

2018 ICANN Sponsorship Prospectus

ICANN61 San Juan
10-15 MAR 2018

ICANN62 Panama
25-28 JUN 2018

ICANN63 Barcelona
20-26 OCT 2018



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2017 ICANN Meeting Highlights

ICANN58
Copenhagen, DK

5-Day
**Community
Forum**

5-Day Meeting w/

Total
348
Sessions

2089
Attendees

Total

Attendees from

141

Countries

First-Time Attendees

417

Total

12

Sponsors

ICANN59
Johannesburg, SA

ICANN's Second
Policy Forum

3-Day Meeting w/

1353

Attendees

Total

328

Total

First-Time Attendees

236

Sessions

Attendees from

126

Countries

ICANN60
Abu Dhabi, UAE

6-Day
**Annual General
Meeting**

6-Day Meeting w/

1929

Attendees

Total

659

First-Time Attendees

Attendees from

82+

Countries

Total

407

Sessions

Total

8

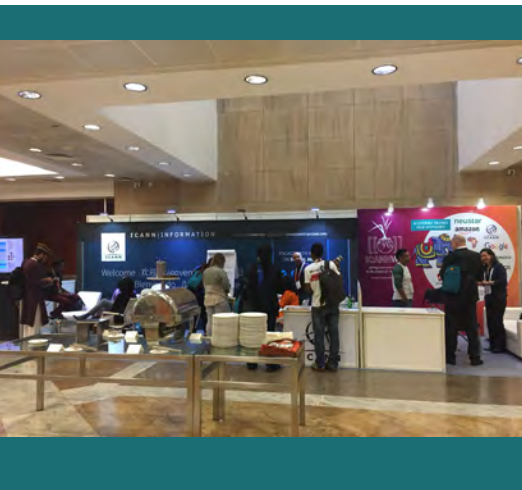
Sponsors

Platinum Sponsorship

Platinum Sponsor



Package Rate: 60,000USD



Exposure

- **Main Stage Backdrop**
 - Your company logo will be prominently featured on the main stage backdrop.
- **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.
- **Sponsorship of Conference Bag**
 - Your company logo will be printed on our conference bag and distributed to all our attendees.
*Artwork Submission date will be advised by ICANN. (Limited availability.)
- **Registration Bag Insert**
 - Place up to five (5) of your company's promotional items in the official meeting bag.
- **Logo placement on our Official Meeting Guide, Meeting Website and Mobile App**

Lodging & Meeting Room



- **Preferred Hotel Room Block**
 - Five (5) preferred guestrooms at the conference venue or main hotel will be reserved for your use during the official conference dates (sponsor pays for rooms).
- **Meeting Room Access**
 - Use of a meeting room in the conference venue or main hotel will be provided for your use during the official conference dates. (Room may be provided in the form of a converted hotel room. Limited availability.)

Presence & Other Opportunities

- **Premium Booth Space**
 - A 3 x 6 m (10 x 20 ft) exhibit booth space (Note: Booth dimensions may vary slightly to meet venue requirements)
- **License to use the "Official Sponsor" Meeting Logo**
 - in connection with promotion of your conference sponsorship and participation.
- **Co-Sponsorship of Opening Ceremony Coffee Break**
 - Exhibitor will have the exclusive opportunity to display brochures, banners and napkins during the coffee break. (Limited to 2 Sponsor.)

Gold Sponsorship

Gold Sponsor  Package Rate: 35,000USD

Exposure

- **Main Stage Backdrop**
 - Your company logo will be prominently featured on the main stage backdrop.
- **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 on our Meeting Website and Mobile App**

Meeting Room

- **Meeting Room Access**
 - Priority access to sign up for a meeting room at the conference venue. (Space is limited! Day/time and room size are subject to availability, and may be provided in the form of a converted hotel room)



Presence & Other Opportunities

- **Exhibit Booth Space**
 - A 3 x 3 m (10 x 10 ft) 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 3 x 6 m (10 x 20 ft) booth space for 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.

Silver & Bronze Sponsorship

Silver Sponsor Package Rate: 15,000USD

Exposure

- **Main Stage Backdrop**
 - Your company logo will be prominently featured on the main stage backdrop.
- **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 three (3) of your company's promotional items in the official meeting bag.
- **Logo placement on our Meeting Website and Mobile App**

Presence & Other Opportunities

- **Exhibit Booth Space**
 - A 3 x 3 m (10 x 10 ft) 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 3 x 6 m (10 x 20 ft) booth space for USD \$12,500. (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.

Bronze Sponsor Package Rate: 9,500USD

Exposure

- **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 one (1) of your company's promotional items in the official meeting bag. (Limited to ICANN58 & ICANN60)
- **Logo placement on our Meeting Website and Mobile App**

Presence & Other Opportunities

- **Pop-up Space**
 - A 3sqm pop-up space (Note: Pop-up space dimensions may vary slightly to meet venue requirements)
 - Sponsor can display 1 pull-up banner, no larger than 1m (W) x 2m (H)
- **License to use the "Official Sponsor" Meeting Logo**
 - in connection with promotion of your conference sponsorship and participation.

Marketing and Promotional Opportunities


À LA CARTE ITEMS (Available for all meetings)

Opportunity	Description	Price
<p><i>Exclusive</i> Official Lanyard Sponsorship</p>	<p>Capture the attention of thousands as attendees wear your company's name around their necks and are seen throughout the entire event. This invaluable marketing item will be offered to each and every attendee as they pick up their badge.</p> <ul style="list-style-type: none"> ➤ 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. 	<p>USD 15,000</p>
<p><i>Exclusive</i> Official Hotel Key Card Sponsorship</p>	<p>Make the first impression with your brand on the hotel key cards at the main hotel for attendees during the event. Simple and effective, branded hotel room keys put your company logo in attendees' hands multiple times throughout the event.</p> <ul style="list-style-type: none"> ➤ Artwork branding to be provided by Sponsor. ➤ ICANN will manage and be responsible for the hotel key card production. 	<p>USD 12,500</p>
<p><i>Exclusive</i> Notepad and Pen Sponsorship</p>	<p>Place your company logo and message on notepads and pens. ICANN will distribute them at the registration area when our attendees check-in.</p> <ul style="list-style-type: none"> ➤ Artwork branding to be provided by Sponsor. ➤ Sponsor provides ICANN the related notepads and pens to be used for this opportunity. 	<p>USD 5,000</p>
<p><i>Exclusive</i> Water Bottle Sponsorship</p>	<p>Bring your brand to all attendees hands by placing your company logo on water bottles. ICANN will distribute them at the registration desk as well as coffee break areas.</p> <ul style="list-style-type: none"> ➤ Artwork branding to be provided by Sponsor. ➤ Sponsor provides ICANN the related water bottles and/or bottle labels to be used for this opportunity. ➤ Sponsor will decide the quantity of the bottles to be branded. 	<p>USD 5,000</p>

Marketing and Promotional Opportunities

Opportunity	Description	Price
<p>Official T-Shirt Sponsorship <i>(Available only for ICANN61 & ICANN 63)</i></p>	<p>Even after the event ends; your brand visibility continues when you showcase your company logo on the official meeting t-shirt distributed to all attendees at registration.</p> <ul style="list-style-type: none"> ➤ Company Logo to be provided by Sponsor in a vector format. ➤ ICANN will manage and be responsible for the production of t-shirts. ➤ Early commitment required due to production time. 	<p>USD 15,000</p>
<p>Conference Bag Insert <i>(Available only for ICANN61 & ICANN 63)</i></p>	<p>Get the attention of our delegates by placing one of your company's promotional items in the official bag distributed to all attendees upon check-in at registration.</p> <ul style="list-style-type: none"> ➤ Sponsor provides ICANN the related branded materials to be used for this opportunity, (all materials subject to approval). 	<p>USD 1,500 Per Insert</p>
<p>Happy Hour Social Sponsorship</p>	<p>All our attendees love Happy Hour Social! You have the opportunity to host up to a 2-hour party in the exhibition area, or Networking area based on space availability.</p> <ul style="list-style-type: none"> ➤ Sponsor will provide marketing and promotional materials (Such as coasters, napkins.) ➤ Sponsor will be responsible for beverage-related services and expenses. 	<p>USD 5,000</p>
<p>Coffee Break Sponsorship</p>	<p>Host your own coffee break right in the conference area. Sponsors will have the opportunity to display marketing materials and signage, or supply promotional items such as coasters or napkins for the break.</p> <ul style="list-style-type: none"> ➤ Sponsor provides ICANN the related branded materials to be used for this opportunity. ➤ Coffee break is provided by ICANN. 	<p>USD 5,000</p>

Marketing and Promotional Opportunities

Opportunity	Description	Price
Meeting Room Branding Sponsorship	Market your company or your product in ICANN meeting rooms with high visibility branded items, like mints, candies, chair covers, and pens/notepads. <ul style="list-style-type: none">➤ Sponsor provides ICANN the related branded materials to be used for this opportunity.	Contact Us for Custom Pricing
Facility Visibility Venue Signage Opportunity  Check Appendix A	Showcase your company logo and product information on banners, elevators, column wraps, floor or window advertisements throughout the meeting venue. Contact us for options, availability and pricing.	Contact Us for Custom Options

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.**

IMPORTANT TO NOTE ! The standard sponsorship packages are not available for ICANN Policy Forums (Mid-year Meetings.) Please contact the sponsorship team for available sponsorship opportunities at the Policy Forums.

