



www.apricot.asia



www.apan.net

Main Conference: 21 – 25 Feb, 2011
Workshop: 15 – 19 Feb, 2011

Hong Kong Convention and Exhibition Centre

Hosts:



Co-hosts:





Executive Summary

Internet Society Hong Kong (ISOC HK) and DotAsia Organisation (DotAsia) successfully acquired the hosting rights of APRICOT 2011 (Asia Pacific Regional Internet Conference on Operational Technologies) and APAN 31th (Asia-Pacific Advanced Network) in the Hong Kong Special Administrative Region. This is the first ever joint event of APRICOT and APAN (named as APRICOT-APAN 2011) that makes it the biggest Internet conference in Asia. It is the 2nd APRICOT in Hong Kong after 14 years while it is the 1st APAN meeting in Hong Kong. It is expected 1,000 participants from all over Asia Pacific region will attend.

The **APRICOT** is a prestigious regional event of the ICT industry, which began 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 the Asia Pacific's premier regional Internet Summit where related organizations come together to meet and host their annual general meetings, including APNIC (Asia Pacific Network Information Centre), APIA (Asia Pacific Internet Association), APTLD (Asia Pacific Top Level Domain Forum), APCAUCE (Asia Pacific Coalition Against Unsolicited Commercial Email), and APstar.

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.

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.

APAN (Asia-Pacific Advanced Network) is a non-profit international consortium established on June 3, 1997. APAN is designed to be a high-performance network for research and development on advanced next generation applications and services. APAN provides an advanced networking environment for the research and education community in the Asia-Pacific region, and promotes global collaboration.

The objectives of APAN are to coordinate and promote network technology developments and advances in network-based applications and services, to coordinate the development of an advanced networking environment for research and education communities in the Asia-Pacific region and to encourage and promote global cooperation to help achieve the above.

APRICOT and APAN conference are well-known and highly recognized in the Asia Pacific region. APRICOT-APAN 2011 would significantly raise the profile of the ICT industry in Hong Kong as the leading head in this area. Hong Kong has positioned itself as Asia's World City and this is a golden opportunity to show the world our strength.



APRICOT-APAN 2011/ Hong Kong

www.apricot-apan.asia

Date: Main Conference Week: 21 – 25 Feb 2011
Hong Kong Convention and Exhibition Centre, Hong Kong

Technical Workshop: 15 – 19 Feb 2011
Cyberport, Hong Kong

Target No. of Participants:

- Overseas participants: 600
 - Local participants: 400
- Total: 1,000

Hosts:

Internet Society Hong Kong (ISOC HK)
DotAsia Organisation (DotAsia)

Co-hosts:

Hong Kong Internet Exchange (HKIX)
Hong Kong Internet Service Providers Association (HKISPA)
The Joint Universities Computer Centre (JUCC)

Supporting Organisations

The Asia Pacific Computer Emergency Response Teams (APCERT)
Association of Computing Machinery (ACM)
Association of I.T. Leaders in Education (AiTLE)
Communications Associations of Hong Kong (CAHK)
Hong Kong Computer Society (HKCS)
Hong Kong Information Technology Federation (HKITF)
IEEE Hong Kong Section Computer Chapter (IEEE HK Comp)
Information Security and Forensics Society (ISFS)
Hong Kong Wireless Technology Industry Association (WTIA)
More is coming....

Contact Details

APRICOT-APAN 2011, Hong Kong

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For co-locating events during APRICOT-APAN 2011, please check with:

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What is APRICOT? (www.apricot.net)

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 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.

In an attempt to ease the travel burden on attendees, APRICOT is held in conjunction with one of the Asia Pacific Network Information Center's (APNIC) two semi-annual meetings, the winter Asia Pacific Networking Group (APNG) meeting, and meetings of other Asia Pacific Internet organisations.

Wherever possible, APRICOT also attempts to derive synergy by having the meetings close to or back-to-back with other Internet events such as Asia Internet World, ICANN, etc.

- 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. APRICOT's goal is to keep attendance fees low at the APRICOT event and support outreach activities in the less developed areas of the Asia and Pacific region.

The ten-day long summit consists of seminars, workshops, tutorials, conference sessions and birds-of-a-feather (BOFs) meetings that have the following two goals:

- Spreading and sharing the knowledge required for the operational stability and development of the Internet within the Asia Pacific region.
- Developing affinity groups that foster mutual support throughout the year.

APRICOT's success is largely due to the excellence of its no-nonsense programme that is focused on Internet operational issues (i.e. issues surrounding the smooth day-to-day operation of Internet-based networks and services). It is concerned with bringing true subject matter experts from around the world, together with those who can benefit most from their knowledge and experience.

APRICOT targets those individuals who directly impact the operational deployment and stability of Internet protocol (IP)-based networks and services. These are network operators and engineers, senior executives and regulators.

One of the fundamental principles of APRICOT presentations has been its vendor-neutral objectiveness that provides for informed opinion. As such, APRICOT is not a marketing or sales-orientated conference and it strongly discourages blatant sales or promotional activities within the event itself.

In essence, APRICOT creates a neutral educational forum that provides for frank discussions on the skills, policies and technologies that are critical for the smooth operation of the Internet's network and service infrastructure both regionally and internationally.

APRICOT has a one-year technology horizon. This means to say that APRICOT is involved with those technologies that are either at the heart of today's Internet or those that are very likely to see operational deployment within the next 12 to 18 months.

The key benefit in attending APRICOT is to synchronize local and regional activities with the rapid developments in the wider Internet in an objective manner that distinguishes between operational realities and marketing 'hype'.

As APRICOT has established itself as the premier Internet conference in the Asia Pacific region, so have the attendee numbers demonstrated this growth, with interest in the conference reflecting the growth in the Internet economies in the region (see Chart 1).

Summary of Previous APRICOTs:

Year	Host Economy	No. of Attendees	Economies Represented	No. of Sponsors
2010	Malaysia	734	53	30
2009	Philippines	644	45	29
2008	Taiwan	630	43	21
2007	Indonesia	801	51	30
2006	Australia	335	40	17
2005	Japan	859	40	33
2004	Malaysia	931	50	32
2003	Taiwan	1035	30	43
2002	Thailand	645	30	26
2001	Malaysia	888	33	32
2000	South Korea	850	36	37
1999	Singapore	632	25	19
1998	Philippines	320	24	18
1997	Hong Kong	630	25	27
1996	Singapore	280	18	10



What is APAN? (www.apan.net)

The Internet was born and grown up by the massive efforts of researchers, with the fiscal support of government agencies. Commercial Internet providers now enjoy the business success, but it is well known that new technologies are required to meet tomorrow's demands of the customers.

Researchers are faced with the tomorrow's demands at first, and can make efforts to overcome the difficulties. Thus the necessity for high-end Internet for researchers in Asia Pacific region was recognized at APEC Symposium in Tsukuba, Japan in March 1996, and then Asia Pacific Advanced Network (APAN) was proposed at APII Test-bed Forum in Seoul, Korea in June 1996. Energetic meetings were held with the attendance of the delegates from North America or Europe for one year, and APAN Consortium was formed under a Memorandum of Understanding in Jun 1997 to promote advanced research in networking technologies and the development of high-performance broadband applications.

APAN (Asia-Pacific Advanced Network) is a non-profit international consortium established on 3 June 1997. APAN is designed to be a high-performance network for research and development on advanced next generation applications and services. APAN provides an advanced networking environment for the research and education community in the Asia-Pacific region, and promotes global collaboration.

Its objectives are to coordinate and promote network technology developments and advances in network-based applications and services, to coordinate the development of an advanced networking environment for research and education communities in the Asia-Pacific region and to encourage and promote global cooperation to help achieve the above.

In furtherance of the above objectives, the Organization may carry out the following activities, though not necessarily limited to these: holding meetings, workshops and conferences; exchanging technical information among its community and beyond; arranging and organizing education and training workshops; promoting and encouraging regional connectivity.

In furtherance of the above objectives, the Organization may work closely with interested individuals and organizations to further the cause of adoption and research into advance network applications and technologies.

