



# The African Peering and Interconnection Forum

HYBRID EVENT

 **23 – 25 August 2022**

 **Face-to-face: Kigali Marriott Hotel, Rwanda**

 **Virtual: Virtual event platform**

Organized by:



**The African Peering and Interconnection Forum (AfPIF), organized by the African IXP Association (AFIX) with the support of the Internet Society (ISOC) and hosted by the Rwanda Internet Community and Technology Alliance (RICTA), seeks to address Africa's unique interconnection challenges and opportunities.**



African IXP Association (AFIX) and the Internet Society (ISOC) will hold the 11<sup>th</sup> annual African Peering and Interconnection Forum in Kigali, Rwanda, from 23 - 25 August 2022. The hybrid event, hosted by the Rwanda Internet Community and Technology Alliance (RICTA), aims to promote the development of national and cross border interconnection by:

- ⌕ Bringing together infrastructure providers, content providers, service providers, and policy-makers to engage, share experiences, and learn from experts in their field.
- ⌕ Promoting the establishment and growth of Internet Exchange Points by fostering community cooperation and by demonstrating the value of local, national, and regional interconnection.
- ⌕ Sharing knowledge about the economics of network interconnection and peering in order to reduce information asymmetry.
- ⌕ Providing opportunities for participants to establish interconnection and other agreements through dedicated "Peering Bilaterals" meeting sessions.
- ⌕ Facilitating participant interaction through social activities and an online portal.





## AFPIF 2022 | Kigali Marriott Hotel, Rwanda

23 – 25 August 2022

After ten years of engagement, AfPIF has earned its reputation as the seminal event for peering and interconnection in Africa. It is widely regarded as a key venue for networking and business development because it provides unique opportunities for industry participants to meet, socially interact, and develop new relationships.

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

- Network Infrastructure Providers
- Internet Exchange Point Operators
- Content Providers and Content Distribution Networks
- Internet Service Providers
- Data Center Operators
- Research and Education Networks
- Network Interconnection Experts
- Policy-makers and Regulators.



## SOCIAL ACTIVITIES

### Planned social activities include:

- ⌚ **Beers for Peers:** An informal event designed to provide an opportunity for participants to meet and interact in an informal environment early in the conference schedule. This event will be held on the evening of Tuesday 23 August.
- ⌚ **Gala Dinner:** A more formal event designed to give participants an opportunity to interact and enjoy a taste of Rwandese cuisine and culture. This event will be held on the evening of Wednesday 24 August.

AfPIF also provides additional opportunities for interaction in its exhibition area and in the Peering Bilaterals sessions which are designed to facilitate one-on-one meetings between participants.







## THE VENUE

Rwanda is a country in Central Africa and one of the smallest countries on the African mainland. Located a few degrees south of the Equator, It is bordered by Uganda, Tanzania, Burundi, and the Democratic Republic of the Congo. Rwanda is in the African Great Lakes region and is highly elevated; its geography is dominated by mountains in the west and savanna to the east, with numerous lakes throughout the country. The climate is temperate to subtropical, with two rainy seasons and two dry seasons each year.

Rwanda has access to three submarine cables via their neighbouring countries, with a fourth expected in Q1 2020. Combined, these cables will connect 31 African countries to multiple locations in Europe, the Middle East, and Asia.

Rwanda also features a thriving terrestrial infrastructure industry; an emerging peering ecosystem; a friendly policy environment; and world class business facilities.



## SPONSORSHIP OPPORTUNITIES

- Maximize your investment with the best combination of content, exhibition, and networking opportunities available in the region;
- An opportunity for face-to-face communication with existing and potential customers, thereby increasing loyalty and allowing new leads to be established;
- Access to speaker presentations, insights, and industry trends;
- Be seen as an active and relevant player in your industry;
- Strong potential for positive media coverage.



