



PACIFIC  
TELECOMMUNICATIONS  
COUNCIL



# PTC'22

**REUNITE. RETHINK. RENEW.**

16-19 JANUARY 2022 | HONOLULU, HAWAII

**PTC'22: REUNITE. RETHINK. RENEW.**  
**SPONSORSHIP PROSPECTUS**



## TOGETHER AGAIN

Pacific Telecommunications Council's (PTC) Annual Conference is a strategic springboard for the global communications industry, providing all attendees with a three-day platform to focus on planning, networking, and discovering what lies ahead for the ICT industry. PTC is excited to gather again and provide a hybrid event, an opportunity for individuals to attend the Annual Conference in person or online.

**Reunite** with industry thought leaders; **rethink** the direction, needs, and innovative technologies; and **renew** yourself, your company, and strategies that will define future success. Connect, communicate, and collaborate on the industry's challenges and opportunities that lie ahead to improve the quality of life in the Pacific region through ICT.

Join us in Honolulu for the Pacific Rim's premier telecommunications event, PTC'22: *Reunite. Rethink. Renew.*

### PTC'22 Sponsor Benefits:

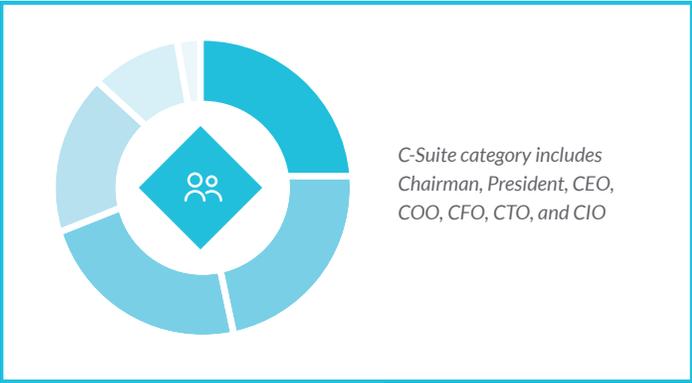
- Demonstrate thought leadership: share your knowledge and strategies to position your company as the leading source of insight
- Broaden your reach: showcase your technologies and solutions, discover new markets and customers, grow your network, and generate qualified leads
- Propel your brand: amplify your message, increase brand visibility, and strengthen your company profile
- Forge global relationships: meet technology innovators and key decision makers

### Inquiries?

[sponsors@ptc.org](mailto:sponsors@ptc.org)

+1.808.941.3789

# PTC'21 DEMOGRAPHICS



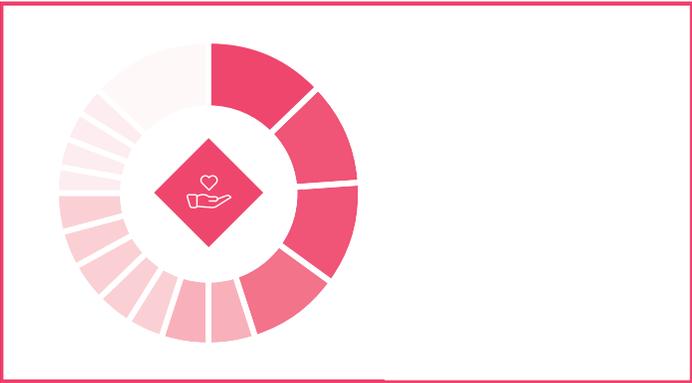
## ATTENDEES

- 29% Manager
- 22% Director
- 20% C-Suite
- 16% EVP/SVP/VP
- 10% Technical/Other
- 3% Academic



## COUNTRIES & TERRITORIES

- |     |           |    |             |
|-----|-----------|----|-------------|
| 45% | USA       | 3% | Philippines |
| 12% | Europe    | 3% | India       |
| 12% | China     | 3% | Canada      |
| 7%  | Japan     | 3% | Singapore   |
| 4%  | Australia | 8% | Other       |



## INTERESTS

- 17% Data Center and Internet Exchanges
- 15% Submarine Networks and Services
- 13% Long Haul and International Networks
- 12% Cloud Computing/Content/App/Provider
- 8% Content/OTT
- 6% Regional and Local Access Networks
- 6% IoT (Internet of Things)
- 4% Mobile
- 4% Academics, Research, and Education
- 3% Satellite Systems and Services
- 3% Voice Services (ILD, VOIP, Hosted and Wholesale Voice)
- 3% SD WAN
- 6% Other



## INDUSTRIES

- 21% Data Centers and Interconnection
- 16% International Network Services
- 9% Submarine Cables and Systems
- 8% Domestic and Local Access Networks
- 7% Research, Education, and Government Networks
- 6% Professional Services (Consulting, Engineering, Market Research)
- 5% Cloud Computing/Content/App/Provider
- 4% Network Hardware or Software (OSS/BSS) Vendor
- 4% Mobile
- 3% Finance and Investment
- 17% Other

# 2021 SPONSORS

PTC'21: *New Realities* was made possible through the generous support of the following sponsors.

