TERENA NETWORKING CONFERENCE 2014
19 - 22 May, Dublin
tnc2014.terena.org

SPONSORSHIP BROCHURE
Why sponsor TNC?

- Get exposure in the European research & education networking community.
- Build relationships and learn what is happening within the research & education networking community.
- Present your technical solutions to the experts in the field.
- Learn about the latest technology and service developments relevant to research and education.
- Join some of Europe’s leading research networking executives driving innovation and sparking creativity.
- Expand your business opportunities and meet leading thinkers in the European research networking Community!

What is TNC?
The annual TERENA Networking Conference (TNC) is the forum where companies have a unique opportunity to present their products and services to a community of ‘early adopters’. TNC brings together more than 650 leading figures and decision makers from national research and education networking (NREN) organisations, research institutions, technology industries and government representatives, as well as some of the world’s premier networking engineers. They present and discuss the technical and strategic aspects of network provisioning and related services and identify equipment, connection requirements, and engineering functions and services necessary to the research and education community. Together, TNC participants represent an annual information technology investment budget of more than 1,000 million euros.

TNC2014 will be hosted by HEAnet, the Irish NREN, in Dublin, 19-22 May.

What is TERENA?
TERENA, the Trans-European Research and Education Networking Association, provides a forum where those interested in advanced network technology collaborate, innovate and share knowledge to foster the development of Internet technology and associated services for research and education. TERENA is a partner in GÉANT, the pan-European data network project dedicated to the research and education community, and in GLIF, the Global Lambda Integrated Facility, an international virtual organisation that promotes the paradigm of lambda networking.

See what past sponsors say about TNC

How does it work?

1. Pick your level
2. Pick your extras
3. Check availability
4. Complete the form
“It was a pleasure to serve as a sponsor for the 2009 TERENA Networking Conference. We are convinced that the NREN community is a key constituency for us. We are committed to participating in future TNCs, since it is the most important European collaboration event for NRENs.”
Bart van Aanholt, Level 3 Communications NV

“ADVA Optical Networking is committed to sponsoring the TERENA Networking Conferences. By both exhibiting and participating as a speaker at this unique conference, our company gets positive exposure in the research and education community.”
Thomas Schneider, ADVA Optical Networking

“The future of research networking depends on having a significant influx of young and talented people. Cisco is pleased that our TNC sponsorship enables the attendance of students. We look forward to supporting them in this way in the future.”
Klaas Wierenga, Cisco Systems

“Sponsoring the TNC has always been a worthwhile investment. The conference has provided excellent contact opportunities for Juniper Networks in the European research and education networking community and has helped us build many valuable long term relationships.”
Jean-Marc Uzé, Director Product & Technology, EMEA, Juniper Networks
To become a sponsor of TNC, please first select a 'package' at Platinum, Gold, Silver or Bronze level. The table below shows the cost of each package and what is included. The levels combine mass marketing and branding association before the event and provide unique marketing exposure during the conference.

<table>
<thead>
<tr>
<th>Price (min.)</th>
<th>PLATINUM (one only)</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delegate pass</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Conference visibility</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibition space</td>
<td>12 sqm included</td>
<td>6 sqm included</td>
<td>25% discount</td>
<td>-</td>
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<tr>
<td>Meeting room</td>
<td>✓</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Press</td>
<td>✓</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Programme opportunities</td>
<td>✓</td>
<td>-</td>
<td>-</td>
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**Delegate pass**
The number of delegate passes included in the sponsorship level.

**Conference visibility**
Your company name and logo feature prominently on all conference and promotional materials, and on the TNC website. (*Additionally, company promotional material can be distributed at registration.)*

**Exhibition space**
Exhibition space provided in the sponsorship level.

**Meeting room**
A meeting room will be made available at a central point in the venue to use for client meetings, workshops, demonstrations or Birds-of-a-Feather sessions outside the hours of the formal TNC programme.

**Press**
Your company will either be invited to attend and speak at a press conference before or during the conference, or will be entitled to organise and host a press conference.

**Programme opportunities**
Opportunity to raise company profile in the TNC programme.
Now that you have picked your basic level of sponsorship, you can choose additional sponsor opportunities.