Exhibit Space Specifications

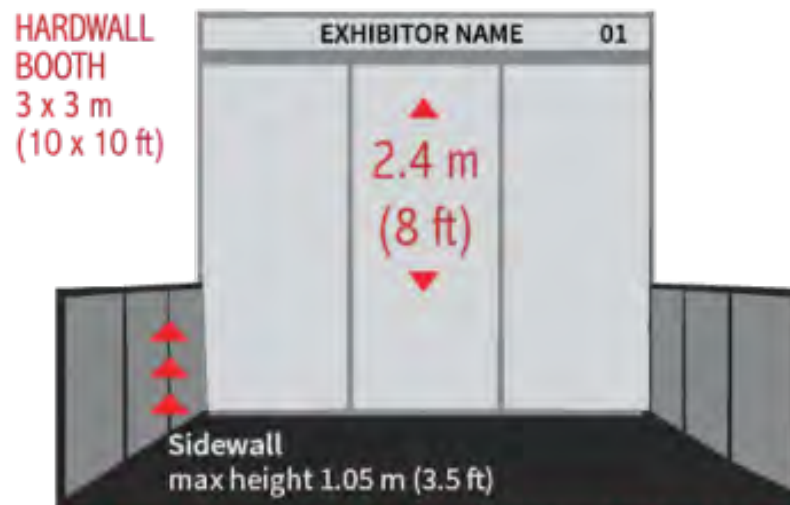
Standard Booth Dimensions:

Unless constricted by space or other limitations, standard booth is:

- 3 x 3 m (10 x 10 ft) Hardwall Booth with PVC panels consisting of 2.4 m (8 ft) high backwall
- Sidewall no higher than 1.05 m (3.5 ft)

Standard Booth Package includes:

- One-line ID sign
- One (1) approx. 6' skirted table or counter
- Two (2) Chairs
- One (1) Trash Bin
- Power Connections
- Wireless Internet



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

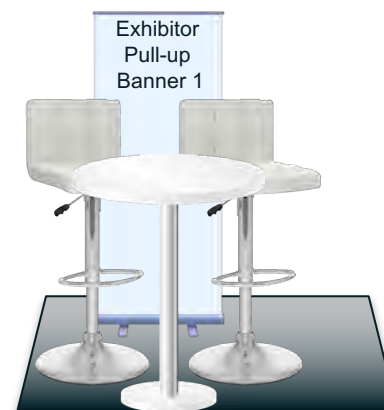
Pop-up Space Dimensions:

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

- Approx. 1.5 x 1.5 m (5 x 5 ft) space
 - Pop-up space with max Sponsor provided 1 pull-up banner display. (No larger than 1 m (W) x 2 m (H))

Pop-up Space Package includes:

- One (1) High Table Top
- Two (2) Stool Chairs
- Power Connection
- Wireless Internet



Sample Pop-up space image

Exhibit Space Guidelines

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 (ESM). Displays and graphics may not interfere with attendee line of sight for neighboring booths. Such items in the front half of a linear booth may not exceed 4 ft. 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 will be made according to level of sponsorship on a first-come, first-served basis.

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. For pre-approval, please email a PDF of item(s) to meeting-sponsorship@icann.org.

Promotional materials should clearly represent the official ICANN Meeting Sponsor, and not a 3rd party:

Shipping instructions for registration materials will be provided to all sponsors no later than twenty-five (25) days prior to the delivery deadline. All registration materials must be delivered to the designated shipping address no later than five (5) days prior to the start of the conference. This generally falls on a Tuesday the week before the event. Materials must be ready for insertion into the registration bags. ICANN is not responsible for folding brochures or sorting and folding t-shirts. (If sending a t-shirt, it is suggested to provide one size for all and if possible, shirts should be folded and individually wrapped for easy insertion into the bags.)

Special Rates and Discounts

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.

Contact us:
meeting-sponsorship@icann.org