BASe Sponsorship 2022
BASe Focus

vBASe Sponsored Events Starts in Q1 2022

• Call for 2022 speakers to be released in December

• As per 2021 BASe and vBASe events will be reflected in 3 main tracks
## BASe 2021 Highlights

<table>
<thead>
<tr>
<th>Category</th>
<th>Number or Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASe &amp; Sponsor Webinars</td>
<td>11</td>
</tr>
<tr>
<td>Physical &amp; Virtual Events</td>
<td>3 Physical &amp; 4 Virtual Events</td>
</tr>
<tr>
<td>Companies per Event</td>
<td>c. 210 Companies per Event</td>
</tr>
<tr>
<td>Average countries Per event</td>
<td>Av. 50+ countries Per event</td>
</tr>
<tr>
<td>Opted-in registrants</td>
<td>c. 65% registrants opted-in</td>
</tr>
<tr>
<td>Speakers</td>
<td>145 Speakers</td>
</tr>
<tr>
<td>Downloads of Material</td>
<td>Over 4,000 Downloads of Material</td>
</tr>
<tr>
<td>Hours of Video Recordings</td>
<td>48+ Hours of Video Recordings</td>
</tr>
<tr>
<td>vBASE Registrations vEvents</td>
<td>Av. vBASE Registrations vEvents: 630+</td>
</tr>
<tr>
<td>vBASE Webinar</td>
<td>Webinar: 400+</td>
</tr>
</tbody>
</table>
# BASe Comparison 2020 vs 2021

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webinars</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Virtual Events</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Physical Events</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Average Registrations</td>
<td>393</td>
<td>400 + for Webinars</td>
</tr>
<tr>
<td></td>
<td></td>
<td>600 + for vEvents</td>
</tr>
<tr>
<td>Average GDPR compliant Opt-In</td>
<td>70%</td>
<td>65%</td>
</tr>
<tr>
<td>Registrations versus live Attendees</td>
<td>65%</td>
<td>c.55%</td>
</tr>
<tr>
<td>Post Event Downloads</td>
<td>4,000</td>
<td>4,000+ (estimated)</td>
</tr>
<tr>
<td>Average Companies Per Event</td>
<td>200</td>
<td>210</td>
</tr>
<tr>
<td>Regional Split (Americas/EMEA/APAC)</td>
<td>40/40/20</td>
<td>40/40/20</td>
</tr>
</tbody>
</table>
BASe 2021 Break down of Attendees

- C-Level, 20%
- Marketing, 8%
- Sales, 11%
- Engineering & Technical, 48%
- Research & Analysts, 6%
- Other, 7%
BASe 2022 Events in Planning – 17 Events

**vBASe Events**
- State of Play Webinar Series:
  - 8 Webinars (minimum)
    - FTTH Technology
    - Connected Home
    - The Wider Broadband Ecosystem
    - 5G and FMC
  - Broadband Summit

**BASe Events**
- UFBB BASe 2022 – June
- BASe N. America
- vBASe Asia
- BASe ANZ

**BASe @ Industry Events**
- OFC 2022 March
- FTTH Council Europe - March
- Breko Fiber Days
- FBA Connect - June
- BBWF 2022 - October

**Note: Local Event Rules Apply**
## BASe 2022 Sponsorship

<table>
<thead>
<tr>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>$30,000</td>
<td>$15,000</td>
<td>$12,000</td>
</tr>
</tbody>
</table>

- **Platinum**
  - All F2F Events
  - Minimum 3 Webinars
  - BASe Virtual Summit
  - Opt-In registrant Information for events participated in
  - Sponsored White Paper Opportunity
  - Video Demo Opportunity
  - Blog Sponsorship Opportunities
  - Platinum Brand Placement in all events
  - Seat on the BPC
  - Social Media Branding

- **Gold**
  - 3 F2F Events
  - Minimum 2 Webinars
  - BASe Virtual Summit
  - Opt-In registrant information for events participated in
  - Social Media Branding

- **Silver**
  - 2 F2F Events
  - 2 Webinars
  - No Opt In registration Information supplied
  - Social Media Branding

### BASe 2022 Platinum and Gold Sponsorship Packages Frozen at 2021 rates
Introducing a new BASe Planning Committee

1st Meeting in December 2021

Achieve wide agreement on what are the key topics for BASe to focus

Open to all Platinum Sponsors

Driving the BASe calendar for vBASe events

Agree on Workshop topics for Industry physical events

Gain initial speaker line ups and participating BASe sponsors
Become a **global sponsor**
Align your brand with the organization shaping the future of Broadband