

# 2024 SPONSORSHIP PROSPECTUS



**Opportunities for:**

**ICANN79 San Juan, Puerto Rico  
2-7 March 2024**

**ICANN81 Istanbul, Türkiye  
9-14 November 2024**

# Message from ICANN Global Meeting Operations

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## Welcome back to the ICANN Sponsorship Opportunities!

We are absolutely thrilled to present to you the exciting sponsorship opportunities available for the upcoming 2024 ICANN Meetings.

Our exclusive package pricing for ICANN79 in San Juan, PR, and ICANN81 in Istanbul, Türkiye, awaits your consideration. Alongside these packages, we are delighted to offer exceptional venue branding opportunities, ensuring high visibility for your brand. Additionally, explore several other exciting marketing and promotional options that will elevate your presence.

Should you have any questions, concerns, or suggestions, please feel free to reach out to us. We value your input and are committed to creating a partnership that aligns with your goals.

We look forward to the prospect of working together for the upcoming Meetings in 2024!

Warm regards,

ICANN Sponsorship Team

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## What is an ICANN Public Meetings?

ICANN Public Meetings provide the opportunity for an internationally diverse group of individuals and organizations to come together to discuss and develop policies for the Internet's naming systems. ICANN's international meetings have been a staple of ICANN's multi stakeholder bottom-up consensus-building model since its formation in 1998.

## Where can I find more information about ICANN Public Meetings?

Each meeting has a dedicated website that acts as a broad guide to the conference with details on the venue, information about the local area, a program of social events during the week, and answers to frequently asked questions about ICANN meetings.

To find out how to participate, go to <https://meetings.icann.org/en/about>.

