

PTC'24

21-24 JANUARY 2024 | HONOLULU, HAWAII

SPONSORSHIPS PROSPECTUS



PACIFIC
TELECOMMUNICATIONS
COUNCIL



PTC'24

21-24 JANUARY 2024 | HONOLULU, HAWAII

For more than four decades, the Pacific Telecommunications Council's (PTC) annual conference has provided a platform for the ICT industry to exchange knowledge, foster new relationships, and discuss industry trends and challenges.

PTC'24 will continue our tradition of bringing together professionals and organizations from around the world to share insights into latest technologies, business models, and issues that are shaping the industry. The conference sets the stage for attendees to network, build partnerships, and discover new business opportunities across growth markets globally.

As digital transformation continues to change the world we live in, our industry has led the way at lightning speed, pivoting and innovating to enable seamless communication in a post pandemic world. PTC'24 will be a valuable investment as you build your business into the future!

Join your peers, partners, and customers in Honolulu for PTC'24!

PTC'24 Sponsor Benefits:

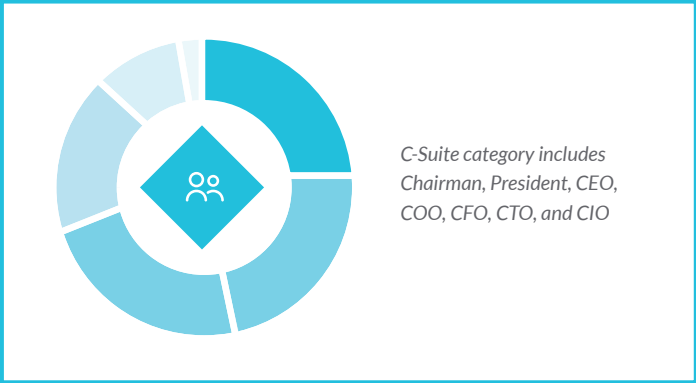
- **Demonstrate thought leadership:** share your knowledge and strategies to position your company as the leading source of insight
- **Broaden your reach:** showcase your technologies and solutions, discover new markets and customers, grow your network, and generate qualified leads
- **Propel your brand:** 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 | +1.808.941.3789

PTC is a global, 501(c)(3) non-profit membership organization. Membership dues and contributions help support PTC's programs and initiatives promoting the advancement of digital infrastructure, telecommunications, and ICT.

PTC'23 DEMOGRAPHICS



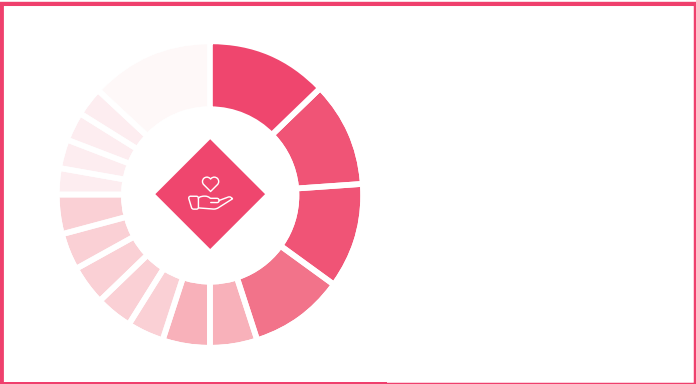
ATTENDEES

26%	C-Suite
23%	Director
20%	EVP/SVP/VP
19%	Manager
11%	Technical/Other
1%	Academic



COUNTRIES & TERRITORIES

55%	USA	4%	Pacific Islands
11%	Europe	3%	Canada
5%	Australia	3%	China
5%	Japan	10%	Other
4%	Singapore		



INTERESTS

24%	Data Center and Internet Exchanges
13%	Long Haul and International Networks
13%	Cloud Computing/Content/App/Provider
12%	Submarine Networks and Services
7%	Regional and Local Access Networks
5%	Content/OTT
5%	IoT (Internet of Things)
4%	Mobile
4%	Voice Services (ILD, VoIP, Hosted and Wholesale Voice)
3%	Academics, Research, and Education
3%	Satellite Systems and Services
7%	Other



