VIRTUAL SPONSORSHIP PROSPECTUS
Remote participation is an integral part of any ICANN Public Meeting, but it was expanded for ICANN67 (Community Forum), ICANN68 (Policy Forum) and now ICANN69.

ICANN69 Annual General Meeting will be hosted entirely in virtual format in response to the global outbreak of COVID-19.

A cross-functional team from ICANN collaborated with community groups to develop a streamlined schedule that includes the sessions necessary to continue the important discussion on advancing policy work, conducting outreach, exchanging best practices, conducting business deals, and interacting with members of the ICANN community, Board, and organization.
Highlights from ICANN67 & ICANN68 Virtual Meeting

ICANN67
- 1,752 Unique Zoom Participants
- 130 Countries or Territories Represented
- 65 # of Sessions
- 93.50 Sessions Hours

ICANN68
- 1,585 Unique Zoom Participants
- 126 Countries or Territories Represented
- 52 # of Sessions
- 67.50 Sessions Hours
Website & Mobile App Usage Data
From ICANN67 & ICANN68

ICANN67
- 862 Logged in Participants (49%)
- 74,402 Pageviews
- 6m, 18s Average Visit Duration
- 14,096 Visits

ICANN68
- 1,036 Logged in Participants (87%)
- 207,391 Pageviews
- 5m, 43s Average Visit Duration
- 10,272 Visits
ICANN69 EXCLUSIVE
Virtual Sponsorship Opportunities

ALL-IN-ONE VIRTUAL SPONSOR ... US$5,000

1. LOGOS
- Sponsor logo recognition as the ICANN69 Sponsor displayed on the ICANN Meeting website (https://meetings.icann.org/en/)
- Sponsor logo recognition as the ICANN69 Sponsor displayed on the home page of ICANN69 Meeting Schedule website and Mobile App
- Sponsor logo placement on our Plenary session opening slide
- Sponsor logo placement on our Meeting Newsletter
- Sponsor logo placement on our Origami T-shirt
- Sponsor logo placement on our Printable Door Sign
- Sponsor logo placement on our Printable Conference Badge

2. FOUR (4) WEB BANNERS on ICANN69 Schedule Website
- LOCATION 1 – ONE (1) Square box ad on the home page (Appendix A-1)
- LOCATION 2 – ONE (1) Smaller banner ad on the high-traffic page (Appendix A-2)
- LOCATION 3 – ONE (1) Smaller banner ad on the high-traffic page (Appendix A-3) *Option to have a larger banner
- LOCATION 4 – ONE (1) Larger banner ad on high-traffic page (See Appendix A-4)
- All banners will be linked your specified website

3. DEDICATED SPONSOR PAGE (Appendix B)
- Sponsor will get a dedicated sponsor page on the ICANN69 Meeting Schedule website with company description and link to the company website and social medias
- Upload digital flyers, video clips and other marketing materials on the sponsor page
- Communicate with our attendees right from your sponsor page

Benefits continued to the next page...
ICANN69 EXCLUSIVE
Virtual Sponsorship Opportunities

Benefits continued from the previous page...

4. SPECIAL BONUS! - VIRTUAL COFFEE BREAK (4 Slots Available)

- First 4 sponsors to sign up for ICANN69 will have an opportunity to host a virtual coffee break and interact directly with our attendees!
- Sponsor to choose a coffee break topic and host through ICANN Zoom Room
- Coffee Break topic must be approved in advance by ICANN
- Promotion of your coffee break on the schedule website
- Sponsor logo placement on our coffee break schedule slot

Note:
- The placement of sponsor logos will be made on a first come, first-served basis.
- Sponsor will be responsible for Web Banner related production.
- All materials (Banner advertisements, flyers, video clips and other marketing materials) subject to approval by ICANN Sponsorship Team before final web posting.
- Each banner ad will be time-looped with other sponsor ads
- Banner advertising location and ad posting pages may be changed without notification due to our system configurations and final web production

Prices and Discounts:
- All sponsorship prices include applicable taxes
- No discounts, including Non-Profit Org discount, can be applied to this package
1. ICANN69 Schedule Website – Home Page Sample

REGISTRATION IS NOW OPEN!
Join us online in October for ICANN69! Registration is now required to view the schedule.

