

APRICOT

2005 KYOTO

<http://www.2005.apricot.net/>

CALL FOR SPONSORSHIP



18-25 February 2005

Kyoto International Conference Hall (KICH)

GREETINGS FROM THE CHAIR	- pg. 2
APRICOT	
APRICOT OUTLINE	- 4
EVENT STRUCTURE	- 5
PAST APRICOTS	- 6
APRICOT 2004 OUTLINE	- 7
APRICOT 2004 IMAGES	- 8
APRICOT 2005	
APRICOT 2005 OUTLINE	- 11
HOST ORGANIZATION	- 12
PROGRAM STRUCTURE	- 13
SPONSORSHIP	
SPONSOR LEVELS & BENEFITS	- 21
STANDARD DEMO BOOTH	- 32
CONTACT	- 33
SPONSORSHIP APPLICATION	- 34

GREETINGS FROM THE CHAIR



APRICOT 2005 has been scheduled to be held over the 8-day period of February 18 to 25 at the Kyoto International Conference Hall (KICH) in Kyoto, Japan. The 2005 event represents both the 10th anniversary of APRICOT's founding and the first opportunity for Japan to play host to this prestigious meeting. Over the years, APRICOT has continually provided high quality technical training content while clearly confirming its position as the meeting place of choice for a majority of the AP region's Internet-related bodies.

APRICOT has to this point provided engineers with the necessary knowledge and technology to build and develop the region's Internet infrastructure. APRICOT 2005 will continue with and expand on this mission, providing both an educational message and adding a vision for the future direction of technology in Asia. Projecting "Emerging Technology from Asia" as the main theme of a Key Track, APRICOT 2005 also looks to blend technology for an emerging marketplace into the event.

I sincerely welcome your participation in and support of APRICOT 2005.

APRICOT 2005 Japan Executive Committee
Suguru Yamaguchi, Chair



Asia Pacific Regional INTERNET Conference on Operational Technologies

“ Our mission is to develop and advance the skills and understanding necessary to grow a robust Internet infrastructure in the Asia Pacific ”

APRICOT



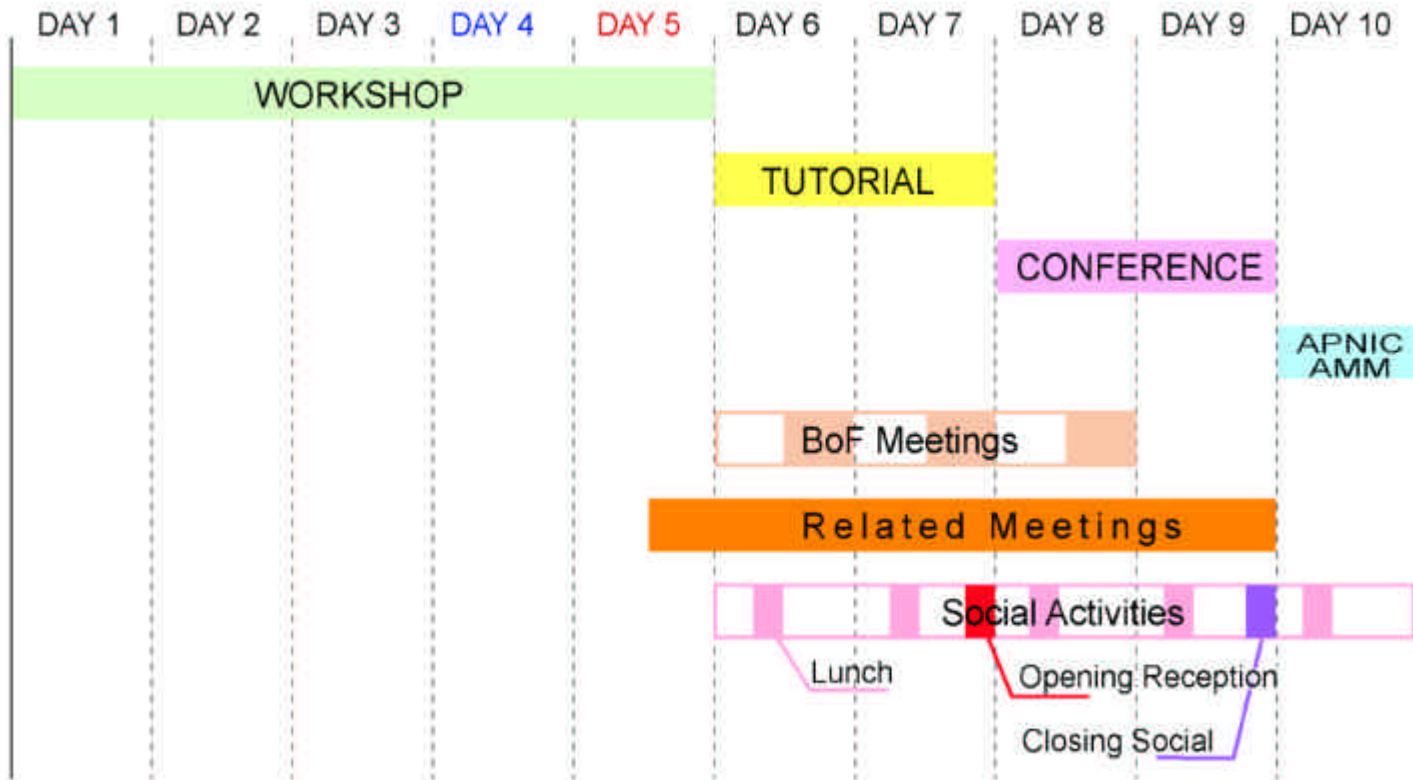
Since its founding in 1996, APRICOT has provided a unique and successful educational forum for Internet builders in the region to learn from their peers and other leaders in the Internet community from around the world.