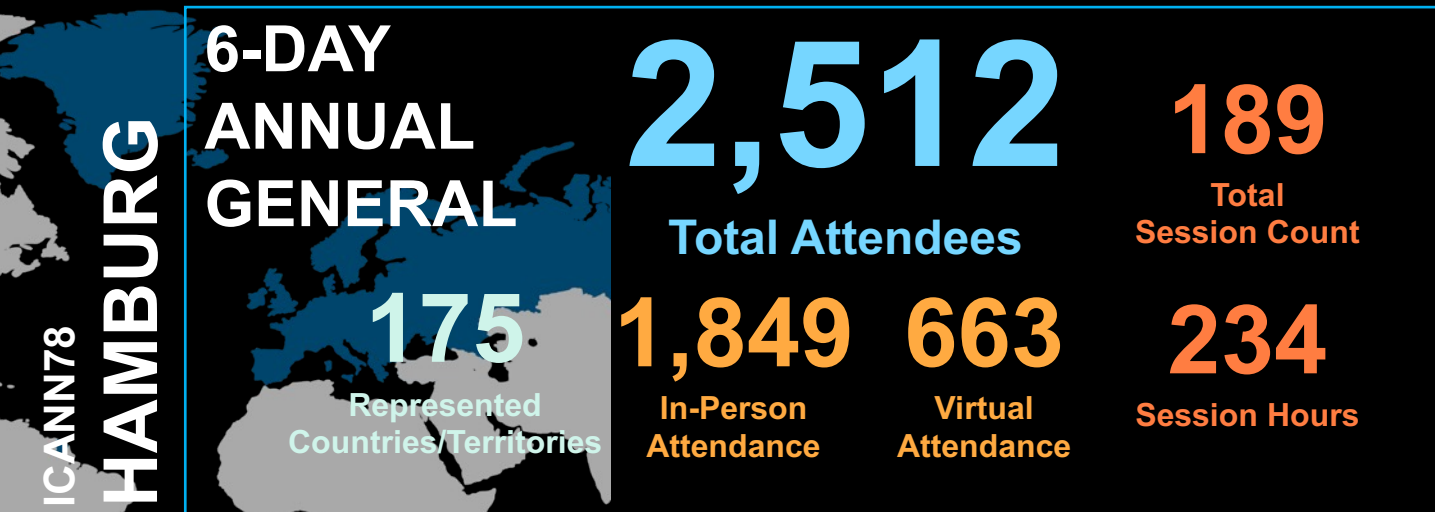
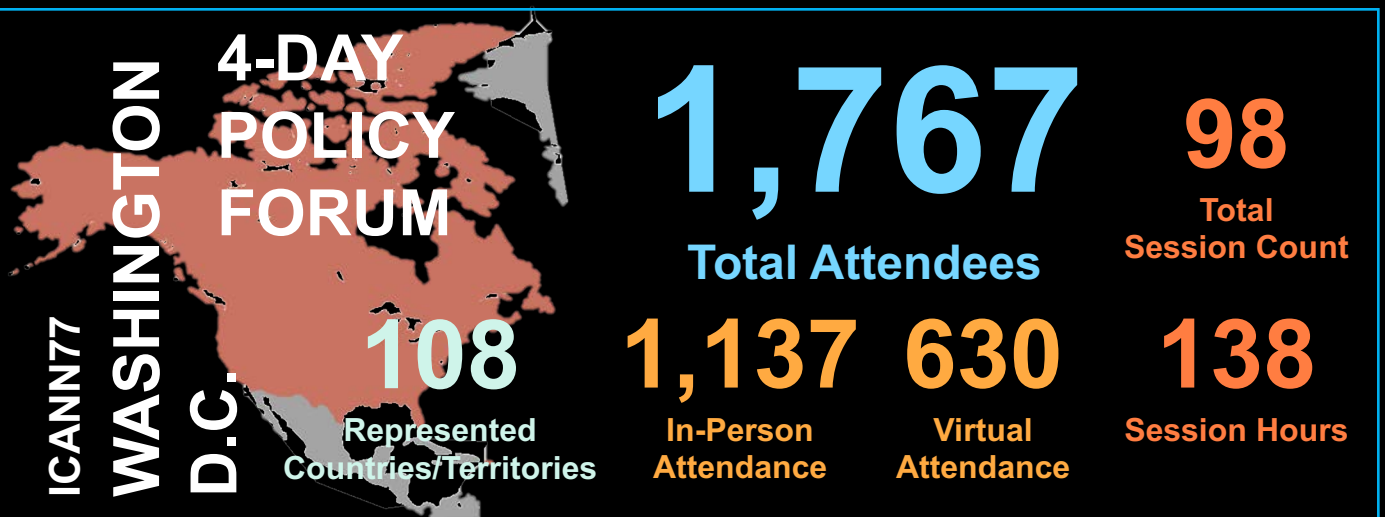
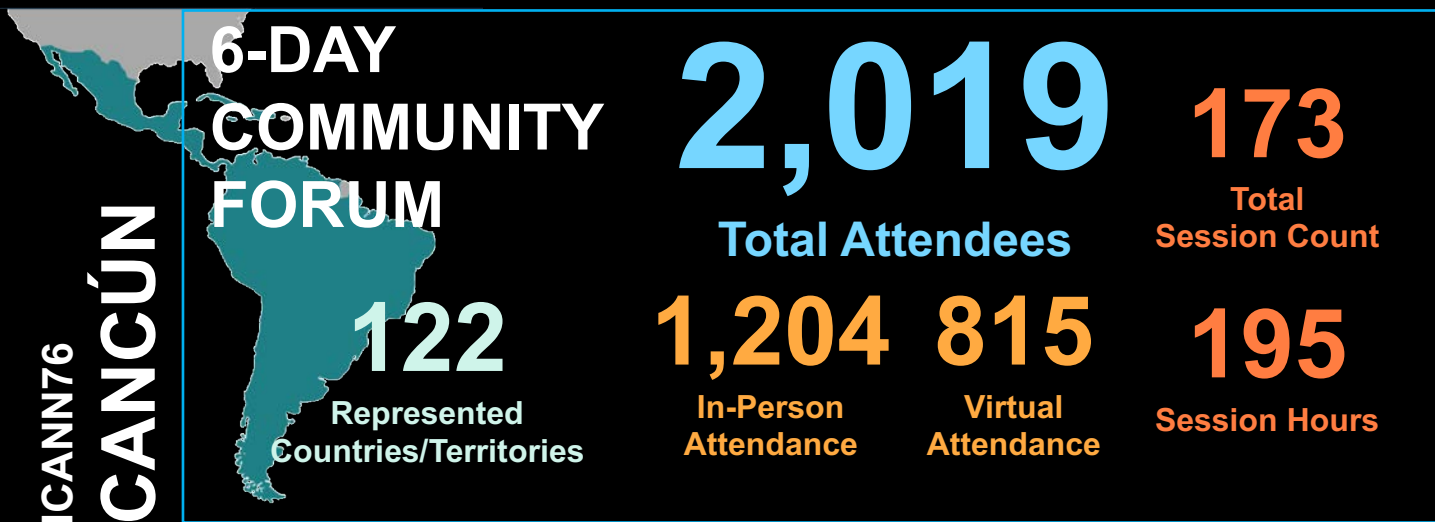
To learn more about the Fellowship Program, go to <http://www.icann.org/en/fellowships>.

