



events
2015

Sponsorship Proposal

nic.br cgi.br

NIC.br / CGI.br EVENTS

The Brazilian Network Information Center (NIC.br) and the Brazilian Internet Steering Committee (CGI.br) promote annual events offered for free to the society, with a view to broaden discussion on various topics related to the Internet. Topics range from technical issues related directly to Internet Infrastructure in Brazil to social issues, discussing topics related to Internet use, its impacts, consequences and challenges.

The intention of NIC.br and CGI.br in promoting these events is **to enable Brazilians to actively participate in discussions on the present-day and future Internet**, in addition to facilitating access to the latest information in terms of technologies applied to and developed for the proper operation of the Internet.

ABOUT NIC.br AND CGI.br

The Brazilian Internet Steering Committee (CGI.br), responsible for establishing a number of strategic guidelines for the use and development of the Internet in Brazil, coordinates and integrates all such Internet service initiatives in the country, promoting technical quality, innovation and the dissemination of its services. Based on principles of multistakeholderism and transparency, the CGI.br represents a model of democratic governance, praised internationally, in which all sectors of society are participants in equal measure in decision making. One of its formulations is the 10 Principles for the Governance and Use of the Internet (<http://www.cgi.br/principios>). Discover further details at (<http://www.cgi.br/>).

The **Brazilian Network Information Center (NIC.br)** (<http://www.nic.br/>) is a nonprofit civil society organization that implements the decisions and projects of the Brazilian Internet Steering Committee. Among the many ongoing tasks NIC.br performs are to coordinate the domain name registry, Registro.br (<http://www.registro.br/>); to study, respond and handle security incidents in Brazil -- CERT.br (<http://www.cert.br/>); to study and perform research on networks technology and operations -- CEPTR0.br (<http://www.ceptro.br/>); to produce benchmarks on information and communication technology -- CETIC.br (<http://www.cetic.br/>), foster and enhance the evolution of the Web in Brazil — Ceweb.br (<http://www.ceweb.br/>) and to host the W3C office in Brazil (<http://www.w3c.br/>).

NIC.br and CGI.br: toward a constantly improving Brazilian Internet!

EVENTS

JOINT MEETING GTER / GTS - REGIONAL

The Internet has only reached its current level of development because it counts on an exchange of best practices among interested parties.

Brazil's GTER (**Working Group on Network Engineering and Operation**) and GTS (**Working Group on Network Security**) have met since 1994 and 2003, respectively, to promote this type of interaction.

These meetings are held twice a year. In the first semester, the meetings attract interest from various interest groups, enabling the event to take place in various Brazilian cities and to receive institutional financial support. In the second half of the year, the joint meeting is part of the Week of Internet Infrastructure in Brazil, together with other events.

Target audience: Prominent professionals from a number of network and Internet engineering, operation and security in Brazil. Participants range from technical operations personnel to management-level attendees. College students in engineering, computer science and related fields make up 10% of our audience.

Date and Location for 2015
May 28-30, Rio de Janeiro.

SEMINAR ON PRIVACY AND PERSONAL DATA PROTECTION

The seminar on Protecting Privacy and Personal Data is based on the first principle of the Internet Ten Commandments ("Decalogue"), set up by the CGI.br:

"The use of the Internet should be guided by the principles of freedom of expression, individual privacy and respect for human rights, recognizing these as fundamental for the preservation of a just and democratic society."

Target Audience: Attorneys, prosecutors, judges and others in the legal profession; managers, technicians and accountants who work with or have an interest in the protection and privacy of data.

Date and Location 2015
September 15-16, Blue Tree Premium Morumbi, São Paulo.

THE BRAZILIAN CSIRTS FORUM

The Brazilian CSIRTS Forum is an event dedicated to discussion of topics related to incident response and the resilience of organizations in the face of security incidents on the Internet.

Target Audience: The event will be attended by representatives of various sectors such as national and international civil society, industry, government and academic.