APRICOT has now clearly established itself as Asia Pacific's premier regional Internet Summit where related organizations come together to meet and host their annual general meetings.

EVENT STRUCTURE



APRICOT is typically comprised of seven major components arranged over a ten-day period.



PAST APRICOTS



	Host Economy	Attendees	Countries	Sponsor Organizations	Operating Expenses (1,000s US\$)
1996	Singapore	280	18	10	n/a
1997	Hong Kong	630	25	27	318
1998	Philippines	320	24	18	256
1999	Singapore	632	25	19	131
2000	Korea	850	36	37	365
2001	Malaysia	888	33	32	239
2002	Thailand	645	30	26	189
2003	Taiwan	1,035	30	43	597
2004	Malaysia	800	45	29	268

APRICOT 2004 OUTLINE



- Location: Kuala Lumpur, Malaysia
- Host: PIKOM
- Attendees: approx. 800 attendees representing 45 countries
(AU 45, BD 20, CN 25, HK 20, ID 30, IN 25, JP 50, KR 15, MY 230, SG 55, TH 25, TW 15, US 45)
- Program Structure:
 - 10 days
 - workshops (day 1 through 5) 150 attendees
 - tutorials (day 6 and 7) 400 attendees
 - conference (day 8 and 9) 400 attendees
 - APNIC Members Meeting (day 10) 150 attendees
 - Social Events
 - APRICOT Reception (day 7) 300 attendees
 - APNIC Social (day 8) 200 attendees
 - APRICOT Closing Social (day 9) 300 attendees
 - Related Meetings
 - APNG, AP*Retreat, APTLD, APCAUCE, APCERT, APIIPv6TF, APEET, ICANN/ASO, MINC, WSIS WG and others

APRICOT 2004 IMAGES



APRICOT 2004 Plenary Venue



APRICOT 2004 Meeting Venue



APRICOT 2004 Access Room

APRICOT 2004 IMAGES



APRICOT 2004 Lunch Venue



APRICOT 2004 Social Event



APRICOT 2004 Reception



APRICOT
2005 KYOTO

<http://www.2005.apricot.net/>

“Emerging Technology from Asia”

18-25 February 2005
Kyoto International Conference Hall (KICH)



APRICOT 2005 OUTLINE



■ Date:	18-25 Feb. 2005
■ Location:	Kyoto International Conference Hall (KICH), Kyoto Japan
■ Organizer:	APIA (Asia & Pacific Internet Association) http://www.apia.org/
■ Host:	APRICOT 2005 Japan Executive Committee (Chair, Suguru Yamaguchi)
■ Expected Attendance:	approx. 700 (overseas 300, domestic 400)
■ Program Structure	8 days
	- workshops (day 1 through 3) 100 attendees
	- key track (day 4 through 7) 200 attendees
	- tutorials (day 4 and 5) 200 attendees
	- conference (day 6 and 7) 300 attendees
	- APNIC Members Meeting (day 8) 100 attendees
	- Social Events
	APRICOT Reception (day 5) 300 attendees
	APNIC Social (day 6) 200 attendees
	APRICOT Closing Social (day 7) 300 attendees
	- Co-located Meetings
	APNG, AP*Retreat, APTLD, APCAUCE, APCERT, APIPv6TF, APEET, and others