Proudly brought to you with support from our sponsors

Google

Company logo placement

Event Details

Prep Week: 5-9 October 2020
SO/AC Internal Work Days: 13-15 October 2020
Plenary Week: 19-22 October 2020
Location: Online Only
Time Zone: Sessions during ICANN69 will be held during regular working hours in Hamburg, Germany (CEST / UTC+2).

Meeting Registration and signing into this website is required to view the meeting schedule.

This website will reflect session times based on your local device time and the UTC time will be listed in the session descriptions.

Bulletins

You Have No Bulletins
APPENDIX - A

2. ICANN69 Schedule Website – Attend Page Sample

Location 2
Smaller Banner
Size 1000px X 160px

HOW TO REGISTER

Attendance at an ICANN Public Meeting is free to the public, but does require registration. You may attend all sessions and events, unless otherwise indicated on the schedule.

Pre-registration is required for all attendees.

Don’t forget to “Opt in” for emails if you want to receive information about ICANN meetings. These emails can include invitations to join special functions and the ICANN69 Newsletter. ICANN will not sell or share your name or email address with third parties for commercial or marketing purposes.

- Prep Week: 5-9 October 2020
- Plenary Week: 19-22 October 2020
- Location: Online Only
- Time Zone: Sessions during ICANN69 will be held during regular working hours in Hamburg, Germany (CEST / UTC+2).

REGISTER NOW!

3. ICANN69 Schedule Website – Newsletter Page Sample

Location 3 (Option 1)
Smaller Banner
Size 1000px X 160px

nano shoots video

Location 3 (Option 2)
Larger Banner
Size 1000px X 320px

#ICANN69 Newsletter

- First issue will be 19 October 2020!
4. ICANN69 Schedule Website – Participation Tool Page Sample

*NEW* INTERPRETATION | REMOTE PARTICIPATION TOOL

ICANN is introducing a temporary interpretation tool called Congress Rental Network (CRN).

This new tool is meant to operate like the interpretation device and headset you grab when you walk into a room during a face-to-face meeting to listen to the interpreters.

- All ICANN68 sessions that include interpretation will be conducted using both Zoom and the mobile app interpretation platform provided by Congress Rental Network.
- The language spoken in Zoom may vary throughout the session depending on who is speaking.
- To hear additional languages, aside from the language spoken in Zoom, you will need to download the Congress Rental Network (CRN) application from the app store or your mobile device.
- This platform is “listen-only” and takes the place of the headset we would typically provide on-site at a venue.
- It is recommended that a separate device is used to listen to the interpreted audio. While it is possible to have both Zoom and the interpretation platform running on the same device, it often leads to confusion in terms of audio.

Audio recordings of the session will be posted within the session description within 12 to 24 hours of the conclusion of the session.

Banner Ads Specifications:

Location 1 Square Banner Ad size: 300px X 300px
Location 2 Smaller Banner Ad size: 1000px X 160px
Location 3 (Option 1) Smaller Banner Ad size: 1000 X 160px or (Option 2) Larger Banner Ad size: 1000px X 320px
Location 4 Smaller Banner Ad size: 1000px X 160px

*All files should be PNG File format
*Banner will be linked to the sponsors designated website

Note: Banner advertising location and ad posting pages may be changed without notification due to our system configurations and final web production.
*Each sponsor has their own landing page within our ICANN schedule website, with a numbers of customizable areas which you can add your company description, links to your social media, video clips, digital flyers and many more. For more information, please visit https://support.pathable.com/hc/en-us/articles/360050251573-Configuring-an-Organization-s-Page for detail.
Questions?? Contact us: meeting-sponsorship@icann.org