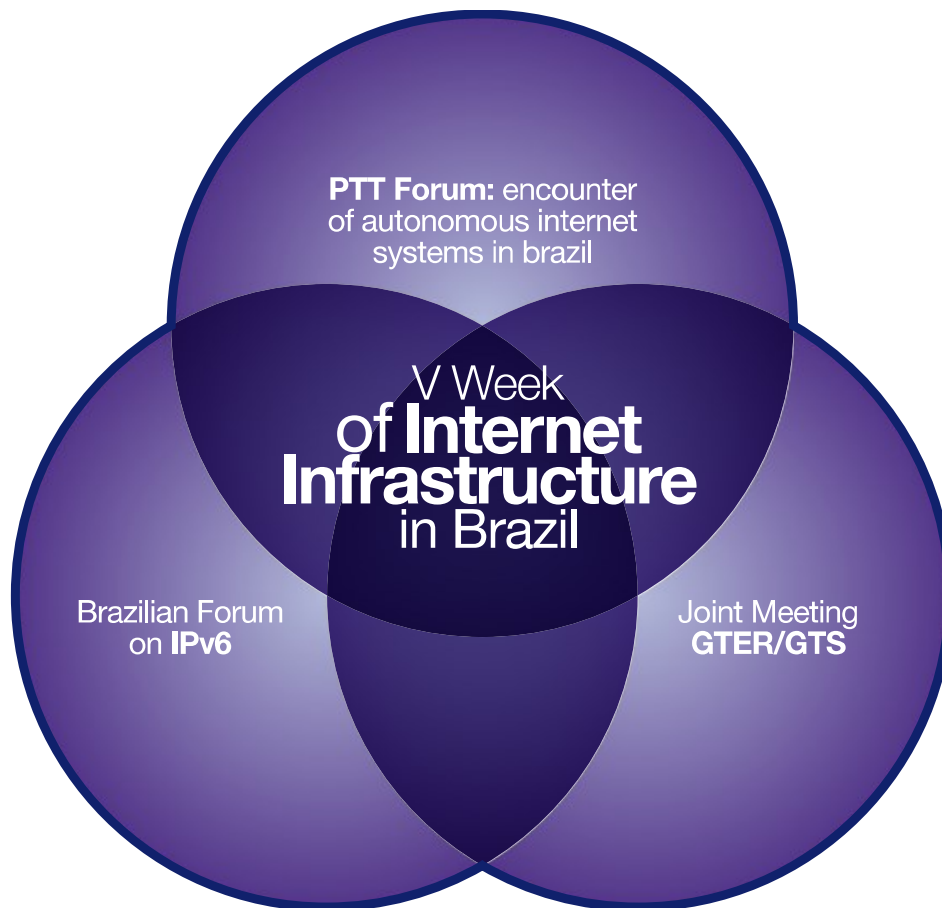
In previous editions, the event attracted nearly 150 participants, among them representatives of the Armed Forces, Petrobrás, major banks, academic and research institutions, as well as suppliers of software and IT services.

Date and Location 2015

September 17-18, Blue Tree Premium Morumbi, São Paulo.

V WEEK OF INTERNET INFRASTRUCTURE IN BRAZIL

Over the course of a single week and housed under a single roof, we will host three important events that speak directly to the infrastructure of the Brazilian Internet.



PTT FORUM: ENCOUNTER OF AUTONOMOUS INTERNET SYSTEMS IN BRAZIL

In its ninth edition, this event is dedicated exclusively to connectivity providers in an attempt to discuss Internet infrastructure problems in Brazil and potential solutions.

Target Audience: Autonomous systems professionals: telecom operators, connectivity and content Internet providers, government agencies, major universities and large corporations.

BRAZILIAN FORUM ON IPv6

This will be the sixth edition of this event, whose purpose is to present progress reports regarding the new protocol and its adaptation in Brazil and the rest of the world.

Target Audience: Network operators, content providers, Internet providers and the entire IT community, all of them concerned with the adoption of the new protocol.

JOINT MEETING GTER/GTS

As described above.

Date and location 2015

December, 7-11, Blue Tree Premium Morumbi, São Paulo.

WHY BE A SPONSOR?

This is a **unique opportunity** to communicate with a **selected audience** focused on topics related to the Brazilian Internet.

In sponsoring the event your company or institution adds value to its brand: the **value** of being associated with an initiative whose organizer is the body in charge of implementing the findings and projects of the CGI.br, which in turn coordinates and integrates all Internet services in Brazil.

In this way, you will associate your brand with an institution directly responsible for proposing norms, procedures, studies and technical benchmarks, as well as leadership and coordination of various Internet-related issues directly related to the theme of the event.

In addition, a sponsorship by your company will also demonstrate your commitment to facing and responding to issues related to the themes of the events presented.