Below is an overview of the extra opportunities - please note that some of them are open only to higher level sponsors (*). More details are available if you click through from the tables.

<table>
<thead>
<tr>
<th>Event and facility marketing</th>
<th>Directed marketing</th>
<th>Onsite marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>* € 4,000 Gala evening entertainment</td>
<td>€ 4,000 External memory for mobile devices</td>
<td>€ 4,000 Workshop (half day)</td>
</tr>
<tr>
<td>* € 3,000 Thursday packed lunch</td>
<td>€ 3,000 Gadget</td>
<td>€ 500 each Student participation (minimum of 5)</td>
</tr>
<tr>
<td>€ 2,500 Opening reception entertainment</td>
<td>€ 2,500 Conference bags</td>
<td>€ 300 per m² Exhibition space (minimum 6 m²)</td>
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<tr>
<td>€ 2,500 Powerhub</td>
<td>€ 2,500 Water bottles or coffee mugs</td>
<td></td>
</tr>
<tr>
<td>€ 1,500 Speakers' reception entertainment</td>
<td>€ 2,500 Umbrella or raincoat</td>
<td></td>
</tr>
<tr>
<td>€ 1,500 for six Coffee breaks</td>
<td>€ 2,500 Waterproof pouch (for mobile or tablet)</td>
<td></td>
</tr>
<tr>
<td>* € 1,500 Streaming</td>
<td>€ 1,500 Badge cords (lanyards)</td>
<td></td>
</tr>
<tr>
<td>* € 1,000 Speakers' room</td>
<td>€ 1,000 Badges</td>
<td></td>
</tr>
<tr>
<td>* € 1,000 Demonstration room</td>
<td></td>
<td></td>
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<tr>
<td>€ 500 each Floor signs</td>
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<td></td>
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</tbody>
</table>

1. Pick your level
2. Pick your extras
3. Check availability
4. Complete the form
**Event and facility marketing**

**Gala evening entertainment**  
*Platinum / Gold sponsors only*  
Company sponsorship of the gala evening entertainment is recognised in the final programme and at the event itself. Name and logo feature prominently on the printed dinner menu as well as on a banner at the venue. The sponsor is also entitled to position appropriate signs in the venue.

**Thursday packed lunch**  
*Platinum / Gold sponsors only*  
Sponsorship of the Thursday packed lunch is recognised in the closing plenary, in the final programme and on the packaging.

**Opening reception entertainment**  
Sponsorship of the opening reception entertainment is recognised in the final programme and during the event. The sponsor is also entitled to position appropriate signs in the venue.

**Powerhub**  
Sponsorship of this gadget-charging centre can take various forms, such as providing equipment and/or financial support. Corporate literature, signs or other promotional items can be placed in this area.

**Speakers’ reception entertainment**  
Company sponsorship of the speakers’ reception entertainment is recognised in the final programme and during this event. The sponsor is entitled to two invitations to attend this invitation-only event.

**Coffee breaks**  
The sponsor has the opportunity to position appropriate signs (table signs, A-frames) in the popular coffee-break areas.

**Streaming**  
*Platinum / Gold sponsors only*  
The sponsoring company’s logo will be placed on the frequently-visited pages of the live and archived videostreams on the TNC2014 website.

**Speakers’ room**  
*Platinum / Gold / Silver sponsors only*  
Display your brand in the speakers’ room with posters / banners / give-aways etc.

**Demonstration room**  
*Platinum / Gold / Silver sponsors only*  
The room assigned for selected demonstrations of new, cutting-edge technology, can be equipped and branded by a sponsor. This side-event attracts media interest and is usually featured in the international and national press.

**Floor signs**  
Place adverts in the aisles of the exhibition halls on free-standing A-frames throughout the venue to raise company profile throughout the conference.

Back to 'Pick your extras'  
On to 'Direct marketing'
External memory for mobile devices
Sponsor a very popular conference give away, perhaps linked with a promotional campaign. Your company, after consultation with TERENA, procures and provides the items.

Gadget
In recent years, TERENA has offered various attractive electronic gadgets to conference participants and promoted them to help create a 'buzz'. For example, a mini video camera combined with a video-making contest; a Poken 'digital businesscard', a multiple usb hub, and an external battery. After consultation with TERENA, your company procures and provides the gadget.

