




The African Peering and Interconnection Forum 2018 @iWeek

Venue: The Westin, Cape Town, South Africa | **Date:** 20th – 24th August, 2018





Organized by the Internet Society (ISOC), Af-IX, and the South African Internet Service Providers' Association (ISPA), the Africa Peering and Interconnection Forum (AfPIF) and iWeek have joined forces in 2018 to address Africa's unique interconnection opportunities and challenges as AfPIF2018@iWeek. This will make the event bigger and better for participants and sponsors and this will all be under one roof.

The **Internet Society (ISOC)** and **African IXP Association (AFIX)** have announced that they will hold the **9th annual Africa Peering and Interconnection Forum** together in **Cape Town, South Africa** hosted at **iWeek** by the **Internet Service Providers' Association (ISPA)**. The AfPIF conference will run from **21-23 August** in conjunction with South Africa's leading Internet industry conference **iWeek's** main events being 20 & 24 August. The African Peering and Interconnection Forum aims to address the regions 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 Service Providers (ISPs), regulator 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 Internet exchange points (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 transition economics
- ④ Providing an online portal at www.afpif.org
- ④ Offering the opportunity to directly develop peering agreements through the "Peering Bilaterals" section of the agenda.



The African Peering and Interconnection Forum 2018 @iWeek

Cape Town, South Africa

After **8 years** of consistent engagement on peering and interconnection, AfPIF has evolved into a key development and business opportunity event. In **2018**, AfPIF's 2nd tour of South Africa promises to transcend all expectations by partnering with **iWeek**, South Africa's leading and the region's longest running Internet industry conference, to maximize the sub-regional, regional and global opportunities.



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

- ⌚ Internet Service Providers
- ⌚ Regional and local Data Center Operators
- ⌚ Infrastructure providers
- ⌚ NRENS
- ⌚ Global, regional and local
- ⌚ Internet exchange point (IXPs) experts
- ⌚ Content distribution networks
- ⌚ Policy makers and regulators

⌚ Structure

AfPIF2018@iWeek will be held over **5 days** to ensure ample time for important discussions of key issues. To view further information including the agenda, click on the links below.

AfPIF 21-23 August - <https://www.internetsociety.org/afpif/2018>

iWeek 20 & 24 August - <https://iweek.org.za>

➤ Target Audience

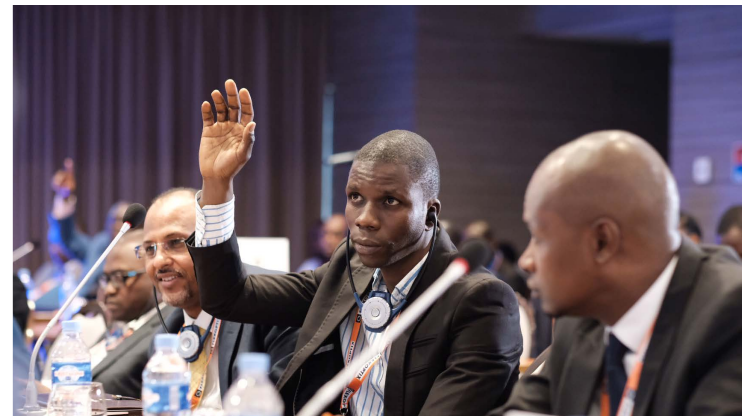
AfPIF2018@iWeek, is the platform to expand Internet infrastructure and service across Africa by bringing together key players to address the opportunities in interconnection, peering, and traffic exchange on the continent. By consistently engaging with various stakeholders, we have increased key

attendance from across the technical, policy, and business communities from Africa as well as around the world.

These are our main target audiences: **ISPs, infrastructure providers, CDNs, Data Center Operators, NREs and policy makers.**



An important component of AfPIF2018@iWeek is the social activities that enable relationship building among conference participants which as always will include the “Beer for Peers” event on Tuesday 21st August. Further networking activities are being planned, though depend on sponsorship.