SPONSORSHIP QUOTAS

PLATINUM SPONSORSHIP

Benefits

Insertion of the logo on the back of all T-shirts made to the event, as long as the sponsor delivers the image on time for fabrication. (Exclusively available for the events Joint Meeting GTER GTS - Regional and V Week of Internet Infrastructure in Brazil)*;

Insertion of the logo on the back of the T-shirt fabricated for the Beer&Gear|Peer activity, so long as the sponsor defines the logo in time for fabrication. (Exclusively available for the event V Week of Internet Infrastructure in Brazil);

Insertion of the logo on the Web site of the event, with visibility proportional to the sponsorship quota;

Insertion of the logo on identification materials, for the event venue (fabricated by the event organization), with visibility proportional to the sponsorship quota;

Insertion of the logo into the printed program and conference agenda distributed to the participants (fabricated by the event organization), with visibility proportional to the sponsorship quota;

Projection of the sponsor's logo during the breaks (coffee break and lunch) in lecture halls and via streaming;

Participation of the sponsor in the press release (including a quote, since the sponsorship will be confirmed before the release is issued);

Mention of the sponsor in items published to the social networks;

Mention of the sponsor on the event's electronic lists and messages submitted to participants by the event organization;

Sponsor is thanked by name during the daily opening and closing sessions of the event;

Table for distribution of promotional materials and presentation of products during the entire period of the event;

Insertion up to 3 (three) promotional items in the subscription kit supplied to every participant (material supplied by the sponsor);

Opportunity to distribute promotional gifts or to hold a raffle during the event (requires previous approval, based on relevance to and consistency of the raffle prize with the editorial policy of the event. Should specific permission be required by the regulatory agencies, the sponsor should obtain it in advance);

Opportunity to distribute 1 (one) item of promotional material during the coffee break (as previously agreed upon with the event organization);

Opportunity to bring or display up to __ free-standing banners in the lecture hall.

Investment: R\$35.000, 00 (per event)

Available Quotas: 2

* Visibility on the back of T-shirt



For the Platinum Quota sponsorship: visibility on the back of the T-shirt 1:1

GOLD SPONSORSHIP

Benefits

Insertion of the logo on the back of the T-shirt fabricated for the Beer&Gear|Peer activity, so long as the sponsor defines the logo in time for fabrication. (Exclusively available for the event V Week of Internet Infrastructure in Brazil);

Insertion of the logo on the Web site of the event, with visibility proportional to the sponsorship quota;

Insertion of the logo on identification materials for the event venue (fabricated by the event organization), with visibility proportional to the sponsorship quota;

Insertion of the logo into the printed program and conference agenda distributed to the participants (fabricated by the event organization), with visibility proportional to the sponsorship quota;

Projection of the sponsor's logo during the breaks (coffee break and lunch) in lecture halls and via streaming;

Mention of the sponsor on the event's electronic lists and messages submitted to participants by the event organization;

Sponsor is thanked by name during the daily opening and closing sessions of the event;

Insertion of up to 2 (two) promotional items in the subscription kit supplied to every participant (material supplied by the sponsor);

Opportunity to distribute 1 (one) item of promotional material during the coffee break (since previously agreed with the event organization);

Investment: R\$20.000, 00 (per event)

Available Quotas: 6

SILVER QUOTA

Benefits

Insertion of the logo on the Web site of the event, with visibility proportional to the sponsorship quota;

Insertion of the logo on the identification pieces, to the event venue (fabricated by the event organization), with emphasis proportional to the sponsorship quota;

Insertion of the logo into the printed program and conference agenda distributed to the participants (fabricated by the event organization), with visibility proportional to the sponsorship quota;

Projection of the sponsor's logo during the breaks (coffee break and lunch) in lecture halls and via streaming;

Mention of the sponsor on the event's electronic lists and messages submitted to participants by the event organization;

Insertion up to 1 (one) promotional items in the subscription kit supplied to every participant (material supplied by the sponsor).

Investment: R\$ 10.000,00 (per event)

Available Quotas: 8

SHARED BENEFITS OF QUOTAS FOR THE WEEK OF INTERNET INFRASTRUCTURE IN BRAZIL

All levels of sponsorship of the **Week of Internet Infrastructure in Brazil** provide the right to take part in the activity Beer&Gear|Peer* and reserve a place in the designated area for this purpose during the PTT Forum.

The **Beer & Gear|Peer** is an activity to be held at the end of the first day of the Week of Internet Infrastructure in Brazil.

Participants will be introduced to equipment suppliers of interested companies, making use of the Internet Exchange Points while enjoying drinks and snacks. It is a kind of happy hour combined with exhibition of products and services.

