



# NANOG™

## INDIVIDUAL MEETING SPONSORSHIPS

### ► **Community, in its truest sense.**

As a NANOG individual meeting sponsor, you'll help us further our mission to continue cultivating and strengthening the largest community of network engineers, architects, and operators in North America.

We offer multiple opportunities for meeting sponsorship at NANOG's tri-annual conferences, providing your brand the greatest level of exposure and engagement with the industry's top minds. By aligning with professionals at the forefront of networking innovation, you'll be recognized as an innovator, too.

- Prices subject to change.

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## MEETING HOST

**\$50,000**

- Priority placement of your logo (over Diamond, Platinum, and Gold Premium Partners, and Individual Meeting Sponsors), with a link, on NANOG meeting sponsors page.
- Provides the welcome address for up to (5) minutes, during the meeting opening remarks.
- (10) paid-in-advance registration passes.
- First choice of preferred night to self-host a social event during the NANOG meeting.
- Hosting a NANOG social event is optional. If elected to host a social, a Self-Hosted Sponsorship Agreement will be signed by the sponsor, and the \$1,000 promotional fee will be waived.
- Exclusive use of a private, branded-conference room during NANOG meetings over the life of the partnership.
- Co-branded meeting t-shirt, lanyard, name badge, and hotel key card, produced and designed by NANOG.





# MEETING CONNECTIVITY

## IN-KIND SPONSORSHIP

- Priority placement of your logo (over Diamond, Platinum, and Gold Premium Partners, and Individual Meeting Sponsors), with a link, on NANOG meeting sponsors page.
- At sponsor's sole expense, sponsor will provide 1,000Mbps of bandwidth to the meeting venue.
- Offers public recognition as the NANOG Connectivity Partner to the venue during the entire NANOG meeting.
- Includes (2) paid-in-advance meeting registration passes.
- Your company logo placed on the meeting network diagram page.





## ESPRESSO BAR

**\$25,000**

- Specialty espresso-drink station with branded coffee-cup sleeves.
- 8x8 banner display, and up to (2) pop-up banners (provided by sponsor).
- Highly visible signage, even when the espresso station is closed.
- Public recognition and brand exposure for (3) full days (8:30 am – 4:30 pm).
- Opportunity to distribute your own branded literature during all breaks.
- Includes (2) paid-in-advance meeting registration passes plus (1) one-day pass.





## BEER 'N GEAR

**\$15,000**

- One of our most popular sponsorships, featuring free food, beer, and swag.
- Includes (2) paid-in-advance meeting registration passes.
- Exhibit products on a tabletop display, staffed by (2) engineers, for (2) hours.
- Focused discussions and presentations with the NANOG community of more than 1,000 attendees (depending on location).
- Public recognition during the meeting closing remarks.
- Your company logo placement, with a link, on NANOG's website.





## BREAKFASTS

### **MONDAY OR TUESDAY BREAKFAST: \$8,000**

- Includes (1) paid-in-advance meeting registration pass.
- Exhibit products on a tabletop display, staffed by (2) engineers, for (2.25) hours.
- Focused attention with the NANOG community.
- Public recognition during the meeting closing remarks.
- Your company logo placement, with a link, on NANOG's website.

### **WEDNESDAY BREAKFAST: \$6,500**

- Includes (1) paid-in-advance meeting registration pass.
- Exhibit products on a tabletop display, staffed by (2) engineers, for (2.25) hours.
- Focused attention with the NANOG community.
- Public recognition during the meeting closing remarks.
- Your company logo placement, with a link, on NANOG's website.





## LUNCHES

### **NEWCOMERS LUNCH: \$10,000**

- Held the first full day of the meeting, typically Monday.
- Includes (2) paid-in-advance meeting registration passes.
- Offers an opportunity to welcome newcomers for up to (2) minutes.
- Exhibit products on a tabletop display, staffed by (2) engineers, for (1.25) hours.
- Public recognition during the meeting closing remarks.
- Your company logo placement, with a link, on NANOG's website.

### **WOMEN IN TECH LUNCH: \$10,000**

- Held the second full day of the meeting, typically Tuesday.
- Includes (2) paid-in-advance meeting registration passes.
- Offers an opportunity to welcome attendees for up to (2) minutes.
- Exhibit products on a tabletop display, staffed by (2) engineers, for (1.25) hours.
- Public recognition during the meeting closing remarks.
- Your company logo placement, with a link, on NANOG's website.

