

BASe Sponsorship 2022

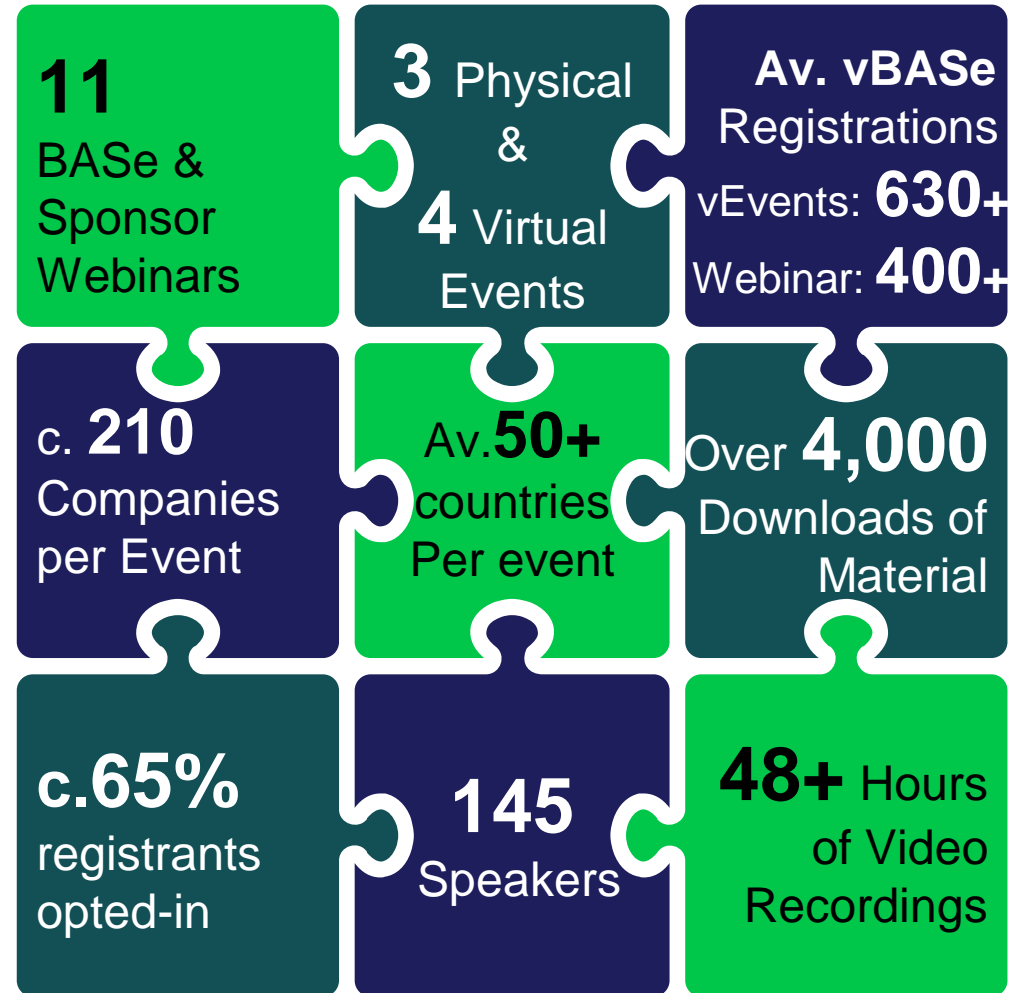
BASe Focus

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



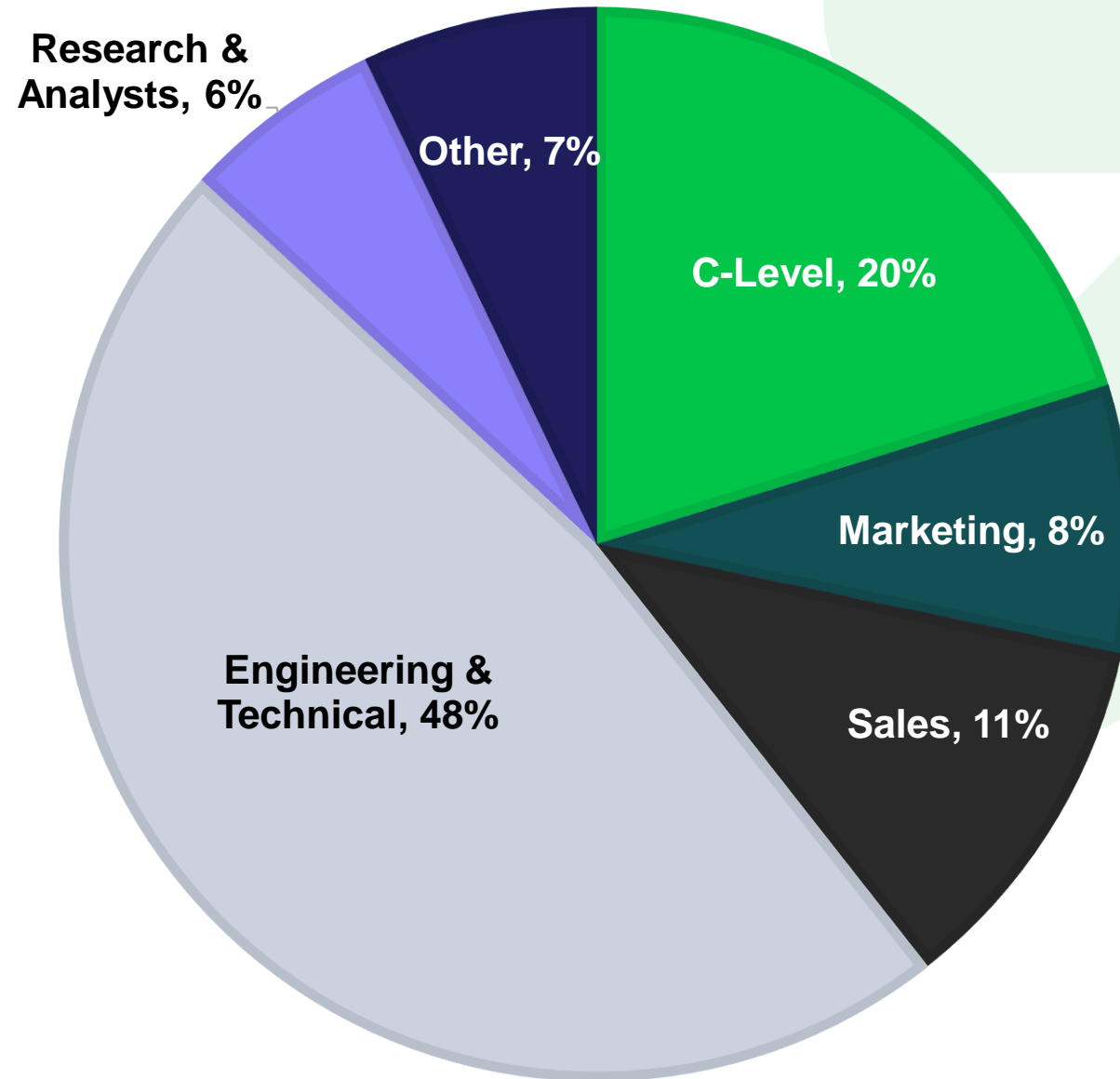
BASe 2021 Highlights



BASe Comparison 2020 vs 2021

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

BASe 2021 Break down of Attendees



BASe 2022 Events in Planning – 17 Events

vBASe Events

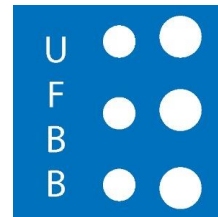
State of Play Webinar Series:

- 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*



Bundesverband
Breitbandkommunikation e.V

BASe 2022 Sponsorship

Platinum

■ \$30,000

- ✓ All F2F Events
- ✓ Minimum 3 Webinars
- ✓ vBASe 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

■ \$15,000

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

Silver

■ \$12,000

- ✓ 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



BASe Planning Committee

- 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

POWERED BY:

