

Sponsoring and Exhibition

Going Mobile.

# V6 World

## CONGRESS 2013

19/22 MARCH 2013 MARRIOTT RIVE GAUCHE PARIS FRANCE

## V6 World Congress 2013: 19/22 March 2013, Paris

Upperside Conferences, independent conference organizers since 1994 organized the first ever V6 World Conference in Feb. 2011 in Paris, which pre-dated the World IPv6 Day (June 8, 2011).

While Internet continues to grow exponentially beyond the capabilities of IPv4, an expansion in the address space is clearly a necessity. With its increase in the number of available prefixes and addresses in a subnet, and improvements in address management, IPv6 is the only real option on the table. Yet, IPv6 deployment requires a lot of effort, resources, and expertise.

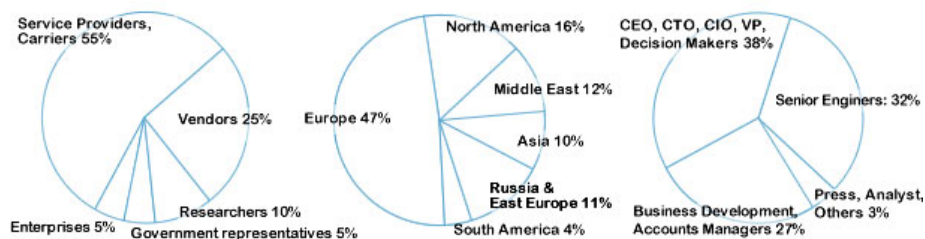
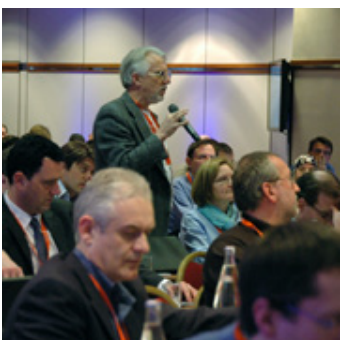
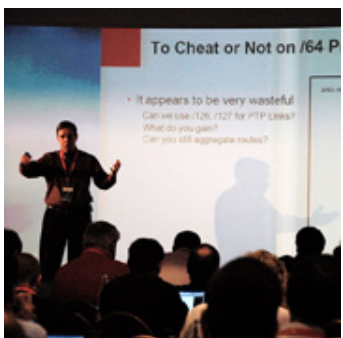
For Internet service operators, content providers and other entities that rely on Internet numbering allocations, it will become increasingly difficult and expensive to obtain new IPv4 address space to foster their networks. The cost and complexity involved is influencing network operators and enterprises to implement IPv6 in order to ensure long-term network growth and global connectivity.

The 3rd edition of V6 World will take place in Paris from 19 to 22 March, 2013. The event will welcome ISPs, Enterprises, equipment vendors, and industry leaders to share their collective experience, skill, and knowledge of deploying IPv6 worldwide.

The objective set for the 2013 edition is to confirm the progress established in 2012, which saw an unprecedented +40% growth rate in attendance.

### V6 World 2012 edition: 500 delegates

About 500 delegates attended the 2012 edition (they were 350 in 2011). Figures demonstrate that 55% of the delegates were service providers, 25% vendors, 5% enterprises, 5% government representatives and 10% researchers. Moreover, 47% of the delegates came from the European Union countries, 12% from the Middle East, 11% from Russia and non EU countries, 16% from North America, 10% from Asia, and 4% from South America.



### The 2012 agenda: enterprises testimonies

A large part of the 2012 agenda was dedicated to enterprises reports. During the panel «Are enterprises ready for the transformation?» representatives from bank & finance, industry, publishing, governments and content providers detailed their IPv6 transition strategy.

Another round table addressed technical and organizational issues that enterprises face when introducing IPv6. Other sessions covered content providers and service providers' strategies through security, management and Cloud services aspects.

### The 2013 agenda: IPv6 « by default » on mobile networks

The 2013 edition will place particular emphasis on the adoption of IPv6 on mobile networks, seeking presentations and individuals to serve on panels to discuss both the successes and challenges in enabling production IPv6 «by default» on mobile devices, in mobile applications, and on mobile networks.





## SPONSORSHIP AND EXHIBITION OPPORTUNITIES

Sponsorship opportunities represent a unique means to enhance your visibility to decision-making attendees and industry professionals at the upcoming V6 World Congress which will be organised alongside the MPLS & Ethernet World Congress.

They offer an exceptional value for money by driving increased traffic into your corporate website as well as to your exhibitor stand. Sponsorship opportunities signify increased brand awareness and provide invaluable face-to-face interaction with industry peers where delegates can network and exchange ideas, and forge new contacts from across the globe.

