



PTC'21

NEW REALITIES

17-20 JANUARY 2021

ONLINE CONFERENCE SPONSORSHIP PROSPECTUS



PACIFIC
TELECOMMUNICATIONS
COUNCIL

PTC'21

NEW REALITIES

17-20 JANUARY 2021

NEW PLATFORM. NEW FORMAT. NEW ONLINE EXPERIENCE.

The Pacific Telecommunications Council (PTC) is excited to host its first-ever Annual Conference virtually – PTC'21: *New Realities*. The three-day online event is a strategic springboard for the global communications industry, providing all attendees the opportunity to focus on planning, networking, and discovering what lies ahead for the ICT sector.

PTC'21: *New Realities* will bring together industry leaders from across the ICT ecosystem for executive education, innovation, and collaboration. The conference program will explore how standard practices and the global economy will change in a post-COVID-19 world, and what the outlook will be for technology, applications, policies, and impacts.

Join the conversation and contribute to shaping the future of ICT. Become a PTC'21 sponsor and support the emergence of an engaging and new online experience.

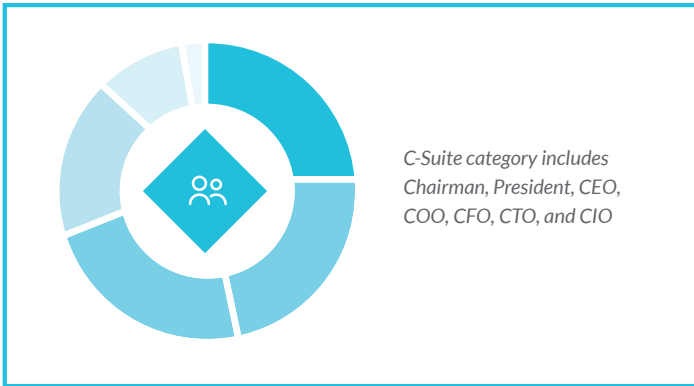
Benefits of Sponsorship:

- 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

sponsors@ptc.org

+1.808.941.3789

2020 AUDIENCE PROFILES



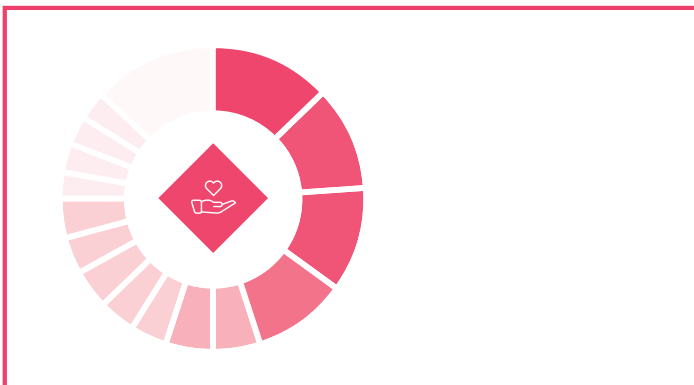
ATTENDEE TYPE

23%	Director
23%	C-Suite
22%	Manager
18%	EVP/SVP/VP
12%	Technical/Other
2%	Academic



COUNTRIES & TERRITORIES

49%	USA	4%	Canada
11%	Europe	3%	Singapore
7%	Japan	3%	Pacific Islands
7%	China	11%	Other
5%	Australia		



INTERESTS

15%	Data Center
11%	Cloud Computing/Content/App/Provider
11%	Subsea/Submarine Cable
10%	Transport and Data Networks (Backbone, Local, IP, Transit, etc.)
5%	IoT (Internet of Things)
5%	Content/OTT
5%	Long Haul
4%	Local Telco/Local Access
4%	Voice/VOIP
3%	Interexchange Point
3%	Mobile
3%	Big Data
3%	SD WAN
3%	Artificial Intelligence
15%	Other



INDUSTRIES

23%	Data Center
13%	Cloud Computing/Content/App/Provider
12%	Local Telco/Local Access
10%	Professional Services (Consulting, Legal, Engineering)
9%	Long Haul
5%	Hardware/Equipment Mfg/Software (OSS, BSS)
4%	Research/Education/Academics
3%	Mobile
3%	Satellite
2%	Communication End User
16%	Other

HIGHLIGHTS



THOUGHT LEADERSHIP



PEER COMMUNITY



STRATEGIC ADVICE

CREATE CONNECTIONS THAT ARE INSIGHTFUL, PURPOSEFUL, AND ACTIONABLE.

