertising, mailings, press releases and interviews subordinate to PLATINUM sponsors
- Prominent logo positioning in online advertising
- Distribution of company-supplied brochures to attendees during registration.
- Four (4) free conference registrations

Silver sponsors contribute US\$5,500. Sponsorship provides:

- Standard Logo positioning and sponsorship mention in banners, print advertising, mailings, press releases, and interviews subordinate to GOLD and PLATINUM sponsors
- Standard Logo positioning in online advertising
- Company listing in Internet World Show Directory
- Complimentary Internet World Exhibition passes
- Complimentary Online Web Diary Access at <http://apricot.easydiary.com>
- Use of VIP Lounge to conduct discrete business meetings
- 2m long shelf-space in APRICOT Pavilion, within the Internet World Exhibition, for placement of promotional Material/Literature
- Two (2) free conference registrations

Sponsorship of APRICOT Social Activities

On a first come first serve basis, sponsors can choose to sponsor, at additional cost, one (1) of the following:

1. APRICOT Opening Reception (Evening, Tuesday March 2)
 2. APRICOT Breakfast 'Meet Me' (Wednesday March 3)
 3. APRICOT Lunch (Wednesday March 3)
 4. APRICOT Evening Dinner (Wednesday March 3)
 5. APRICOT Breakfast 'Meet Me' (Thursday March 4)
 6. APRICOT Lunch (Thursday March 4)
 7. APRICOT Evening Dinner (Thursday March 4)
 8. APRICOT Breakfast 'Meet Me' (Friday March 5)
 9. APRICOT Lunch (Friday March 5)
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10. APRICOT Closing Social Event (Evening, Friday March5)

APRICOT FELLOWSHIPS

Not all people can afford to come to APRICOT. Hence, APRICOT has created a fund to provide fellowships to individuals in lesser develop economies in the Asia & Pacific region. Fellowship donations can be submitted and ear-market for specific lesser developed economies, specific organizations (i.e., educational institutions, NGOs, etc.), or individuals.

APRICOT Sponsors can ear mark 10% of their sponsorship funds for the APRICOT Fellowship program.

E-mail fellowships@apricot.net for details on the APRICOT Fellowship program.

Sponsorship of APRICOT Terminal Room and Conference Internet Connectivity

In addition to cash sponsorship, we are also looking for in-kind sponsorship of Internet connectivity, networking equipment, cabling and hardware for the APRICOT terminal room and APRICOT conference (e.g. Mbone). The frequently visited APRICOT terminal room will provided Internet connectivity to both speakers and conference attendees during the Internet Conference. There will be special recognition for these in-kind sponsorships in the terminal room itself.

Email apricot-exco@apricot.net if you are interesting sponsoring the APRICOT Terminal Room.

Sign-up Soon For The Best Positioning!

Logo positions, sponsoring of social events, booths etc. are limited and allocated on a first come/first served basis. Please contact us as soon as possible via email, telephone, or fax to express your interest and commitment to sponsor APRICOT.

For More Information - Watch <http://www.apricot.net> for upcoming final program and registration information OR subscribe to the APRICOT mailing list by sending a message to sponsor-request@apricot.net with the work "subscribe" in the body OR send a message to APRICOT Executive Committee at apricot-exco@apricot.net OR call Ms Polly Ng of Singapore Computer Society at Tel: +65 377 3011, Fax: +65 377 3022 or Email: polly.ng@scs.org.sg.

Yours sincerely,

The APRICOT Executive Committee
Apricot-Exco@apricot.net
c/o Ms Polly Ng, Tel: +65 377 3011, Fax: +65 377 3022
<http://www.apricot.net/>

Our Past Successes and Track Record

More About The Third APRICOT...

The third APRICOT was held in Philippines in February'98. The attendance of over 320 represented over 24 countries throughout the Asia-Pacific region and the rest of the world.

APRICOT '98 was sponsored by the following companies:

- Aponet
- Ascend Communications
- Asia & Pacific Internet Association (APIA)
- Asia Internet Holding
- AT&T Asia Pacific Group
- Bay Networks
- Breeze Wireless Communications
- Cisco Systems
- Digital Equipment Asia Pacific
- Hong Kong Telecom
- Infonet Services Corp
- Kokusai Denshin Denwa
- MCI International
- NeTrue Communications
- NTT Global Business
- Orion Network Systems
- Singapore Exhibition Services
- United Nations –Asia-Pacific Development Information Programme (APDIP)

More About The Second APRICOT...

The second APRICOT was held in Hong Kong in January '97. The attendance of 630 people from over 25 countries throughout the Asia-Pacific region and the rest of the world (as far away as Sweden).

APRICOT '97 was sponsored by the following companies:

- APNIC
- Ascend
- Asia Internet Holdings
- AT&T
- Bay Networks
- Chinese University of Hong Kong
- Cisco Systems
- Coggwheel
- Commercial Internet Exchange
- Data Communications
- Digital
- Dynalab, Inc.
- Gilat Satellite Networks
- Global One
- HK Net
- Hong Kong Telecom
- IBM
- KDD
- NTT
- O'Rielly & Associates
- Sembawang Media
- Softbank Expos
- Sourcecom
- Spyglass
- Star Internet
- Telstra
- The Black Box

More About The First APRICOT...

The first APRICOT was held in Singapore in January '96. The attendance of over 280 people represented over 18 countries throughout the Asia-Pacific region.

APRICOT '96 was sponsored by the following companies:

- Global One
 - Digital Equipment Corporation
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- Cisco Systems
- ATT Jens
- Singapore Telecom – SingNet
- IBM Japan
- The Commercial Internet Exchange
- Sembawang Media
- CSA Automated
- Penril Datability Networks

The APRICOT Executive Committee

The APRICOT Executive Committee comprises key representatives and volunteers from the different regional associations. This committee charts the future direction of APRICOT and manages the development of APRICOT.

Current members include:

- APIA Asia and Pacific Internet Association
(Commercial)
Ole J. Jacobsen <ole@cisco.com>
Gigi Wang <gigi.wang@ascend.com>
- APNG Asia Pacific Networking Group
(Educational/Research)
Tan Tin Wee <tinwee@irdu.nus.edu.sg>
Izumi Aizu <izumi@anr.org>
- APNIC Asia Pacific Network Information Centre
(Regional IP Address Registry)
Pindar Wong <pindar@hk.super.net>
Xing Li <xli@ocean.net.edu.cn>
- APPLE Asia Pacific Policy and Legal
(Policy/Legal)
Laina Raveendran Greene <laina@singnet.com.sg>
- FOAC Friend of the Apricot Organising Committee
(Individual volunteers)
Robert Berger <rberger@ibd.com>
Joanne Davis <joanne@irvine.com.au>
Barry Raveendran Greene <bgreene@cisco.com>
David J. Hughes <bambi@hughes.com.au>
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