



APRICOT 2012, New Delhi

21st Feb 2012 - 2nd Mar 2012
Hotel Ashok, New Delhi - INDIA

Host:

ISPAI

Co-Host:

nixi

Organiser:



Partners:



www.apricot2012.in
email : info@apricot2012.in

APRICOT 2012



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.

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- 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 program 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.

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APRICOT 2012, New Delhi

www.apricot2012.in

Date:

Conference
27th Feb - 2nd March, 2012
Ashok Hotel, New Delhi

Workshop
21st Feb - 25th Feb 2012
Ashok Hotel, New Delhi

Expected No. of Participants:

Overseas: 300
Local: 400
Total: 700

Host:

ISPAI (Internet Service Providers Association of India)
www.ispai.in

Co-Host:

NIXI (National Internet Exchange of India)
www.nixi.in

Organiser:

APIA (Asia & Pacific Internet Association)
www.apia.org

Contact us:

APRICOT 2012 Secretariat	APIA Secretariat
APRICOT 2012, New Delhi 612-A, Chiranjiv Towers, New Delhi - 110019 Tel: 91 11 264 24001 Fax: 91 11 416 08 472 Email ID: apricot2012@ispai.in , info@ispai.in Sponsorship: www.apricot2012.in	apia-sec@apia.org PO Box 12600 50784 Kuala Lumpur Malaysia e-mail: apia-sec@apia.org website: www.apia.org Tel: +6012-2266893

More details, contact;

Director- Events,
info@apricot2012.in, apricot2012@ispai.in
Tel: 011- 26424001, 9999375428

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Sponsorship

APRICOT 2012, New Delhi will be a great opportunity for branding and targeting the right audience. Our sponsorship is limited and currently available for you.

This is the first time APRICOT 2012 is taking place in INDIA as it will a massive exposure to meet focused technical experts from around the globe under one roof.

Discount offer 20% off (If 100% payment on or before by 30th June 2011)
Discount offer 15% off (If 100% payment on or before by 31st Aug 2011)
Discount offer 10% off (If 100% payment on or before by 31st Oct 2011)
Discount offer 5% off (If 100% payment on or before by 31st Dec 2011)

1. Principal	USD 61000
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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.
- Ten free tutorial and conference registrations.
- Ten complimentary tickets to Opening Reception or Closing Social Events
- Full page logo positioning and sponsorship mentioning on APRICOT 2012 booklet
- Large and prominent logo positioning and linkage on APRICOT 2012 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). On day 7th, 8th, 9th only.
- 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.
- Exclusive logo positioning on APRICOT2012 lanyards.

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2. Diamond Sponsor

USD 45000

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.
- Six free tutorial and conference registrations.
- Six complimentary tickets to Opening Reception or Closing Social Events
- Half page logo positioning and sponsorship mentioning in APRICOT 2012 program booklet,
- Large and prominent logo positioning and linkage on APRICOT 2012 website, online advertisements and e-mail announcements.
- Optional broadcast of company profile (maximum 1 minutes) at Tutorials before the session begins (all will be played in rotating terms for 15 minutes before the session begins). Day 7th , Day 8th , Day 9th only
- 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 2012 registrations.
- Exclusive logo positioning on stationary of APRICOT 2012 (eg: pen, memo). Only for Diamond sponsor.

3. Platinum Sponsor

USD 35500

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.
- Four free tutorial and conference registrations.
- Four complimentary tickets to Opening Reception or Closing Social Events
- Large and prominent logo positioning and sponsorship mentioning on printed materials and program booklet of APRICOT 2012.
- Large and prominent logo positioning and linkage on APRICOT 2012 website, online advertisements and e-mail announcements.
- Optional broadcast of company profile (maximum 1 minute) 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.
- Exclusive logo positioning on bags for APRICOT 2012. Only for Platinum sponsor

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4. Gold Sponsor

USD 26700

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.
- Three free tutorial and conference registrations.
- Three complimentary tickets to Opening Reception or Closing Social Events
- Prominent logo positioning and sponsorship mentioning on printed materials, and program booklet of APRICOT 2012.
- Logo positioning and linkage on APRICOT 2012 website, online advertisements and e-mail announcements.
- Distribution of company-supplied brochures or gift (e.g. bags, mouse pads, pens, etc) during registration.
- Broadcast of company name & logo during BoF meetings (all will be played in rotating terms for 15 minutes before the session begins)

