



Sponsorship Prospectus 2015

January 26th – 30th, Rotorua New Zealand

Who and what is NZNOG?

NZNOG is the New Zealand Network Operators Group, primarily based around the public mailing list consisting of Network Operators throughout New Zealand.

The primary audience of the NZNOG mailing list are technical engineering and operations staff for ISPs, Telecommunications companies, Carriers, and large organisations with their own technical staff. The mailing list and culture that goes along with it encourages communication and sharing within the highly competitive Internet market in New Zealand.

NZNOG started out as a mailing list in 1998, and remains a mailing list. NZNOG is not an incorporated society, but merely a group of likeminded geeks who share ideas, assist in problem solving and operational issues, and enjoy the industry together. In late 2009 after community consultation the NZNOG Trust was formed as a vehicle for organising the annual conferences. As part of the global operational community, we have other "sister" groups overseas such as NANOG, SANOG, AusNOG, PacNOG and other regional NOGs.

NZNOG started having meetings on an annual basis in 2002. A need was seen to meet and learn from each other as well as hear from carefully selected speakers, from beyond as well as within NZ on current and future developments within the industry. Overseas meetings of similar nature are expensive due to travel, and not many NZ ISPs - which are mainly small to medium businesses - are able to spare the expense or time of sending their key technical team.

The New Zealand market also presents a unique field to operate in through geographic separation, distance, and market needs which result in a large number of experiences being shared that can only be found within the country.

NZNOG 2015

NZNOG 2015 will run from 26 – 30th January in Rotorua, New Zealand, at the Distinction Hotel, which is conveniently located between the airport and the city centre.

There will be a three-day workshop session Monday 26th to Wednesday 28th, the conference tutorial day on Wednesday 28th, and the main conference session Thursday 29th and Friday 30th January.

The conference will once again be focused on providing a world class programme of technical presentations and tutorials, as well as opportunities to network socially

during lunch and dinner. The conference is aimed at highly technical skilled workers, and is not a forum for marketing or product launches.

NZNOG conferences typically attract around 150 attendees. While the target audience is the technical staff of Internet related organisations (ISPs, Telco's, carriers), registration is open to anyone who wishes to attend.

In previous conferences we have recognised that despite our highly discounted student tickets, costs were still prohibitive for some potential delegates due to additional accommodation and transport costs. Thus the NZNOG fellowship scheme was started offering some delegates full or partial funding to attend NZNOG. This has been highly successful for the last several years, offering many students the chance to attend an NZNOG conference that they otherwise would not have.

NZNOG meeting demographics

The target NZNOG attendees are mainly technical staff within the network operations and engineering teams of carrier networks, Internet and telecommunication service providers.

These are the people who design and run the networks and systems at Internet related organisations, are influential within their companies and within the industry.

NZNOG recognises the importance of education of the next generation of staff, and encourages students in the Computer Science and Networking fields to attend the conference through highly discounted student tickets, available in a limited basis. This has resulted in a very diverse attendee base in the past, from seasoned veterans with over 20 years of experience, through to first year students becoming interested in ICT, through to graduates presenting international research experiences and University papers.

A list of job titles of some of our attendees as well as a list of companies that had staff attending NZNOG in the past:

Sample Job titles: Technical ISP and telco staff at all levels including: Technical Director, Chief Technology Officer, Network Manager, Operations Manager, Technical Specialist, Senior Network Engineer, Senior Systems Administrator, Senior Engineer, Senior Systems Programmer, Senior Programmer, IP Network Engineer, Senior IP and Data Solutions Design Technologist, Mail server administrator, System Administrator, Software Engineer, Programmer.

Sample of Organisations with staff present: Telecom, TelstraClear, Alcatel-Lucent, Kordia, Vodafone, InSPire Net, Orcon Internet, Woosh, Compass, Citylink, FX Networks, Tasman Solutions, Catalyst IT, One Squared, Domainz, Gen-I, NCSC/GCSB, NZ Defence Force, Inland Revenue Department, REANNZ.

