

# Sponsorship Opportunities

## Interested in sponsoring a Broadband Forum meeting?

The Broadband Forum offers the chance for companies and industry partners to sponsor our quarterly meetings. This is a branding opportunity to highlight your company to our meeting attendees and the Broadband industry. The Broadband Forum is comprised of Service Providers, Vendors and industry influencers of all sizes, from all around the world. The Broadband Forum holds 3 meetings a year, rotating around the globe - basing one meeting per year in the Americas, Asia or Europe. Each meeting addresses these areas over a four-day or five-day period:

- Current industry "hot" topics of the day, with "Birds of a Feather" panel speakers and/or a Keynote addresses
- Technical Committee Work Area (WA) sessions in parallel tracks that bring together all of the contributions submitted over the last quarter, grouped by Project Stream topics
- A meeting of and report from the Service Provider Action council, and other ancillary groups such as Software Advisory Group, etc.
- Hosted networking opportunities throughout the week

At each of these meetings, we warmly welcome potential participant guests to evaluate the generous value the Broadband Forum provides to their business objectives. If you are interested being a guest an upcoming meeting, please contact us by emailing [info@broadband-forum.org](mailto:info@broadband-forum.org).

For a list of benefits given to meeting sponsors please use the below links:

- [Face to Face Meeting Sponsorship Opportunities](#)

For more information on other sponsorship opportunities, including BAsE, webinars, studies, and white papers, [click here](#).

Of course, you can always contact us via email at [info@broadband-forum.org](mailto:info@broadband-forum.org).

### Face to Face Meeting Sponsorship Opportunities

Exclusive Face to Face Meeting Sponsor

## Benefits

- Request for meeting location are given strong consideration
- First right of refusal for other sponsoring opportunities (WLAN, Networking, Demo - at regular sponsoring costs) for the relevant quarterly meeting
- Technology demonstration which will be advertised by the Forum to all attendees, but not endorsed (*Guidelines listed below must be followed.*)
- 5 guest passes for non-member meeting attendance *Guidelines for acceptance of free passes to be provided by Staff.*
- Speaking opportunities include:
  - An invitation to sponsor company senior executive to welcome the attendees with a company introduction (delivered via live or pre-recorded video) during Opening Plenary (Not to exceed 15 minutes)\*\*
  - Suggesting subjects and inviting speakers for the meeting special sessions, such as: a Keynote or Birds of a Feather session. Subjects and speakers are approved and overseen by Staff\*\*
  - Video Featured during the a Plenary, posted to Broadband Forum sites and Social Media pages (video provided by sponsor)\*\*
- Your corporate logo displayed throughout the meeting information leading up-to and for the duration of meeting:
  - The Forum meeting web and wiki pages such as general informational, agendas, etc.
  - Transition "Thank You" slides used during special sessions
  - Physical signage placed in the room during the Opening and Closing Plenary Presentations
  - Recognition slides during the Opening and Closing Plenary Presentations
  - Signage placed throughout the meeting space e.g. at the meeting registration desk and in break areas (at the discretion of Forum & Hotel Staff\*\*)
  - Opportunity to place one (1) sponsor company produced banner (roll up) at meeting registration desk (Content must be pre-approved by the Staff and must comply with anti-trust guidelines\*\*)
  - Opportunity to have branded giveaways at the meeting, to be distributed at the registration desk (Content must be pre-approved by the Staff and comply with anti-trust guidelines\*\*)
  - Printed on the hard copy meeting agenda and other meeting materials
  - Permanent record of your sponsorship listed on the Forum sites
- Communication recognition opportunities available:
  - Verbal recognition given by the Chairman or Staff during the Opening and Closing Plenary Presentations
  - Social media posts on the Broadband Forum LinkedIn and Twitter accounts
  - Pre-Event email (distribution to more than 10,000 contacts)
  - Verbal recognition during special sessions
  - Written recognition (with logo if feasible) in the BBFs quarterly meeting report and newsletter, which are uploaded to the BBF sites and distribution to more than 10,000 contacts