FOR THESE PURPOSES, ALL SPONSORS WILL HAVE THE RIGHT TO:

- Use the space of a single table in a lounge to support equipment and/or promotional materials. This space can also be used during the two days of the PTT Forum and throughout the period of this event.
- Install a single free-standing banner in the area assigned to the company. (The organization does not furnish flag or banner stands).
- Insert the logo on the identification material for the activity.

COMPARISON OF QUOTAS

COMPARATIVE	PLATINUM	GOLD	SILVER
Investment	R\$35.000,00	R\$20.000,00	R\$10.000,00
Number of available quotas	2	6	8
Insertion of the logo on the back of the T-shirt made for the event (Exclusively available for the events Joint Meeting GTER GTS – Regional and Week of Internet Infrastructure in Brazil) *	x		
Participation of the sponsor in the press release	x		
Mention of the sponsor in items published to the social networks	x		
Table for distribution of promotional materials and presentation of products during the entire period of the event	x		
Opportunity to distribute promotional gifts or hold a raffle during the event	x		
Opportunity to bring or display a free-standing banner in the lecture hall	x		
Sponsor is thanked by name during the daily opening and closing sessions of the event	x	x	
Insertion of the logo on the back of the T-shirt fabricated for the Beer&Gear Peer activity (Exclusively available for the event V Week of Internet Infrastructure in Brazil)	x	x	
Opportunity to distribute 1 (one) item of promotional material during the coffee break	x	x	
Insertion of the logo on the Web site of the event, with visibility proportional to the sponsorship quota	x	x	x

Insertion of the logo on identification materials, for the event venue, with visibility proportional to the sponsorship quota	x	x	x
Insertion of the logo into the printed program and conference agenda distributed to participants, with visibility proportional to the sponsorship quota	x	x	x
Projection of the sponsor's logo during the breaks in lecture halls and via streaming (coffee break and lunch)	x	x	x
Mention of the sponsor on the event's electronic lists and messages submitted to participants by the event organization	x	x	x
Insertion of promotional items in the subscription kit supplied to every participant	3	2	1

DISCOUNT POLICY

NUMBER OF EVENTS SPONSORED	DISCOUNT (ON TOTAL SUM)
4 events	25%
3 events	15%
2 events	5%

Discounts will be applied based on the total value of sponsorship, regardless of the level of sponsorship selected. It is not necessary to choose the same level of sponsorship to sponsor more than one event.

In the event you opt to sponsor all events at the highest sponsorship quota, special treatment will be afforded your logo on event materials and Web site.

TERMS AND CONDITIONS OF THE SPONSORSHIP

1. Confirmation of interest in acting as a sponsor must be submitted in writing and will be granted in the chronological order of contract signings. Once the sponsorship is approved, the sponsor shall transmit to the organization of the event, using the e-mail eventos@nic.br, a high-resolution image of the desired logotype, along with details of how the image is to be used. Vector images are acceptable.
2. The deadline for the delivery of the logotype, properly formatted, in time for manufacturing of publicity materials, is 20 days prior to the date of the event, except for sponsorship quotas that include the fabrication of T-shirts, for which the deadline is 50 days before the event begins.
3. The name or logo of the **sponsor will be included** on banners, pocket guides, the Web site, and other forms of association of corporate image with the event, as agreed upon in the contract and depending on the chosen level of sponsorship.
4. The division of advertising space for the display of the image shall be proportional to the category of sponsorship selected and will be distributed as illustrated below. The entire area is to be taken into account, not only the font size. Vertical and horizontal dimensions may vary, so long as overall proportions are maintained.



Proportion for advertising division

5. The list of subscriber e-mail addresses will not be divulged under any circumstances, in order to avoid the sending and receiving of unsolicited messages. This policy is **non-negotiable**. Platinum quota sponsors may compile their own e-mail list by means of a raffle, which is permitted only to sponsors of this level. This activity shall be organized by the sponsor and requires prior approval from the organization of the event.
6. Sponsor status does not entail the right to present lectures at the event. A sponsor that wishes to speak at the event must submit its presentation proposal to the Program Committee within the same deadline and terms established for presentation calls. Presentations focused on advertising products and solutions will be summarily rejected.
7. No distribution of extra publicity materials will be allowed during the

event, and no posters will be displayed on the premises of the event. Each level of sponsorship determines how the sponsor image will be used in event materials. Platinum sponsors will maintain a table supporting advertising materials and small gifts it wishes to distribute.

8. Differential categories of sponsorship may be negotiated and will be treated case by case.
9. The organization of the event reserves the right to reject the participation of any would-be sponsor that it deems unsuitable for or irrelevant to the purpose of the event.

ORGANIZATION

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