### Sponsorship Levels

**Sponsorship Opportunities:**

- **Exclusive package pricing for ICANN75 based on booth space adjustment and venue space limitations.**

#### Sponsorship Sign-Up Deadline: 15 August 2022

Submit your interest form here:

[https://icann.wufoo.com/forms/icann75-kuala-lumpur-sponsorship-interest-form/](https://icann.wufoo.com/forms/icann75-kuala-lumpur-sponsorship-interest-form/)

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*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.
Packages and Benefits

Platinum Sponsor: USD 40,000

Exposure and Recognition:

- **Main Stage Backdrop**
  - Your company logo will be prominently featured on the main stage backdrop.

- **Web Banner Advertising on Our Schedule Website**
  - Up to four (4) of your advertising web banners will be placed on our meeting schedule website including one (1) banner on our schedule home page.

- **Registration Bag Insert**
  - Place up to four (4) of your company’s promotional items in the official meeting bag.

- **Logo Placement on Our Website**

- **Dedicated Sponsor Page on the Meeting Schedule 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 2m x 6m (6.5ft x 20ft) exhibit booth space (Note: Booth dimensions may vary slightly to meet venue requirements.)

- **One (1) Digital Screen at Your Booth or 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 25,000

Exposure and Recognition:
- **Main Stage Backdrop**
  - Your company logo will be prominently featured on the main stage backdrop.
- **Web Banner Advertising on Our Schedule Website**
  - Up to three (3) of your advertising web banners will be placed on our meeting schedule website including one (1) on our schedule home page.
- **Registration Bag Insert**
  - Place up to three (3) of your company’s promotional items in the official meeting bag.
- **Logo Placement on Our Website**
- **Dedicated Sponsor Page on the Meeting Schedule Website**

Presence and Additional Benefits:
- **Exhibit Booth Space**
  - A 2m x 3m (6.5ft 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 2m x 6m (6.5ft x 20ft) space for an additional charge of USD 7,000. (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.)

*All materials subject to approval by the ICANN organization before final production.*
Packages and Benefits

Silver Sponsor: USD 10,000

Exposure and Recognition:

- **Main Stage Backdrop**
  - Your company logo will be prominently featured on the main stage backdrop.

- **Web Banner Advertising on Our Schedule Website**
  - Up to two (2) of your advertising web banners will be placed on our meeting schedule website.

- **Registration Bag Insert**
  - Place up to two (2) of your company’s promotional items in the official meeting bag.

- **Logo Placement on Our Website**

- **Dedicated Sponsor Page on the Meeting Schedule Website**

Presence and Additional Benefits:

- **Exhibit Booth Space**
  - A 1.5m x 3m (5ft 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 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.

Bronze Sponsor: USD 5,000

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**

- **Dedicated Sponsor Page on the Meeting Schedule 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)**

Place 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.

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**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.

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**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 our large LED screen in the area with the most traffic. Sponsor will have the opportunity to display marketing videos and/or images to get the attention of our participants throughout the conference.
- Sponsor provides ICANN with the related videos and/or images to be used for this opportunity (all materials subject to approval).
- ICANN provides LED screen or assigns the built-in monitor at the venue.
- ICANN identifies where the screen is located, or which built-in screen gets assigned to sponsor.

*All materials subject to approval by the ICANN organization before final production.*
Facility Visibility and Signage Options

Facility Visibility and Various Signage Opportunities:
CHECK OUT OUR BRANDING APPENDIX!

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.
ICANN75 - Exhibit Space Specifications

Booth Dimensions:

Due to exhibition space limitations, the ICANN75 standard booth size will be:

- **Platinum & Gold Sponsor Booth Space:**
  2m x 3m (6.5ft x 10ft) hard wall booth with PVC panels consisting of 2.5m (8ft) high backwall (*Platinum/Gold Sponsor Upgraded Booth 4m x 6m)
  Sidewall no higher than 1.05m (3.5ft)

- **Silver Sponsor Space Booth Space:**
  1.5m x 3m (5ft x 10ft) hard wall booth with PVC panels consisting of 2.5m (8ft) high backwall (*Double Booth 1.5m 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

- 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

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

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 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.
Appendix A – Branding Opportunities

KUALA LUMPUR CONVENTION CENTRE (KLCC)
FLOOR PLAN:

ICANN75 Main Meeting Floor

Level 4

Level 3

Level 1

Ground Floor

Entrance from Mandarin Oriental

Entrance from Hyatt Regency
Appendix A – Branding Opportunities

LEVEL 3 BRANDING LOCATIONS:

LEVEL 3 CENTRE CORE:
Appendix A – Branding Opportunities

CENTRE CORE MARBLE WALL:

CODE:L3001-W1 / L3001-W2
USD 4,500 EACH

CODE:L3001-E
USD 4,500 EACH

Note 1: For artwork size, specifications, and estimated production costs, please see the separate guidelines.
Note 2: Sponsor will be responsible for branding-related production and installation expenses. (All materials subject to approval by the ICANN organization before final production).

GLASS DOOR PANEL:

CODE:L3002-W (Bottom or Top Only)
USD 4,500

CODE:L3002-W (Entire Panels)
USD 7,000

CODE:L3002-E (Bottom or Top Only)
USD 4,500

CODE:L3002-E (Entire Panels)
USD 7,000

*KLCC Advertisement/Hanging Fee included
Appendix A – Branding Opportunities

LEVEL 3 ESCALATOR:

**CODE:** EE006-E, EE006-W

**USD 7,000 EACH**

*KLCC Advertisement/Hanging Fee included

INSIDE GLASS LIFTS:

**CODE:** EE002-E, EE002-W

**USD 4,000 EACH**

*KLCC Advertisement/Hanging Fee included

Note 1: For artwork size, specifications, and estimated production costs, please see the separate guidelines.

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Appendix A – Branding Opportunities

CENTRE CORE BANNER:

CODE: CC003-1, CC003-2, CC003-3
USD 4,500 EACH

*KLCC Advertisement/Hanging Fee included
*Banner location height will be adjustable. For more details, please contact ICANN’s contracted exhibition company.

BALLROOMS & BANQUET FOYER BANNER (EAST WING)
CONFERENCE HALL FOYER BANNER (WEST WING)

CODE: L3004-E (EAST WING)
CODE: L3004-W (WEST WING)
-MULTIPLE RODS AVAILABLE
USD 3,500 EACH

*KLCC Advertisement/Hanging Fee included

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Questions?

Contact us:
meeting-sponsorship@icann.org