➤ Opportunities



AfPIF@iWeek is the premier event for peering and interconnection ecosystem in Africa – its reputation will be further enhanced in 2018 by greater opportunities for business networking at the Peering Bilaterals (during which businesses have the opportunity to provide a fifteen-minute pitch), Beers for Peers social as well as the AfPIF2018@iWeek exhibition area.

South Africa is strategically positioned, from an Interconnection point of view. The country is served by **5 submarine cables** namely **ACE, EASSy, SAT3/SAFE, SEACOM** and **WACS** with interconnection to a total of **31** African countries (**23** on the Western and Northern seaboard and **8** on the Eastern seaboard) and multiple strategic locations in Europe, Middle East and Asia.

It is also home to the oldest Internet Exchange Point (IXP) in Africa and the highest density of IXP's per city in Africa. South Africa boasts of the largest carrier neutral data center, and

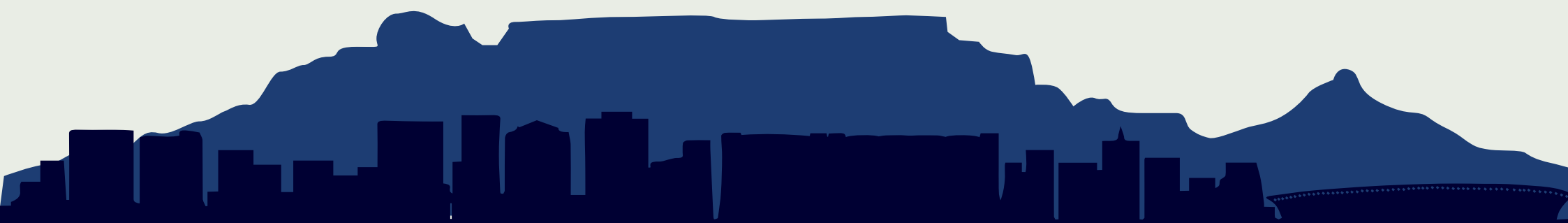
majority of datacenter floor space capacity available in Africa. With a thriving terrestrial infrastructure market and the continent's most mature peering ecosystem, South Africa promises to provide a unique experience to network, learn and explore the growing number of opportunities in the region.

AfPIF2018@iWeek represents a unique opportunity for all to build high level business visibility within Africa. By highlighting your company through the sponsorship opportunities your participation will provide your company with new opportunities for business growth in Africa as well as ensure the growth of the forum.

Why Sponsor?

- Market your organization to a variety of companies both large and small
- Create awareness by exposing your products and services to a highly focused audience

- Increase your competitive advantage through reinforcing your brand
- Be seen as an active supplier to your industry
- Maximize your marketing investment with the best combination of networking opportunities as this is an industry specific conference
- Sponsorship provides the opportunity for face to face communication, thereby increasing loyalty from existing customers and also allowing new leads to be established with potential customers
- Network with key industry players
- Hear from expert speakers about the regulatory, business and technology trends shaping the future of South Africa's Internet industry
- Access is provided to speakers' presentations, providing insight into trends
- Potential for media coverage.



➤ Sponsorship Opportunities



Platinum Sponsor Sponsorship Value: **\$15,000**

- Retweeting of up to **4** suitable posts in social media
- Executive quote in AfPIF2018@iWeek news release
- Thank you & recognition of company and representative at plenary
- Logo recognition in the AfPIF2018@iWeek conference program
- Logo recognition on AfPIF and iWeek websites
- **150**-word promotional paragraph on the sponsorship page of the iWeek website.
- Opportunity to provide **500** branded gifts for the delegate bags
- Opportunity to display a stand up banner inside conference room
- Company logo displayed on event signage
- One table top exhibition space.

Gold Sponsor Sponsorship Value: **\$10,000**

- Thank you & recognition of company and representative at plenary
- Logo recognition in the AfPIF2018@iWeek conference program
- Logo recognition on AfPIF and iWeek websites
- **100**-word promotional paragraph on the sponsorship page of the iWeek website.
- Opportunity to provide **500** branded gifts for the delegate bags
- Opportunity to display a stand up banner inside conference room
- Company logo displayed on event signage
- One table top exhibition space.

