

Sponsorship Opportunities

Exclusive Meeting Sponsor

Benefits

- Speaking opportunities include an invitation to sponsor company senior executive to welcome the attendees with a company introduction during Opening Plenary (Not to exceed twenty minutes - content to be pre-approved by the CEO and must comply with anti-trust guidelines)
- Opportunity to suggest subjects and invite speakers for the meeting keynote and any possible Birds of a Feather sessions. Subjects and speakers are chosen, approved and overseen by the CEO
- Announcement and recognition in the BBFs quarterly meeting report, which is uploaded to the BBF contribution site
- Your corporate logo displayed on signage placed throughout the meeting (at the meeting registration desk and in member break areas) displayed for the duration of meeting
- Your logo and sponsorship announcement on the Forum's website home page
- Verbal recognition given by the Chairman or CEO during the Opening and Closing Plenary Presentations
- Signage with your logo placed during the Opening and Closing Plenary Presentations
- Your corporate logo added to the hard copy meeting agenda, as well as the electronic agenda located on the Forum website
- Permanent record of your sponsorship listed on the BBF website
- Opportunity to place one (1) company produced banner (roll up) at meeting registration desk to be displayed for the duration of meeting with your corporate logo (Content must be pre-approved by the CEO and must comply with anti-trust guidelines)
- First right of refusal for other sponsoring opportunities (WLAN and networking event - at regular sponsoring costs) for the relevant quarterly meeting
- Opportunity to have branded giveaways at the meeting, to be distributed at the registration desk (Content must be pre-approved by the CEO and comply with anti-trust guidelines)
- Technology demonstration at premises separate from the Forum meeting premises (Guidelines listed below and must be followed.)
- Technology demonstration will be advertised by the Forum to all attendees, but not endorsed
- Location requests will be considered
- Exclusive meeting sponsor given 5 guest passes for non-members for meeting attendance *

*Note: Guidelines for acceptance of free passes to be provided by CEO.

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 members
- The Demonstration center needs to be convenient to the meeting hotel to enable convenient logistics so as not to disrupt regular Forum business at the meeting (logistics will be closely coordinated between the sponsor and the secretariat)
- All costs of the demonstration will be borne by the sponsoring member
- 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 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 CEO, or another officer, prior to being open to all members, to ensure compliance with all policies

Exclusive Meeting Sponsorship: guideline amount: \$25,000

Broadband Forum Quarterly Meeting Sponsorship - No Exclusivity Guaranteed

Benefits

Similar to Exclusive Meeting Sponsorship above, except:

- 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 for keynote or BoF
- No first right of refusal on other sponsoring opportunities at the meeting
- No technology demonstration is allowed

Additionally:

- *Non-exclusive meeting sponsor is given 3 guest passes for non-members for meeting attendance**

**Note: Guidelines for acceptance of free passes to be provided by CEO.*

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

Networking Event/Member Reception Sponsor Levels

Benefits

- Your logo and sponsorship announcement on the Forum's website home page
- Verbal recognition given by the Chairman or CEO during the Opening and Closing Plenary Presentations
- Your corporate logo added to the hard copy meeting agenda, as well as the electronic agenda located on the Forum website
- Permanent record of your sponsorship listed on the BBF website
- Opportunity to have branded giveaways at meeting, distributed at the event, giveaway must be pre-approved by the CEO 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*
- 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*

**Note: Guidelines for acceptance of free passes to be provided by the CEO.*

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

Other Sponsorship Opportunities

Examples

- LAN Sponsor at a Quarterly meeting
- T-shirt Sponsor
- Lanyard Sponsor

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