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

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PTC’23 DEMOGRAPHICS

C-Suite category includes Chairman, President, CEO, COO, CFO, CTO, and CIO

ATTEndeES

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

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

COUNTRIES & TERRITORIES

- 55% USA
- 11% Europe
- 5% Australia
- 5% Japan
- 4% Singapore
- 4% Pacific Islands
- 3% Canada
- 3% China
- 1% 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**

[Images of logos]

**PLATINUM**

[Images of logos]

**GOLD**

[Images of logos]

**SILVER**

[Images of logos]

**BRONZE**

[Images of logos]
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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
NEW HOTEL FRONT LOBBY WELCOME AND RESERVATION DESK
MEMBERS’ SOIRÉE

NEW MOBILE APP
NEW POWER BANK
NEW 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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SPONSORSHIP PROSPECTUS

SPONSORSHIP PROSPECTUS

PTC'24 DEMOGRAPHICS PAST SPONSORS & SPEAKERS SPONSORSHIP PACKAGES SPONSORSHIP AT-A-GLANCE CONTACT

PACKAGES 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

GOLD

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

NEW

BENEFITS

SEE CHART ON PAGES 11-12 FOR MORE DETAILS

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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

NEW

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

SEE CHART ON PAGES 11-12 FOR MORE DETAILS

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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.
# Sponsorship Prospectus

## Sponsorship at-a-Glance

<table>
<thead>
<tr>
<th>Pre &amp; During Event Marketing</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company logo on PTC’24 homepage through 13 December 2024</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company logo and 75-word description with hyperlink on PTC’24 Sponsors page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company logo in PTC’24 email blast promotions</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company logo featured in event Mobile App</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Promotion on social media outlets</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Dedicated sponsored email blast (one-time use of opt-in list, to be sent by PTC)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Editorial profile or interview on PTC.ORG/BLOG (PTC to determine final interview content and delivery date)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>On Site</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive high-profile branding opportunity at sponsored event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company logo projected at the beginning of all sessions</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Large dual-sided vinyl banner acknowledging Diamond Sponsor hanging in the Coral Lounge</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Large dual-sided vinyl banner acknowledging Platinum Sponsors hanging in the PTC HUB</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company logo on sponsors wall in the Coral Lounge</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Suite signage (door clings)</td>
<td>Three (3)</td>
<td>Two (2)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company name in online suite listing</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One (1) 10’x10’ Meeting Cubicle or Exhibit Cubicle in the PTC HUB</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One (1) two bedroom suite, Tapa 29/30-type for five (5) days (incidents and conversion costs not included)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One (1) hotel room drop to PTC’24 room block (sponsor to provide item)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Commercial(s) on PTC-TV</td>
<td>Two (2) one-minute</td>
<td>One (1) one-minute</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Executive interview on PTC-TV</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One (1) Delegate Bag Insert</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

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## Sponsorship At-a-Glance

### Online Platform
- Company logo with hyperlink in sponsor section
- Sponsored event promo or ad placement within the platform

<table>
<thead>
<tr>
<th>Sponsorship Package</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applies to Members' Soirée</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Applies to 5K Charity Run/Walk</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Applies to Power Women Breakfast Series</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Applies to Women's Reception</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

### Post-Event Marketing
- Company logo in sponsors “Thank You” email to attendees
- Promotion on social media outlets
- Sponsor recap video posted to PTC-TV

<table>
<thead>
<tr>
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<th>Silver</th>
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<tbody>
<tr>
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<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Promotion on social media outlets</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Sponsor recap video posted to PTC-TV</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

### Other
- One-year PTC Membership
- 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®

<table>
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<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applies to specific total USD spend</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Twenty (20)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Twelve (12)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Six (6)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Two (2)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Two (2) weeks prior to PTC’24</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>One (1) week prior to PTC’24</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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