



PACIFIC  
TELECOMMUNICATIONS  
COUNCIL



# PTC'19: *From Pipes to Platforms*

## 2019 SPONSORSHIP PROSPECTUS

20-23 JANUARY 2019 | HILTON HAWAIIAN VILLAGE® | HONOLULU, HI

PTC'19

FROM PIPES TO PLATFORMS

20-23 JANUARY 2019

HILTON HAWAIIAN VILLAGE®

HONOLULU, HI

The Pacific Telecommunications Council’s (PTC) annual conference is the Pacific Rim’s premier telecommunications event. The 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 the new year will bring.

Join more than 7,600+ industry attendees at PTC’19 to recognize how ICT players are creating new value and new revenue models as well as new products, services, and solutions in the continuously-evolving world of telecommunications and network-centric applications.

Learn from and meet with technology leaders and industry stakeholders who set the path to succeed in an industry transforming from pipes to platforms.

Experience the ultimate value that PTC brings to its community. As a PTC’19 sponsor, we look forward to helping you:

- Grow your business: share your technologies and services, discover new markets, reach new customers, generate qualified leads, and secure high return on participation
- Expand your brand: amplify your message, maximize your visibility, strengthen your company profile, and establish your positioning across the global telecommunications industry
- Build relationships: connect with senior thought leaders, customers, prospects, partners, and press

Call +1.808.941.3789 or email [sponsors@ptc.org](mailto:sponsors@ptc.org) to secure your sponsorship today.

7,600 +  
INDUSTRY ATTENDEES

33,000 +  
CONNECTIONS

5,200 +  
EXECUTIVE MEETINGS



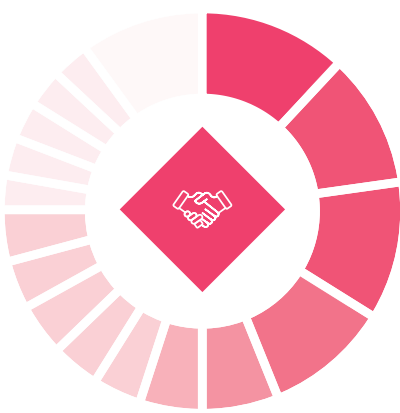


## ATTENDEE TYPE



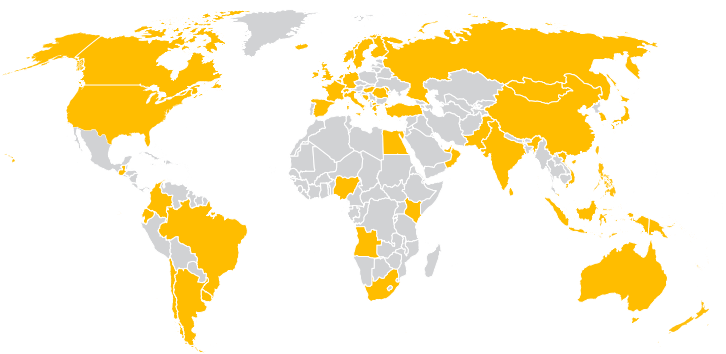
25%	C-Suite
22%	Manager
22%	Director
18%	EVP / SVP / VP
10%	Technical / Other
3%	Academic

## INTERESTS



12%	Data Center	4%	Voice / VOIP
11%	Subsea / Submarine Cable	4%	Big Data
11%	Cloud Computing / Content / App / Provider	4%	Interexchange Point
10%	Transport and Data Networks (Backbone, Local, IP, Transit, etc.)	3%	Long Haul
6%	IoT (Internet of Things)	3%	Artificial Intelligence
5%	Content / OTT	3%	SD WAN
4%	Local Telco / Local Access	3%	Satellite
4%	Mobile	3%	Academics, Research and Education
		10%	Other

## COUNTRIES & TERRITORIES



50%	USA
10%	Europe
8%	China
5%	Japan
5%	Australia
4%	Canada
4%	Pacific Islands
3%	Singapore
11%	Other

## INDUSTRIES



21%	Data Center
16%	Cloud Computing / Content / App / Provider
12%	Local Telco / Local Access
8%	Professional Services (Consulting, Legal, Engineering)
8%	Long Haul
6%	Hardware / Equipment Mfg / Software (OSS, BSS)
5%	Research / Education / Academics
4%	Mobile
3%	Satellite
2%	Communication End User
15%	Other

## CONNECT WITH TELECOM DECISION MAKERS AT PTC'19: FROM PIPES TO PLATFORMS

“ I think it's the only conference you'd ever want to go to, to be quite honest with you. You've got all of the major suppliers there as well as all of your peers. It's become an exchange point for executives to actually meet and to do business. From a networking perspective, it's probably one of the better events that's held around the world today. ”

-Bill Barney, Chairman & CEO, Global Cloud Xchange, and  
CEO & Board Director, Reliance Communications

7,600+  
INDUSTRY ATTENDEES

33,000+  
CONNECTIONS CREATED DURING  
OUR THREE-DAY PROGRAM

5,200+  
EXECUTIVE MEETINGS

870+  
COMPANIES

200+  
SPEAKERS

55+  
SESSIONS

80+  
NATIONS

45+  
GLOBAL SPONSORS

# 2018 SPONSORS

**THANK YOU** to our 2018 sponsors for their continued generosity and support in making PTC'18 40<sup>TH</sup> Anniversary *Connecting Worlds* a success.