## PLATINUM



## GOLD



## SILVER



## À LA CARTE SPONSORS





**Doreen Bogdan - Martin**

Director, Telecommunication Development Bureau, ITU

## PAST FEATURED SPEAKERS

### **Doreen Bogdan-Martin**

Director, Telecommunication Development Bureau, ITU

### **Oliver Camplin-Warner**

CEO – International, Telstra

### **Nick McKeown**

Professor of Electrical Engineering & Computer Science, Stanford University

### **Ahmed Mekky**

Chairman & CEO, BENYA

### **Bruce Owen**

VP Employee & Community Impact, Equinix

### **Nicola Palmer**

Chief Product Development Officer, Verizon

### **Milica Pejanovic-Djurišić**

Ambassador of Montenegro to UN, Government of Montenegro

### **Carol Tate**

Associate General Counsel & Director of Ethics and Legal Compliance, Intel Corporation

### **Mark Thiele**

CEO & Founder, Edgevana

### **Jefferson Wang**

Global 5G Strategy Lead, Accenture

## OPENING RECEPTION (Sunday, 16 January 2022)

### BENEFITS



PTC MEMBERSHIP



20 REGISTRATIONS



2 PTC-TV COMMERCIALS  
1 EXECUTIVE INTERVIEW  
EVENT RECAP VIDEO

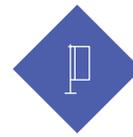


EXHIBIT BOOTH  
1 TAPA SUITE  
3 DOOR CLINGS  
KIOSK SIGNAGE



FEATURED EVENT  
PROMOTION  
HIGH-PROFILE  
BRANDING



EDITORIAL PROFILE  
OR INTERVIEW ON  
PTC.ORG/BLOG



ONLINE PLATFORM  
INCLUSION



PRESS LIST  
DEDICATED EMAIL BLAST



ROOM DROP  
BAG INSERT  
LITERATURE DISPLAY

SEE CHART ON PAGES 11-12 FOR MORE DETAILS

# PLATINUM

## PACKAGE OPTIONS

- ~~HOTEL FRONT LOBBY WELCOME AND RESERVATION DESK~~
- ~~DIGITAL KIOSKS~~
- CORAL LOUNGE**
- DELEGATE BAG**
- OPENING CENTER STAGE SESSIONS**
- CONFERENCE TECHNOLOGY**
- PTC-TV**
- MEMBERS' SOIRÉE**
- POWER BANK**
- ONLINE CONFERENCE PLATFORM**

# PTC-TV

### BENEFITS



PTC MEMBERSHIP  
(APPLIES TO SPECIFIC  
TOTAL USD SPEND)