For a schedule of past and upcoming meetings, go to <http://meetings.icann.org/calendar>.

For the press page, go to <https://www.icann.org/resources/pages/press-2014-03-17-en>.

If you belong to an organization that is interested in displaying an exhibit at a meeting or in sponsoring a meeting, please contact: [meeting-sponsorship@icann.org](mailto:meeting-sponsorship@icann.org).

# ICANN Meeting Highlights



# Sponsorship Levels

## Sponsorship Opportunities:

SPONSORSHIP BENEFITS		PLATINUM SPONSORSHIP	GOLD SPONSORSHIP	SILVER SPONSORSHIP	BRONZE SPONSORSHIP	À LA CARTE ITEMS
PRICE		USD 55,000	USD 35,000	USD 15,000	USD 7,500	VARIES
Exposure & Recognition						
Main Stage Backdrop		●	●	●	-	-
Venue Digital Signage		●	●	●	-	-
Registration Bag Insert	Up to 4 Items	Up to 3 Items	Up to 2 Items	Up to 1 Item	-	-
Logo Placement on the Meeting Website	●	●	●	●	-	-
Sponsor Page on the Meeting Website	●	●	●	●	-	-
Venue Branding	●*	-	-	-	-	-
Presence & Additional Benefits						
Booth Space	PREMIUM DOUBLE BOOTH SPACE 6m x 3m (20ft x 10ft)	PREMIUM SINGLE SPACE 3m x 3m (10ft x 10ft)	SINGLE SPACE 3m x 3m (10ft x 10ft)	TABLE TOP SPACE (Approx. 1.8m / 6ft Width)		
Booth Space Upgrade Option	PLEASE ASK**	●**	●**	-	-	-
Complimentary Digital Screen	●	-	-	-	-	-
Exclusive Branding for Coffee Break	●	-	-	-	-	-
License to use "Official Sponsor" Meeting Logo	●	●	●	●	-	-
Meeting Room Usage & Lodging Privilege						
Meeting Room Access	● Exclusive Assigned Room	● Priority Access	-	-	-	-
*Exclusive* Preferred Hotel Room Block	Up to 10 Rooms	-	-	-	-	-

\*Please see the package and benefits page for more details.

\*\*Additional upgrade fee will apply. Please consult the package and benefits page for more details.



# About ICANN79 & ICANN81



## ICANN79 Conference Detail:

**Dates:** 2-7 March 2024

**Location:** Puerto Rico Convention Center

**Address:** 100 Convention Blvd, San Juan, 00907, Puerto Rico

**Tel:** +1 787-641-7722

Expecting # of Attendees: 1500

Sponsorship sign up deadline: **Friday, 2 February 2024**



## ICANN81 Conference Detail:

**Dates:** 9-14 November 2024

**Location:** Istanbul Congress Center

**Address:** Harbiye, Darülbedai Cd. No:3, 34367 Şişli İstanbul, Türkiye

**Tel:** +90 212 373 99 00

Expecting # of Attendees: 1800

Sponsorship sign up deadline: **Monday, 30 September 2024**

Note: The sponsorship deadline is subject to change based on production deadlines.

