



The Africa Peering and Interconnection Forum 2017

Venue: Azalai Hotel Abidjan
Boulevard Valéry Giscard
d'Estaing, Marcory,
Abidjan, Côte d'Ivoire.

Date: 22nd – 24th August, 2017

www.internetsociety.org



Organized by the Internet Society, the AfPIF annual conference Address's Africa's unique interconnection opportunities and challenges.

Now in its 8th year, The African Peering & Interconnection Forum aims to address the region's unique interconnection opportunities and challenges by:

- ④ Fostering national and cross-border interconnection opportunities by providing a forum in which key players, such as infrastructure providers, service providers, Internet exchange points (IXPs), regulators, and policy makers may engage, share experiences, and learn from both experts in their field and each other.
- ④ Promoting both the establishment of new and the growth of existing IXPs by building community cooperation and demonstrating the value proposition of local, national, and regional interconnection.
- ④ Bridging information asymmetry with respect to peering and transit economics.
- ④ Providing an online portal at www.afpif.org
- ④ Opportunity to directly develop peering agreements through the 'Peering Bilaterals' section of the agenda. AfPIF 2016 received the largest participation with over **298** participants from **35** countries in Africa and **13** countries from other parts of the world. With over **18** African IXPs present and support from **22** sponsors and partner organizations, over **60** bilateral face-to-face meetings took place. The remote audience and visibility opportunity increased with **839** participating remotely from **50+** countries. More information about AfPIF and previous events is available at www.afpif.org.

AfPIF 2017, Abidjan, Côte d'Ivoire

After **7 years** of consistent engagement on peering and interconnection, AfPIF has evolved into a key development and business opportunity event. AfPIF provides the regional Internet Industry a unique opportunity for **learning, community discussion and problem solving**, and **social and business networking**.

By being part of this event you will have the opportunity to network with:

- Internet Service Providers,
- Infrastructure providers,
- Global, regional and local Content Distribution Networks,
- Regional and local Data Center Operators
- NRENs,
- Internet exchange points (IXPs),
- Policy makers and regulators.

For further event updates, please be sure to check out the website www.afpif.org. This brochure includes our plans thus far.

➤ Structure

AfPIF 2017 will be held for three days to ensure ample time for important discussions of key issues. Keep an eye on our website <https://www.internetsociety.org/afpif/2017> in order to view updates to the agenda.



➤ Target Audience

In its 8th year, AfPIF has become the platform to expand Internet infrastructure and services across Africa by bringing together key players to address the opportunities in interconnection, peering, and traffic exchange on the continent. By consistently engaging with various stakeholders, we have increased key attendance from across the technical, policy, and business communities from Africa as well as around the world.

These are our main target audiences, with good attendance from ISPs, infrastructure providers, CDNs, Data Center Operators, NREs, and policy makers.

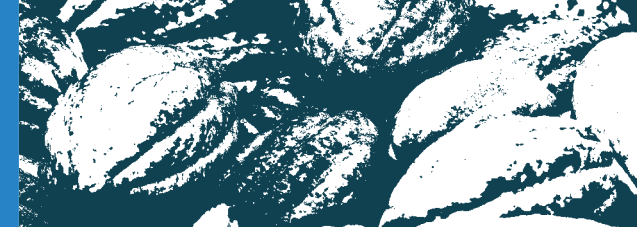
An important component of AfPIF 2017 is the social activities that enable relationship building among conference participants.

Planned social activities include:

- Beer and Peer Cocktails – held at the end of day one to maximize networking and business opportunities
- AfPIF 2017 Social and Dinner – a more formal event for people to enjoy a taste of Abidjan.



➤ Opportunities



AfPIF has already established itself as the seminal event for the peering and interconnection ecosystem in Africa—its reputation will be further enhanced in 2017 by greater opportunities for business networking, more opportunities at the Peering bilaterals (during which businesses have the opportunity to provide a fifteen-minute pitch), as well as the AfPIF exhibition area.

Cote d'Ivoire is strategically positioned, from an Interconnection point of view. The country is served by **3** key submarine cables namely **SAT3, WACS** and **ACE** that jointly expose it to **18** African countries on the western seaboard (**12** West Africa, **3** Central Africa, **3** Southern Africa), two (**2**) countries on the Northern African seaboard, and multiple locations in four (**4**) strategic countries in Europe. In addition to having a progressive regulatory regime, it is uniquely located between a rich and mixed diversity of its five (**5**) neighbors of which two (**2**) are Anglophone and three (**3**) are Francophone countries. This makes Cote d'Ivoire a prime location for the premier peering event in Africa.

AfPIF 2017 represents a unique opportunity for newcomers and old ones to build high level business visibility within Africa. By highlighting your company at the Platinum, Gold, and Silver levels, your participation will ensure the growth of the forum providing new opportunities for business growth in Africa with each sponsorship offering a variety of benefits.

Specific business opportunities include:

- Tabletop exhibition space
- Extended coffee and lunch breaks for business meetings
- Brief presentation opportunities to potential clients
- Bilateral meetings now built into the agenda.

Benefit	Platinum US\$15,000	Gold US\$10,000	Silver US\$5,000
Re Tweeting of upto 4 suitable posts in social media	X		
Executive quote in Internet Society press releases on the AfPIF meeting	X		
Thanks and recognition of company and representative executive at the AfPIF meeting Plenary	X	X	X
Logo recognition in the AfPIF conference programme	X	X	X
Logo recognition on the Internet Society's AfPIF web page	X	X	X
Opportunity to provide logoed bag, folio, or other item in which conference materials will be packaged for distribution to attendees	X		
Opportunity to include organizational information/gifts in attendee conference bag	X	X	
Exclusive opportunity to display organizational signage/materials/ banners inside conference room for the length of the conference	X	X	
Opportunity to have tabletop exhibition space at conference tea breaks and lunches that includes signage recognition and organizational demonstration/informational materials	X	X	X

➤ Sponsorship Contact

To discuss getting involved with AfPIF 2017, please contact:

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