

SPONSORSHIP AND EXHIBITION OPPORTUNITIES
BROADNETS 2008
(Fifth International Conference on Broadband Communications, Networks and Systems)

London, UK, September 8-11, 2008

Dear Prospective Sponsor,

The Institute for Computer Sciences, Social-Informatics and Telecommunications Engineering (ICST) is pleased to be offering exhibition and sponsorship opportunities for the upcoming

BROADNETS 2008 (Fifth International Conference on Broadband Communications, Networks and Systems)

to be held in **London, UK on September 8-11, 2008.**

ICST is an international society incorporated as a non-profit EU organization. ICST's charter is to support research, innovation and technology transfer in key focus areas of interest to European science and technology in close, and mutually beneficial, cooperation with scientific and engineering communities around the world. The fundamental aims and vision of ICST are the focalization of IT research to maximize its quality and impact, to promote and support IT developments in the service of the global society.

The **BROADNETS 2008** event is poised to attract **broadband communications, networks, and systems** professionals not only from the research and education community, but also from industrial and commercial organizations, as well as government agencies. The conference schedule is 4 days in length and in addition to the technical program, consists of several other exciting events, including keynote talks, panels, industry watch day, tutorials and exhibits/demos.

With the focus on **broadband communications, BROADNETS 2008** covers the entire gamut of next generation networks, communications systems, applications and services. The conference will consist of three technical tracks:

WIRELESS TRACK covers mobility, routing for multihop, architecture and topology design, hybrid networks, multimedia QoS and traffic management, cross-layer optimization, MIMO, MAC and emerging physical layer technologies for high-speed wireless networking.

OPTICAL TRACK covers WDM technologies, Ethernet and MPLS integration into the optical layer, next-Generation SONET/SDH, optical and WDM communications systems, cross-layer design, SAN extensions, optical grids, and Techno-economic aspects of optical networks.

INTERNET TRACK covers theory and practice of Internet technologies spanning a broad range of topics including, but not limited to: routing, scheduling, congestion control, traffic engineering, network modeling, network measurement, network management, network QoS, network security, overlay networks, peer-to-peer networks, content distribution networks, web technologies, media technologies (VoIP, IPTV, video streaming), location-based services, "Clean-slate" Internet architectures, algorithms, protocols, and services.

We hope that you will find **BROADNETS 2008** to be an excellent venue for your company's external visibility plans, and we look forward to your active participation in this exciting conference. If you have any questions, please feel free to contact any one of us at the e-mail addresses given below.

Sincerely yours,

Dorothy Bany
ICST
e-mail: dorothy.bany@icst.org

Izzat Darwazeh and Byrav Ramamurthy
General Co-Chairs, BROADNETS 2008
e-mail: i.darwazeh@ee.ucl.ac.uk, byrav@cse.unl.edu

GENERAL SPONSORSHIP PACKAGES

Sponsorship of BROADNETS 2008 provides a company or an organization with a unique opportunity to increase its visibility and product awareness within a highly specialized, influential community. Acknowledgments of the sponsors, such as the company's name, product, and logo, will appear in the main web page of the BROADNETS 2008 and in all official documentation of the conference. In addition, sponsors can become involved through a wide array of different channels, such as sponsoring social events, providing awards for participants and speakers, and organizing an exhibit or demo on site of the conference.

Diamond Sponsorship Package (€50, 000) *limited to 1 sponsor*

Diamond Sponsorship is the most privileged sponsorship status that a sponsoring organization can acquire. It includes sponsorship elements offered uniquely to the diamond sponsor. These sponsorship elements include:

- Only one Diamond Sponsorship opportunity on SimulationWorks
- Inclusion of company name in the official name of the conference
- Exhibit space right at the entrance
- Opportunity to deliver the opening address of the conference
- Opportunity to be the host of a selected social event of the conference (opening ceremony, banquet, etc.)
- Organize the sponsor's own event within the program of the conference (workshop, special session, etc.)
- Eight full conference registrations
- Separate table at the banquet located next to the VIP table
- Back cover ad in the Conference Program
- Company logo on all stationary items of the conference (bags, mouse pads, pens, etc.)
- Company banner displayed above speakers table

Platinum Sponsorship Package (€25,000) *limited to 2 sponsors*

- Four full conference registrations
- Identification as a platinum sponsor of the event
- A full page ad in the Conference Proceedings
- A full page ad in the Conference Program
- Company logo displayed on main conference page
- Four seats at the VIP table of the banquet
- Name, logo and link in all web based advertising
- Acknowledgment in opening address
- Company banner displayed at speakers table

Gold Sponsorship Package (€15,000)

- Two full conference registrations
- Identification as a gold sponsor of the event
- A half page ad in the Conference Proceedings

- A half page ad in Conference Program
- Company logo on main conference page
- Two seats at the VIP table of the banquet
- Name, logo and link in all web based advertising
- Acknowledgment in opening address
- Company banner displayed at speakers table

Bronze Sponsorship Package (€5,000)

- One full conference registration
- Identification as a bronze sponsor of the event
- Exhibit Space depending on availability
- Quarter page ad in the Conference Proceedings
- Quarter page ad in Conference Program
- Company logo displayed on main conference page
- One seat at the VIP table of the banquet
- Name, logo and link in all web based advertising
- Acknowledgement in opening address
- Company banner displayed at speakers table

WORKSHOP AND AWARD SPONSORSHIP PACKAGES

Workshop sponsorships provide an avenue for companies to sponsor specific sub-events of a general conference. Workshops usually deal with specific subjects that may fall outside the general scope of the conference but are complimentary, related or supportive of the main topics. Workshops can be platforms for non-research type contributions and they bring the audience together for a more intimate, focused, and less formal discussion.