Depending on your specific business objectives, we propose several sponsorship opportunities to be recognized as either a Platinum, Gold, Silver or Official Sponsor.

In addition, you can combine any of these sponsoring packages with an exhibition booth.















The exhibition will take place on level 0 of the conference center.

The V6 World Conference will take place on level -1.

V6 World will share a common exhibition & coffee-break area with the collocated MPLS & Ethernet World Congress event.

Moreover a set of complementary options offers the possibility to **efficiently showcase your company's visibility during the event** (conference room, lanyards, conference pen sponsor...).

**Sponsorships and booths will be assigned on a first-come, first served basis!**

SPONSORING PACKAGES	PLATINUM	GOLD	SILVER	OFFICIAL
<b>Company logo on:</b>				
V6 World Congress website				
Front cover of the folder				
Displays at the main entrance of the show				-
USB card			-	-
Delegate's bag		-	-	-
<b>Full 4-day Event Passes</b>	<b>10</b>	<b>5</b>	<b>3</b>	<b>2</b>
Preferential Conference registration fees	-25%	-20%	-20%	-20%
<b>Sponsor Value (1)</b>	<b>€ 19,900</b>	<b>€ 9,900</b>	<b>€ 6,900</b>	<b>€ 5,900</b>

### Exhibition Option (see floor plan below)

Sponsoring + 9m <sup>2</sup> Ready Made + € 3,000	€ 22,900	€ 12,900	€ 9,900	€ 8,900
Sponsoring + 18m <sup>2</sup> Bare space + € 5,600	€ 25,500	€ 15,500	€ 12,500	€ 11,500

### CONFERENCE ROOM SPONSOR

Promotional banners in the conference room  
Broadcast of company logo in the conference room before the session begins.  
Logo positioning and linkage on the Website

Sponsorship Value (1): **€ 5,500**

*Banners to be supplied by the sponsor*

### LANYARDS SPONSOR

For guaranteed visibility, your logo will appear on the lanyards of the badges worn by all attendees and visitors throughout the event.  
Logo positioning and linkage on the Website.

Sponsorship Value (1): **€ 5,500**

*Lanyards to be supplied by the sponsor*

### CONFERENCE PEN SPONSOR

The 'Conference Pen' will be given to delegates along with conference bag.  
Logo positioning and linkage on the Website.

Sponsorship Value (1): **€ 1,900**

*Conference Pens to be supplied by the sponsor*

### LITERATURE DISTRIBUTION SPONSOR

The Literature distribution will take place during the show. Mostly as a 'hand-out' by event hostess when entering conference room.  
Logo positioning and linkage on the Website.

Sponsorship Value (1): **€ 2,500**

*Literature to be supplied by the sponsor.*

*Please check with event manager to confirm type, size & weight of material planned*

### CONFERENCE BAG INSERTS SPONSOR

The 'Conference Bag inserts' will be given to delegates along with conference bag at the moment of collecting their badge.  
Logo positioning and linkage on the Website.