- Highly Interactive Online Platform
- Daily Keynotes, Panel Discussions, Concurrent Breakout Sessions, Exhibit Hall, and Unlimited Networking Opportunities Across Three (3) Days
- Live and On-Demand Lead Generation

“ ICT globally is about relationships, making sure that telecommunications, cloud, and applications can all interconnect and we do that here at PTC. It’s just wonderful. ”

-Marc Halbfinger, Chief Executive Officer, PCCW Global

LEARN MORE AT [PTC.ORG/PTC21](https://ptc.org/ptc21)

2020 SPONSORS

PTC'20: *Vision 2020 and Beyond* was made possible through the generous support of the 2020 Sponsors.

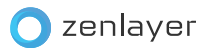
DIAMOND



PLATINUM



GOLD



SILVER



BRONZE



PAST FEATURED SPEAKERS INCLUDE

Doug Adams

Chief Executive Officer, NTT Global Data Centers, Americas

Sara Baack

Chief Product Officer, Equinix

Michael Foust

Chairman, Chindata Group

Gina Haspilaire

Vice President, OpenConnect Partner Engagement, Netflix

Jaime Leverton

Chief Commercial Officer, eStructure

Philip Napoli

James R. Shepley Professor of Public Policy, Duke University

Kristin O'Connor Leung

Senior Vice President, GIC Real Estate

Christian Patouraux

Founder & Chief Executive Officer, Kacific Broadband Satellites Ltd.

Piero Scaruffi

Founder & President, Silicon Valley Artificial Intelligence Research Institute

Narendra Sen

Founder & Chief Executive Officer, RackBank Datacenters Ltd

PLATINUM SPONSORSHIP PACKAGE: USD 15,000

PRE-EVENT MARKETING

- Company logo on PTC'21 homepage
- Company logo and 75 word description with hyperlink on PTC'21 Sponsors page
- Company logo in PTC'21 email blast promotions
- Company logo and 75 word description in the online Program Guide
- One (1) full-page online Program Guide advertisement
- Rotating bottom line ad on PTC'21 conference pages
- Rotating website banner ad on PTC'21 conference pages
- Access to full attendee opt-in list four (4) weeks prior to PTC'21 (including name, company, title, country, and primary interest)
- Promotion on social media outlets prior to event

ONLINE EVENT MARKETING

- Company logo on sponsors introduction slide projected at the beginning of all sessions
- Company logo on sponsors wall in the lobby
- Company logo on scrolling banner in the lobby
- Rotating banner ad in the lobby
- One (1) 60-second commercial displayed on PTC-TV
- Promotion on social media outlets during event

ONLINE CONFERENCE ACCESS

- One (1) virtual booth in exhibit hall with lead generation (delivery of lead generation within two days following PTC'21)
- Featured placement in exhibit hall
- Sponsor virtual booth visits incorporated into virtual event gamification to encourage traffic to sponsor virtual booth
- One (1) literature display in the exhibit hall
- Twelve (12) virtual conference registrations

POST-EVENT MARKETING

- Promotion on social media outlets post-event
- Company logo in sponsors "Thank You" email to attendees

GOLD SPONSORSHIP PACKAGE: USD 10,000

PRE-EVENT MARKETING

- Company logo on PTC'21 homepage
- Company logo and 75 word description with hyperlink on PTC'21 Sponsors page
- Company logo in PTC'21 email blast promotions
- Company logo and 75 word description in the online Program Guide
- One (1) half-page online Program Guide advertisement
- Rotating website banner ad on PTC'21 conference pages
- Promotion on social media outlets prior to event

