



PEERING ASIA 4.0
SPONSORSHIP
PROPOSAL

Peering Asia 4.0 Sponsorship Proposal

2–3 November, 2022

Bangkok Convention Centre at CentralWorld



About Peering Asia

Peering Asia is an open and neutral peering forum in the Asia Pacific region, for key Internet builders around the world to get together to encourage more peering in APAC, supported by the Asia Pacific Internet Exchange association and local volunteers to organize the event.

Event Description

Peering Asia targets to host 1 conference per year in Asia to share Internet technology case studies, with opportunities for training and professional networking. Prior to Peering Asia 4.0, the organization has successfully organized 3 events as follows, with a variety of local and international speakers, and support from our generous sponsors.

Event	Attendees	Sponsors
Peering Asia 1.0 (Nov. 2017)	239 Attendees 114 Organizations/ASNs from Asia Pacific, North America and Europe	Hosts: BBIX, Equinix Japan, JPIX, JPNAP Platinum Sponsors: Akamai, AWS, @Tokyo, BBT, Colt, Facebook, Google, KDDI, K-Opticom, Netflix, SoftBank, Yahoo Social Sponsor: Netflix Gold Sponsor: AMS-IX, APNIC, IJJ, Juniper, KINX, NTT SmartConnect, RETN, Seiko, Telstra Coffee Sponsor: LINX, NTT Docomo
Peering Asia 2.0 (Oct. 2018)	321 Attendees 149 Organizations/ASNs from Asia Pacific, North America, Europe and Africa	Host: HKIX and HKN0G Platinum Sponsors: @Tokyo, AWS, BBIX, BBT, Chunghwa Telecom, Colt, Facebook, JPIX, JPNAP, KINX, Microsoft, Netflix, Telstra Social Sponsor: Equinix Gold Sponsor: AMS-IX, APNIC, IJJ, Juniper, KINX, NTT SmartConnect, RETN, Seiko, Telstra Coffee Sponsor: LINX, NTT Docomo
Peering Asia 3.0	362 Attendees 177 Organizations/ASNs	Host: MyIX and MYNOG

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(Nov. 2019)	from Asia Pacific, North America, Europe and Africa	Platinum Sponsors: AWS, @Tokyo, BBT, Chunghwa Telecom, Facebook, Google, KDDI, K- Opticom, Netflix, SoftBank, Yahoo Social Sponsor: Netflix Gold Sponsor: AMS-IX, APNIC, IJJ, Juniper, KINX, NTT SmartConnect, RETN, Seiko, Telstra Coffee Sponsor: LINX, NTT Docomo
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Peering Asia 4.0 is being planned for 2-3 November, 2022 as a 2-day event in person at Bangkok Convention Centre at CentralWorld. We are expecting around 350 attendees and 100+ Organizations to join this event.

Peering Asia attendees are peering coordinators who are usually in charge of peering and planning/designing their networks from commercial /non-commercial organizations such as;

- Internet Service providers
- Internet Exchange Points
- Content providers
- Hosting providers
- Education

This is a good opportunity to market your product or services to the core of the Internet market. In general, however, sales, marketing, or business development people are refrained from joining Peering Asia, as it is aimed for meeting opportunities to peer.

Sponsorship is its exception, because a sponsor will be able to send a limited number of sales, marketing, and business development people to Peering Asia, as well as peering coordinators.

Venue Details

Location: Bangkok Convention Centre at CentralWorld

999/99 Rama 1 Rd, Pathum Wan, Pathum Wan District, Bangkok 10330

Social Venue Details (To be confirmed)

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Sponsorship Tier

We are presenting 6 sponsorship tiers. For enquiries regarding sponsorship packages, please contact Peering Asia 4.0 Host team or sponsor4@peeringasia.com.

	Diamond	Platinum	Gold	Social	Lunch	Coffee
Fee (USD)	10,000	7,000	5,000	8,000	4,000	2,000
Number of Spot	1	20	11	1	2	4
Private Meeting Room	1	1	-	-	-	-
Booth Table (or 1 complementally pass)	2	1	1	-	-	-
Logo Display (Web, Signboard, T-Shirts)	XL	L	S	M	S	S
Complementary Pass (# of Peering Coordinator + Sales / Peering)	6 (2+4)	4 (2+2)	3 (2+1)	4 (2+4)	3 (2+1)	1 (0+1)
Lunch & Social Pass (Cannot enter to the conference area)	2	2	1	2	-	-
Booth Pass (Cannot enter to the conference area)	2	2	2	-	-	-
Social Sponsor Speech (Company Introduction etc.)	-	-	-	1	-	-

Note: To welcome more ASN, this event only allows 2 peering coordinators (Not sales) from 1 ASN except Sponsors.

Coffee sponsor can send another paid peering coordinator who is not sales/marketing/BD person.

Cancellation policy

In case of cancellation, your sponsorship fee will NOT be refunded, and it will be carried over to the next Peering Asia after deducting the necessary expenses for Peering Asia 4.0.

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Sponsorship Agreement

Organization Name	
Contact Name	
Position	
Email	
Postal Address	
Phone	
Fax	

I would like to sponsor the following tier

- | | |
|--|--|
| <input type="checkbox"/> Diamond Sponsor (US\$10,000) | <input type="checkbox"/> Social Sponsor (US\$8,000) |
| <input type="checkbox"/> Platinum Sponsor (US\$7,000) | <input type="checkbox"/> Lunch Sponsor (US\$4,000) |
| <input type="checkbox"/> Gold Sponsor (US\$5,000) | <input type="checkbox"/> Coffee Sponsor (US\$2,000) |

Signature _____

Date _____

Once completed, please email PDF copy to your contact of Peering Asia 4.0 Host team or sponsor4@peeringasia.com.

“Asia Pacific Internet Association” , as Peering Asia’s operation alliance, will issue a tax invoice on receipt of your sponsorship acceptance form.

Asia Pacific Internet Association Pty Ltd is an Australian Proprietary Limited Company (ACN 166 131 040).

Asia Pacific Internet Association Pty Ltd's registered address is c/o APNIC Pty Ltd, 6 Cordelia Street, South Brisbane, QLD 4101, Australia.

<https://www.apia.org/ops/corporate.html>