Our Program

For your reference, major topics to be covered by **APRICOT 2010, Kuala Lumpur**

A. Workshop	C. Tutorial
<ul style="list-style-type: none"> • Network Management and NOC • VoIP Deployment • Network Security • ISP Routing using IPv4 and IPv6 • Advanced Routing – BGP Multihoming with IPv4 and IPv6 	<ul style="list-style-type: none"> • Internet Routing Registry • Introduction to IPv6 • BGP Multihoming Techniques • Network Core Infrastructure–Best Practices • Layer 2 Attacked and Mitigation Techniques • Anatomy of a Network Attack, Network Forencics, Network Attack and Defense • IPv6 Deployment • ISIS Deployment • DNSSEC in 6 Minutes and Deployment • MPLS Best Practices and Based Metro Ethernet Services
B. Conference	
<ul style="list-style-type: none"> • IPv6 Operations • IPv6 Transition • Internet Exchanges • Routing • Peering Forum 	

Previous APRICOT program

APRICOT 2010 – Kuala Lumpur – Program

<http://www.apricot2010.net/program>

APRICOT 2009 – Manila – Program

http://www.apricot.net/apricot2009//index.php?option=com_content&task=view&id=98&Itemid=60

APRICOT 2008 – Taipei – Program

<http://www.apricot.net/apricot2008/P09.html>

**Please check out more at www.apricot.net*

For your reference, major topics were covered by **APAN 29th 2010, Sydney:**

IPv6, Medical Workshop, Sensor Workshop, Middleware Workshop, e-Culture, HKDTV, Network Engineering, Future Internet, Natural Resources, Network Security etc.

Previous APAN program

APAN 29th 2010

<http://www.apan.net/meetings/Sydney2010/>

APAN 28th 2009

<http://www.apan.net/meetings/kualalumpur2009/index.html>

APAN 27th 2009

<http://www.apan.net/meetings/kaohsiung2009/>

**Please check out more at www.apan.net*

Keynote Speakers

Vinton G. Cerf

*Vice President and Chief Internet Evangelist
Google
(Widely known as one of the "Fathers of the Internet")*



Vinton G. Cerf has served as vice president and chief Internet evangelist for Google since October 2005. In this role, he is responsible for identifying new enabling technologies to support the development of advanced, Internet-based products and services from Google. He is also an active public face for Google in the Internet world.

Cerf is the former senior vice president of Technology Strategy for MCI. In this role, Cerf was responsible for helping to guide corporate strategy development from the technical perspective. Previously, Cerf served as MCI's senior vice president of Architecture and Technology, leading a team of architects and engineers to design advanced networking frameworks including Internet-based solutions for delivering a combination of data, information, voice and video services for business and consumer use.

Widely known as one of the "Fathers of the Internet," Cerf is the co-designer of the TCP/IP protocols and the architecture of the Internet. In December 1997, President Clinton presented the U.S. National Medal of Technology to Cerf and his colleague, Robert E. Kahn, for founding and developing the Internet. Kahn and Cerf were named the recipients of the ACM Alan M. Turing award in 2004 for their work on the Internet protocols. The Turing award is sometimes called the "Nobel Prize of Computer Science." In November 2005, President George Bush awarded Cerf and Kahn the Presidential Medal of Freedom for their work. The medal is the highest civilian award given by the United States to its citizens. In April 2008, Cerf and Kahn received the prestigious Japan Prize.

Dr. Ya-Qin Zhang, PhD

*Corporate Vice President, Microsoft Corporation
Chairman, Microsoft Asia-Pacific R&D Group*



As a Corporate Vice President of Microsoft, and Chairman of Microsoft Asia-Pacific Research and Development Group (ARD), Dr. Ya-Qin Zhang is responsible for driving Microsoft's overall research and development efforts in the Asia-Pacific region. Under Zhang's leadership, ARD has become Microsoft's largest R&D center outside of U.S., with more than 3000 engineers and scientists engaged in basic research, technology incubation, product development, and strategic partnership and investment. In addition to this role, Zhang serves on Microsoft Great China Executive Management Committee providing leadership and governance across all of Microsoft's organizations in the Greater China Region.