HOST ORGANIZATION



- Organizing Committee:
 - APRICOT 2005 Japan Executive Committee Chair
Suguru Yamaguchi
 - Program Chair (local)
Akinori Maemura
- Supporting Organizations:
 - IPv6 Promotion Council (IPv6PC)
 - Internet Association of Japan (IAj)
 - Japan Computer Emergency Response Team (JPCERT/CC)
 - Internet Provider Association of Japan (JAIPA)
 - Japan Network Information Center (JPNIC)
 - WIDE Project (WIDE)
- Secretariat:
 - e-side, inc.



PROGRAM STRUCTURE



The APRICOT 2005 program content focuses on addressing two key directions:

[Technology Flow:

The Flow of Experience and Technology within Asia]

APRICOT is firmly established as the leading forum for advancing Internet technology throughout the AP region. The Kyoto program will continue to address the need to advance the skills and understanding necessary to grow a robust Internet infrastructure within the region.

[Leading Edge Technology Driven from Asia: A View of Technology Direction within Asia]

APRICOT 2005 represents the 10th anniversary of the establishment of APRICOT and the first occasion for Japan to host the event. This provides an opportunity to showcase technology currently being driven from Asia. The program will be structured around the world leading dispersion of broadband access and applications, contents distribution, IPv6 deployment, wireless infrastructure, etc., looking at current and future direction from both technical and end user viewpoints.

PROGRAM STRUCTURE



2/18 (FR)	2/19 (SA)	2/20 (SU)	2/21 (MO)	2/22 (TU)	2/23 (WE)	2/24 (TH)	2/25 (FR)	Tracks	Attendees
WORKSHOPS								5	100
			TUTORIALS					5	200
					CONFERENCE			3	200
			APNIC TUTORIAL		APNIC SIG		APNIC AMM	1	100
			KEY TRACK					1	200
			BoF Meetings						
	RELATED MEETINGS (AP* Organizations)								
					Social Activities				
			Lunch		Opening Reception				
					Closing Social				

PROGRAM STRUCTURE - Workshop



Unified program structure based on the theme [Emerging Technology From Asia]

2/18 (FR)	2/19 (SA)	2/20 (SU)	2/21 (MO)	2/22 (TU)	2/23 (WE)	2/24 (TH)	2/25 (FR)	Tracks	Attendees
		WORKSHOPS						5	100

18-20 Feb. / 3 days / 100 attendees (20/track)

Hands-on instruction from world-class instructors.
Small group, intensive training.

DNS/DNSSEC
Security
Multicast

IPv6
Network Management
etc.

PROGRAM STRUCTURE - Key Track



Unified program structure based on the theme [Emerging Technology From Asia]

2/18 (FR)	2/19 (SA)	2/20 (SU)	2/21 (MO)	2/22 (TU)	2/23 (WE)	2/24 (TH)	2/25 (FR)	Tracks	Attendees
			KEY TRACK					1	200

21-24 Feb. / 4 days / 200 daily attendees

Industry and Technology Leaders
Defining a vision of the future direction of technology
from Asia.

Internet ITS
RFID
Network Appliances
Internet Telephony

Enterprise Security
Internet R&D
e-government

P2P Networks
Broadband Applications
Lambda Networks
etc.

PROGRAM STRUCTURE - Tutorial



Unified program structure based on the theme [Emerging Technology From Asia]

2/16 (WE)	2/17 (TH)	2/18 (FR)	2/19 (SA)	2/20 (SU)	2/21 (MO)	2/22 (TU)	2/23 (WE)	2/24 (TH)	2/25 (FR)	Tracks	Attendees
				TUTORIAL						5	200

21-22 Feb. / 2 days / 200 total attendees

A series of tutorial style tracks centered on the technology around the dispersion of broadband access, high-level contents distribution, IPv6 deployment and the use of P2P applications in North East Asia.

Enterprise Security
Broadband Network Design
Internet Telephony

Contents Delivery Networks
Wireless Infrastructure
Backbone Operations

IPv6 Transition
DNS Operations
etc.

