



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 to secure your sponsorship today.

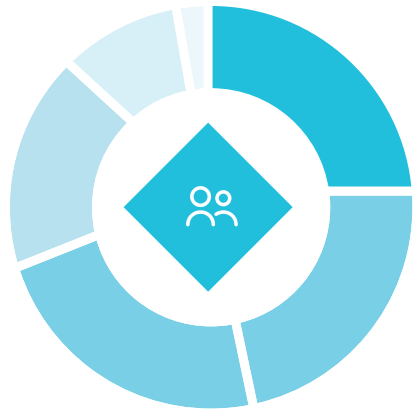
7,600 +
INDUSTRY ATTENDEES

33,000 +
CONNECTIONS

5,200 +
EXECUTIVE MEETINGS

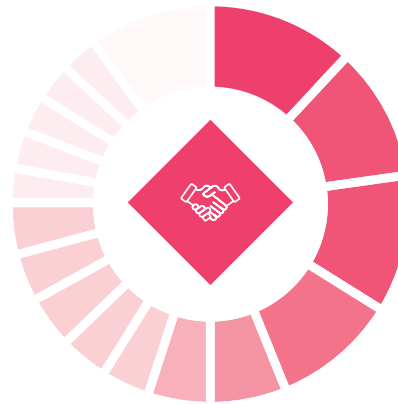


ATTENDEE TYPE



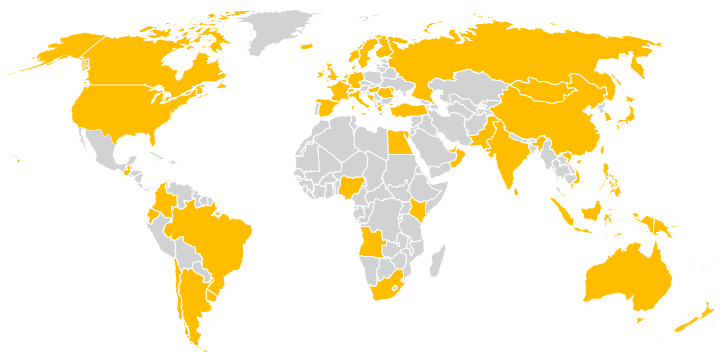
- 25% C-Suite
- 22% Manager
- 22% Director
- 18% EVP / SVP / VP
- 10% Technical / Other
- 3% Academic

INTERESTS



- 12% Data Center
- 11% Subsea / Submarine Cable
- 11% Cloud Computing / Content / App / Provider
- 10% Transport and Data Networks (Backbone, Local, IP, Transit, etc.)
- 6% IoT (Internet of Things)
- 5% Content / OTT
- 4% Local Telco / Local Access
- 4% Mobile
- 4% Voice / VOIP
- 4% Big Data
- 4% Interexchange Point
- 3% Long Haul
- 3% Artificial Intelligence
- 3% SD WAN
- 3% Satellite
- 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 40TH 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
- COLLAPSIBLE WATER BOTTLE
- 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

2017
PTC '18 | 40TH ANNIVERSARY
CONNECTING WORLDS

PACKAGE OPTIONS

PROGRAM PARTICIPANTS' BREAKFAST

WATERPROOF DRY BAG

LUGGAGE BELT

MONDAY DELEGATE DELI LUNCH

TUESDAY DELEGATE DELI LUNCH

CONFERENCE JOURNAL

SPORTS RUNNING FLIP BELT

PACKING CUBES

COOLING TOWEL

DESKTOP CALENDAR

FOAM HAND SANITIZER

PC KIOSKS

4-PORT USB HUB

PROFESSIONAL HEADSHOT STATION

SUNDAY AFTERNOON SOCCER GAME

LITERATURE BINS

LAPTOP STOP 1

LAPTOP STOP 2

MONDAY GRAB-AND-GO DELEGATE
BREAKFAST

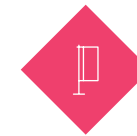
TUESDAY GRAB-AND-GO DELEGATE
BREAKFAST

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

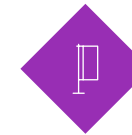
TUESDAY MORNING NETWORKING BREAK

TUESDAY AFTERNOON NETWORKING BREAK

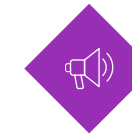
WEDNESDAY MORNING NETWORKING BREAK

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		

SPONSORSHIP AT-A-GLANCE

CONFERENCE ACCESS

One (1) 10'x10' Meeting Cubicle or Exhibit Cubicle in the PTC Pavilion				
Two (2) Bedroom Suites Tapa 29/30-type for five (5) days <i>(incidentals and conversion costs not included)</i>				
Conference registrations	Twenty (20)	Twelve (12)	Six (6)	Two (2)
One (1) round trip airport transfer service between Hilton Hawaiian Village® and Daniel K. Inouye International Airport				
Waiver of USD 25 surcharge to all non-registered company employees staying at the Hilton Hawaiian Village®				

EXECUTIVE PARTICIPATION

Executive Interview on PTC-TV				
Editorial profile or interview on ptc.org/blog <i>(PTC to determine final interview content and delivery date)</i>				


POST-CONFERENCE MARKETING

Promotion on social media outlets post-event				
Company logo on "Thank You" email				
Sponsored event recap video posted to PTC-TV channel				

GLOBAL REACH

One-year PTC membership				
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Company logo on "Thank You" email					
Sponsored event recap video posted to PTC-TV channel					
One-year PTC membership					

A photograph of two men sitting on a stage. The man on the left is wearing a light blue short-sleeved shirt and a white flower lei. The man on the right is wearing a blue and white patterned short-sleeved shirt, a white flower lei, and glasses. They are both looking towards the right. The background is a blue wall with green and yellow geometric shapes.

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**.

**Sponsorship prospectus subject to change.*