# Packages and Benefits

## Platinum Sponsor: USD 55,000

### Exposure and Recognition:

- **Main Stage Backdrop**
  - Your company logo will be prominently featured on the main stage backdrop.
- **Venue Digital Signage**
  - Your company logo will be included in the digital signage that plays on continuous loops in high-traffic areas throughout the conference venue.
- **Registration Bag Insert**
  - Place up to four (4) of your company's promotional items in the official meeting bag.
- **Logo Placement and Sponsor page on the Meeting website**
- **One (1) Venue Branding**
  - Your company branding will be placed in a prime visual location. (Package benefit includes USD 2,000 in production and installation costs for venue branding items.)



### Presence and Additional Benefits:



- **Premium Booth Space**
  - A 3m x 6m (10ft x 20ft) exhibit booth space (Note: Booth dimensions may vary slightly to meet venue requirements.)
- **One (1) Digital Screen at Prime Visual Location**
- **Exclusive Branding for Welcome Ceremony Coffee Break**
  - Exhibitor will have the exclusive opportunity to display banners and napkins during the coffee break after the Welcome Ceremony.
- **License to use the "Official Sponsor" Meeting Logo**
  - In connection with promotion of your conference sponsorship and participation.

### Meeting Room Usage and Lodging Privilege:

- **Exclusive Meeting Room Access**
  - Dedicated use of a meeting room in the conference venue or in one of ICANN's official hotels. Ten-person meeting room will be provided for your use during the official conference dates. (ICANN will not provide any technical support in the dedicated meeting room. All additional requests should be ordered from the venue.)
- **Exclusive Preferred Hotel Room Block**
  - Up to ten (10) guestrooms at one of ICANN's official hotels will be reserved for your use during the official conference dates. (Sponsor pays for rooms.)

\*All materials subject to approval by the ICANN organization before final production.

# Packages and Benefits

## Gold Sponsor: USD 35,000

### Exposure and Recognition:

- **Main Stage Backdrop**
  - Your company logo will be prominently featured on the main stage backdrop.
- **Venue Digital Signage**
  - Your company logo will be included in the digital signage that plays on continuous loops in high-traffic areas
- **Registration Bag Insert**
  - Place up to three (3) of your company's promotional items in the official meeting bag.
- **Logo Placement and Sponsor page on the Meeting website**



### Presence and Additional Benefits:



- **Exhibit Booth Space**
  - A 3m x 3m (10ft x 10ft) exhibit booth space. (Note: Booth dimensions may vary slightly to meet venue requirements.)
- **Premium Booth Space Upgrade Option**
  - Double the size of your booth to a 3m x 6m (10ft x 20ft) space for an additional charge of USD 10,000. (Space is limited! Please contact us for availability.)
- **License to Use the “Official Sponsor” Meeting Logo**
  - In connection with promotion of your conference sponsorship and participation.

### Meeting Room Usage:

- **Priority Meeting Room Access**
  - Priority access to sign up for available meeting rooms at the conference venue. (Space is limited! Day/Time and room size are subject to availability. ICANN will not provide any technical support in the dedicated meeting room. All additional requests should be ordered from the venue.)

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# Packages and Benefits

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## Silver Sponsor: USD 15,000

### Exposure and Recognition:

- **Main Stage Backdrop**
  - Your company logo will be prominently featured on the main stage backdrop.
- **Venue Digital Signage**
  - Your company logo will be included in the digital signage that plays on continuous loops in high-traffic areas
- **Registration Bag Insert**
  - Place up to two (2) of your company's promotional items in the official meeting bag.
- **Logo Placement and Sponsor page on the Meeting website**

### Presence and Additional Benefits:

- **Exhibit Booth Space**
  - A 3m x 3m (10ft x 10ft) exhibit booth space. (Note: Booth dimensions may vary slightly to meet venue requirements.)
- **Premium Booth Space Upgrade Option**
  - Double the size of your booth to 1.5m x 6m (5ft x 20ft) space for an additional charge of USD 15,000. (Space is limited! Please contact us for availability.)
- **License to Use the "Official Sponsor" Meeting Logo**
  - In connection with promotion of your conference sponsorship and participation.

