

# The IIC Sponsorship Opportunities



**COMMUNICATIONS, POLICY AND REGULATION WEEK 2015**



IIC events are experiencing a surge in popularity as the lines between different players in the sector become blurred and policy and regulation becomes more complex.

We anticipate over 250 participants from the boardrooms and senior strategic teams of regulators, telecoms operators, broadcasters, content providers, IT and network providers, lawyers and many more.

**Sponsorship packages are available for the week's events**

## **THE 46TH ANNUAL CONFERENCE 7-8 OCTOBER 2015**

At the Ronald Reagan Building,  
International Trade Center

## **THE ANNUAL INTERNATIONAL REGULATORS FORUM 5-6 OCTOBER 2015**

Hosted by the FCC

**PLUS**

**OPENING RECEPTION  
6TH OCTOBER**

**GALA RECEPTION  
7TH OCTOBER**

**WORKSHOPS**

POLICY ARENA  
DISCUSSION FORUM  
INDEPENDENT PLATFORM

[WWW.IICOM.ORG](http://WWW.IICOM.ORG)

# COMMUNICATIONS POLICY & REGULATION WEEK THE FOCAL POINT OF IIC ACTIVITY

CPR Week addresses 'big picture' themes that affect the communications community. It combines the Annual Conference and the International Regulators Forum as well as workshops, networking events and private meetings.

## 94

NRAs from 94 countries have taken part in meetings in the last five years

## 170

170 NRAs and Government Ministries have taken part in meetings in the last five years.

## THE 46TH ANNUAL CONFERENCE

Trends in Converged Communications: Fostering Innovation and Growth  
7-8 October 2015

This year we will be in Washington DC at the Ronald Reagan Building and International Trade Center.

The IIC Annual Conference is a multi-speaker, two-day event, designed to meet the policy and strategic needs of senior executives and public policy-makers in the telecommunication, media and technology spheres. It is the main event within the Communications Policy & Regulation Week.

2015 discussion themes will include:

- Pathways for converged communications competition policy
- Connecting the unconnected in emerging and mature markets
- OTT convergence models – legacy media versus digital native
- Internet of everything – how do we ensure positive societal gain?

## INTERNATIONAL REGULATORS FORUM

Hosted by the Federal Communications Commission (FCC)  
5-6 October 2015

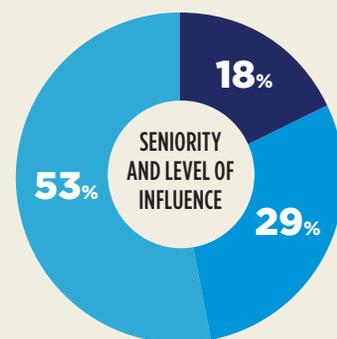
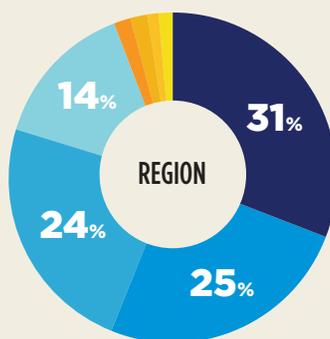
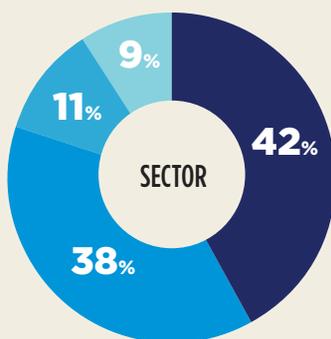
The IIC International Regulators' Forum (IRF) is solely for senior statutory regulators in the communications, media and technology industries. The group convenes annually as part of the Communications Policy and Regulation Week and regionally at other times in the year.

This meeting brings together about 70 international regulators to discuss practical problems and share experiences and approaches within a collegiate, informal, learning environment.