From 2004-2006, Zhang was the Corporate Vice President of Microsoft, responsible for Microsoft's Mobile and Embedded Division in Redmond, USA, including WinCE operating system, Smartphone, PocketPC, and other Windows Mobile platform and devices. Prior to that (2000-2004), he was the Managing Director of Microsoft Research Asia, Microsoft's basic research arm in Asia-Pacific region.

From 1994 to 1999, he was the Director of Multimedia Technology Laboratory at Sarnoff Corporation in Princeton, NJ (RCA Laboratories). He was with GTE (now part of Verizon) Corp. in Waltham, MA from 1989 to 1994.

About Hosts

Internet Society Hong Kong (ISOC HK)

Internet Society Hong Kong (www.isoc.hk) is the local chapter organization of the Internet Society (www.isoc.org). Internet Society is an international, professional, not-for-profit membership society with more than 100 organisational and more than tens of thousands individual members in over 90 chapters around the world, providing leadership in all issues confronting the current and future Internet. ISOC-HK was formed in 2005 by local veteran Internet professionals with the mission to improve the practice of Internet governance and online civil society in Hong Kong.

The vision of ISOC HK is that an open and accessible network, in technology and policy, contributes to and provides a platform for sustainable development of the information society, which enriches the human experience.

The mission of ISOC HK is to:

1. Foster participation, contribution and leadership from individuals and organisations in Hong Kong, on the open development of standards, protocols, administration, governance and the technical infrastructure and evolution of the Internet, as local and global citizens of the information society;
2. Promote the Internet as a positive tool and environment for social cooperation, community building, and fostering of a culture that enables self-governance and balanced multi-stakeholder participation to work;
3. Be a voice and platform for Internet professionals, users and the Internet community at large in cooperative efforts on local and international policy, practice and development;
4. Provide and facilitate forums for idea, experience and cultural exchange among individuals and organisations from private and public sectors as well as across borders;
5. Support relevant educational, humanitarian and societal initiatives concerning the Internet community and the information society, such as addressing the bridging of digital divide, capacity and access building, as well as other informational and outreach activities.

ISOC HK (Internet Society Hong Kong Chapter) is dedicated to the open, unencumbered, beneficial use of the Internet; the upholding of the freedom of expression and opinion, privacy of personal information and aversion of social discrimination; through responsible self-regulation and harmonized governance.

Consistent with the ISOC statement of purpose, ISOC HK believes in “maintain[ing] and extend[ing] the development and availability of the Internet and its associated technologies and applications - both as an end in itself, and as a means of enabling organizations, professions, and individuals [locally and] worldwide to more effectively collaborate, cooperate, and innovate in their respective fields and interests.”

ISOC HK will be driven by individual users and Internet professionals, in conjunction with and augmented by socially responsible corporations in the information society. ISOC HK intends to encourage participation and discussion from its members on issues within the scope of its mandate, and will endeavour to partner and join with other relevant groups from different spectrums of the local and global community on different activities.

DotAsia Organisation (DotAsia)

Asia has developed into a global force in the international commercial, political and cultural network. DotAsia Organisation (www.dot.asia) is dedicated to the needs of the community with a vision of leveraging the successful, collaborative atmosphere and network among the Asia Internet community to create a globally visible Internet domain as a cyberspace that belongs to Asia, and a platform that would contribute in accelerating the overall growth of the region. The “.Asia” domain aspires to embrace this dynamism in the Asia Century to become a nucleus, intersection and breeding ground for Internet activity and development in the region.

DotAsia Organisation is a not-for-profit, membership-based organization incorporated in Hong Kong as a “limited by guarantee and not having a share capital” corporation. DotAsia is the Sponsoring Organisation and Registry Operator for the .Asia Sponsored Generic Top Level Domain (TLD). DotAsia oversees the policies and governance of the “.Asia” TLD Registry.

The mission of the DotAsia Organisation is:

- To sponsor, establish and operate a regional Internet namespace with global recognition and regional significance, dedicated to the needs of the Pan-Asia and Asia Pacific Internet community;
- To contribute proceeds in socio-technological advancement initiatives relevant to the Pan-Asia and Asia Pacific Internet community and;
- and To operate a viable not-for-profit initiative that is a technically advanced, world-class TLD registry for the Pan-Asia and Asia Pacific community.