PROGRAM STRUCTURE - Conference



Unified program structure based on the theme [Emerging Technology From Asia]

2/16 (WE)	2/17 (TH)	2/18 (FR)	2/19 (SA)	2/20 (SU)	2/21 (MO)	2/22 (TU)	2/23 (WE)	2/24 (TH)	2/25 (FR)	Tracks	Attendees
							CONFERENCE			3	200

23-24 Feb. / 2 days / 300 daily attendees

Leading edge technology based conference sessions led by AP regional organizations

Asia Pacific IPv6 Summit – as an APRICOT Conference Track
a regional view of current and future IPv6 deployment, national policy direction and industry applications.

PROGRAM STRUCTURE - Related Meetings

Unified program structure based on the theme [Emerging Technology From Asia]

2/16 (WE)	2/17 (TH)	2/18 (FR)	2/19 (SA)	2/20 (SU)	2/21 (MO)	2/22 (TU)	2/23 (WE)	2/24 (TH)	2/25 (FR)	Tracks	Attendees
					APNIC TUTORIAL		APNIC SIG		APNIC AMM	1	100
					BoF Meetings						
		RELATED MEETINGS (AP* Organizations)									

20-25 Feb. / 6 days / multiple meetings

An opportunity to network with the AP region's Internet builders

Numerous representatives of a variety of organizations active in the Asia Pacific region (APNIC, APNG, APCERT, AP*, APEET, APTLD, etc.) will be on hand in Kyoto to conduct their annual general meetings/committee meetings etc.

APRICOT 2005 SPONSORSHIP



As a regional event, APRICOT can play an important role in promoting your company its products and services to and international group of decision makers and leaders throughout the Asia Pacific region.

Held for the first time in Japan with the cooperation and support of the core of all major domestic Japanese Internet organizations, APRICOT 2005 in Kyoto also offers a stepping stone into a rapidly advancing North East Asian market.

We welcome you to consider APRICOT 2005 as a marketing forum for your activities in the Asia Pacific.

SPONSORSHIP LEVELS & BENEFITS



Level	Sponsorship Fee	Projected Number of Sponsors	Demo Space (standard booth space)	Free Passes				logo			Distribution of Pamphlets/ Goods	PR Acknowledgement	
				Tutorial	Conference	Opening Reception	Closing Social	web site	signage	on site program		DM	Program Book Ad Space
Pinnacle	90,000 USD	2	5	4	4	4	4	yes banner	yes	yes	yes	yes	yes A4 ad
Diamond	45,000 USD	2	5	3	3	3	3	yes banner	yes	yes	yes	yes	yes A4 ad
Platinum	20,000 USD	5	1	2	2	2	2	yes	yes	yes	yes	yes	x
Gold	10,000 USD	5	1	1	1	1	1	yes	yes	yes	yes	x	x
Silver	5,000 USD	10	x	x	1	1	1	yes	yes	yes	yes	x	x
Social Event	45,000 USD	1	1 with event area	3	3	3	10	yes	yes	yes	yes in event area	yes	x
Opening Reception	27,000 USD	1	1 with event area	2	2	10	2	yes	yes	yes	yes in event area	x	x
Lunch	36,000 USD	1	1 with lunch venue	3	3	3	3	yes	yes	yes	yes in lunch area	x	x
Break	27,000 USD	1	x	2	2	2	2	yes	yes	yes	yes in break area	x	x
Access Room	in kind	1	1 with access room	2	2	2	2	yes	yes	yes	yes in access room	x	x

SPONSORSHIP LEVELS & BENEFITS



Pinnacle

\$90,000 USD Contribution

Demo Booth Space (5) – Five Standard Booths

* See Standard Booth Package details pg. 32

free passes

Tutorials (4)

Conference (4)

Opening Reception (4)

Closing Social (4)

logo

2005.apricot.net (banner)

event signage

on site program

pamphlet/goods distribution

PR Exposure

Organization Name introduction on DM

On Site Program (A4 Ad Space)



APRICOT 2004 Demo Space

SPONSORSHIP LEVELS & BENEFITS



Diamond

\$45,000 USD Contribution

Demo Booth Space (5) – Five Standard Booths

* See Standard Booth Package details pg. 32

free passes

- Tutorials (3)
- Conference (3)
- Opening Reception (3)
- Closing Social (3)

logo

- 2005.apricot.net (banner)
- event signage
- on site program

pamphlet/goods distribution

PR Exposure

- Organization Name introduction on DM
- On Site Program (A4 Ad Space)



APRICOT 2004 Signage

SPONSORSHIP LEVELS & BENEFITS

Platinum

\$20,000 USD Contribution

Demo Booth Space (1)

* See Standard Booth Package details pg. 32

free passes

Tutorials (2)

