

Conference Program Advertisement

The 29th Pacific Telecommunications Conference & Exhibition
14–17 January 2007 · Hilton Hawaiian Village® Beach Resort & Spa
Honolulu, Hawaii USA



For PTC's annual conference this year, we are proud to offer our Advertising Packages and regular advertisement opportunities — bringing your company maximum exposure! Each package varies in options and price, allowing you to select the package that best suits your company's needs. With the purchase of a package, your company's advertisements will reach thousands of international ICT professionals through a strong showing at PTC'07, PTC emails and the PTC website. The PTC annual conference has long been the most important event that ties Asia to the Americas and the rest of the world. Packages are limited and the prices are great, hurry and make sure your company's presence is felt at PTC'07!

Conference Program and Banner Advertisement Policy/Deadlines

Reserve your space now by completing and returning the attached form to the PTC office by **Wednesday, 15 November 2006**. Camera-ready artwork along with full payment or a purchase order should be received in the PTC office by **Monday, 4 December 2006**. Banner Advertisement in PTC'07 online program should be to: Dolores Fung (dolores@ptc.org) by **Monday, 4 December 2006**.

Special: Exhibitors at PTC'07 will qualify for a 10% discount off of all advertising options available at PTC'07. Take advantage of this great deal and boost your company's exposure through exhibiting and advertising!

Advertisement Packages

Package A (Exclusive) — Member Price: \$11,000, Non-Member Price: \$16,500

1. PTC'07 Printed Conference Program Guide *Belly Band
2. One Tab Page in the PTC'07 Printed Conference Program Guide
3. Your choice of three out of four of the following complimentary advertising options:
 - a. Two One-Session Passes for PTC'07
 - b. One Literature Bin for your company's promotional material at PTC'07
 - c. Banner for your company on PTC's monthly Member's e-Bulletin, reaching over 3,000 ICT professionals
 - d. Your company's logo and description in the PTC'07 Printed Conference Program Guide
4. Your company's name and logo on the PTC'07 Onsite Kiosks
5. A rotating website banner for your company on all PTC'07 web pages
6. Your company's logo, hyperlink to company's site and a description of your company on the PTC'07 website
7. Company information and logo on the PTC'07 Proceedings CD
8. Company information and logo in the PTC'07 Promotional Brochures
9. Acknowledgement in PTC'07 Promotional Emails with your company's logo

*The Belly Band will be an advertisement strip horizontally encircling every PTC'07 Printed Conference Program Guide. With this advertisement option you can be sure that every conference attendee and participant will know who you are!

Package B (Limited Number of Packages Available) — Member Price: \$8,000, Non-Member Price: \$12,000

1. One Tab Page in the PTC'07 Printed Conference Program Guide
2. Your choice of two out of four of the following complimentary advertising options:
 - a. Two One-Session Passes for PTC'07
 - b. One Literature Bin for your company's promotional material at PTC'07
 - c. Banner for your company on PTC's monthly *Member's e-Bulletin*, reaching over 3,000 ICT professionals
 - d. Your company's logo and description in the PTC'07 Printed Conference Program Guide
3. Your company's name and logo on the PTC'07 Onsite Kiosks
4. Your company's logo, hyperlink to company's site and a description of your company on the PTC'07 website
5. Company information and logo on the PTC'07 Proceedings CD
6. Company information and logo in the PTC'07 Promotional Brochures
7. Acknowledgement in PTC'07 Promotional Emails with your company's logo

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Package C (Limited Number of Packages Available) — **Member Price: \$5,000, Non-Member Price: \$7,500**

1. One Full-page Color Ad or Two Half-page Ads in different locations in the PTC'07 Printed Conference Program Guide
2. Your choice of one out of four of the following complimentary advertising options:
 - a. Two One-Session Passes for PTC'07
 - b. One Literature Bin for your company's promotional material at PTC'07
 - c. Banner for your company on PTC's monthly *Member's e-Bulletin*, reaching over 3,000 ICT professionals
 - d. Your company's logo and description in the PTC'07 Printed Conference Program Guide
3. Your company's name and logo on the PTC'07 Onsite Kiosks
4. Company information and logo in the PTC'07 Promotional Brochures

Note: The packages listed above are flexible. If you would like to add or remove advertising opportunities from the package and/or negotiate package pricing accordingly, please contact Neil Bock at: neil@ptc.org or +1.508.870.9787.

