



**AusNOG**

# Sponsorship Proposal

## AusNOG 2024

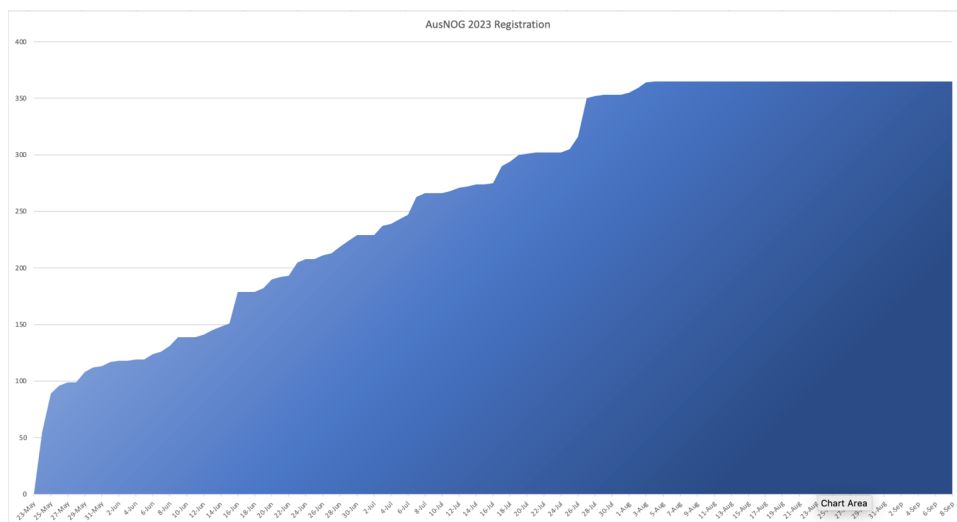
5 & 6 September  
Fullerton Hotel, Sydney

## Introduction

The Australian Network Operators Group Ltd is a not-for-profit organisation supporting the community of network operators who work in Telcos, ISPs, Content Providers, or other areas of the on-line industry in Australia. We host events, predominately the AusNOG conference, using a low-profit, cost recovery model and seek the support of companies within our industry to keep the cost for delegates as low as is practical. Supporting and attending the conference provides an opportunity for a company to promote itself and engage directly with hundreds of people who work in our industry.

Our 17<sup>th</sup> annual conference (AusNOG 2024) is being held over 2.5 days at the Fullerton Hotel, Sydney, with 2 days of content on September 5 & 6 2024, and some activities on the afternoon and evening of the 4th. Since its inception in 2007, the annual AusNOG conference has become the primary technical and professional networking event for network operators in Australia.

In recent years, efforts have been made to increase the size of the event to allow more members of the industry to attend. That has seen increases from 250 and 300 delegates in prior years, to 350 at AusNOG 2023. Even with the additional capacity, last year's event was oversubscribed and sold out a month before the event. In fact, every AusNOG conference held since 2007 has been a sold-out event. We have reconfigured the venue for AusNOG 2024 and will support 400 delegates to address some of that extra demand.



**AusNOG 2023 Registration Rate**

AusNOG also wants to engage with more companies in the industry and provide them with an opportunity to promote themselves to our delegates. AusNOG 2024 introduces new sponsorship and promotional opportunities, more than doubling the number of companies that can gain exposure in conjunction with the conference.

AusNOG 2024 will include the traditional sponsorship slots that have been available at past conferences. The number has been increased to provide for greater participation. In addition, we are trialling a lower cost / shorter timeframe promotional opportunity. The new “Beer, Gear & Peer” (BGP) session will allow a group of companies to engage with delegates and distribute promotional material in a relaxed social environment on the afternoon prior to the conference.



We have introduced a more equitable sponsorship application process for AusNOG 2024. We are aware that there are many more companies wishing to participate than we have been able to support and that the “waiting list” concept we have used in the past has not allowed for rotation through those companies. The new process will allow companies to apply for sponsorship and the participants will be selected at random. We feel that the increase in opportunities and the change in process is much more inclusive and equitable, and addresses the feedback we’ve received from the industry.



# VOCUS



Programme Sponsors of AusNOG 2023

## Sponsorship Opportunities

### Platinum Sponsor

Qty : 1

Price : \$25,000 ex

Note : Platinum Sponsorship has already been allocated based on a prior agreement and will not be part of the random draw.

This package offers the sponsor primary branding and exposure across the entire event. Details of benefits include:

- Acknowledged and positioned as the highest level sponsor across the event
- 1 Display banner (provided by sponsor) in central stage position
- Corporate logo published on all promotional material as well as exposure via the event website
- Corporate logo printed on delegate shirts
- Corporate logo printed on delegate satchel
- Exhibition booth in pre function area where all morning and afternoon teas are held
- Promotional material included in delegate satchel
- 3 complimentary delegate registrations
- 3 exhibitor passes for use by staff manning the exhibition booth

The Platinum Sponsorship also includes exposure at the AusNOG Social, the primary social and networking event of the conference.