Names of a few previous notable NZNOG overseas speakers:

Tom Vest, UC San Diego Supercomputer Center;
Bill Manning, b-root server admin & ep.net;
Gaurab Raj Upadhaya, Packet Clearing House;
Mike Hughes, CTO London Internet Exchange;
Bill Woodcock, Research Director, Packet Clearing House;
Nurani Nimpuno, Autonomica;
Paul Vixie, Internet Systems Consortium (ISC);
Joe Abley, Director DNS Group, ICANN;

Richard Lamb, IANA/ICANN;
William B. Norton, Founder – DrPeering.net;
Dr. Philip Smith, CTO Consulting Engineer, Cisco Systems.
Roland Dobbins, Arbor Networks.
Tom Paseka, Cloudflare
Jan Zorz, ISOC, BCOP Project

Sponsorship

We are seeking sponsors to this unique annual forum to help make NZNOG 2015 a success. Sponsors gain direct recognition from the attendees who gather to share ideas, and leave with fresh knowledge to use in their line of work.

The NZNOG Conference strives to deliver a comprehensive programme to encourage many to attend as well as foster stronger and more supportive mutual relationships within the Internet community. The meeting is not only to provide a programme of talks but to ensure there are opportunities to develop ongoing relationships between attendees.

Your sponsorship can help NZNOG to meet these goals by allowing us to bring internationally recognised speakers to the conference, and fund those from more rural parts of New Zealand to attend and present their knowledge to the community.

An NZNOG Sponsor enjoys recognition within a community that is influential to their company's purchasing and investment decisions, and can receive significant "kudos" from their investment in the community.

Sponsors will find such a partnership mutually beneficial as it will:

- Raise your organisation's profile within the technical staff working within the NZ IP networks industry, and within the educational sector for "next year's" staff,
- Demonstrate your support for training, especially in training people who run the Internet networks in NZ, and
- Help you meet and connect with people who work within this sector.

Don't miss this unique opportunity!

New Sponsor Structure

To bring us into line with other similar conferences, for 2015 we are introducing a new sponsor structure for NZNOG Conference. This will enable maximum benefit for you as a sponsor for the level you sign up for.

From 2015 onward, sponsorship will be offered on a preferential basis to those who are current sponsors at full price. If the company does not wish to take up their sponsorship position, and we have enough interest, we will run a waiting list to which the place will be offered.

This means if in 2015 you are a gold sponsor – you will be able to maintain this level of sponsorship for future NZNOG conferences. If you choose not to continue this level sponsorship you will forfeit your level and it will be offered to another vendor.

Early Bird offer

For 2015 only we would like to offer you the opportunity to lock in sponsorship at 2014 prices! If you confirm and sign up for sponsorship with us by 31st July you will only pay 2014 prices. Sponsorship applications after this date will be at full 2015 prices and subject to tier availability.

The Structure

Level	Available	Comp Tickets	Naming rights	T-shirt	Table	Bag + Gifts	Website	Banner
Platinum	1	5	✓	✓	✓	✓	✓	✓
Gold	3	3			✓	✓	✓	✓
Silver	5	2				✓	✓	✓
Community	6	1					✓	✓
Networking	1	2				✓	✓	✓
Drinks								
Conference Dinner	1	3					✓	✓
Bandwidth Sponsor	1	3				✓	✓	✓

Sponsors

Sponsors will be provided with valuable opportunities to expose their organisation to the NZNOG audience in return for their support. While we have come up with a short list of benefits below, we are open to alternative suggestions.

All prices mentioned below are in New Zealand Dollars and exclude GST.

Platinum Sponsor (Exclusive, one only)

At NZ\$25,000, the Platinum Sponsor is the highest tier of NZNOG Sponsorship.
(Early bird rate for returning sponsors NZ \$20,000)

- Naming rights to the event "NZNOG bought to you by 'your company'"
- Banner prominently displayed at conference in the Plenary room*
- Logo on Conference merchandise (t-shirt and bag)
- Logo on Sponsors page on conference website as a Platinum Sponsor
- Logo on front page of conference website
- Up to two items of promotional material in delegate bag*
- Gift items in delegate bag*
- Acknowledgement as the Platinum Sponsor in any printed publications including media releases
- 2 x display tables located in the catering area for maximum exposure
- Five complimentary registrations to NZNOG 2015

Gold Sponsor

At NZ\$10,000, the Gold Sponsor is offered high visibility and recognition to the attendees.

