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the future of Broadband

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 **BAsE**

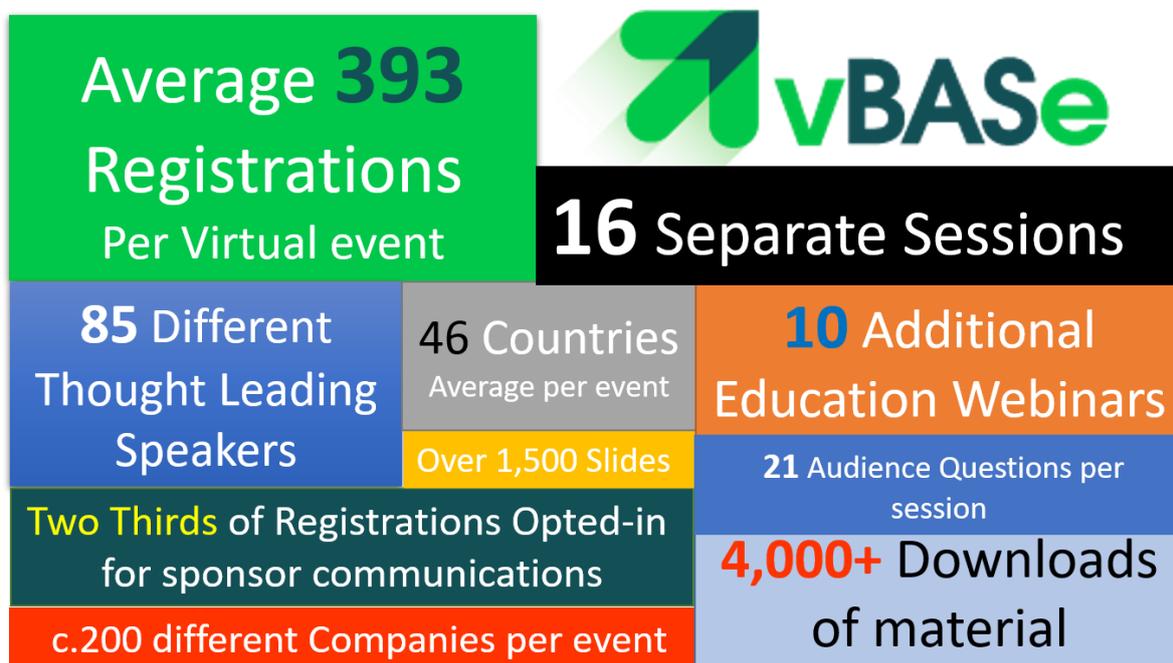
BAsE 2021 Sponsorship

Introduction:

The need for thought leadership and effective communication and lead generation within the telecom industry has faced challenges in the last 12 months and 2021 still represents some uncertainty not just in regard to when 'in person' events and conferences will be made available but also the willingness of individuals and businesses to travel

In 2020 The Broadband Forum BAsE events moved rapidly to face the need for virtualizing of events and increasing the number of smaller sessions to meet a remote audience. We introduced vBAsE to meet this need and successfully overachieved our goals

2020 vBAsE Highlights:



BAsE Focus:

The Broadband Forum's BAsE in a truly short time has grown rapidly and is now recognized by service providers, analysts and vendors as the leading industry education series globally

Carrying on from The Broadband Forums tradition of carefully curated subjects that are impacting the success of broadband deployments around the world, BAsE events examine the hottest topics and challenges in broadband today.

When it comes to network innovation and overall market success, the tough questions such as what the current technical end-to-end broadband challenges are, 'why' are we doing this and 'how' do we get there need to be answered.

The Broadband Forum BAsE series of events aims to do exactly this by diving in deep and exploring the cutting-edge technologies and best practices which will drive the broadband ecosystem. Delivered by operators, regulators and technology innovators, the BAsE events are not to be missed by technology leaders who want to learn from the best, as well as share their expertise and help to shape the future of broadband.

BAsE focuses on how operators plan to leverage the latest advancements within the software and hardware defined core and access network, broadband connectivity and within the connected home into real life deployments.

Unlike many events, BAsE is designed to meet the requirements for more technical discussion, real life implementations, testing and strategic technical planning as well as valuable peer-to-peer networking

This is why it attracts an extremely loyal and growing technical decision-making global audience of service providers, industry influencers as well as a very varied vendor representation.

BAsE 2021 Focus:

Whilst there is obvious uncertainty across the globe of when conferences and exhibitions will return to some level of 'normality', the BAsE telecom industry events continue to be ready and flexible to meet the demands of its audience. The BAsE schedule of events for 2021 are focused around two key expectations:

1. Demand for H1 2021 events will remain to be virtual
2. H2 2021 will see an increasing opportunity for 'In person' or 'Face to Face' events

Our calendar of planned events reflects this with a continuation of our phenomenally successful webinar series and virtual conferences throughout the first two quarters of the year. The second half of 2021 is when we hope to relaunch all of our 'in person' events with at least 6 face to face workshops/conferences/summits.

In addition, we are already introducing and investing resources in back-up plans to enable these planned 'in person' events the flexibility to be virtualized or even hybrid events.

In light of the changing nature of industry conferences, workshops and webinars in 2021 the BAsE sponsorship opportunity has been extended to include a wide range of virtual and face to face events through the year. BAsE 2021 sponsorship encompasses the normal series of BAsE leading events included in previous sponsorships with an extensive virtual events calendar too.

All of this whilst not increasing the cost of sponsorship in 2021 to our valued members and partners.

In total BAsE 2021 calendar of industry events include a minimum of 10 Webinars, 1 virtual 3-4-day summit and a minimum of 6 planned face to conferences/workshops events.

BASe Sponsorship packages can be reflected in the following diagram:

Platinum	Gold	Silver
<input type="checkbox"/> \$30,000	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$10,000
<input checked="" type="checkbox"/> All F2F Events	<input checked="" type="checkbox"/> 3 F2F Events	<input checked="" type="checkbox"/> 2 F2F Events
<input checked="" type="checkbox"/> Minimum 3 Webinar Invites	<input checked="" type="checkbox"/> Minimum 2 Webinar Invites	<input checked="" type="checkbox"/> 2 Webinars
<input checked="" type="checkbox"/> BASe Virtual Summit	<input checked="" type="checkbox"/> BASe Virtual Summit	<input checked="" type="checkbox"/> No Opt In registration Info
<input checked="" type="checkbox"/> Opt-In Registration Details for Events Participated in	<input checked="" type="checkbox"/> Opt In Registration Details for events participated in	<input checked="" type="checkbox"/> Social Media Branding
<input checked="" type="checkbox"/> Sponsored White Paper	<input checked="" type="checkbox"/> Social Media Branding	
<input checked="" type="checkbox"/> Blog Sponsorship		
<input checked="" type="checkbox"/> Brand Placement in all events		
<input checked="" type="checkbox"/> 50% Discount on Knowledge Webinars		
<input checked="" type="checkbox"/> Social Media Branding		

Next Steps:

If you are interested in learning more about BASe sponsorship or regarding any other sponsorship opportunity within The Broadband Forum please contact Rhonda Heier, (Director of Membership Development) rheier@broadband-forum.org.