We also offer the following individual Advertisement opportunities. Each of these options will provide your company with great exposure in the PTC'07 Printed Conference Program Guide — viewed by thousands of the top professionals in the ICT industry.

Advertising Rate

Advertisement Packages (description above)	PTC MEMBER RATE	PTC NON-MEMBER RATE
Package A (Exclusive Packages)	<input type="checkbox"/> \$11,000	<input type="checkbox"/> \$16,500
Package B (Limited Number Available)	<input type="checkbox"/> \$8,000	<input type="checkbox"/> \$12,000
Package C (Limited Number Available)	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$7,500

Individual 4-color Advertisement Opportunities

1. Special Center Spread — One full page in the center of the PTC'07 Printed Conference Program Guide	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$3,600
2. Full Page Inside Back Cover on the PTC'07 Printed Conference Program Guide	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$3,600
3. Full Page Inside Front Cover on the PTC'07 Printed Conference Program Guide	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$3,600
4. One Tab Page in the PTC'07 Printed Conference Program Guide	<input type="checkbox"/> \$2,100	<input type="checkbox"/> \$3,300
5. One Full Page Ad or Two Half Page Ads in the PTC'07 Printed Conference Program Guide	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$2,700
6. One Single Half Page Ad in the PTC'07 Printed Conference Program Guide	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,800
7. One Quarter Page in the PTC'07 Printed Conference Program Guide	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,200
8. Conference Bag Inserts (Limit three per company)	<input type="checkbox"/> \$5,000 (per insert)	<input type="checkbox"/> \$7,500 (per insert)

As an additional bonus, those who purchase any of the above individual advertisement items or Packages B or C will be able to purchase a rotating website banner spot on the PTC'07 web page for only \$200 more dollars.

Additional Advertisement Opportunities

1. Your company's logo, hyperlink to company's site and a description of your company on the PTC'07 website	<input type="checkbox"/> \$400	<input type="checkbox"/> \$400
2. Company information and logo on the PTC'07 Proceedings CD	<input type="checkbox"/> \$300	<input type="checkbox"/> \$300
3. Airport Banner Advertisement (Note: Contact Neil Bock for more information)		

Total Amount: US\$ _____

Remarks:

For more information, please contact Neil Bock at +1.508.870.9787, or email: neil@ptc.org.

Banner and Logo Advertisement Requirements

Banner Requirements

Dimensions: 468 x 60 pixels File type: GIF or JPG File size: 20k max
 Banners may be animated. The vendor may not display the PTC'07 logo or any other symbol that is restricted or copyrighted by an organization other than the vendor.

Logo Requirements

Width: 250 pixels, Height: proportional to width

Program Advertisement Requirements

Printing Process: Offset full run. Trim size 8.5 X 11 inches or 216 mm x 280 mm. Bleed size 8.75 x 11.25 (1/8 inch bleed all four sides) or 222 mm x 286 (3 mm bleed on all four sides)

Binding Method: Plastic spiral bind

Screen: 150 line screen per inch

Colors: Four color process

Electronic Media: We accept files on ZIP disk or CD-ROM or via e-mail (if compressed files—using zipit or stuffit—are less than 10 mb). **Hard-copy four-color proof must be provided for guaranteed color match.** Acceptable file formats are QuarkXpress 4.11 or InDesign CS (mac platform preferred) with all linked images saved in either tiff, jpeg or eps formats (bitmap tiff: minimum 600 pixels/inch, greyscale or cmyk: 300 pixels/inch).
Also acceptable are press-version pdfs with all necessary marks and bleeds. Note: no color match guaranteed unless a hard-copy color proof is provided.

Digital Photos: Digital photos must be 300ppi, CMYK, TIFF or EPS format. Image must be saved CMYK and not RGB.