12 REGISTRATIONS



1 PTC-TV COMMERCIAL



EXHIBIT BOOTH  
2 DOOR CLINGS  
KIOSK SIGNAGE



PRE-, DURING, & POST-  
CONFERENCE PROMOTION



ONLINE PLATFORM  
INCLUSION



PRESS LIST



BAG INSERT  
LITERATURE DISPLAY

SEE CHART ON PAGES 11-12 FOR MORE DETAILS

# GOLD

## PACKAGE OPTIONS

DELEGATE LANYARD

HOTEL KEYCARD

REGISTRATION AREA

DELEGATE BADGE

UNIVERSAL USB TRAVEL ADAPTER

WIRELESS SPORT BLUETOOTH EARPHONE

FOLDABLE DUFFLE BAG

CYBERSTATIONS

PTC'22 5K CHARITY RUN/WALK

BLUETOOTH SPEAKER

MICROFIBER BEACH TOWEL

NEOPRENE LAPTOP SLEEVE

TAPA PHONE CHARGING STATIONS

DELEGATE T-SHIRT

LUGGAGE LOCK

MID-PACIFIC PHONE CHARGING STATIONS

PTC HUB STAGE

COFFEE CART

SMOOTHIE CART

WIRELESS CHARGING PAD

PTC HUB PHONE CHARGING STATIONS

USB FLASH DRIVE

GADGET ORGANIZER

WATER BOTTLE

DEVELOPMENT ASSISTANCE FUND

## BENEFITS



6 REGISTRATIONS



SIGNAGE  
WEB PRESENCE



PRE-, DURING, & POST-  
CONFERENCE PROMOTION



ONLINE PLATFORM  
INCLUSION



BAG INSERT  
LITERATURE DISPLAY

SEE CHART ON PAGES 11-12 FOR MORE DETAILS

# SILVER

## PACKAGE OPTIONS

SUNDAY DELEGATE LUNCH

MONDAY DELEGATE LUNCH

TUESDAY DELEGATE LUNCH

PROGRAM PARTICIPANTS' BREAKFAST

PTC HUB BAR

DELEGATE BAG

CONFERENCE JOURNAL

REUSABLE STAINLESS STEEL DRINKING STRAW SET

DESKTOP CALENDAR

POWER WOMEN BREAKFAST SERIES

FOAM HAND SANITIZER

PROFESSIONAL HEADSHOT STATION

MAGNETIC PHONE HOLDER

LITERATURE DISPLAY

LAPTOP STOP 1

LAPTOP STOP 2

MONDAY GRAB-AND-GO DELEGATE BREAKFAST

TUESDAY GRAB-AND-GO DELEGATE BREAKFAST

DEVELOPMENT ASSISTANCE FUND

## BENEFITS



2 REGISTRATIONS



SIGNAGE  
WEB PRESENCE



PRE-, DURING, & POST-  
CONFERENCE PROMOTION



ONLINE PLATFORM  
INCLUSION



LITERATURE DISPLAY

SEE CHART ON PAGES 11-12 FOR MORE DETAILS

# BRONZE

## PACKAGE OPTIONS

EVENT PHOTOGRAPHY

HYDRATION STATIONS

WEDNESDAY GRAB-AND-GO DELEGATE BREAKFAST

2-IN-1 SCREEN CLEANER

TECH TACO CORD ORGANIZER

REUSABLE FACE MASK

SECURITY WEBCAM COVER

NEW AND NON-MEMBER LUNCHEON (NON-EXCLUSIVE)

SATURDAY AFTERNOON NETWORKING BREAK

SUNDAY MORNING NETWORKING BREAK

SUNDAY AFTERNOON NETWORKING BREAK

MONDAY MORNING NETWORKING BREAK

MONDAY AFTERNOON NETWORKING BREAK

TUESDAY MORNING NETWORKING BREAK

TUESDAY AFTERNOON NETWORKING BREAK

WEDNESDAY MORNING NETWORKING BREAK

WRIST STRAP KEY HOLDER

WOMEN'S RECEPTION

INDIVIDUAL CONCURRENT SESSION

WORKSHOP/ROUNDTABLE

DEVELOPMENT ASSISTANCE FUND

## BENEFITS



SIGNAGE  
WEB PRESENCE



PRE-, DURING, & POST-  
CONFERENCE PROMOTION



ONLINE PLATFORM  
INCLUSION

SEE CHART ON PAGES 11-12 FOR MORE DETAILS

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
<b>PRE &amp; DURING EVENT MARKETING</b>					
Company logo on PTC'22 homepage through 9 December 2022					
Company logo and 75-word description with hyperlink on PTC'22 Sponsors page					
Company logo in PTC'22 email blast promotions					
Medium rectangle website ad on PTC'22 conference pages					
Promotion on social media outlets					
Dedicated sponsored event email blast <i>(one-time use of opt-in list, to be sent by PTC)</i>					
Editorial profile or interview on PTC.ORG/BLOG <i>(PTC to determine final interview content and delivery date)</i>					
<b>ON SITE</b>					
Exclusive high-profile branding opportunity at sponsored event					
Company logo projected at the beginning of all sessions					
Company logo in Digital Kiosks at the conference venue					
Large dual-sided vinyl banner acknowledging Diamond Sponsor hanging in the Coral Lounge					
Large dual-sided vinyl banner acknowledging Platinum Sponsors hanging in the PTC HUB					
Large single-sided vinyl banner acknowledging all conference sponsors hanging in the Coral Lounge					
Suite signage (door clings)	Three (3)	Two (2)			
Company name in suite location directories					
One (1) 10'x10' Meeting Cubicle or Exhibit Cubicle in the PTC HUB					
One (1) one bedroom suite, Tapa 29/30-type for five (5) days <i>(incidentals and conversion costs not included)</i>					
One (1) hotel room drop to PTC'22 room block <i>(sponsor to provide item)</i>					
Commercial(s) on PTC-TV	Two (2) one-minute	One (1) one-minute			
Executive interview on PTC-TV					
One (1) Delegate Bag Insert					
One (1) Literature Display					

# SPONSORSHIP AT-A-GLANCE

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
<b>ONLINE PLATFORM</b>					
One (1) virtual exhibit booth with lead generation delivery following PTC'22	Within two (2) days following PTC'22	Within one (1) week following PTC'22			
Company logo with hyperlink in sponsor section					
Sponsored event promo or ad placement within the platform		Applies to Members' Soirée	Applies to 5K Charity Run/Walk	Applies to Power Women Breakfast Series	Applies to Women's Reception
Conference sessions and PTC-TV will be broadcast via the online platform. Sponsor benefits will be visible here as well.					

## POST-EVENT MARKETING

Company logo in sponsors "Thank You" email to attendees					
Promotion on social media outlets					
Sponsored event recap video posted to PTC-TV					

## OTHER

One-year PTC Membership		Applies to specific total USD spend			
Conference registrations	Twenty (20)	Twelve (12)	Six (6)	Two (2)	
Access to press opt-in list	Two (2) weeks prior to PTC'22	One (1) week prior to PTC'22			
Waiver of USD 25 surcharge to all non-registered company employees staying at the Hilton Hawaiian Village®					



# RECONNECT. BUILD YOUR BRAND AND YOUR BUSINESS!

Contact us for more information on sponsorship opportunities or to customize a package.

[sponsors@ptc.org](mailto:sponsors@ptc.org)  
[+1.808.941.3789](tel:+18089413789)

*\*Sponsorship prospectus subject to change.*