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## Bronze Sponsor: USD 7,500

### Exposure and Recognition:

- **Registration Bag Insert**
  - Place up to one (1) of your company's promotional item in the official meeting bag.
- **Logo Placement on Our Website**

### Presence and Additional Benefits:

- **Pop-Up Space**
  - Approx. 1.8m (6ft) tabletop space. (Note: Pop-up dimensions may vary slightly to meet venue requirements.)
  - Sponsor can display up to two (2) pull-up banners, no wider than table width.
- **License to Use the "Official Sponsor" Meeting Logo**
  - In connection with promotion of your conference sponsorship and participation.

\*All materials subject to approval by the ICANN organization before final production.



# Marketing and Promotional Opportunities

## À la Carte Items (Available for all meetings)

### *Exclusive*

#### **Notepad and Pen Sponsorship: USD 5,000 (1 Available)**

Showcase your company logo and message on notepads and pens! ICANN will distribute them from the registration desk upon our participants check-in and place them in the high traffic area.

- ▶ Sponsor provides ICANN with the related notepads and pens to be used for this opportunity.
- ▶ Sponsor is responsible for the production and delivery of the materials within ICANN's delivery deadline.



#### **Conference Bag Printed Material Insert: USD 2,500 per Insert Item**

Get the attention of our participants by placing one of your company's promotional printed materials, such as brochures, flyers, and cardstocks in the official bag distributed to all attendees upon check-in at registration.

- ▶ Sponsor provides ICANN with the related branded materials to be used for this opportunity (all printed materials subject to approval).
- ▶ Sponsor is responsible for the production and delivery of the materials within ICANN's delivery deadline.



#### **Conference Bag Hospitality Gift Insert: USD 2,500 per Insert Item**

Our delegates LOVE the hospitality gifts, such as your branded hand sanitizers, lip balms, mints, and other useful items during the conference. Your branded gift will be in the official bag distributed to all attendees upon check-in at registration.

- ▶ Sponsor provides ICANN with the related branded hospitality gift to be used for this opportunity (all materials subject to approval).
- ▶ Sponsor is responsible for the production and delivery of the materials within ICANN's delivery deadline.



*\*All materials subject to approval by the ICANN organization before final production.*

# Marketing and Promotional Opportunities

## Coffee Break Sponsorship: USD 2,500

Host your own coffee break with your company branding. Sponsors will have the opportunity to display marketing materials and signage or supply promotional items such as branded cups and napkins at a select coffee break.

- ▶ Sponsor provides ICANN with the related branded materials to be used for this opportunity.
- ▶ Coffee break is provided by ICANN.



## Digital Screen Sponsorship: USD 2,500 per Screen

Expose your brand and services/products using the venue LED screen in the area with the most traffic. Sponsor will have the opportunity to display marketing images to get the attention of our participants throughout the conference.

- ▶ Sponsor provides ICANN with the related images to be used for this opportunity (all materials subject to approval).
- ▶ ICANN provides the built-in monitor at the venue.
- ▶ ICANN identifies where the screen is located, or which built-in screen gets assigned to sponsor.



## Networking Area Table Branding: USD 2,500

Bring your own table display (Up to 15 – final number of table may vary per venue setup) and advertise your product and/or services to our attendee. Networking tables will be placed throughout the facility.

- ▶ Sponsor provides ICANN with the related table display product used for this opportunity (all materials subject to approval).
- ▶ ICANN identifies the most suitable and most visible locations to place your display.



# Marketing and Promotional Opportunities

## Exclusive

### Official Lanyard Sponsorship: USD 10,000 (1 Available)

We are thrilled to reintroduce this exclusive branded lanyard opportunity to our sponsors!

Seize the attention of thousands as attendees proudly wear your company's name around their necks, gaining visibility throughout the entire event. This invaluable marketing item will be provided to each attendee as they pick up their badge.

- Artwork branding to be provided by Sponsor.
- ICANN will manage and be responsible for the production of lanyards.
- Early commitment required due to production time.