Inserts: Not available.

Proofs: Four-color process — A color key, laminate proof or progressive proof must be supplied. No guarantee for color accuracy if advertiser provides only ink-jet color proof. Black & white — velox or laser output.

Live Image Area:	(1/2" margin all around)	Inches (w x h)	Millimeters (w x h)
	1 Page	7 x 10	178 x 254
	1/2 Horizontal	7 x 4.875	178 x 124
	1/2 Vertical	3.375 x 10	86 x 254
	1/4 Horizontal	7 x 2.375	178 x 60
	1/4 Vertical	3.375 x 4.875	86 x 124

Data That Helps You Network

To indicate the sectors most closely associated with your activities, please place a **'1'** in the category box which best describes your **primary business or industry sector**. Please **check two** other categories which are of **interest** to you. This valuable information will be made available to other registrants who may be interested in contacting you, or in doing business with someone in your field while you are at PTC'07.

Telecom Carrier

- Local Exchange Carrier (LEC / ILEC / IOC)
- Competitive Access Provider (CLEC)
- Wireless (Cellular/PCS)
- Wireless (Wi-Fi, WiMAX)
- Internet Telephony Provider (VoIP)
- Interexchange Carrier (IXC)
- Cable Telecommunication Provider / Operator
- Internet Service Provider
- Satellite Service Operator
- Satellite Carrier
- Backbone Network / Fiber Network:
 - Terrestrial; Submarine Cable; or
 - Both
- Data LEC (DLEC)
- Integrated Communications Provider
- Public Utility / Power Grid Operator
- Virtual Private Network Provider (VPN)
- Broadcaster
- Network Service Provider

Telecom Manufacturer / Distributor

- Equipment Manufacturer
- Dealer / Distributor / Agent

- VAR
- Carrier Service Reseller
- Outside Plant

Software and Content

- Software Developer
- Content Provider
- Content Creation
- Content Production
- Content Distribution
- Content Security
- Digital Rights Management
- Encryption

Financial

- Investment Analyst
- Broker
- Financial Services
- Investment Banking
- Venture Capital

Telecom Services

- Legal Services
- Consulting Services
- Contractor

- Engineering
- Systems Integrator
- ASP / AIP / Web Hosting / Videoconferencing
- Billing
- Customer Care

Enterprise

- Applications
- Software Developer
- Network Administrator

Government / Military / Regulatory / Education

- Government (municipal, state, federal)
- Government / Regulator
- Education
- Military

Association

- Trade
- Professional
- Other (Please specify):

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Contact Information

NAME: _____

TITLE: _____

ORGANIZATION: _____

ADDRESS: _____

CITY: _____ STATE/PROVINCE: _____ ZIP/POSTAL CODE: _____ COUNTRY: _____

PHONE: _____ FAX: _____ EMAIL: _____

WEB ADDRESS: _____ SIGNATURE: _____ DATE: _____

How did you learn about PTC'07 conference program advertisement?

- Email Friend or colleague PTC Member PTC'07 Brochure PTC'07 Flyer at another event
 PTC Website Previously attended Advertisement News Articles Other: _____

Payment Information

- Check enclosed Purchase order Visa MC Amex Diners Club Carte Blanche Bank Wire Transfer

Bank Wire Transfer

If you wish to pay by bank wire transfer, please contact
Linda Ristow at linda@ptc.org or tel.: +1.808.941.3789 x109 for banking information.

ACCOUNT NO.: _____ EXP DATE: _____ **CREDIT CARD'S SECURITY CODE: _____

CARDHOLDER NAME: _____ CARDHOLDER SIGNATURE: _____

** BILLING ADDRESS: _____

CITY: _____ STATE/PROVINCE: _____ ZIP/POSTAL CODE: _____ COUNTRY: _____

Neil Bock

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**For security reason, our bank requires you to provide your billing address and your credit card's 3 or 4 digit security code. For Visa, MasterCard, Diner's Club and Carte Blanche, the last 3-digit security code is on the back of credit card, in the signature panel. For AMEX, the 4-digit security code is on the right side of the front of credit card.