### **MONDAY OR TUESDAY LUNCH: \$6,000**

- Includes (1) paid-in-advance meeting registration pass.
- Exhibit products on a tabletop display, staffed by (2) engineers, for (1.25) hours.
- Focused attention with the NANOG community.
- Public recognition during the meeting closing remarks.
- Your company logo placement, with a link, on NANOG's website.



## BREAKS

### **MONDAY OR TUESDAY BREAK: \$5,000**

- Includes (1) paid-in-advance meeting registration pass.
- Exhibit products on a tabletop display, staffed by (2) engineers, for (30) minutes.
- Focused attention with the NANOG community.
- Public recognition during the meeting closing remarks.
- Your company logo placement, with a link, on NANOG's website.

### **WEDNESDAY BREAK: \$3,500**

- Includes (1) paid-in-advance meeting registration pass.
- Exhibit products on a tabletop display, staffed by (2) engineers, for (30) minutes.
- Focused attention with the NANOG community.
- Public recognition during the meeting closing remarks.
- Your company logo placement, with a link, on NANOG's website.





## NETWORK LOUNGE

**\$15,000**

- 24-hour brand exposure for 3 full days in the highly trafficked open seating area.
- Opportunity to provide branded portable USB adaptors as giveaways.
- Sponsorship includes your logo on: tabletop power outlets with USB ports and wireless network printer for attendee use.
- (2) paid-in-advance meeting registration passes.



## PEERING COORDINATION FORUM

**\$5,000**

- Includes (1) paid-in-advance meeting registration pass.
- Focused attention from the NANOG community, during a (90) minute forum — attendees socialize while peering coordinators take the opportunity to introduce themselves and their company.
- Table near room entrance (inside) for giveaways.
- Recognition on the large screen during the meeting closing remarks.
- Your company logo placement, with a link, on NANOG's website.







## SURVEY GIVEAWAY

**\$3,000**

- Presentation surveys are collected electronically throughout each meeting.
- Every attendee who completes a survey is automatically entered into a drawing for a free giveaway.
- Drawings take place Monday, Tuesday, and Wednesday during the general session.
- NANOG will provide the giveaways for all winners.
- Offers numerous mentions and announcements throughout the meeting for increased visibility.
- Public recognition during the meeting closing remarks.
- Your company logo, with a link, on NANOG's website.



## SOCIALS

### **SOCIAL SPONSORSHIP: \$15,000**

- Limited to (2) co-sponsors.
- NANOG manages the planning of the event, including: venue, food, drinks, and entertainment.
- Co-sponsor(s) receive brand recognition for sponsoring the event with NANOG.
- Co-sponsor(s) have the opportunity to provide branded swag to attendees.
- Includes (2) paid-in-advance meeting registration passes.
- Each co-sponsor's company logo, with a link, on NANOG's website.

### **SELF-HOSTED SOCIAL SPONSORSHIP: \$1,000 PROMOTIONAL FEE**

- Main sponsor hosts a social event during a NANOG meeting. (Meeting Host has first choice of night to self-host a social.)
- Promotion provided via NANOG social media and digital marketing channels.
- Main sponsor can bring on additional co-sponsors: each co-sponsor is required to complete a sponsorship agreement with NANOG for \$500.
- Venue, food, drinks, and entertainment are provided by the sponsor(s).
- Opportunity to provide branded swag to attendees.
- Each sponsors' logo, with a link, on NANOG's website.





## HACKATHON

### HACKATHON: \$15,000

- Held the day before each NANOG meeting, typically Sunday.
- Focused attention from the NANOG community during this popular event, where attendees develop new ideas and hacks related to internet networking.
- NANOG Hackathon co-branded t-shirts and name badges, designed and produced by NANOG.
- Your company logo, with a link, on NANOG's website and Hackathon page.
- (3) paid-in-advance meeting registration passes plus (1) one-day pass.
- Provide Hackathon welcome address for up to (5) minutes.
- Public recognition during the meeting closing remarks.



### HACKATHON LAB: IN-KIND SPONSORSHIP

- Assist Hackathon sponsor with lab environment for the Hackathon.
- Focused attention from the NANOG community.
- Your company logo, with a link, on NANOG's website and Hackathon page.
- (1) paid-in-advance meeting registration pass.
- Public recognition during the meeting closing remarks.



## LET'S CONNECT

- ▶ Contact **Shawn Winstead**, Business Development Specialist, to discuss how you can help support our community through an individual meeting sponsorship at one of our upcoming events:

[swinstead@nanog.org](mailto:swinstead@nanog.org)

+1.866.902.1336 ext. 108

[nanog.org/participate/sponsor-nanog](http://nanog.org/participate/sponsor-nanog)



# NANOG™

**Working together,  
for the internet  
of tomorrow.**