(Early bird rate for returning sponsors NZ \$5,000)

- Banner displayed at conference*
- Logo on Sponsors page on conference website as a Gold Sponsor
- Logo on Conference merchandise (t-shirt and bag)
- One item of promotional material in delegate bag*
- Gift items in delegate bag*
- Acknowledgement as Gold Sponsor in any printed publications including media releases
- 1 x display tables located in the catering area for maximum exposure
- Three complimentary registrations to NZNOG 2015

Silver Sponsor

At NZ\$5,000, the Silver Sponsor is recognised for their commitment to the NZNOG Conference.

(Early bird rate for returning sponsors NZ\$2,500)

- Banner displayed at event*
- Logo on Sponsors page in conference website as a Silver Sponsor
- One item of promotional material in delegate bag*
- One gift item in delegate bag*
- Acknowledgement as Silver Sponsor in any printed publications including media releases
- Two complimentary registrations to NZNOG 2015

Community Sponsor

At NZ\$1,000 excl GST, the Community Sponsor is recognised for their commitment to the NZNOG Conference.

- Logo on Sponsors page in conference website as a Bronze sponsor
- Acknowledgement as Community Sponsor in any printed publications including media releases
- One complimentary registration to NZNOG 2015

Networking Event Sponsor

NZ\$5,000 excl GST (Exclusive - one available)

The Networking Event Sponsor is recognised as sole sponsor on Wednesday 29th January social event to kick off the start of the conference.

- Banner display at conference*
- Logo on Sponsors page on conference website as the Networking Event Sponsor
- One item of promotional material in delegate bag*
- Gift item in delegate bag*
- Acknowledgement as Networking Event Sponsor in any printed publications including media releases
- Two complimentary registrations to NZNOG 2015

NZNOG Dinner Sponsor

NZ\$10,000 excl GST (Exclusive - one available)

The Dinner Sponsor is recognised as sole sponsor for Thursday 30th January social event at the end of the first day of the conference.

NZNOG 2015 dinner will be held at the famous Rotorua Skyline, <http://www.skyline.co.nz/>, where delegates will have the opportunity to enjoy the Luge before an international market buffet dinner is served. For those less adventurous, they will be able to take part in the 'Bean Boozled' event in the Jelly Bean store.

Banner prominently displayed at conference and during the dinner*

- Logo on Conference bag for delegates
- Logo on Sponsors page on conference website as a Dinner Sponsor
- Up to two items of promotional material in delegate bag*
- Gift items in delegate bag*
- Acknowledgement as Dinner Sponsor in any printed publications including media releases
- Opportunity to give a short welcome to the delegates at the dinner
- Three complimentary registrations to NZNOG 2015

Sponsorship in kind

We also invite in kind provision of certain conference requirements, which could either be branded or could be considered equivalent to a sponsor package in value (for example Internet and wireless provision and accorded the same benefits).

* supplied by you.

Bandwidth Sponsor

Selection for Bandwidth Sponsor will be carried out by a separate bidding process; please contact us for more information.

For more information

If your organisation is interested in sponsoring the NZNOG 2015 conference, please contact us so we can work towards making it happen for both NZNOG and your organisation.

We are happy to work with you to formulate a tailored sponsorship of a combination of giveaways + money for the level of sponsorship you would like to support.

NZNOG 2015 Sponsor email: sponsorship@nznog.org



Sponsor form

Please complete this form, keep a copy for your records and post/fax/email original to:

Krystal Waine

Email: krystal@internetnz.net.nz Phone: (04) 495 1601 Fax: (04) 495 2115

Post: PO Box 11-881, Manners St, Wellington 6142

Sponsorship details:

Company name:

Address:

Contact name:

Phone:

Email:

On receipt of the application form, NZNOG will issue a letter of confirmation. NZNOG will send an invoice at a mutually agreed time, usually on receipt of application from, for the amount payable. Sponsors may send either full payment or a deposit of 50% within 28 working days of the invoice date, with the balance of payment due by 20 January 2015.

Agreement: I hereby agree to sponsor NZNOG 2015 as a _____ sponsor as detailed above.

Signed: _____

Dated: _____