5. Silver Sponsor

USD 15700

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.
- Three complimentary tickets to Opening Reception or Closing Social Events
- Prominent logo positioning and sponsorship mentioning on printed materials, and program booklet of APRICOT 2012.
- Logo positioning and linkage on APRICOT 2012 website, online advertisements and e-mail announcements.
- Distribution of company-supplied brochures or gift (e.g. bags, mouse pads, pens, etc) during registration.
- Broadcast of company name & logo during tea/coffee breaks before the session begins (all will be played in rotating terms for 15 minutes before the session begins)

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6. Bronze Sponsor	USD 11300
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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.
- One free tutorial and conference registrations.
- Two complimentary tickets to Opening Reception or Closing Social Events
- Prominent logo positioning and sponsorship mentioning on printed materials, and program booklet of APRICOT 2012.
- Logo positioning and linkage on APRICOT 2012 website, online advertisements and e-mail announcements.
- Distribution of company-supplied brochures or gift (e.g. bags, mouse pads, pens, etc) during registration.

7. Opening Reception Sponsor	USD 27800
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Benefits: same as Gold Sponsors

- Broadcast of company name & logo during sponsored evening

(This amount is only a reference and considering participants to be around 500+ in numbers; please contacts the Event Director- ISPAI for further details.)

8. Closing Reception Sponsor	USD 27800
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Benefits: same as Gold Sponsors

- Broadcast of company name & logo during sponsored evening

(This amount is only a reference and considering participants to be around 500+ in numbers; please contacts the Event Director- ISPAI for further details.)

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9. Lunch Sponsor	USD 22300
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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.
- One free tutorial and conference registrations.
- Two complimentary tickets to Opening Reception or Closing Social Events
- Prominent logo positioning and sponsorship mentioning on printed materials, and program booklet of APRICOT 2012.
- Logo positioning and linkage on APRICOT 2012 website, online advertisements and e-mail announcements.
- Distribution of company-supplied brochures or gift (e.g. bags, mouse pads, pens, etc) during registration.
- Broadcast of company name & logo during the day of sponsored lunch, before the session begins (all will be played in rotating terms for 15 minutes before the session begins)

(This amount is only a reference and considering participants to be around 500+ in numbers; please contacts the Event Director- ISPAL for further details.)

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Previous Programs of APRICOT

APRICOT 2011, Hong Kong - Program
<http://www.apricot2011.net/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

**More information at www.apricot.net*

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The Host - ISPAI (www.ispai.in)

The Internet Service Providers Association of India (ISPAI) was set up in 1998 with a mission to 'Promote Internet/Broadband for the benefit of all'.

ISPAI is the collective voice of the ISP fraternity and by extension the entire Internet community. Over the years ISPAI has helped influence, shape and mould the telecom policies, so that ISPs and entrepreneurs in the business of Internet can setup and grow their services in an environment that is supportive and enabling.

ISPAI has access to and interacts frequently with international bodies and platforms and is frequently consulted by them on measures for future trends and growth of Internet. It works closely with the Government, the Regulator as well as the major Industry Chambers. It supports exchange of delegations, business visitors from across the globe which provides ISP members a chance to network widely and seek opportunities elsewhere too.

We are now awaiting the biggest ever focused event APRICOT in, New Delhi. 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 operating the Internet within the Asia Pacific region.

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Co-Host - NIXI

The National Internet exchange of India is a not for profit organization set up in the year 2003. Its main purpose is to facilitate handing over of domestic Internet traffic between the peering ISP members. It enables more efficient use of international bandwidth thereby saving of foreign exchange. NIXI is managed and operated on a Neutral basis, in line with the best practices for such initiatives globally.

Presently NIXI has 9 NOC in New Delhi (Noida), Mumbai, Kolkata, Chennai, Bangalore, Hyderabad and Ahmedabad.

NIXI has sponsored three Root Servers i.e. I, K, & F , at Mumbai, Delhi, and Chennai.

Government of India has authorized NIXI as .IN Registry, since January 2005.
www.nixi.in