DotAsia is a not-for-profit organization with a mandate to promote Internet development and adoption in Asia. Our 3 main areas of focus are: digital inclusion, education along with research & development. DotAsia also oversees the governance of the global “.Asia” internet top-level-domain registry (which is also the source of funding for the organisation). The organization is formed as a consortium of official national/governmental top-level domain authorities (such as .CN in China, .JP in Japan, .KR in Korea, .IN in India, .SG in Singapore, etc.) along with regional Internet bodies (such as APNIC, APNG, APCERT, etc.). We currently have 26 members from across Asia and membership is open for different countries and territories to join. Some of the initiatives that DotAsia has worked on (since our launch March 2008) include: ISIF (www.isif.asia) -- Information Society Innovation Fund, Creative Commons Asia (www.creativecommons.asia), Relief.Asia (www.relief.asia), One Laptop Per Child Asia (www.olpc.asia), NetMission Ambassadors Program (www.netmission.asia), etc.



Sponsorship

APRICOT-APAN 2011, Hong Kong is a valuable platform, ideal for branding and allows sponsors to convey high value messages to target audience. The limited sponsorship opportunities are currently available.

Why sponsor APRICOT-APAN 2011?

- The first ever joint event of APRICOT and APAN making it the biggest Internet conference in Asia Pacific
- The 2nd APRICOT in Hong Kong after 14 years and the 1st APAN meeting in Hong Kong
- Targeting 1,000 participants from all over Asia Pacific region
- Massive exposure over Asia Pacific region

1. Diamond Sponsor US\$120,000

Benefits:

- Private Hospitality Space (four 3M X 2M shell scheme enclosed booth) in Demo Lab area to conduct technical hardware demo, promotional activities or discrete business meetings.
- Ten free tutorial and conference registrations.
- Ten complimentary tickets to Opening Reception or Closing Social Events
- Large and prominent logo positioning and sponsorship mentioning on printed materials, venue production and press release.
- Half page A4 color advertisement on inside front cover in APRICOT-APAN 2011 Program booklet on first come first serve basis.
- Large and prominent logo positioning and linkage on APRICOT-APAN 2011 website, online advertisements and e-mail announcements.
- Optional broadcast of company profile (maximum 3 minutes) at the plenary meeting room before the session begins (all will be played in rotating terms for 15 minutes before the session begins)
- Company name and logo shown on signage at the venue lobby
- Distribution of company-supplied brochures or gift (e.g: bags, mouse pads, pens, etc) during registration and APRICOT-APAN 2011 press conference.
- Company logo in the PPT shown at meeting rooms during coffee break.
- Preemption of sponsorship to Opening or Closing Social Events, related benefits include speech at Social Event and display of company name and logo.
- Preemption of sponsorship of APRICOT-APAN 2011 satchel, T-shirt, souvenirs (eg: pen, memo).

2. Platinum Sponsor US\$60,000

Benefits:

- Private Hospitality Space (three 3M X 2M shell scheme enclosed booth) in Demo Lab area to conduct technical hardware demo, promotional activities or discrete business meetings.
- Five free tutorial and conference registrations.
- Five complimentary tickets to Opening Reception or Closing Social Events
- Large and prominent logo positioning and sponsorship mentioning on printed materials, venue production and press release.
- Half page A4 color advertisement on inside back cover in APRICOT-APAN 2011 Program booklet on first come first serve basis.
- Large and prominent logo positioning and linkage on APRICOT-APAN 2011 website, online advertisements and e-mail announcements.

- Optional broadcast of company profile (maximum 3 minutes) at the plenary meeting room before the session begins (all will be played in rotating terms for 15 minutes before the session begins)
- Company name and logo shown on signage at the venue lobby
- Distribution of company-supplied brochures or gift (e.g. bags, mouse pads, pens, etc) during registration and APRICOT-APAN 2011 press conference.
- Company logo in the PPT shown at meeting rooms during coffee break.
- Preemption of sponsorship to Opening or Closing Social Events, related benefits include speech at Social Event and display of company name and logo.
- Preemption of sponsorship APRICOT-APAN 2011 satchel, T-shirt, souvenirs (e.g. pen, Memo).