Conference bags
*Platinum / Gold / Silver sponsors only
Your company logo is printed on the ecologically-friendly bags (~ 700 procured by TERENA) and distributed to all delegates upon registration.

Water bottles or coffee mugs
Your company procures eco-friendly refillable bottles / mugs including your logo. They are distributed to all delegates upon registration.

Umbrella or raincoat
Your company procures umbrellas or raincoats including your logo. The items are distributed to delegates upon registration.

Waterproof pouch (for mobile or tablet)
Your company procures waterproof pouches to protect mobile phones or tablets against rain, including your logo. The items are distributed to delegates upon registration.

Badge cords (lanyards)
When delegates register they receive their badges attached to badge cords with your company logo (procured by the sponsoring company).

Badges
Your company logo is placed on each delegate badge.
Workshop
You can host a workshop or a Birds-of-a-Feather (BoF) session immediately before or after the conference programme on Monday, Tuesday or Thursday, in consultation with TERENA. The sponsoring company is fully responsible for the organisation of this session. The price covers the meeting room hire and time slot only.

Student participation
Your company can sponsor a minimum of five ICT students to attend TNC, selected from among those who apply for ‘free’ places at the event. (Exclusivity possible.) This includes unique opportunities to:
• officially welcome the students at TNC during a special meeting;
• feature the company name in a news article, including a photograph, published on the TNC and TERENA websites;
• present an award for the “Best Student Poster” in the closing plenary session, which will be reported in a further news item.

Exhibition space
Conference exhibition space can be rented by sponsors (minimum 6 m²). The fee includes:
• standard octanorm / prefab system booth with back and sidewalls (see image) - or you can bring your own;
• sidewalls, depending on the type of stand: aisle stand - 1 open side
corner stand - 2 open sides
peninsular stand - 3 open sides;
• lights: provided by the exhibition supplier;
• table and two chairs (if needed);
• one power outlet;
• Internet connectivity via wireless LAN.
Once you have selected your basic level of sponsorship and any additional extras, please check if all your preferred options are still available.

We will be pleased to work with you to develop the best visibility and most economical promotional presence in accordance with your budget. We are also open to your new ideas!

Contact:

Gyöngyi Horváth
TERENA Secretariat
E: horvath@terena.org
T: +31 20 530 4485
F: +31 20 530 4499
tnc2014.terena.org
<table>
<thead>
<tr>
<th>SPONSORSHIP LEVEL</th>
<th>SUB-TOTAL</th>
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<tbody>
<tr>
<td>PLATINUM</td>
<td>min. € 20,000</td>
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<tr>
<td>GOLD</td>
<td>min. € 10,000</td>
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<tr>
<td>SILVER</td>
<td>min. € 5,000</td>
</tr>
<tr>
<td>BRONZE</td>
<td>min. € 2,000</td>
</tr>
</tbody>
</table>

**EXTRAS:**
- Gala evening entertainment: open to Platinum / Gold only + € 4,000
- Thursday packed lunch: open to Platinum / Gold only + € 3,000
- Opening reception entertainment: open to Platinum / Gold only + € 2,500
- Powerhub: + € 2,500
- Speakers’ reception entertainment: + € 1,500
- Coffee breaks: one package of 6 breaks available + € 1,500
- Streaming: open to Platinum / Gold only + € 1,500
- Speakers’ room: open to Platinum / Gold / Silver only + € 1,000
- Demonstration room: open to Platinum / Gold / Silver only + € 1,000
- Floor signs: each + € 500
- External memory for mobile devices: + € 4,000
- Gadget: + € 3,000
- Conference bags: open to Platinum / Gold / Silver only + € 2,500
- Water bottles or coffee mugs: + € 2,500
- Conference umbrella or raincoat: + € 2,500
- Waterproof pouch (for mobiles or tablets): + € 2,500
- Badge cords (lanyards): + € 1,500
- Badges: + € 1,500
- Workshop: half day + € 4,000
- Student participation: min. 5 students each + € 500
- Exhibition space: min. 6 m² per m² + € 300

**TOTAL AMOUNT OF SPONSORSHIP:** €