Award sponsorships are opportunities to recognize the academic / scientific achievements of individuals, teams and organizations. Through the ICST Award Sponsorship Packages, sponsors can financially support the participation of selected keynote speakers, academics and students at a particular conference. Award sponsors can choose to provide travel and accommodation grants to experts and potential speakers whom they would like to invite to the conference. Award sponsorships are recognized as a gesture of benevolence and generosity towards the scientific or student community and thus are common tools of corporate marketing and public relations.

Workshop Sponsorship Package (€10,000)

- Two full conference registrations
- Two registrations for the sponsored workshop
- Company banner displayed at the speakers' table
- Four complimentary conference proceedings CDs
- Company logo displayed on the main conference and / or the workshop web page

Speaker Sponsorship Award (€5,000)

limited to 1 sponsor

- One full conference registrations
- Company logo on speaker's badge
- Company logo indicated in the Technical Program
- One complimentary conference proceedings CD
- Company logo displayed on the main conference and / or workshop web page

Best Paper Award (€3,000)

limited to 1 sponsor

- One full conference registration
- Presentation of award by company representative
- Company logo indicated in the Technical Program
- One complimentary conference proceedings CD
- Company logo displayed on the main conference and / or workshop web page

Best Student Paper (€1,500)

limited to 1 sponsor

- One full conference registration
- Presentation of award by company representative
- Company logo indicated in the Technical Program
- One complimentary conference proceedings CD
- Company logo displayed on the main conference and / or workshop web page
- Student receives monetary award

SOCIAL EVENT SPONSORSHIP PACKAGES

Social event sponsorships are the most creative ways of generating exposure for sponsoring organizations. They provide an opportunity to bring in certain forms of entertainment to the conference program and exploit the informal and social aspects of the event. Sponsors can take advantage of the generally scheduled social events at conferences, such as the welcome reception, the coffee breaks or the banquet, or alternatively they can sponsor special events particularly organized upon their initiative, such as cheese and wine tasting, sightseeing tours, pizza dinners, factory visits, artistic performances, etc.

Coffee or Refreshment Break (€1,000)

Attendees flock to refreshment breaks between sessions. This is a great way to achieve instant name recognition. Sponsors are free to distribute items with their company logo/name during the break sponsored.

Welcome Reception Sponsorship Package (€3,000) ***limited to 1 sponsor***

- Two full conference registrations
- Opportunity to deliver a welcome address
- Company banner displayed at a prominent location
- Two extra conference proceedings
- Company logo displayed on main conference page

Banquet Sponsorship Package (€10,000) ***limited to 1 sponsor***

- Three full conference registrations
- Opportunity to deliver a short statement
- Company banner displayed at a prominent location
- Three extra conference proceedings
- Company logo displayed on main conference page

Badge Holder Sponsorship Package (€3,000) ***limited to 1 sponsor***

- One full conference registration
- One extra conference proceeding
- Company logo displayed on main conference page

Attendee Bags Sponsorship Package (€3,000) ***limited to 1 sponsor***

- One full conference registration
- One conference proceeding
- Company logo displayed on main conference page

Besides the above described pre-set sponsorship packages, the ICST conferences also offer general group attendee discounts up to 5% in case of 10 to 20 attendees and 10% for 20 or more attendees. For sponsoring organizations the discount rate doubles.

In addition, companies and organizations can participate in a wide array of additional ways, such as organizing a panel discussion, taking part in an industry-watch session, giving a technical tutorial, or submitting a technical paper.

Furthermore, organizations interested in sponsoring an ICST event can work out their individually tailored sponsorship package with ICST conference coordinators.

ICST, AS A NON-PROFIT SOCIETY, RESERVES THE RIGHT TO ALLOCATE SPONSORSHIP FUNDING FOR ACTIVITIES CONSISTENT WITH THE SOCIETY'S GOALS AND REGULATIONS.



BROADNETS 2008 LONDON SPONSORSHIP FAX/ E-MAIL BACK FORM

TO: Dorothy Bany
ICST
Dorothy.bany@icst.org

CONTACT _____ COMPANY _____

ADDRESS _____

CITY, STATE, ZIP _____ COUNTRY _____

PHONE _____ FAX _____ E-MAIL _____

Choose the sponsorship level:

Choose a method of payment: Bill me at this address /OR Charge to the credit card below

Circle: MasterCard Visa American Express

Card Number _____ / _____ / _____ / _____ Exp. Date _____

Name as it appears on card:

Billing address if different than above:

Signature

Date