



# 2025 SPONSORSHIP PROSPECTUS

**Opportunities for:**

**ICANN82 Seattle, USA  
8 – 13 March 2025**

**ICANN84 Muscat, Oman  
25 – 30 October 2025**

# Message from ICANN Global Meeting Operations

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## Welcome to the ICANN Sponsorship Opportunities!

We are delighted to present to you the exciting sponsorship opportunities available for the upcoming 2025 ICANN Meetings.

ICANN's sponsorships are thoughtfully designed to align with and promote our core mission of openness, inclusivity, technical excellence, sustainability, and global collaboration. By becoming a sponsor, you'll be directly supporting the stability, security, and resilience of the global Internet's unique identifier systems. We warmly invite you to partner with us — not only to champion these essential principles but also to enjoy unparalleled brand visibility, exclusive networking opportunities, and a meaningful role in shaping the future of the global Internet community.

Our exclusive package pricing for ICANN82 in Seattle, USA, and ICANN84 in Muscat, Oman 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 2025!

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

ICANN78  
HAMBURG

6-DAY  
ANNUAL  
GENERAL

2,512

Total Attendees

189

Total  
Session Count

175

Represented  
Countries/Territories

1,849 663

In-Person  
Attendance

Virtual  
Attendance

234

Session Hours

ICANN79  
San Juan, PR

6-DAY  
COMMUNITY  
FORUM

1,737

Total Attendees

210

Total  
Session Count

114

Represented  
Countries/Territories

1,189 548

In-Person  
Attendance

Virtual  
Attendance

249

Session Hours

ICANN80  
Kigali, Rwanda

4-DAY  
POLICY  
FORUM

1,638

Total Attendees

110

Total  
Session Count

123

Represented  
Countries/Territories

1,004 634

In-Person  
Attendance

Virtual  
Attendance

148

Session Hours

# Sponsorship Levels

## Sponsorship Opportunities:

SPONSORSHIP BENEFITS	PLATINUM SPONSORSHIP	GOLD SPONSORSHIP	SILVER SPONSORSHIP	BRONZE SPONSORSHIP	A LA CARTE ITEMS
PRICE	USD 60,000	USD 40,000	USD 20,000	USD 10,000	VARIES
<b>Exposure &amp; Recognition</b>					
Main Stage Backdrop	●	●	●	-	-
VenueDigital / Printed Signage	●	●	●	●	-
Registration Bag Insert	Up to 3 Items	Up to 2 Items	Up to 1 Items	Up to 1 Item	-
Logo Placement on the Meeting Website	●	●	●	●	-
Sponsor Page on the Meeting Website	●	●	●	●	-
Venue Branding	●*	-	-	-	-
<b>Presence &amp; Additional Benefits</b>					
Booth Space	PREMIUM DOUBLE BOOTH SPACE 6m x 3m (20ft x 10ft)	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	●	●	●	●	●
<b>Meeting Room Usage Privilege</b>					
Meeting Room Access	● Exclusive Assigned Room	● Priority Access	-	-	-

\*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 ICANN82 & ICANN84



## ICANN82 Conference Detail:

**Dates:** 8-13 March 2025

**Location:** Hyatt Regency Seattle

**Address:** 808 Howell St, Seattle, WA 98101, USA

**Tel:** US +1 206-973-1234

Expected # of Attendees: 2,000

Sponsorship sign up deadline: **Thursday, 30 January 2025**



## ICANN84 Conference Detail:

**Dates:** 25-30 October 2025

**Location:** Oman Convention and Exhibition Centre

**Address:** Madinat Al Irfan, Airport Heights, Muscat, Oman

**Tel:** +968 24 233800

Expected # of Attendees: 1800

Sponsorship sign up deadline: **Thursday, 18 September 2025**

# Packages and Benefits

## Platinum Sponsor: USD 60,000

### Exposure and Recognition:

- **Main Stage Backdrop**
  - Your company logo will be prominently featured on the main stage backdrop.
- **Venue Digital Signage / Printed Signage**
  - Your company logo will be included in the digital signage and the printed signage in high-traffic areas throughout the conference venue.
- **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**
- **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 one (1) Coffee Break**
  - Exhibitor will have the exclusive opportunity to display banners and napkins during your selected the coffee break.
- **License to use the "Official Sponsor" Meeting Logo**
  - In connection with promotion of your conference sponsorship and participation.

### Meeting Room Usage Privilege:

- **Exclusive Meeting Room (available to the first two confirmed sponsors)**
  - Exclusive use of a meeting room at the conference venue or one of ICANN's official hotels. A ten-person meeting room will be available for your use during the official conference dates. Please note that ICANN will not provide technical support or catering in the meeting room. Any additional services should be arranged directly with the venue.