ONLINE EVENT MARKETING

- Company logo on sponsors introduction slide projected at the beginning of all sessions
- Company logo on sponsors wall in the lobby
- Company logo on scrolling banner in the lobby
- One (1) 30-second commercial displayed on PTC-TV
- Promotion on social media outlets during event

ONLINE CONFERENCE ACCESS

- One (1) virtual booth in exhibit hall with lead generation (*delivery of lead generation within one week following PTC'21*)
- Sponsor virtual booth visits incorporated into virtual event gamification to encourage traffic to sponsor virtual booth
- One (1) literature display in the exhibit hall
- Eight (8) virtual conference registrations

POST-EVENT MARKETING

- Promotion on social media outlets post-event
- Company logo in sponsors "Thank You" email to attendees

SILVER SPONSORSHIP PACKAGE: USD 5,000

PRE-EVENT MARKETING

- Company logo on PTC'21 homepage
- Company logo and 75 word description with hyperlink on PTC'21 Sponsors page
- Company logo in PTC'21 email blast promotions
- Company logo and 75 word description in the online Program Guide
- Rotating website banner ad on PTC'21 conference pages
- Promotion on social media outlets prior to event

ONLINE EVENT MARKETING

- Company logo on sponsors introduction slide projected at the beginning of all sessions
- Company logo on sponsors wall in the lobby
- Company logo on scrolling banner in the lobby
- Promotion on social media outlets during event

ONLINE CONFERENCE ACCESS

- One (1) virtual booth in exhibit hall with lead generation *(delivery of lead generation within two weeks following PTC'21)*
- One (1) literature display in the exhibit hall
- Four (4) virtual conference registrations

POST-EVENT MARKETING

- Promotion on social media outlets post-event
- Company logo in sponsors "Thank You" email to attendees



À LA CARTE

VIRTUAL PLATFORM: Two (2) available at **USD 75,000** per sponsor or
Three (3) available at **USD 50,000** per sponsor

Benefits:

- One-year PTC Membership
- Recognition on virtual platform landing page featuring company logo with hyperlink
- Company recognition/branding throughout virtual platform with hyperlink
- Opportunity to provide a 2-minute pre-recorded video in the virtual lobby (*company promotional videos will not be accepted*)
- All benefits included in the Platinum Sponsorship Package with twenty (20) virtual conference registrations

PTC-TV: USD 40,000

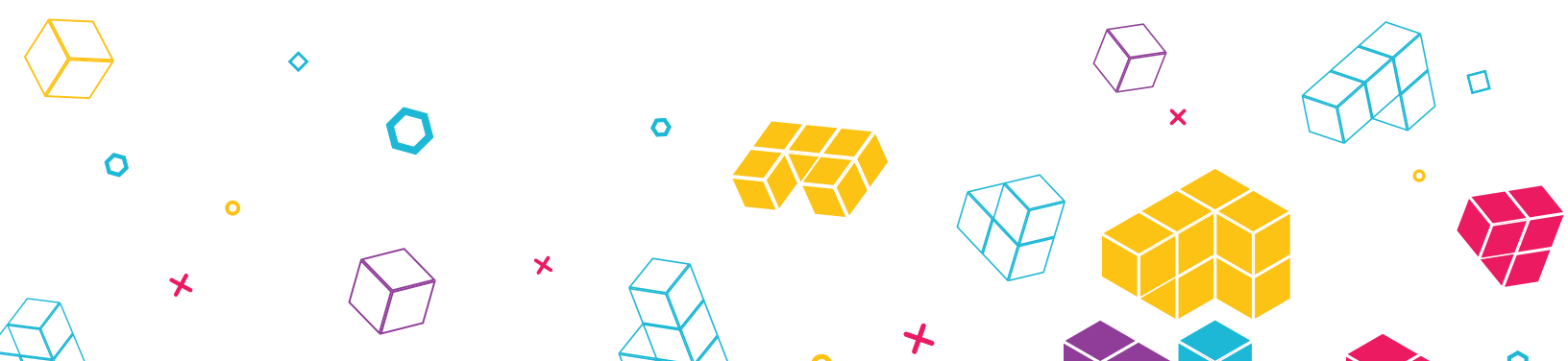
Benefits:

- One-year PTC Membership
- Introductory paragraph/headliner mention with hyperlink on PTC'21 PTC-TV page on the PTC website
- Company logo on PTC'21 PTC-TV page banner design on the PTC website
- Company logo on virtual platform (e.g., PTC-TV exhibit booth or PTC-TV networking lounge)
- Company logo on PTC-TV graphics
- PTC-TV host to recognize sponsor in daily news segments
- PTC-TV sponsor graphic and voiceover at the end of each day's program
- Hashtag or company mention included in all PTC social media posts relating to PTC-TV (LinkedIn, Facebook, Twitter)
- Company logo or mention in any pre-promotions of PTC-TV
- One (1) executive interview displayed on PTC-TV (*pre-recorded; Q&A provided by sponsor*)
- Access to all PTC'21 PTC-TV footage
- All benefits included in the Platinum Sponsorship Package with twenty (20) virtual conference registrations

REGISTRATION: USD 25,000

Benefits:

- Billboard and wide skyscraper ads with hyperlinks on Attendee List and Registration pages
- All benefits included in the Gold Sponsorship Package with sixteen (16) virtual conference registrations



À LA CARTE (Continued)

EXHIBIT HALL: USD 25,000

Benefits:

- Company recognition as overall sponsor in the exhibit hall with hyperlink
- All benefits included in the Gold Sponsorship Package with sixteen (16) virtual conference registrations

NETWORK PLAYGROUND: USD 25,000

Benefits:

- Company recognition as overall sponsor in the networking playground (i.e., networking lounge) with hyperlink
- All benefits included in the Gold Sponsorship Package with sixteen (16) virtual conference registrations

ONLINE PROGRAM GUIDE: USD 25,000

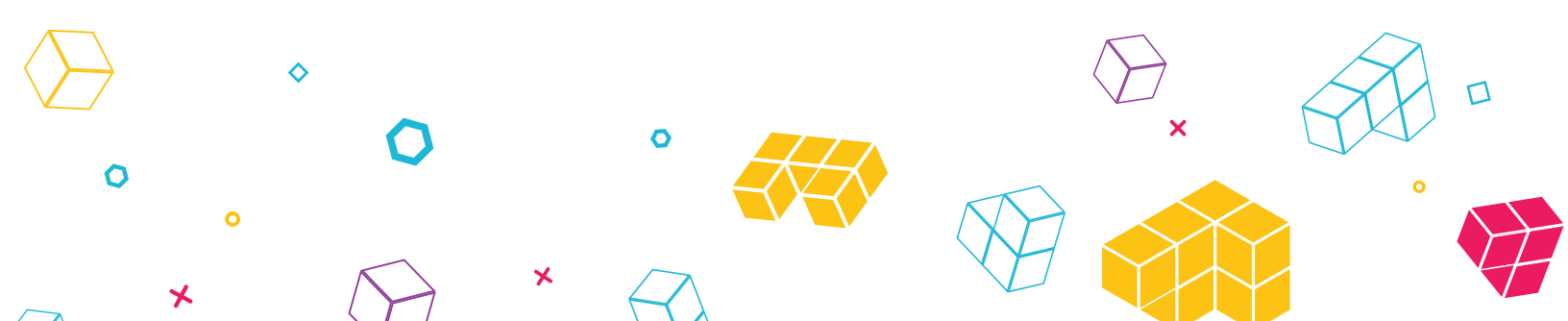
Benefits:

- Billboard and wide skyscraper ads with hyperlinks on Schedule-at-a-Glance and Complete Program pages
- One (1) full-page online Program Guide advertisement
- Company logo on PDF Program Guide front cover
- Banner ad with hyperlink in the virtual auditorium
- All benefits included in the Gold Sponsorship Package with sixteen (16) virtual conference registrations

OPENING RECEPTION:

Benefits:

- Plan the Opening Reception in partnership with PTC – theme, entertainment, F&B, giveaways, etc.
- Provide a 2-minute message to attendees during Opening Reception
- Company logo on PTC'21 homepage
- Company logo and 75 word description with hyperlink on PTC'21 Sponsors page
- Company logo in PTC'21 email blast promotions
- Company logo and 75 word description in the online Program Guide
- Rotating website banner ad on PTC'21 conference pages
- Company logo on sponsors introduction slide projected at the beginning of all sessions
- Company logo on sponsors wall in the lobby
- Promotion on social media outlets prior to, during, and post-event
- Company logo in sponsors "Thank You" email to attendees



À LA CARTE (Continued)

NETWORKING COFFEE BAR: Infinera®

Benefits:

- Dedicated networking lounge for coffee bar with exclusive company branding
- Provide an eGift card to attendees redeemable for a cup of coffee
- Company logo on PTC'21 homepage
- Company logo and 75 word description with hyperlink on PTC'21 Sponsors page
- Company logo in PTC'21 email blast promotions
- Company logo and 75 word description in the online Program Guide
- Rotating website banner ad on PTC'21 conference pages
- Company logo on sponsors introduction slide projected at the beginning of all sessions
- Company logo on sponsors wall in the lobby
- Promotion on social media outlets prior to, during, and post-event
- Company logo in sponsors "Thank You" email to attendees

CENTER STAGE SESSIONS: USD 7,500

Benefits:

- Company logo on waiting room before start of session
- One (1) 60-second commercial played at beginning of session (*provided by sponsor, no sales pitch*)
- Sponsor recognition by session moderator
- Company logo in online program and PDF Program Guide on the PTC website reflected as part of the session schedule and description
- Company logo in virtual platform agenda reflected as part of the session schedule and description
- Session tracking dashboard/analytics report
- Company logo on PTC'21 homepage
- Company logo and 75 word description with hyperlink on PTC'21 Sponsors page
- Company logo in PTC'21 email blast promotions
- Company logo and 75 word description in the online Program Guide
- Rotating website banner ad on PTC'21 conference pages
- Company logo in sponsors "Thank You" email to attendees

À LA CARTE (Continued)

WORKSHOP/TOPICAL SESSIONS: USD 5,000

Benefits:

- Company logo on waiting room before start of session
- One (1) 30-second commercial played at beginning of session (*provided by sponsor, no sales pitch*)
- Sponsor recognition by session moderator
- Company logo in online program and PDF Program Guide on the PTC website reflected as part of the session schedule and description
- Company logo in virtual platform agenda reflected as part of the session schedule and description
- Session tracking dashboard/analytics report
- Company logo on PTC'21 homepage
- Company logo and 75 word description with hyperlink on PTC'21 Sponsors page
- Company logo in PTC'21 email blast promotions
- Company logo and 75 word description in the online Program Guide
- Company logo in sponsors "Thank You" email to attendees

PTC MEMBERSHIP NETWORKING RECEPTION: USD 5,000

Benefits:

- Dedicated networking lounge for PTC Membership Networking Reception with co-sponsor branding
- Plan the PTC Membership Networking Reception in partnership with PTC – theme, entertainment, F&B, giveaways, etc.
- Provide a 60-second message to attendees during PTC Membership Networking Reception
- Company logo on PTC'21 homepage
- Company logo and 75 word description with hyperlink on PTC'21 Sponsors page
- Company logo in PTC'21 email blast promotions
- Company logo and 75 word description in the online Program Guide
- Company logo in sponsors "Thank You" email to attendees

DEVELOPMENT ASSISTANCE FUND: USD 2,500+

Benefits:

- Company logo with hyperlink featured in the Development Assistance Fund networking lounge
- Company logo on PTC'21 homepage
- Company logo and 75 word description with hyperlink on PTC'21 Sponsors page
- Company logo in PTC'21 email blast promotions
- Company logo and 75 word description in the online Program Guide
- Company logo in sponsors "Thank You" email to attendees

Find the Right Opportunity Best Suited to Your Brand and Business Strategy

Contact us for more information or to discuss existing or customized sponsorship packages.

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

**Sponsorship prospectus subject to change.*

[PTC.ORG/PTC21](https://ptc.org/ptc21)