## ICANN Preferred Lanyard Specs:



- Lanyard Length: 762mm or 30 inch
- Lanyard Width: 25mm or 1 inch
- Safety Breaks: Required (on the side)
- Clips: Double-ended lanyard with 2 end clips required

\*Special Note: ICANN will continue to offer in-person attendees the option to choose Red (Keep Your Distance) and Yellow (I Am Still Cautious) Participant Interaction lanyards, in addition to your branded lanyards, allowing them to express their comfort level. Thank you for your understanding!

# Facility Visibility and Signage Options

## Facility Visibility and Various Signage Opportunities:

Showcase your company logo and product information on banners, elevators, column wraps, or floor or window advertisements throughout the meeting venue. Contact us for options, availability, and pricing.



ICANN Public Meeting Sponsorship opens the door to this select and sophisticated audience. We encourage you to take advantage of this unique opportunity to participate as a sponsor.

Choose a package that meets your particular marketing objectives or talk with the sponsorship team about creating a custom package, option, or marketing program that is uniquely yours.

# Exhibit Space Specifications

## Booth Dimensions:

### ► Platinum Sponsor Booth Space:

6m x 3m (20ft x 10ft) hard wall booth with PVC panels consisting of 2.4-2.5m (8ft) high backwall Sidewall no higher than 1.05m (3.5ft)

### ► Gold & Silver Sponsor Space Booth Space:

3m x 3m (10ft x 10ft) hard wall booth with PVC panels consisting of 2.4-2.5m (8ft) high backwall (\*Double Booth 3m x 6m)

### Standard Booth Package Includes:

- Standard booth shell scheme
- One (1) demo counter
- Two (2) stools
- Two (2) spotlights
- One (1) trash bin
- Inlay carpet (if required by venue)
- One (1) fascia board - Optional
- Power connections
- Wireless Internet



Note: Premium booths are 2x the width of a standard booth 3 x 6 m (10 x 20 ft)

- ❖ Back wall, side wall, and front of demo counter can be branded at sponsor's cost. Artwork subject to ICANN's approval. Sponsor can rent additional furniture and digital screens from ICANN assigned vendor at their own expense.

## Custom Design Booth Opportunities:

Unless constricted by space or other limitations, you can utilize the following space with your preferred booth design as you wish:

- Booth size (please see specifications above)
- Height limitation may apply according to venue locations

### Custom Booth Package Includes:

- One (1) demo counter
- Two (2) stools
- One (1) trash bin
- Power connections
- Wireless Internet



- ❖ Sponsor will be responsible for the custom booth cost except the items included in your package listed above.

\*All materials subject to approval by the ICANN organization before final production.



# Exhibit Space Specifications

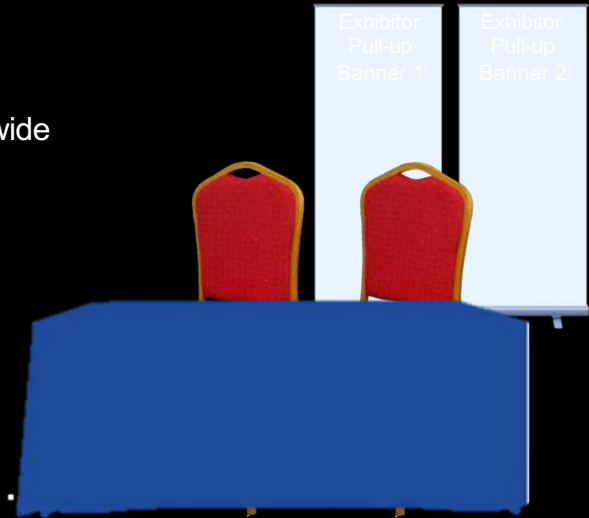
## Pop-Up Space Dimensions:

Unless constricted by space or other limitations, standard pop-up space is:

- ▶ Approx. 1.8m (6ft) wide, ample space to place your pull-up banners
- ▶ Banners cannot exceed the table width

### Standard Booth Package Includes:

- ▶ One (1) skirted table - approx. 1.8m (6ft) wide
- ▶ Two (2) banquet chairs
- ▶ One (1) trash bin
- ▶ Power connections
- ▶ Wireless Internet



# Exhibit Space Guidelines

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## Floor Plan:

All dimensions and locations shown on the official floor plan are believed, but not warranted, to be accurate.