# Packages and Benefits

## Gold Sponsor: USD 40,000

### Exposure and Recognition:

- **Main Stage Backdrop**
  - Your company logo will be prominently featured on the main stage backdrop.
- **Venue Digital Signage / Printed Signage**
  - Your company logo will be included in the digital signage and the printed signage in high-traffic areas throughout the conference venue
- **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 a 3m x 6m (10ft x 20ft) space for an additional charge of USD 8,000. (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.)

# Packages and Benefits

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## Silver Sponsor: USD 20,000

### Exposure and Recognition:

- **Main Stage Backdrop**
  - Your company logo will be prominently featured on the main stage backdrop.
- **Venue Digital Signage / Printed Signage**
  - Your company logo will be included in the digital signage and the printed signage in high-traffic areas throughout the conference venue
- **Registration Bag Insert**
  - Place up to one (1) of your company's promotional item 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 3m x 6m (10ft 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 10,000

### Exposure and Recognition:

- **Registration Bag Insert**
  - Place up to one (1) of your company's promotional item in the official meeting bag.
- **Venue Digital Signage / Printed Signage**
  - Your company logo will be included in the digital signage and the printed signage in high-traffic areas throughout the conference venue
- **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.



# Marketing and Promotional Opportunities

## Coffee Break Sponsorship: USD 3,000

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, cup sleeves 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 15,000 (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 Required 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

# Other Exciting Sponsorship Opportunities

**Exciting opportunities are on the horizon!**

**Facility Visibility, Social Event Sponsorship, and many more unique ways to elevate your brand !!**

Unlock unparalleled exposure with our new sponsorship opportunities coming soon! From prime visibility and exclusive event access to the chance to be a Social Event Sponsor, elevate your brand and connect with a global audience like never before. Stay tuned and seize your chance to stand out and make a lasting impact!



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 2.4m (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 2.4m (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
- ▶ Power connections
- ▶ Wireless Internet



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

- ❖ Depending on the meeting location, ICANN may offer different styles of standard shell scheme booths.
- ❖ 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

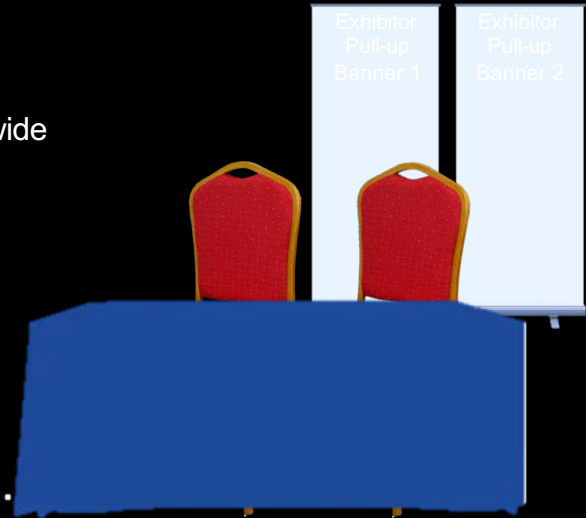
## Pop-Up Space Dimensions:

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 to be accurate but are not guaranteed. ICANN also reserves the right to modify the official floor plan as needed to accommodate the requirements of exhibitors and the conference program.

## Space Assignments:

ICANN will assign exhibit spaces at its sole discretion, prioritizing sponsorship level on a first-come, first-served basis. Whenever possible, exhibitors will be allocated one of their preferred locations.

## Display Arrangement:

All exhibitors are required to follow the booth display guidelines outlined in ICANN's exhibitor services manual. Displays and graphics must not obstruct the line of sight for neighboring booths. Items in the front half of a linear booth may not exceed 1.2 meters (4 feet) in height. Sound presentations, slides, or videos are permitted if kept at conversational levels and are not disruptive to other exhibitors. Audio presentations must not exceed 85 decibels or carry beyond the immediate area of the display.

## Use of Space:

No exhibitor may sublet, assign, sell, or permit the use of any portion of their allotted exhibit space without prior written approval from ICANN. All signs, advertisements, literature, and promotional materials must directly relate to the exhibitor's name, products, and services as specified in the agreement and are subject to ICANN's prior review and acknowledgement.

## Exhibitor Representatives:

Exhibitor representatives wearing distinctive costumes or carrying banners or signs, either separately or as part of their attire, must remain within their assigned booths. Any disruption of event spaces or interference with attendees by exhibitors is strictly prohibited.

## 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 placement of sponsor logos on digital and printed meeting materials will be determined based on the level of sponsorship and will follow a first-come, first-served basis.

# Registration and Promotional Materials

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## Registration Materials:

Only ICANN sponsors are permitted to distribute promotional materials at the meeting. All materials will be reviewed to ensure they do not disparage ICANN, its supporting organizations, community members, or any event sponsors. For pre-approval, please email a PDF of the materials 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 and 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.)

## NEW!! – Sustainability Discounts

Partner with us to highlight your commitment to a sustainable future at our global event. Opting out of the conference bag insert included in your package will earn you a \$500 credit toward your next ICANN event sponsorship. Let's work together to make a positive impact!

❖ 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)**