- Exclusive branding of the conference social
- Display banners positioned as desired at the Social (provided by sponsor)
- Opportunity to make a 5 minute welcoming speech to the delegates at the commencement of the conference social.

The Platinum Sponsorship also includes the option for the sponsor to hold the pre event social function (at the sponsor's expense) on the evening prior to the conference. If the sponsor chooses not to take up this option, it will be offered to other supporters of the conference.

### Gold Sponsor

Qty : 4

Price : \$12,500 ex

This package offers the sponsor exposure as a Gold Sponsor of the event. Details of benefits include:

- Corporate logo published on all promotional material as well as exposure via the event website
- 1 Display banner (provided by sponsor) at side stage position
- Corporate logo printed on delegate shirts
- Corporate logo printed on delegate satchel
- Exhibition booth in pre function area where all morning and afternoon teas are held
- Promotional material included in delegate satchel
- 2 complimentary delegate registrations
- 3 exhibitor passes for use by staff manning the exhibition booth



**Silver Sponsor**

Qty : 4

Price : \$10,000 ex

This package offers the sponsor exposure as a Silver Sponsor of the event. Details of benefits include:

- Corporate logo published on all promotional material as well as exposure via the event website
- 1 Display banner (provided by sponsor) at side stage position
- Exhibition booth in pre function area where all morning and afternoon teas are held
- Promotional material included in delegate satchel
- 2 complimentary delegate registrations
- 3 exhibitor passes for use by staff manning the exhibition booth

**Coffee Sponsor**

Qty : 2

Price : \$8,000 ex

The Coffee Sponsorship offers exposure to the sponsor by way of branding of the coffee cups and Coffee Station in the break-out area of the conference. The break-out coffee is exceptionally popular with 100's of coffees being produced by the baristas each day. The cost of the coffee service, branding of the station, and branding of cups is included with the sponsorship. An A4 sized display area is available for brochures or display of a promotional QR code. Due to the size of the event, there will be a Coffee Station at each end of the break-out area, each branded for one of the coffee sponsors.

- Branding of the Coffee Station in the event break-out area
- Branding of the take-away cups used for the coffee service
- Recognition on the AusNOG web site

**First Timers Breakfast Sponsor**

Qty : 1

Price : \$5,000 ex

A breakfast dedicated to the first time attendees will be held on the first day of the conference. Almost 100 of the attendees of AusNOG 2003 were first timers and with a larger capacity for AusNOG 2024 we anticipate the same. The breakfast will be limited to 100 delegates due to the size of the available ballroom.

- Recognition during the breakfast as the sponsor of the
- Display banners positioned as desired at the breakfast (provided by sponsor)
- Recognition on the AusNOG web site

## Beer, Gear & Peer

Qty : 7

Price : \$1,500 ex

The Beer, Gear & Peer (BGP) session is a new addition to the AusNOG conference and will be held from 3pm to 5pm on the afternoon prior to the conference (i.e. Wed 4 Sep). The objective is to provide the participating companies with a relaxed, social environment in which to engage with delegates and promote their brands.

The event will be catered with a selection of alcoholic and non-alcoholic beverages. It is assumed that sponsors will use the opportunity to provide branded material (i.e. conference swag) while forming relationships with the delegates. Each sponsor will be provided with a table and chairs suitable for seating 2 company representatives. The room we have secured is suitable for 7 such tables with room for delegates to pass through and engage with the sponsors. 2 representatives from the sponsor may man the table. These people must be registered for the AusNOG Conference.

- 1 desk & 2 chairs
- Display banners positioned at desk (provided by sponsor)
- Recognition on the AusNOG web site

## Application Process and Important dates

You are invited to apply for sponsorship of the AusNOG 2024 conference. Each company may apply for up to two (2) different sponsorship packages. Sponsors will be drawn at random from the group of applicants for each package. Once an applicant is awarded a sponsorship it will be removed from the draw for any other package it may have applied for. The packages will be processed in order of package cost as outlined in this document, starting with the most expensive and ending with the least expensive.

Applications can be made via the AusNOG web site at the URL below.

[www.ausnog.net/events/ausnog-2024/sponsorship](http://www.ausnog.net/events/ausnog-2024/sponsorship)

Sponsorship is a vital part of the operating budget of the AusNOG conference. Applicants **must have any required approvals** in place (budgetary, marketing etc) before applying for a sponsorship package. Once the sponsorships have been allocated, the sponsor must be in a position to sign the sponsorship agreement within 14 days. If an applicant is awarded a sponsorship but cannot commit to the agreement within the required timeframe (e.g. does not have approval), the position will be re-drawn and allocated to the next applicant.

Please note the following timeline for the AusNOG 2024 process:

- 13 March 2024 Application process opens
- 12 April 2024 Application process closes
- 15 April 2024 Sponsorship draw. Applications notified of results
- 29 April 2024 Deadline for signed agreements to be returned to AusNOG

For any further information about the sponsorship opportunities or process please contact David Hughes on 0408 824 427 or david@ausnog.net.