Furthermore, ICANN reserves the right to make such modifications to the official floor plans as may be necessary to meet the needs of the exhibitors and the conference program.

## Space Assignments:

Space assignments will be made by ICANN in its sole and absolute discretion and will be made according to level of sponsorship on a first-come, first-served basis, and, wherever possible, exhibitors will be assigned one of their location preferences.

## Display Arrangement:

All exhibitors must adhere to booth display guidelines provided by ICANN in the exhibitor services manual.

Displays and graphics must not interfere with attendee line of sight for neighboring booths. Such items in the front half of a linear booth may not exceed 1.2m (4ft) in height. Sound presentations, slides or movies will be permitted if turned to conversational levels, and if not objectionable to other exhibitors. Sound from any and all audio presentations must not carry beyond the immediate area of the display or exceed 85 decibels.

## Use of Space:

No exhibitor shall sublet, assign, sell, or allow to be used, all or any part of the exhibit space allotted to it, without express, prior, written approval from ICANN. All signs, advertising, literature and other promotional material must be related directly to the exhibitor's name, product, and service as set forth and approved in the agreement.

## Exhibitor Representatives:

Exhibitor representatives wearing distinctive costumes, or carrying banners or signs separately, or as part of their apparel, must remain in their own booths.

## Common Areas:

Aisle space shall not be used for exhibit purposes, display signs, solicitation, or distribution of promotional materials. ICANN in its sole discretion also prohibits non-approved publications and/or advertising in any of the common public spaces on the premises of the meeting facilities or in the lobbies or hallways of the hotels.

## Logo Placement:

The vertical placement of sponsor logos on digital and printed meeting materials that includes sponsor logos will be made according to level of sponsorship on a first-come, first-served basis.

# Exhibit Space Guidelines

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## Registration Materials:

Only ICANN sponsors will be able to distribute promotional materials at the meeting. All materials will be reviewed to ensure that they do not disparage anyone, including ICANN, its supporting organizations, community members or any of the event sponsors. Please avoid any food items and plants as conference bag insert gifts, due to stringent customs regulations in various countries, health and safety considerations, cultural sensitivities, and logistical challenges. For pre-approval, please email a PDF of item(s) to [meeting-sponsorship@icann.org](mailto:meeting-sponsorship@icann.org).

## Promotional Materials Should Clearly Represent the Official ICANN Meeting Sponsor, and not a Third Party:

Shipping instructions for registration materials will be provided to all sponsors no later than thirty (30) days prior to the delivery deadline.

All conference bag insert materials must be delivered to the designated shipping address no later than seven (7) business days prior to the start of the conference or specified due date provided by ICANN.

Materials must be ready for insertion into the conference bags. ICANN is not responsible for folding any printed materials, such as brochures.

# Special Rates on Discounts

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## Non-Profit Organization Rate

All non-profit organizations will be eligible to save 25% on published rates for Platinum, Gold, Silver and Bronze sponsorship packages. Non-profits must be recognized as charitable organizations in their respective countries in order to be eligible.

## À La Carte Add-on Discounts

Combine a full price sponsorship package with an À LA CARTE Marketing and Promotional Opportunities for a [10% discount on À LA CARTE Item price](#).

(Offer does not apply to Registration Bag insert add-on.)

❖ **Note:** Discounts may not be combined. All sponsorship rates and discounts subject to change.

# Shipment Guidelines

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ICANN will provide you with information about our preferred local logistics partner in advance, along with comprehensive shipment instructions, to streamline your shipment experience. Please note that ICANN is not responsible for any delays in delivery caused by your chosen courier, including customs clearance issues, and there is no guarantee that your bag insert materials will be included in our conference bag in the event of such delays. We strongly recommend planning your shipment well in advance to mitigate any unforeseen issues.

Your understanding and cooperation in adhering to these guidelines are greatly appreciated as we work together to ensure a smooth and successful sponsorship experience.

# Questions?

## Contact us:

**[meeting-sponsorship@icann.org](mailto:meeting-sponsorship@icann.org)**