INDUSTRIES

28%	Data Centers and Interconnection
13%	International Network Services
7%	Domestic and Local Access Networks
6%	Cloud Computing/Content/App/Provider
6%	Submarine Cables and Systems
5%	Professional Services (Consulting, Engineering, Market Research)
4%	Research, Education, and Government Networks
4%	Finance and Investment
4%	Network Hardware or Software (OSS/BSS) Vendor
4%	Mobile
3%	Voice and Messaging Services
3%	Satellite Networks and Services
13%	Other

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PTC'23 SPONSORS

PTC'23 was made possible through the generous support of the following sponsors

DIAMOND

PLATINUM



GOLD



SILVER



BRONZE





PAST FEATURED SPEAKERS



Justen Burdette
Chief Executive Officer, Mobi



Gaya Nagarajan
VP of Network Infrastructure, Meta



Marc Halbfinger
Chief Executive Officer, Console Connect by PCCW Global



Prianka Nandy
Chief Information and Technology Officer, Special Olympics



Bruno Lopez
President & Group Chief Executive Officer, ST Telemedia Global Data Centres



Sridhar Pinnappureddy
Founder & CEO, CtrlS Datacenter



Matt Lough
Global Head of OTT, Telstra



Jennifer Ruch
Sustainability Director, Oracle Cloud Infrastructure, Oracle



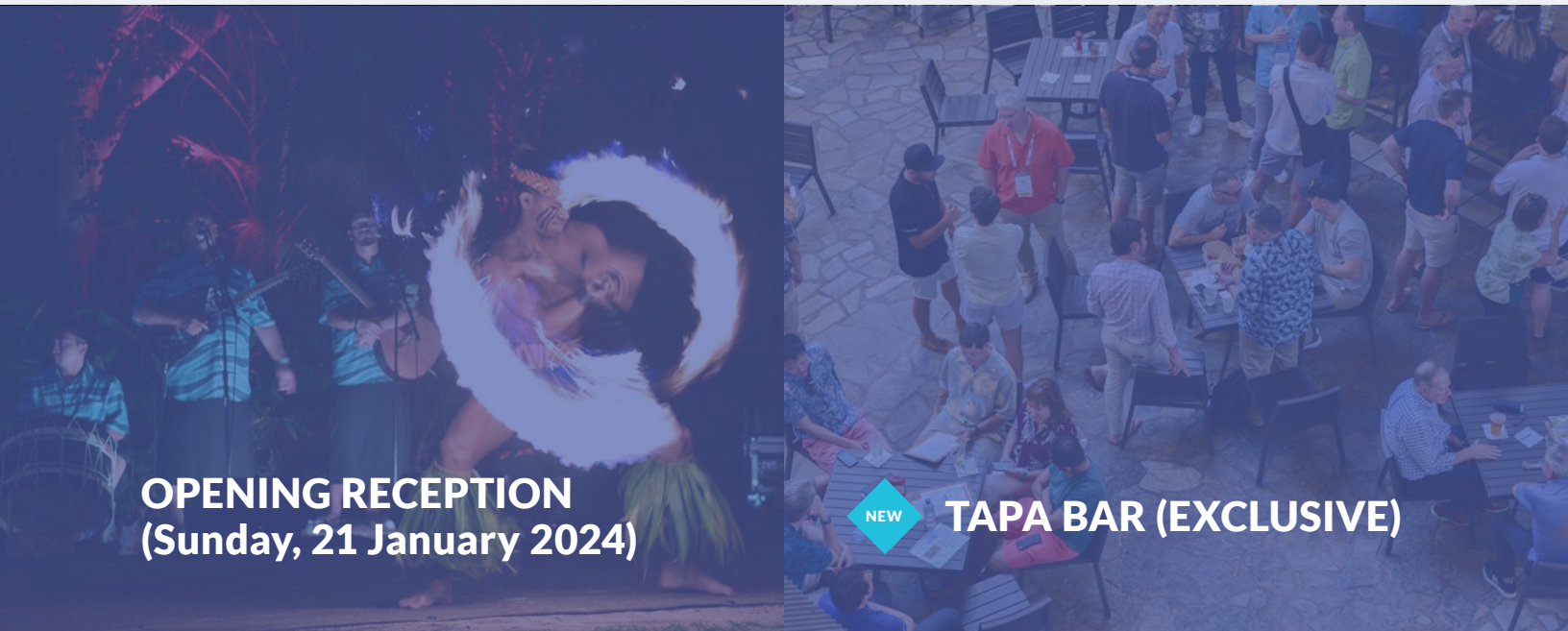
Nadya Melic
VP - Head of Customer Solutions, Asia Pacific, Vodafone