3. Gold Sponsor US\$30,000

Benefits:

- Private Hospitality Space (two 3M X 2M shell scheme enclosed booth) in Demo Lab area to conduct technical hardware demo, promotional activities or discrete business meetings.
- Three free tutorial and conference registrations.
- Three complimentary tickets to Opening Reception or Closing Social Events
- Large and prominent logo positioning and sponsorship mentioning on printed materials, venue production and press release.
- Logo positioning and linkage on APRICOT-APAN 2011 website, online advertisements and e-mail announcements.
- Distribution of company-supplied brochures or gift (e.g. bags, mouse pads, pens, etc) during registration and APRICOT-APAN 2011 press conference.
- Company logo in the PPT shown at meeting rooms during coffee break.
- Preemption of sponsorship APRICOT-APAN 2011 satchel, T-shirt, souvenirs (e.g. pen, Memo).

4. Silver Sponsor US\$15,000

Benefits:

- Private Hospitality Space (one 3M X 2M shell scheme enclosed booth) in Demo Lab area to conduct technical hardware demo, promotional activities or discrete business meetings.
- Two free tutorial and conference registrations.
- Two complimentary tickets to Opening Reception or Closing Social Events
- Standard logo positioning and sponsorship mentioning on printed materials, venue production, and press release.
- Logo positioning and linkage on APRICOT-APAN 2011 website, online advertisements and e-mail announcements.
- Distribution of company-supplied brochures or gift (e.g. bags, mouse pads, pens, etc) during registration and APRICOT-APAN 2011 press conference.
- Company logo in the PPT shown at meeting rooms during coffee break.
- Preemption of sponsorship of APRICOT-APAN 2011 satchel, T-shirt, souvenirs (e.g. pen, Memo).

5. Bronze Sponsor US\$7,500

Benefits:

- One free tutorial and conference registrations.
- One complimentary tickets to Opening Reception or Closing Social Events
- Logo positioning and sponsorship mentioning on printed materials, venue production, and press release.

- Prominent logo positioning and linkage on APRICOT-APAN 2011 website, online advertisements and e-mail announcements.
- Company logo in the PPT shown at meeting rooms during coffee break
- Preemption of sponsorship of APRICOT-APAN 2011 satchel, T-shirt, souvenirs (e.g. pen, Memo).

6. APRICOT Opening Reception or Closing Social Event Sponsor US\$50,000

(This amount is only a reference; the number of participants is predicted to be 500 – 1000; please contact the Secretariat for further details.)

Benefits:

- Speech at sponsored Social Event and exhibition of company name and logo.
- Three free tutorial and conference registrations
- Three invitations to Opening Reception or Closing Social Events
- Large and prominent logo positioning and sponsorship mentioning on printed materials, venue production, and press release.
- Prominent logo positioning and linkage on APRICOT-APAN 2011 website, online advertisements and e-mail announcements.
- Optional broadcast of company profile (maximum 3 minutes) at the plenary meeting room before the session begins (CP will be played in rotating terms for 15 minutes before the session begins)
- Distribution of company-supplied brochures or gift (e.g. bags, mouse pads, pens, etc) during registration and APRICOT-APAN 2011 press conference.
- Company logo in the PPT shown at meeting rooms during coffee break.
- Preemption of sponsorship of APRICOT-APAN 2011 satchel, T-shirt, souvenirs (e.g. pen, Memo).

7. APRICOT Lunch Sponsor US\$30,000

(This amount is only a reference; the number of participants is predicted to be 500 – 1000; please contact the Secretariat for further details.)

Benefits:

- Speech at sponsored lunch and display of company name and logo.
- Two free tutorial and conference registrations
- Two invitations to Opening Reception or Closing Social Events
- Logo and company name mentioning on printed materials, venue production, and press release.
- Prominent logo positioning and linkage on APRICOT-APAN 2011 website, online advertisements and e-mail announcements.
- Distribution of company-supplied brochures or gift (e.g. bags, mouse pads, pens, etc) during registration and APRICOT-APAN 2011 press conference.
- Company logo in the PPT shown at meeting rooms during coffee break
- Preemption of sponsorship of APRICOT-APAN 2011 satchel, T-shirt, souvenirs (e.g. pen, Memo).