**\*\*Restrictions:** All of the above benefits will be pre-approved by the Staff or Board Officer as they must be respectful of and abide by the BBF Antitrust Guidelines: <https://www.broadband-forum.org/about-bbf/how-we-work/policies-procedures/the-broadband-forum-antitrust-guidelines>

## Requirements / processes for technology demonstrations

- The technology demonstration has to comply with Forum anti-trust policies
- The technology demonstration has to be open to all meeting attendees
- Technology demonstration at premises but separate from the Forum meeting (rental organization and cost are driven by Sponsor)
  - The demonstration premises needs to be convenient to the meeting logistics so as not to disrupt regular Forum business at the meeting (logistics will be closely coordinated between the sponsor and the Staff)
  - All costs of the demonstration will be borne by the sponsor
- The demonstration may not include an extensive promotion of technical proposals currently being made by the sponsor to the Broadband Forum
- The demonstration is primarily an educational event for the Forum meeting attendees
- The demonstration cannot be a 'product pitch' with mentions of market share, pricing, contract terms and so on
- The demonstration proposal will be reviewed and vetted by the Technical Oversight Committee for content, with final approval by the Board of Directors
- The demonstration will be reviewed by the Staff, or another Board Officer, prior to being open to all meeting attendees, to ensure compliance with all policies

Exclusive Face to Face Meeting Sponsorship: \$30,000 (guideline amount)

## Broadband Forum Quarterly Meeting Sponsor

### Benefits

#### Similar to Exclusive Meeting Sponsorship above, except no exclusivity and:

- Opening Plenary welcome speech is limited to 5 minutes
- No company produced banner (roll-up) is allowed
- No formal opportunity to suggest subjects and speakers
- No technology demonstration
- Three guest passes for non-members to attend the meeting *\*Guidelines for acceptance of free passes to be provided by Staff.\**

Quarterly Meeting Sponsorship: \$15,000 (guideline amount)

## Networking/Social Event Sponsor

### Benefits

- Your corporate logo displayed throughout the online meeting information leading up-to and for the duration of meeting
- Pre-Event emails (distribution to more than 10,000 contacts)
- Verbal recognition given by the Chairman or Staff during the Opening and Closing Plenary Presentations
- Permanent record of your sponsorship listed on the BBF site and within the quarterly newsletter
- Your corporate logo added to the meeting agendas
- Social media posts on the Broadband Forum LinkedIn and Twitter accounts
- Signage placed throughout the event-space (at the discretion of Forum & location Staff\*\*)
- Opportunity to have branded giveaways distributed at the event, giveaway must be pre-approved by the Staff and comply with anti-trust guidelines\*\*
- Opportunity to place one (1) sponsor company produced banner (roll up) must be pre-approved by the Staff and comply with anti-trust guidelines\*\*
- Invitation given to senior executive to attend and formally welcome the attendees (not to exceed five minutes)\*\*
- Four (4) guest passes (per \$10,000) given to sponsor company to invite non-member guests to attend the networking event only *\*Guidelines for acceptance of free passes to be provided by Staff.\**
- Some events may require a co-payment from attendees. In this instance, sponsor will receive 3 free passes for sponsor company members to attend the event
- Suggestion for type of event (e.g. trivia, ice cream social, happy hour, music, simple social, "speed dating" socialization, etc.) or event service provider\*\*

\*\*Restrictions: All of the above benefits will be pre-approved by the Staff or Board Officer as they must be respectful of and abide by the BBF Antitrust Guidelines: <https://www.broadband-forum.org/about-bbf/how-we-work/policies-procedures/the-broadband-forum-antitrust-guidelines>

Event sponsorship is suggested at \$10,000 or above dependent on the scope of the event.

## Other Sponsorship Opportunities

### Ideas

Elevate Your Global Broadband Leadership by sponsoring the Broadband Forum in a different way, such as:

- [2021 Broadband Forum BAsE Sponsorship Opportunities](#)
- WLAN Sponsor at a Quarterly Face to Face meeting
- Swag: T-shirt, Lanyard, Posters, Books, etc.
- Marketing Report or Whitepaper
- Industry Survey
- Webinar

The BBF is open to other sponsorship ideas. Please contact Staff to discuss.