Henry Schuck
Founder & CEO, ZoomInfo

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DIAMOND



**OPENING RECEPTION
(Sunday, 21 January 2024)**

NEW TAPA BAR (EXCLUSIVE)

BENEFITS



PTC MEMBERSHIP



20 REGISTRATIONS



2 PTC-TV COMMERCIALS
1 EXECUTIVE INTERVIEW
EVENT RECAP VIDEO

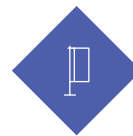


EXHIBIT BOOTH
1 TAPA SUITE
3 DOOR CLINGS
ONLINE SUITE LISTING



FEATURED EVENT PROMOTION
HIGH-PROFILE BRANDING



EDITORIAL PROFILE OR INTERVIEW ON PTC.ORG/BLOG



ONLINE PLATFORM AND MOBILE APP INCLUSION



PRESS LIST
DEDICATED EMAIL BLAST



ROOM DROP BAG INSERT

SEE CHART ON PAGES 11-12 FOR MORE DETAILS

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PLATINUM

PACKAGE OPTIONS

CONFERENCE TECHNOLOGY

CORAL LOUNGE

DELEGATE BAG

NEW

HANDHELD MASSAGE GUN

HOTEL FRONT LOBBY WELCOME
AND RESERVATION DESK

MEMBERS' SOIRÉE

NEW

MOBILE APP

POWER BANK

PTC-TV

NEW

REGISTRATION AREA

NEW

TAPA BAR (CO-SPONSORSHIP)

NEW

WIRELESS CHARGING MAT

BENEFITS



PTC MEMBERSHIP
(APPLIES TO SPECIFIC
TOTAL USD SPEND)



12 REGISTRATIONS



1 PTC-TV COMMERCIAL

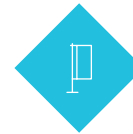


EXHIBIT BOOTH
2 DOOR CLINGS
ONLINE SUITE LISTING



PRE-, DURING, & POST-
CONFERENCE PROMOTION



ONLINE PLATFORM
AND MOBILE APP
INCLUSION



PRESS LIST



BAG INSERT

SEE CHART ON PAGES 11-12 FOR MORE DETAILS

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GOLD

PACKAGE OPTIONS

- BLUETOOTH EARBUDS
- COFFEE CART
- CYBERSTATIONS
- DELEGATE BADGE
- DELEGATE LANYARD
- DELEGATE T-SHIRT
- DEVELOPMENT ASSISTANCE FUND
- DOUBLE WALL TUMBLER
- GADGET ORGANIZER
- HOTEL KEYCARD
- MICROFIBER BEACH TOWEL
- MID-PACIFIC/PALACE LOUNGE PHONE CHARGING STATIONS

NEW

- PTC HUB PHONE CHARGING STATIONS
- PTC HUB STAGE
- PTC'24 5K CHARITY RUN/WALK
- RELAXATION LOUNGE
- SELF-FOLDED TRAVEL BAG
- SMOOTHIE CART
- TAPA PHONE CHARGING STATIONS
- UNIVERSAL USB TRAVEL ADAPTER
- USB FLASH DRIVE
- WATER BOTTLE
- WIRELESS CHARGER PHONE STAND
- WIRELESS CHARGING PAD