## Platinum Sponsor

**Sponsorship Value: \$20,000**

(or \$50k 3 x multi year)

- Opportunity to provide branded swag for the delegate bags;
- Exclusive use of a private meeting room at the venue and on virtual event platform during the event;
- Sponsor logo displayed prominently on event signage throughout the event (physical & virtual events);
- Sponsor logo displayed on the event website, including a link to the Sponsor's homepage;
- Exhibition space –
  - On virtual event platform - exclusive virtual exhibition space;
  - At venue – exclusive exhibition table in the exhibition area, with the opportunity to select location first;
- Opportunity to display one pop-up banner inside the conference room;
- Recognition of sponsorship and expression of thanks to Sponsor at plenary;
- Recognition of sponsorship in pre- and post-event communications (includes quote from Sponsor and a link to Sponsor's homepage);
- Sponsor logo included in video reel playing at start and end of each day of the event;
- Recognition of sponsorship on AfPIF social media channels.



## Gold Sponsor

**Sponsorship Value: \$12,000**

(or \$30k 3 x multi year)

- Exclusive use of a meeting room on virtual event platform during the event;
- Sponsor logo displayed on event signage throughout the event (physical & virtual events);
- Sponsor logo displayed on the event website, including a link to the Sponsor's homepage;
- Exhibition space –
  - On virtual event platform - exclusive virtual exhibition space;
  - At venue – exclusive exhibition table in the exhibition area;
- Opportunity to display one pop-up banner inside the conference room;
- Recognition of sponsorship and expression of thanks to Sponsor at plenary;
- Recognition of sponsorship in pre- and post- event communications (includes link to the Sponsor's homepage);
- Sponsor logo included in video reel playing at start and end of each day of the event;
- Recognition of sponsorship on AfPIF social media channels.



## Silver Sponsor

**Sponsorship Value:**

**\$7,500** (or \$20k 3 x multi year)

- Exclusive use of a meeting room on virtual event platform during the event;
- Sponsor logo displayed on event signage throughout the event (physical & virtual events);
- Sponsor logo displayed on the event website, including a link to the Sponsor's homepage;
- Exhibition space –
  - On virtual event platform - exclusive virtual exhibition space;
  - At venue – exclusive exhibition table in the exhibition area;
- Recognition of sponsorship and expression of thanks to Sponsor at plenary;
- Recognition of sponsorship in pre- and post-event communications;
- Sponsor logo included in video reel playing at start and end of each day of the event;
- Recognition of sponsorship on AfPIF social media channels.



## Bronze Sponsor

**Sponsorship Value:**

**\$5,000**

- Exclusive use of a meeting room on virtual event platform during the event;
- Sponsor logo displayed on event signage throughout the event (physical and virtual events);
- Sponsor logo displayed on the event website, including a link to the Sponsor's homepage;
- Exhibition space:
  - On virtual event platform – exclusive virtual exhibition space.
- Recognition of sponsorship and expression of thanks to Sponsor at plenary;
- Recognition of sponsorship in pre-and post-event communications;
- Sponsor logo included in video reel playing at start and end of each day of the event;
- Recognition of sponsorship on AfPIF social media channels.



## Barrista Sponsor (per day)

Sponsorship Value: \$7,500 (or \$20k for 3 days)

- Exclusive use of a meeting room on virtual event platform during the event;
- Sponsor logo displayed on event signage throughout the event (physical & virtual events);
- Sponsor logo displayed on the event website, including a link to the Sponsor's homepage;
- Recognition of sponsorship and expression of thanks to Sponsor at plenary;
- Recognition of sponsorship in pre- and post-event communications;
- Sponsor logo included in video reel playing at start and end of each day of the event.



## T Shirt Sponsor

Sponsorship Value: \$15,000

- Exclusive use of a meeting room on virtual event platform during the event;
- Sponsor logo displayed on event signage throughout the event (physical & virtual events);
- Sponsor logo displayed on the event website, including a link to the Sponsor's homepage;
- Exhibition space –
  - On virtual event platform - exclusive virtual exhibition space;
  - At venue – exclusive exhibition table in the exhibition area;
- Recognition of sponsorship and expression of thanks to Sponsor at plenary;
- Recognition of sponsorship in pre- and post-event communications;
- Sponsor logo included in video reel playing at start and end of each day of the event;
- Recognition of sponsorship on AfPIF social media channels.