Conference (2)

Opening Reception (2)

Closing Social (2)

logo

2005.apricot.net

event signage

on site program

pamphlet/goods distribution



SPONSORSHIP LEVELS & BENEFITS

Gold

\$10,000 USD Contribution

Demo Booth Space (1)

* See Standard Booth Package details pg. 32

free passes

Tutorials (1)

Conference (1)

Opening Reception (1)

Closing Social (1)

logo

2005.apricot.net

event signage

on site program

pamphlet/goods distribution



SPONSORSHIP LEVELS & BENEFITS



Silver

\$5,000 USD Contribution

free passes

- Conference (1)
- Opening Reception (1)
- Closing Social (1)

logo

- 2005.apricot.net
- event signage
- on site program

pamphlet/goods distribution



SPONSORSHIP LEVELS & BENEFITS



Social Event

\$45,000 USD Contribution

Demo Booth Space (1) within the Reception Venue

* See Standard Booth Package details pg. 32

free passes

Tutorials (3)
Conference (3)
Opening Reception (3)
Closing Social (10)

logo

2005.apricot.net
event signage
on site program

pamphlet/goods distribution

* within the lunch venue

PR Exposure

Organization Name introduction on DM

Date:
24 Feb. 2005
18:30-21:00

Venue:
KICH
"Annex Hall"
(tentative)

Attendees:
400



SPONSORSHIP LEVELS & BENEFITS



Opening Reception

\$27,000 USD Contribution

Demo Booth Space (1) within the Reception Venue

* See Standard Booth Package details pg. 32

free passes

Tutorials (2)
Conference (2)
Opening Reception (10)
Closing Social (2)

logo

2005.apricot.net
event signage
on site program

pamphlet/goods distribution

* within the lunch venue

Date:
22 Feb. 2005
18:30-20:30

Venue:
KICH
"Sakura"
(tentative)

Attendees:
300



APRICOT 2004 Reception

SPONSORSHIP LEVELS & BENEFITS

Lunch Sponsor

\$36,000 USD Contribution

Demo Booth Space (1) within the Lunch Venue

* See Standard Booth Package details pg. 32

Date:

21-24 Feb. 2005
4 days
12:30-14:00

Venue:

KICH
"Sakura"
(tentative)

Attendees:

400 (daily)

free passes

Tutorials (3)
Conference (3)
Opening Reception (3)
Closing Social (3)

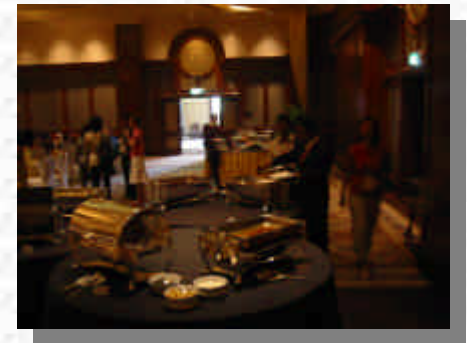
logo

2005.apricot.net
event signage
on site program

pamphlet/goods distribution

* within the lunch venue

* sponsorship of a single lunch is available as an option.



APRICOT 2004 Lunch Venue

SPONSORSHIP LEVELS & BENEFITS



Break Sponsor

\$27,000 USD Contribution

free passes

Tutorials (2)
Conference (2)
Opening Reception (2)
Closing Social (2)

logo

2005.apricot.net
event signage
on site program

pamphlet/goods distribution * within the break area

* sponsorship of a single break is also available as an option.

Date:
21-24 Feb. 2005
4 days

AM/PM
twice daily
break service

Venue:
KICH



APRICOT 2004 Break

SPONSORSHIP LEVELS & BENEFITS



Access Room

In-Kind Equipment Contribution

Demo Booth Space (1) within the Access Room

* See Standard Booth Package details pg. 32

free passes

- Tutorials (2)
- Conference (2)
- Opening Reception (2)
- Closing Social (2)

logo

- 2005.apricot.net
- event signage
- on site program

pamphlet/goods distribution * within the access room

PC (20)
- English OS
- English keyboard

Network printers
(2)