PLATINUM	GOLD	SILVER	BRONZE
        	          	                	           



# DIAMOND

## OPENING RECEPTION (Sunday, 20 January 2019)

“ PTC is always relevant to many of the companies driving the technology growth trends that are changing the business landscape around the globe, including IoT, big data, artificial intelligence, and the digital economy. In fact, many of these same companies set their annual strategies based on what they learn at PTC. ”

-William Stein, CEO, Digital Realty

### BENEFITS INCLUDED



MEMBERSHIP



20  
REGISTRATIONS



PTC-TV INTERVIEW  
3 COMMERCIALS  
EVENT RECAP VIDEO



EXHIBITOR SPACE  
5 SUITE SIGNAGE  
2 TAPA SUITES  
AIRPORT TRANSFER



FEATURED EVENT  
PROMOTION  
HIGH-PROFILE  
BRANDING



EDITORIAL PROFILE  
OR INTERVIEW



PRESS LIST  
DEDICATED  
EMAIL BLAST



ROOM DROP  
BAG INSERT  
LITERATURE BIN



PREMIUM LISTING



MOBILE APP  
MEETING MANAGER

SEE CHART FOR MORE DETAILS ON PAGES 11-12

# PLATINUM

## PACKAGE OPTIONS

HOTEL FRONT LOBBY WELCOME-  
AND RESERVATION DESK

DIGITAL KIOSKS

CORAL LOUNGE

DELEGATE BAG

OPENING KEYNOTE SESSIONS

CONFERENCE TECHNOLOGY

PTC-TV

HOSPITALITY SUITE

MEMBERS' SOIRÉE

POWER BANK

DESKTOP AROMA DIFFUSER

“ PTC is undoubtedly a critical platform that helps facilitate global development of ICT applications and services ensuring the globe is able to communicate with one another effectively in an increasingly digitalized world. ”