## Gala Dinner Sponsor

Sponsorship Value: \$16,500

- Opportunity to provide branded swag for the delegate bags;
- Exclusive use of a meeting room on virtual event platform during the event;
- Sponsor logo displayed on event signage throughout the event (physical & virtual events);
- Sponsor logo displayed on the event website, including a link to the Sponsor's homepage;
- Exhibition space –
  - On virtual event platform - exclusive virtual exhibition space;
  - At venue – exclusive exhibition table in the exhibition area;
- Opportunity to display two pop-up banners at Gala Dinner venue;
- Recognition of sponsorship and expression of thanks to Sponsor at plenary;
- Recognition of sponsorship in pre- and post-event communications;
- Sponsor logo included in video reel playing at start and end of each day of the event;
- Recognition of sponsorship on AfPIF social media channels.



## Virtual Sponsor

Sponsorship Value: \$3,500

- Exclusive use of a meeting room on virtual event platform during the event;
- Sponsor logo displayed (virtually) on event signage throughout the event;
- Sponsor logo displayed on the event website, including a link to the Sponsor's homepage;
- Exhibition space –
  - On virtual event platform - exclusive virtual exhibition space;
- Recognition of sponsorship and expression of thanks to Sponsor at plenary;
- Recognition of sponsorship in pre- and post-event communications;
- Sponsor logo included in video reel playing at start and end of each day of the event;
- Recognition of sponsorship on AfPIF social media channels.



## Streaming Sponsor

Sponsorship Value: \$15,000

- ⤵ Opportunity to provide branded swag for the delegate bags;
- ⤵ Exclusive use of a meeting room on virtual event platform during the event;
- ⤵ Sponsor logo displayed on event signage throughout the event (physical & virtual events);
- ⤵ Sponsor logo displayed on the event website, including a link to the Sponsor's homepage;
- ⤵ Exhibition space –
  - On virtual event platform - exclusive virtual exhibition space;
  - At venue – exclusive exhibition table in the exhibition area;
- ⤵ Opportunity to display one pop-up banner inside the conference room;
- ⤵ Recognition of sponsorship and expression of thanks to Sponsor at plenary;
- ⤵ Recognition of sponsorship in pre- and post-event communications;
- ⤵ Sponsor logo included in video reel playing at start and end of each day of the event;
- ⤵ Recognition of sponsorship on AfPIF social media channels.



## SI and Closed Captioning Sponsor

Sponsorship Value: \$17,000

- ⤵ Opportunity to provide branded swag for the delegate bags;
- ⤵ Exclusive use of a meeting room on virtual event platform during the event;
- ⤵ Sponsor logo displayed on event signage throughout the event (physical & virtual events);
- ⤵ Sponsor logo displayed on the event website, including a link to the Sponsor's homepage;
- ⤵ Exhibition space –
  - On virtual event platform - exclusive virtual exhibition space;
  - At venue – exclusive exhibition table in the exhibition area;
- ⤵ Opportunity to display one pop-up banner inside the conference room;
- ⤵ Recognition of sponsorship and expression of thanks to Sponsor at plenary;
- ⤵ Recognition of sponsorship in pre- and post-event communications;
- ⤵ Sponsor logo included in video reel playing at start and end of each day of the event;
- ⤵ Recognition of sponsorship on AfPIF social media channels.



## SPONSORSHIP CONTACT

To discuss sponsorship opportunities during AfPIF 2022, please contact:

### Sally Harvey

Director, Sponsorship and Partnership Development, Internet Society

✉ harvey@isoc.org

📞 +44 (0) 7825 093 130

### Local Sponsorship

✉ rw-adm@ricta.org.rw

📞 + 250 788 424 148

📞 + 250 788 409 061



Internet Society



### Internet Society

Rue Vallin 2, 1201 Geneva, Switzerland.

Tel: +41 22-807-1444

Reston - 11710 Plaza America Drive, Suite 400 Reston, VA 20190 U.S.A

Tel: +1 703 439 2120 | Fax: +1 703 326 9881