



PACIFIC  
TELECOMMUNICATIONS  
COUNCIL

# PTC'23

15-18 JANUARY 2023 | HONOLULU, HAWAII

**SPONSORSHIP PROSPECTUS**



# PTC'23

15-18 JANUARY 2023

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

It's been a tumultuous couple of years and the world has learned to adapt in ways no one had ever imagined. Through it all, the telecommunications industry led the way at lightning speed, pivoting and innovating to meet customers' and consumers' changing needs and wants.

Now, as we regain some sense of normalcy, it's time to build upon our enduring foundations, enhance our partnerships and relationships, and propel the further development of the digital ecosystem for the future.

Join us in Honolulu for the Pacific Rim's premier telecommunications event, PTC'23.

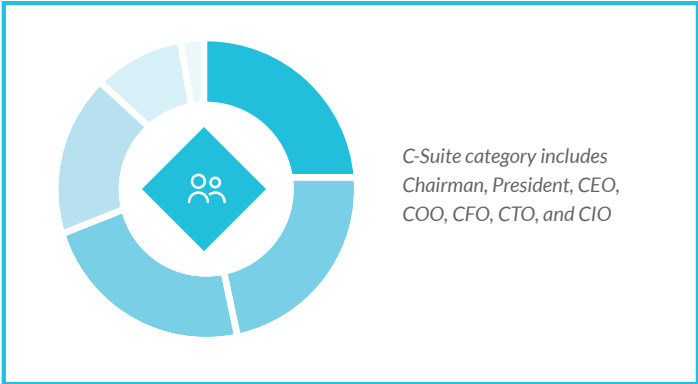
## PTC'23 Sponsor Benefits:

- 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'22 DEMOGRAPHICS



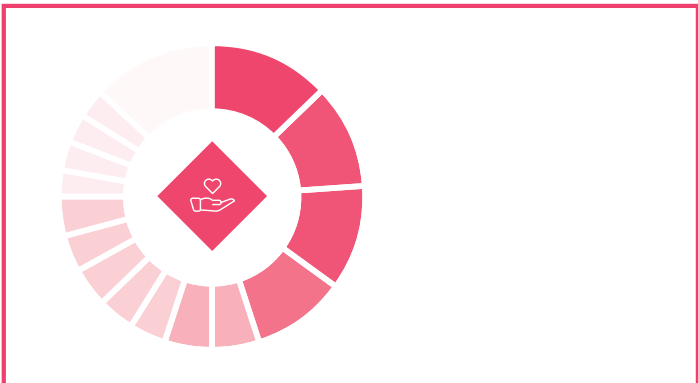
## ATTENDEES

27%	C-Suite
23%	Director
21%	Manager
18%	EVP/SVP/VP
9%	Technical/Other
2%	Academic



## COUNTRIES & TERRITORIES

66%	USA	2%	Japan
10%	Europe	2%	Pacific Islands
4%	Canada	2%	Singapore
4%	Australia	7%	Other
3%	China		



## INTERESTS

22%	Data Center and Internet Exchanges
14%	Cloud Computing/Content/App/Provider
12%	Long Haul and International Networks
10%	Submarine Networks and Services
6%	Content/OTT
6%	Regional and Local Access Networks
6%	IoT (Internet of Things)
4%	Mobile
4%	Voice Services (ILD, VOIP, Hosted and Wholesale Voice)
4%	Satellite Systems and Services
4%	Academics, Research, and Education
8%	Other



## INDUSTRIES

28%	Data Centers and Interconnection
12%	International Network Services
9%	Cloud Computing/Content/App/Provider
7%	Domestic and Local Access Networks
5%	Research, Education, and Government Networks
4%	Network Hardware or Software (OSS/BSS) Vendor
4%	Professional Services (Consulting, Engineering, Market Research)
4%	Satellite Networks and Services
4%	Submarine Cables and Systems
3%	Finance and Investment
3%	Voice and Messaging Services
3%	Mobile
14%	Other

# 2022 SPONSORS

PTC'22: *Reunite. Rethink. Renew.* was made possible through the generous support of the following sponsors

## PLATINUM



## GOLD



## SILVER



## BRONZE SPONSORS





## PAST FEATURED SPEAKERS

### **Rob Aldrich**

Senior Sustainability Lead, Amazon  
Web Services (AWS)

### **Vinton Cerf**

VP & Chief Internet Evangelist, Google

### **Marc Ganzi**

President & Chief Executive Officer,  
DigitalBridge

### **Keri Gilder**

Chief Executive Officer, Colt  
Technology Services

### **Malcolm Johnson**

Deputy Secretary-General, ITU

### **Nicole Karlebach**

Global Head, Business & Human Rights,  
Verizon

### **Yogesh Lulla**

Vice President, Mobility, Voice, and IoT,  
Console Connect by PCCW Global

### **Madonna Park**

Managing Director, Global Head of  
Communications Infrastructure, RBC  
Capital Markets