-Marc Halbfinger, CEO, PCCW Global

## BENEFITS INCLUDED



MEMBERSHIP



12  
REGISTRATIONS



2 COMMERCIALS



EXHIBITOR SPACE  
3 SUITE SIGNAGE



CONFERENCE  
PROMOTION



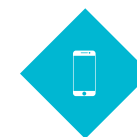
PRESS LIST



BAG INSERT  
LITERATURE BIN



1 FULL-PAGE



MOBILE APP  
MEETING MANAGER

SEE CHART FOR MORE DETAILS ON PAGES 11-12



# GOLD

## PACKAGE OPTIONS

DELEGATE LANYARD

HOTEL KEYCARD

REGISTRATION AREA

DELEGATE BADGE

UNIVERSAL USB TRAVEL ADAPTER

PREMIUM WIRELESS EARBUD

PTC'19 5K CHARITY RUN/WALK

CYBERSTATIONS

WIRELESS BLUETOOTH SPEAKER

DELEGATE T-SHIRT

MEETING MANAGER

MOBILE APP

MID-PACIFIC PHONE CHARGING STATIONS

MASSAGE LOUNGE

DAILY WELLNESS ACTIVITY

PROGRAM GUIDE PRINTING

COFFEE CART

SMOOTHIE CART

ANTI-LOST KEY FINDER

USB FLASH DRIVE

GADGET ORGANIZER

TRITAN WATER BOTTLE

PTC HUB PHONE CHARGING STATIONS

TAPA PHONE CHARGING STATIONS

DEVELOPMENT ASSISTANCE FUND

## BENEFITS INCLUDED



6  
REGISTRATIONS



1 COMMERCIAL



SIGNAGE  
WEB PRESENCE



BAG INSERT  
LITERATURE BIN



1/2 PAGE



MOBILE APP  
MEETING MANAGER

SEE CHART FOR MORE DETAILS ON PAGES 11-12



# SILVER

## PACKAGE OPTIONS

PROGRAM PARTICIPANTS' BREAKFAST

WATERPROOF DRY BAG

LUGGAGE BELT

MONDAY DELEGATE DELI LUNCH

TUESDAY DELEGATE DELI LUNCH

PTC HUB BAR

CONFERENCE JOURNAL

SPORTS RUNNING FLIP BELT

PACKING CUBES

COOLING TOWEL

DESKTOP CALENDAR

FOAM HAND SANITIZER

PC KIOSKS

4-PORT USB HUB

PROFESSIONAL HEADSHOT STATION

WEDNESDAY AFTERNOON SOCCER GAME

LITERATURE BINS

LAPTOP STOP 1

LAPTOP STOP 2

MONDAY GRAB-AND-GO DELEGATE-  
BREAKFAST

TUESDAY GRAB-AND-GO DELEGATE-  
BREAKFAST

DEVELOPMENT ASSISTANCE FUND

## BENEFITS INCLUDED



2  
REGISTRATIONS



SIGNAGE  
WEB PRESENCE



LITERATURE BIN



OUTBOUND  
MARKETING



MOBILE APP  
MEETING MANAGER

SEE CHART FOR MORE DETAILS ON PAGES 11-12

# BRONZE

## PACKAGE OPTIONS

EVENT PHOTOGRAPHY

HYDRATION STATIONS

WELCOME LEI

WEDNESDAY GRAB-AND-GO DELEGATE  
BREAKFAST

DUAL POCKET SILICONE PHONE WALLET

NEW AND NON-MEMBER LUNCHEON  
(Non-exclusive)

WOMEN'S RECEPTION

INDIVIDUAL CONCURRENT SESSION

WORKSHOP/ROUNDTABLE

SATURDAY AFTERNOON NETWORKING BREAK

SUNDAY MORNING NETWORKING BREAK

SUNDAY AFTERNOON NETWORKING BREAK

MONDAY MORNING NETWORKING BREAK

MONDAY AFTERNOON NETWORKING BREAK

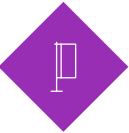
TUESDAY MORNING NETWORKING BREAK

TUESDAY AFTERNOON NETWORKING BREAK

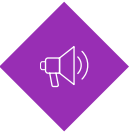
WEDNESDAY MORNING NETWORKING BREAK

DEVELOPMENT ASSISTANCE FUND

## BENEFITS INCLUDED



SIGNAGE  
WEB PRESENCE



LITERATURE BIN



OUTBOUND  
MARKETING



MOBILE APP  
MEETING MANAGER

SEE CHART FOR MORE DETAILS ON PAGES 11-12



# SPONSORSHIP AT-A-GLANCE

## PRE-EVENT MARKETING

Company logo on PTC website homepage through 13 December 2019
Company logo and 75-word description with hyperlink on PTC'19 conference website
Company logo on PTC'19 email blast promotions
Company logo within the official PTC'19 Mobile App and Meeting Manager system
Website banner ad
Access to press opt-in list two (2) weeks prior to PTC'19
Promotion on social media outlets prior to sponsored event
Dedicated sponsored event email blast <i>(one time use of opt-in list to be sent by PTC)</i>

## ON-SITE MARKETING

Company logo projected at the beginning of all keynote and featured sessions
Company logo and description in the final Program Guide
Company logo on digital kiosks at the conference venue
Large dual-sided vinyl banner acknowledging premium sponsors hanging in the Coral Lounge
Large dual-sided vinyl banner acknowledging premium sponsors hanging in the PTC Pavilion
Large single-sided vinyl banner acknowledging all conference sponsors hanging in the Coral Lounge
Suite Signage
Company name on suite location directories
4-color Program Guide advertisement
Acknowledgement on the Program Guide's outside back cover
One (1) hotel room drop to PTC'19 room block <i>(sponsor to provide item)</i>
Commercial(s) on PTC-TV
One (1) delegate bag insert
One (1) Literature Bin
Exclusive high-profile branding opportunity at sponsored event
Promotion on social media outlets during event

DIAMOND	PLATINUM	GOLD	SILVER	BRONZE

Five (5)	Three (3)			
One (1) full-page with premium listing on page tab	One (1) full-page	One (1) half-page		
Three (3) one-minute	Two (2) one-minute	One (1) 30-second		

Waiver of USD 25 surcharge to all non-registered company employees staying at the Hilton Hawaiian Village®


Editorial profile or interview on [ptc.org/blog](http://ptc.org/blog) (PTC to determine final interview content and delivery date)

Sponsored event recap video posted to PTC-TV channel

## One-year PTC membership

PTC'19



A photograph of two men sitting on a stage. The man on the left is facing forward, wearing a white shirt and a white lei. The man on the right is in profile, wearing a blue and white patterned shirt and a white lei. They are both wearing microphones. The background is a blue screen with green star patterns.

Be a part of PTC'19 and make  
the connections you need to  
drive your business forward.

To discuss existing or customized sponsorship opportunities  
best suited to your brand and business strategy, please call  
**+1.808.941.3789** or email [sponsors@ptc.org](mailto:sponsors@ptc.org).

*\*Sponsorship prospectus subject to change.*