Silver Sponsor Sponsorship Value: **\$5,000**

- Thank you & recognition of company and representative at plenary
- Logo recognition in the AfPIF2018@iWeek conference program
- Logo recognition in the AfPIF and iWeek website linked to company URL
- **75**-word promotional paragraph on the sponsorship page of the iWeek website.
- Logo recognition on AfPIF and iWeek websites
- Company logo displayed on event signage
- One table top exhibition space.

Women in Tech fellowship Sponsorship Value: **\$5,000**

By sponsoring Women in Tech Fellows, you will make it possible to help reshape the future of the Internet tech industry, diversify it, and to fund women-led business in Africa. Sponsors receive prominent recognition as listed below.

- Thank you & recognition of company and representative at plenary
- Women in Tech Fellowship recognition on AfPIF and iWeek websites
- Company logo displayed on event signage.

NEW: Technical Village Sponsor (2 per day) Sponsorship Value: **\$5,000**

Further to popular demand, this years event will feature a Technical Village with two demonstration rooms for

sponsors to promote their products. This opportunity is to provide software and hardware vendors an opportunity to display their products to a targeted audience in your own private space.

Benefits include:

- ④ **1** Room and day rental to demonstrate and train on products/equipment
- ④ Logo and promotional paragraph on the official iWeek website
- ④ Listed in the official programme
- ④ One free standing banner will be permitted in the reception area or in an area to be determined by the Organising Committee
- ④ Full branding is permitted inside the demonstration room for the day of sponsorship
- ④ Two free **(2)** standing banners will be permitted outside the entrance to the room
- ④ The sponsor may provide branded give-aways such as pens or notepads or any other promotional items, thereby gaining additional exposure
- ④ Directional signage will be provided by the Organising Committee to the demonstration.

Barrista Bar sponsor (per day)

Sponsorship Value: \$5,000

The Barrista Bar Sponsorship offers the sponsor an opportunity to become an instant crowd pleaser and ensure all attendees have a great coffee during the day.

- ④ Branded coffee cup sleeves
- ④ Gourmet coffee selection
- ④ Branded coffee station
- ④ Branded coffee stencil
- ④ Company logo displayed on event signage.

Lanyards Sponsor

Sponsorship Value: \$2,000

Supply the delegates with your very own branded lanyards and watch as your logo circulates through the daily events. Sponsors must supply **500** branded lanyards.

Closing Cocktail

Sponsorship Value: POA

Thursday 23rd marks the end of the conference and with this, we offer one company the opportunity to have the final opportunity to say good bye and thank you, to all of the attendees of AfPIF2018@iWeek.

Gala Dinner/ISPA Super Teacher Awards Ceremony Sponsor

Sponsorship Value: POA

Take a leading role and sponsor the AfPIF2018@iWeek Gala Dinner & ISPA SuperTeacher Awards ceremony, Wednesday, 22nd August.

The SuperTeacher training award ceremony, is an initiative started by ISPA and the ZA Central Registry (ZACR) to recognise teachers who have participated in various skills-development projects and successfully imparted their newly-acquired knowledge to the local communities. Over **5,000** teachers have received training to date as part of this project.

Benefits include

- ④ 5-minute Sponsor introduction
- ④ Provide branded gifts for the tables or for the finalists
- ④ Press photos with the teacher of the year winner and runners-up
- ④ Two **(2)** free-standing 1m x 2m banners in the dinner venue
- ④ Corporate logo on AfPIF2018 & iWeek websites with a link to company's website
- ④ **100**-word promotional paragraph on the sponsorship page of ISOC and iWeek websites. Content to be provided
- ④ Logo and promotional paragraph on the official programme. Listed as the sponsors of the gala dinner.

➤ Sponsorship Contact

To discuss sponsorship opportunities during AfPIF2018@iWeek, please contact:

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