### **Rangu Salgame**

Chairman & CEO, Princeton Digital Group

### **William Stein**

Chief Executive Officer, Digital Realty

# PLATINUM

## PACKAGE OPTIONS

OPENING RECEPTION FOOD

DIGITAL KIOSKS

HOTEL FRONT LOBBY WELCOME AND RESERVATION DESK

PTC-TV

DELEGATE BAG

CONFERENCE TECHNOLOGY

CORAL LOUNGE

POWER BANK

MEMBERS' SOIRÉE

ONLINE CONFERENCE PLATFORM

## BENEFITS



PTC MEMBERSHIP  
(APPLIES TO SPECIFIC  
TOTAL USD SPEND)



12 REGISTRATIONS



1 PTC-TV COMMERCIAL

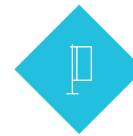


EXHIBIT BOOTH  
2 DOOR CLINGS  
KIOSK SIGNAGE



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 BADGE

HOTEL KEYCARD

REGISTRATION AREA

DELEGATE LANYARD

UNIVERSAL USB TRAVEL ADAPTER

BLUETOOTH EARBUDS

OPENING RECEPTION BAR/DRINKS

SELF-FOLDED TRAVEL BAG

WIRELESS CHARGER PHONE STAND

BLUETOOTH SPEAKER

CYBERSTATIONS

DELEGATE T-SHIRT

MICROFIBER BEACH TOWEL

PTC'23 5K CHARITY RUN/WALK

LUGGAGE LOCK

COFFEE CART

MID-PACIFIC/PALACE LOUNGE PHONE-CHARGING STATIONS

OPENING RECEPTION DESSERTS

PTC HUB STAGE

SMOOTHIE CART

WIRELESS CHARGING PAD

DOUBLE WALL TUMBLER WITH STRAW SET

GADGET ORGANIZER

PTC HUB PHONE CHARGING STATIONS

TAPA PHONE CHARGING STATIONS

UMBRELLA

USB FLASH DRIVE

WATER BOTTLE

DEVELOPMENT ASSISTANCE FUND

## BENEFITS



6 REGISTRATIONS



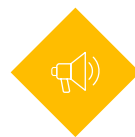
SIGNAGE  
WEB PRESENCE



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
- CONFERENCE JOURNAL/NOTEBOOK
- OPENING RECEPTION ENTERTAINMENT
- TRAVEL PILLOW
- REUSABLE STAINLESS STEEL STRAW SET
- POWER WOMEN BREAKFAST SERIES
- HAND SANITIZER
- PROFESSIONAL HEADSHOT STATION
- MONDAY GRAB-AND-GO DELEGATE BREAKFAST
- TUESDAY GRAB-AND-GO DELEGATE BREAKFAST
- LAPTOP STOP 1
- LAPTOP STOP 2
- LITERATURE DISPLAY
- TRAVEL POUCH
- DEVELOPMENT ASSISTANCE FUND

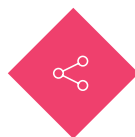
## BENEFITS



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

HYDRATION STATIONS

EVENT PHOTOGRAPHY

CHARGING CABLES

WELCOME LEI

3-IN-1 POCKET HUB

TECH TAGO CORD ORGANIZER

WEDNESDAY GRAB-AND-GO DELEGATE BREAKFAST

NEW AND NON-MEMBER LUNCHEON (NON-EXCLUSIVE)

COOLING TOWEL

SECURITY WEBCAM COVER

WRIST STRAP KEY HOLDER

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

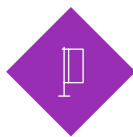
LIP BALM

WOMEN'S RECEPTION

INDIVIDUAL CONCURRENT SESSION

DEVELOPMENT ASSISTANCE FUND

## BENEFITS



SIGNAGE  
WEB PRESENCE



PRE-, DURING, & POST-  
CONFERENCE PROMOTION



ONLINE PLATFORM  
INCLUSION

SEE CHART ON PAGES 11-12 FOR MORE DETAILS

# SPONSORSHIP AT-A-GLANCE

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
<b>PRE &amp; DURING EVENT MARKETING</b>					
Company logo on PTC'23 homepage through 8 December 2023					
Company logo and 75-word description with hyperlink on PTC'23 Sponsors page					
Company logo in PTC'23 email blast promotions					
Medium rectangle website ad on PTC'23 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					
Company logo on sponsors wall 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'23 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'23	Within two (2) days following PTC'23	Within one (1) week following PTC'23			
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. Company logo on sponsors introduction slide will be projected at the beginning of all sessions.					
<b>POST-EVENT MARKETING</b>					
Company logo in sponsors "Thank You" email to attendees					
Promotion on social media outlets					
Sponsored event recap video posted to PTC-TV					
<b>OTHER</b>					
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'23	One (1) week prior to PTC'23			
Waiver of USD 25 surcharge to all non-registered company employees staying at the Hilton Hawaiian Village®					



**GO BIG  
GO BOLD  
BUILD YOUR BRAND AND YOUR  
BUSINESS AT PTC'23**

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.*