



> EUROPEAN TELECOMMUNICATIONS STANDARDS INSTITUTE

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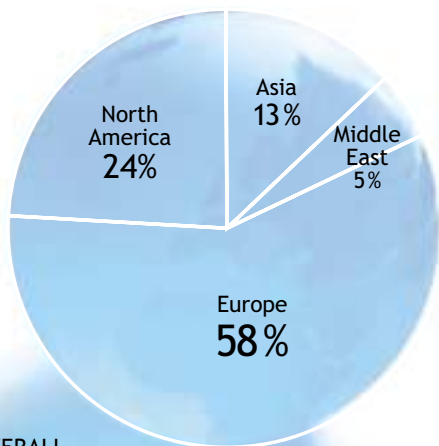
> sponsor interoperability:  
> sponsor ETSI Plugtests™!





## > WHO ARE WE?

A cost neutral & growing service under the ETSI umbrella



OVERALL GEOGRAPHIC REPARTITION OF PARTICIPATING COMPANIES SINCE JANUARY 2001

### They said about the ETSI Plugtests™ Service...

- > "We simply could not have the same assurance of interoperability of our products with others' without events such as Plugtests™"
- > "The excellent working conditions enabled us to carry out our validations effectively in a limited time"
- > "Good opportunity to gather technical people at the same place"

- > Set up at the end of 1999, ETSI Plugtests™ service is a self-financed service, specialized in the organization of interoperability events.

- > ETSI's experience in telecommunication standardization has shown that **the guarantee of interoperability is essential** to the standardization process. **Its impartiality** makes also ETSI Plugtests™ ideally suited to organize this type of event.

#### DOMAINS ALREADY COVERED:

VoIP telephony & multimedia	DSL
Bluetooth	OSA-PARLAY
IPv6	ebXML
Speech Quality	Security
SIP	Powerline
SIGTRAN	ENUM
Smart Card	GRID Computing
J2ME	F-MMS

- > Any telecommunication, Internet or Information technology standard can be tested.
- > We offer you fully fledged project management, or any part thereof, for your Plugtests™ event, whether you plan to have it on ETSI premises with its excellent network and infrastructure, in nearby Nice, Cannes or Monaco, or anywhere else in the world, including a company's site.
- > We have organized events ranging from 30 to 500 engineers on sites from 100 - 3000 m<sup>2</sup> (300 - 10,000 square feet).
- > Our participants are worldwide telecommunication companies represented through interests groups such as:
  - ETSI technical bodies
  - 3GPP (Third Generation Partnership Project)
  - IETF (Internet Engineering Task Force) working groups
  - ITU (International Telecommunication Union) study groups
  - Fora (SIP Forum, Bluetooth SIG...)

#### A few figures...

- 50<sup>th</sup> Plugtests event in 2004
- **2500 engineers** from **900 companies**
- **Overall satisfaction rated: 4.3/5**



## > Why sponsor THE ETSI PLUGTESTS™ SERVICE?

- **Boost your image:** show that your company is dynamic, pro-active and innovative!
- **Create an image** of positive association between your company and Interoperability (as supported by ETSI and its activities)
- **Promote your brand** by associating it with the key organization active in a key technology
- **Target the active audience** in your specific domain
- **Create new business opportunities** for your company
- **Benefit from** the stronger support and the political & industrial recognition given to Plugtests events
- **Get high-visibility** and promotion through ETSI's high-traffic website (4000 visits/day), ETSI press and news services

## > OUR SPONSORING PROGRAMME

a wide range of flexible sponsorship opportunities

### 4 STANDARD BUDGET SPONSORSHIP OPPORTUNITIES :

	DIAMOND	PLATINUM	GOLD	SILVER	REGULAR
<b>CONDITIONS</b>					
Duration of Sponsorship	Annual	Annual	Event	Event	Event
Maximum number of SPONSORS per level	3	6	3	6	10
PRICE	100K euros	50K euros	30K euros	20K euros	5K euros (Private companies) 2K euros (Academics)
<b>BENEFITS</b>					
Display on the Plugtests™ website	Permanent display with a logo and a link to the SPONSOR's website and/or a 150 word SPONSOR profile	Permanent display with a logo and a link to the SPONSOR's website and/or a 100 word SPONSOR profile	Temporary display with a logo and a link to the SPONSOR's website and/or a 50 word SPONSOR profile	Temporary display with a logo and a link to the SPONSOR's website	Temporary display with a logo and a link to the SPONSOR's website
Visibility at the Plugtests™ event venue	1 Banner and/or 1 Popup stand inside the venue	1 Banner inside the venue	1 Poster inside the venue	1 Poster inside the venue	
Visibility in the Plugtests™ event Welcome Guide	1 page A4 Flyer inserted in and logo displayed in the Plugtests™ event Welcome Guide	1 page A4 Flyer inserted in and a logo displayed in the Plugtests™ event Welcome Guide	Logo with a 50 word SPONSOR profile displayed in the Plugtests™ event Welcome Guide	Logo displayed in the Plugtests™ event Welcome Guide	
Display in Plugtests™ News Releases	Logo with a link to the SPONSOR's website and a 150 word SPONSOR profile	Logo with a link to the SPONSOR's website and a 100 word SPONSOR profile	SPONSOR logo with a link to the SPONSOR's website and a 50 word SPONSOR profile	SPONSOR logo with a link to the SPONSOR's website	
Referencing in the ETSI NEWS web page	Link to the Plugtests™ News Release with logo which links to the SPONSOR's website and a 150 word SPONSOR profile	Link to the Plugtests™ News Release with logo which links to the SPONSOR's website and a 100 word SPONSOR profile	Link to the Plugtests™ News Release with logo which links to the SPONSOR's website and a 50 word SPONSOR profile	Link to the ETSI Plugtests™ News Release with logo which links to the SPONSOR's website	
Extra benefits	Individual participations over the Sponsoring period	Individual participations over the Sponsoring period			Logo displayed in Plugtests flyers/posters for the event



In addition, Alternative Sponsorship Opportunities exist for a limited budget from 5K euros to 20K euros in financing a social event, lunch, etc.

ALL DETAILS, INFORMATION AND APPLICATION FORMS CAN BE FOUND UNDER THE "SPONSOR US!" SECTION OF THE ETSI PLUGTESTS™ WEBSITE:

<http://www.etsi.org/plugtests/sponsorus.htm>

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