Sponsorship Value (1): **€ 1,900**

*Inserts to be supplied by the sponsor.*

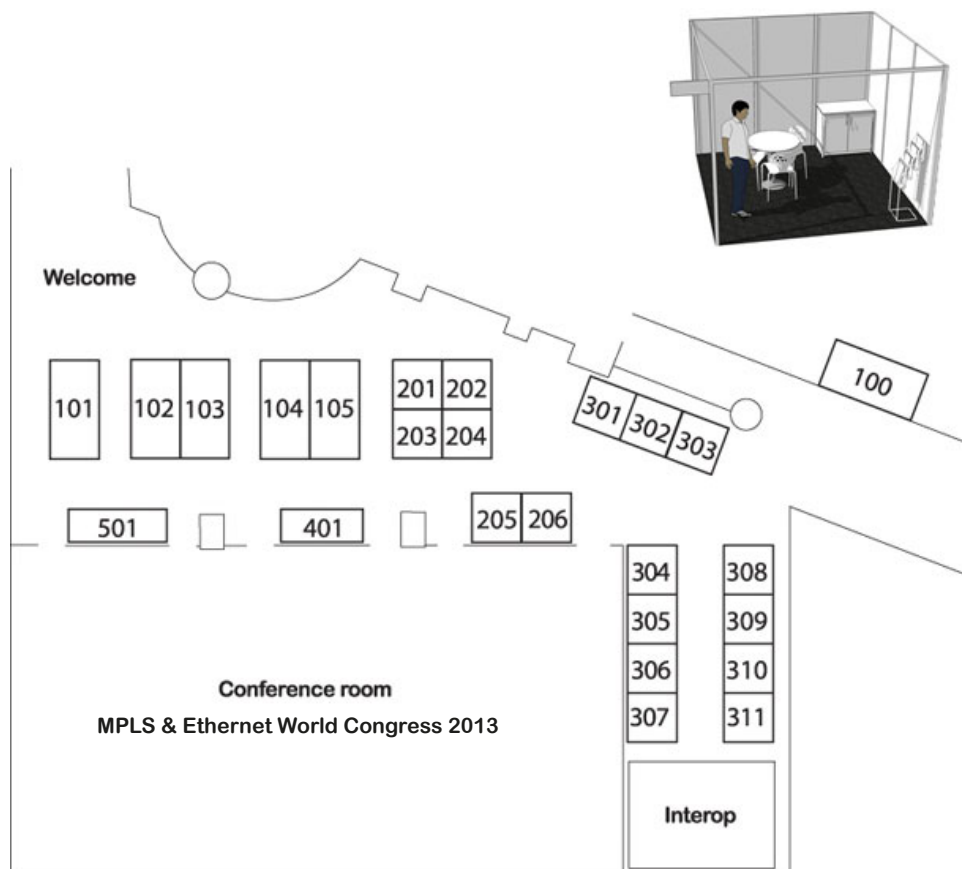
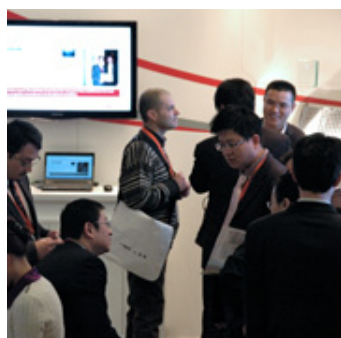
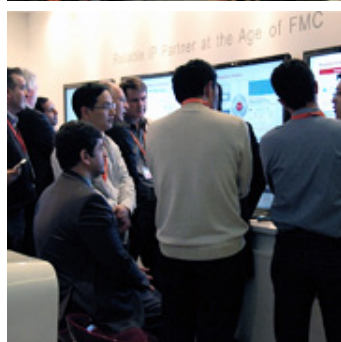
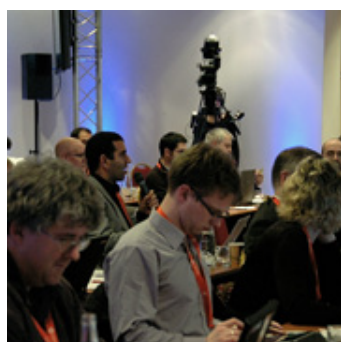
*Please check with event manager to confirm type, size & weight of inserts*

### OFFICIAL T-SHIRT SPONSOR

Company's logo on official conference t-shirt – to be given to all full conference attendees.  
Logo positioning and linkage on the Website.

Sponsorship Value (1): **€ 3,900**

*Please check with event manager to confirm type, color, size & weight of material planned.*



SIZE	LOCATION	READY MADE	BARE SPACE	FULL PASSES
18m <sup>2</sup> (6m x 3m)	101 to 105	€ 11,850	€ 11,250	3 Pass incl.
12m <sup>2</sup> (6m x 2m)	501	€ 8,250	€ 7,850	3 Pass incl.
10m <sup>2</sup> (5m x 2m)	401	€ 6,750	€ 6,350	2 Pass incl.
9m <sup>2</sup> (3m x 3m)	201-206   301-311	€ 6,250	€ 5,850	2 Pass incl.

VAT 19,6 % not Included. See (1) and (2) below.

#### The ready-made booths include:

Partitioning, Carpeting, Company Sign, Spotlights, 1 round table + 3 chairs, 1 lockable storage cabinet, 1 rack for literature

**Full Conference-Pass** gives access to the conference room and exhibition, proceedings, coffee breaks & luncheons during the 4-day event. Value € 2,590 (VAT not included).

Booths will be assigned on a first-come, first served basis!

To book your sponsoring package or your booth, **Please fill in the order form online.**

If you have any questions feel free to contact **Mrs Vijee Djega**, email: [vijee@upperside.fr](mailto:vijee@upperside.fr), telephone: ++33 1 53 46 63 80.

(1) For French companies only, VAT 19.6% is applicable to this amount.

(2) Due to changes in the VAT legislation we will send invoices to foreign exhibitors without value added tax. **For companies from the European Community**, please provide us your **VAT number**. If the client company does not have a VAT number or the VAT number has not been indicated, the invoices will be sent inclusive of VAT according to French tax law regulations.





upperside conferences