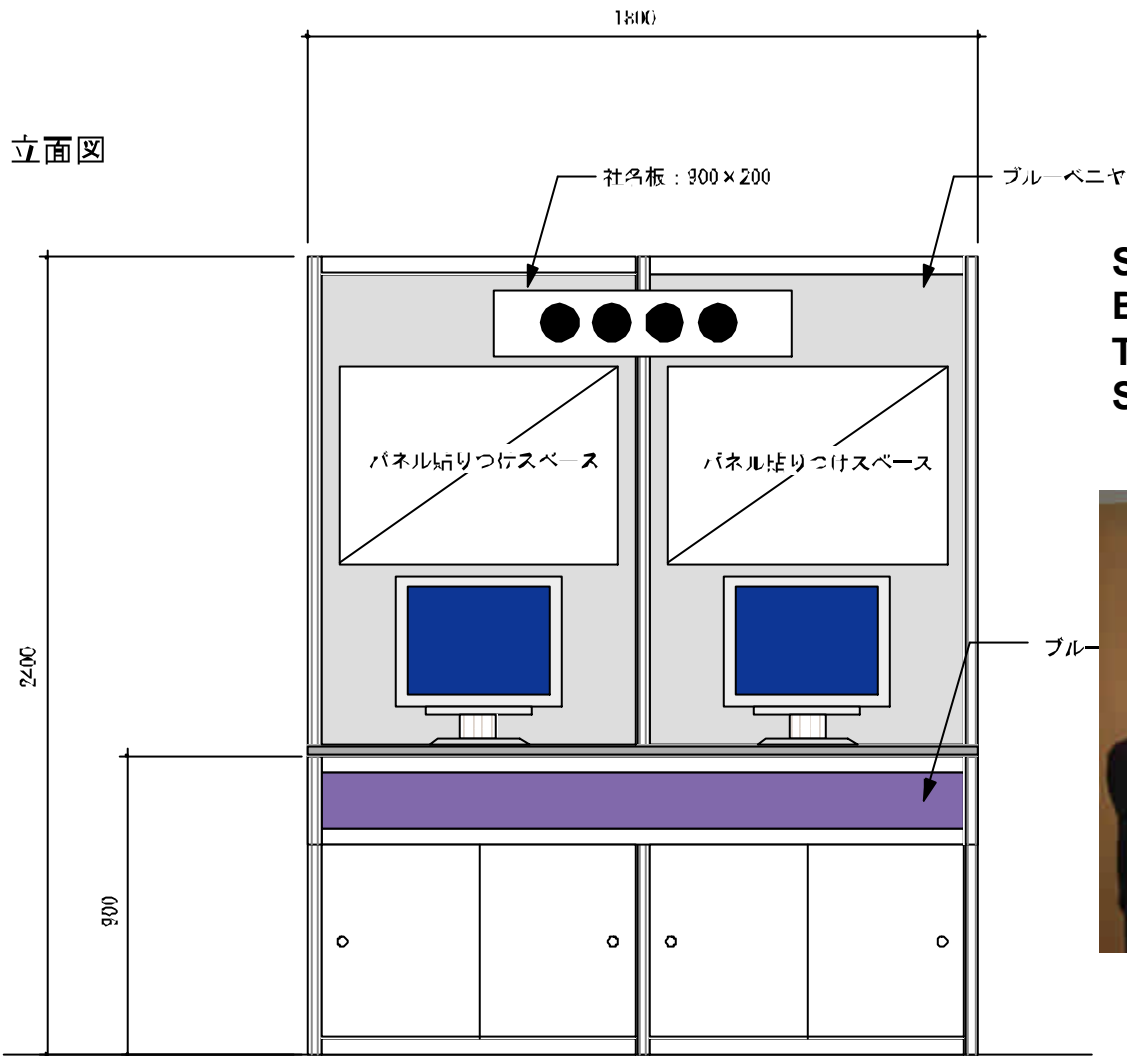
Other Supplies
and
Equipment/Staff



APRICOT 2004 Access Room



STANDARD DEMO BOOTH (tentative)



Signage H200mm x W900mm
Back Panel H2400mm W2000mm
Table H900mm W2000mm D800mm
Stock Space (beneath demo space)



CONTACT



- **Secretariat Office** **c/o e-side, inc.**
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- email:** **apricot-info@e-side.co.jp**



APRICOT 2005

SPONSORSHIP APPLICATION

Fax: 81-3-3585-8162

DATE YY MM DD

Name of Organization: _____ 印

Representative: _____ 印

Title/Section: _____

Address (include postal code): _____

Tel: _____ Fax: _____

email: _____ URL: _____

Sponsorship Level: _____

Fee (USD) _____ (includes tax) _____

APRICOT 2005 Japan Executive Committee
Secretariat Office (c/o e-side, inc.)
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Office Use
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Date:

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