2015 discussion themes will include:

- Regulatory disruption to initiate regulatory innovation
- Competition and allowing market failure
- Reducing the digital divide, increasing access

## PROFILE OF ANNUAL CONFERENCE PARTICIPANTS



- Commercial Operator
- Government or Regulator
- Professional service provider
- Academic or Representative body

- Europe
- Asia
- North America
- Africa
- Oceania
- Middle East
- South Central America
- Caribbean

- CEO, Commissioner, MD, Director General
- Chief, President
- Director, Head of, Vice President

# FIVE GOOD REASONS ORGANISATIONS CHOOSE TO SPONSOR THE IIC

1

## The full panoply of bodies active in the converged TMT industry doesn't convene in very many situations

IIC events are unique. We operate at the intersection of business strategy and public policy. No other events or publications give access to such a specific group of policy makers, strategists and regulators from such an international cross section of relevant organisations.

2

## Showcasing innovation, developing international relations and sharing societal responsibility is essential for global brands

Sponsoring CPRW allows global players to help shape the public policy agenda that will impact their growth and influence in international markets.

3

## Reaching an attentive international audience of engaged regulators isn't easy

Communications Policy and Regulation Week provides an unhurried collegiate environment in which senior international players involved in regulation, policy making and industry come together to shape the policy agenda for the foreseeable future.

4

## Building credibility and demonstrating up to date knowledge is critical for professional service providers

Sponsorship of the IIC and its events lends credibility and provides opportunities to contribute to highly participative discussions with senior level policy makers.

5

## Most organisations are time poor and budget restricted, yet need scope to build relationships

Sponsoring CPRW gives you a chance to arrange meetings and develop relationships with multiple organisations during the course of just one week.

### Sponsorship Packages

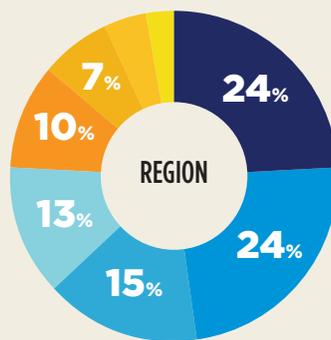
Options for sponsorship range from £5,000 to £15,000 and will be tailored according to your needs.

- Gala dinner sponsor
- Diamond
- Platinum
- Gold
- Silver
- Delegate bag sponsor

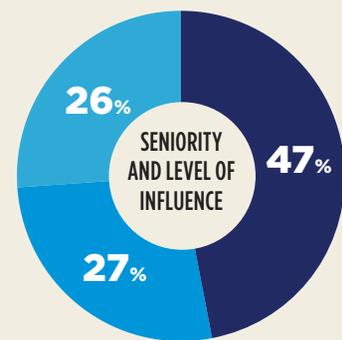
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- Caribbean



- CEO, Commissioner, MD, Director General
- Chief, President
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# WHY SPONSOR THE IIC?

The IIC is not a commercial organisation and operates on a not for profit basis solely to enable the balanced, open dialogue that shapes the policy agenda. Sponsorship and membership fees enable us to do this.

There are packages available ranging from £5,000 to £15,000. Diamond Sponsor and Gala Dinner Sponsor are exclusive deals.

We can also create Platinum, Gold and Silver packages to suit your budget and requirements.

# 500

More than 500 senior decision making individuals from NRAs at board level and above have actively participated in our meetings

## WHAT WE CAN OFFER IN OUR SPONSORSHIP PACKAGES

- Free places for the conference
- Logo on the delegate bags
- Insert contents in the bag
- Free places to the gala dinner
- Welcoming remarks from the dinner sponsor
- Conference proceedings available to circulate
- 75 word profile on the IIC website
- Logo on all advertising material and in delegate packs
- Banner on IIC conference website
- Email thanking you to all IIC members
- Listing on conference website
- Promotional literature in delegate packs
- Personal thanks from conference chair
- Logo on signage behind the stage
- Inclusion in any press release related to the event

# ANNUAL SPONSORSHIP OF THE IIC

Current IIC Sponsors include:

This is a type of membership and is typically for global organisations. Annual sponsors work closely with the IIC, helping to shape the policy agenda, contributing to discussions from which the wider community benefits. IIC Sponsorship packages can be tailored to your needs.



TO DISCUSS SPONSORSHIP OPTIONS

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