BENEFITS



6 REGISTRATIONS



SIGNAGE
WEB PRESENCE



PRE-, DURING, & POST-
CONFERENCE PROMOTION



ONLINE PLATFORM
AND MOBILE APP
INCLUSION



BAG INSERT

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SILVER

PACKAGE OPTIONS

CONFERENCE JOURNAL/NOTEBOOK

DELEGATE LUNCH (SUNDAY, MONDAY OR TUESDAY)

DEVELOPMENT ASSISTANCE FUND

GRAB-AND-GO DELEGATE BREAKFAST (MONDAY OR TUESDAY)

HAND SANITIZER

LAPTOP STOP 1

LAPTOP STOP 2



PLANTER GROW CAN

POWER WOMEN BREAKFAST SERIES

PROFESSIONAL HEADSHOT STATION

PROGRAM PARTICIPANTS' BREAKFAST

PTC HUB BAR

TRAVEL PILLOW

TRAVEL POUCH

BENEFITS



2 REGISTRATIONS



SIGNAGE
WEB PRESENCE



PRE-, DURING, & POST-
CONFERENCE PROMOTION



ONLINE PLATFORM
AND MOBILE APP
INCLUSION

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BRONZE

PACKAGE OPTIONS



ANTIBACTERIAL WIPES

CHARGING CABLES

COOLING TOWEL

DEVELOPMENT ASSISTANCE FUND

EVENT PHOTOGRAPHY

GRAB-AND-GO DELEGATE BREAKFAST
(WEDNESDAY)

HYDRATION STATIONS

INDIVIDUAL CONCURRENT SESSION

LIP BALM



MICROFIBER CLOTH



NETWORKING BREAK AM
(SUNDAY, MONDAY, or TUESDAY)

NETWORKING BREAK PM
(SATURDAY, SUNDAY, MONDAY, or TUESDAY)

POCKET HUB

SLEEP MASK

TECH TACO CORD ORGANIZER

WELCOME LEI

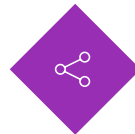
WOMEN'S RECEPTION

WRIST STRAP KEY HOLDER

BENEFITS



SIGNAGE
WEB PRESENCE



PRE-, DURING, & POST-
CONFERENCE PROMOTION



ONLINE PLATFORM
AND MOBILE APP
INCLUSION

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	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
PRE & DURING EVENT MARKETING					
Company logo on PTC'24 homepage through 13 December 2024					
Company logo and 75-word description with hyperlink on PTC'24 Sponsors page					
Company logo in PTC'24 email blast promotions					
Company logo featured in event Mobile App					
Promotion on social media outlets					
Dedicated sponsored event email blast (one-time use of opt-in list, to be sent by PTC)					
Editorial profile or interview on PTC.ORG/BLOG (PTC to determine final interview content and delivery date)					
ON SITE					
Exclusive high-profile branding opportunity at sponsored event					
Company logo projected at the beginning of all sessions					
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 online suite listing					
One (1) 10'x10' Meeting Cubicle or Exhibit Cubicle in the PTC HUB					
One (1) two bedroom suite, Tapa 29/30-type for five (5) days (incidentals and conversion costs not included)					
One (1) hotel room drop to PTC'24 room block (sponsor to provide item)					
Commercial(s) on PTC-TV	Two (2) one-minute	One (1) one-minute			
Executive interview on PTC-TV					
One (1) Delegate Bag Insert					

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SPONSORSHIP AT-A-GLANCE

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
ONLINE PLATFORM					
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
POST-EVENT MARKETING					
Company logo in sponsors "Thank You" email to attendees					
Promotion on social media outlets					
Sponsor 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'24	One (1) week prior to PTC'24			
Waiver of USD 25 surcharge to all non-registered company employees staying at the Hilton Hawaiian Village®					

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**GO BIG
GO BOLD
BUILD YOUR BRAND AND YOUR
BUSINESS AT PTC'24**

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

sponsors@ptc.org | +1.808.941.3789

**Sponsorship prospectus subject to change.*

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