

# The International Institute of Communications



International  
Institute of  
Communications

## Sponsorship Brochure

IIC Annual Conference  
Ottawa, Canada  
3-4 November 2022  
In-person



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It was, in fact, a pleasure to share our views on how to create a better and more inclusive communications environment. Glad to hear we could move the ball forward a bit! Thanks again for inviting us.

**Mauricio Ramos. Millicom  
Annual Conference 2021**

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[www.iicom.org](http://www.iicom.org)

The International Institute of Communications, known as the IIC, brings together (hundreds of) Regulators, Policy Makers and Industry from across the globe to the Annual Conference. We are delighted to return to an in-person Annual Conference for 2022 in Ottawa, Canada.

The IIC exists to inform and thereby shape the global policy agenda for the ICT and digital ecosystem. Its members believe that the impact of technological innovation on society should be evaluated and discussed openly and that policy and regulation should both maximise the public interest and promote innovation and investment.

The IIC is the policy platform for the digital eco-system, our meetings operate at the intersection of business strategy, policy and regulation. We are a global, independent, neutral and trusted convener for Regulators and Industry. We operate as a not-for-profit organisation.

The IIC's Annual Conference is the one moment in the year when members from all around the world come together to discuss hot topics through its two day programme. The respected conference programme creates an environment to share knowledge and best practice and enables the opportunity for all to learn through keynote speakers, panel sessions, presentations and renowned specialists.

As we return to an in-person Annual Conference and a return to Ottawa, the first time since 1980, this offers an unprecedented opportunity to establish strategic relationships with industry leaders and policymakers across all levels of government and the private sector.

I encourage you to consider a mutually beneficial partnership as a sponsor of this two-day Annual Conference and to take advantage of the valuable exposure and recognition on offer. Our sponsorship opportunities provide a range of entry points and are listed below.

Thank you for your support, it is very much appreciated.



Lynn Robinson, IIC Director General

## Four good reasons to sponsor the Annual Conference

- 1 The IIC brings together the full range of local and international representatives from the converged digital, telecoms and media industries
- 2 Sponsorship provides the opportunity to develop relationships with an attentive executive level, international regulatory and ministerial audience
- 3 Ensure societal responsibility essential for your organisation by sharing our commitment to global and local inclusion
- 4 Be associated with the IIC's respected and prestigious platform for new ideas and thoughtful debate

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It was '5G – great organisers, great moderator, great co-panellists, great topic and green questions from the public!  
**Agnieszka Skorupinska, Vodafone. Annual Conference 2021.**

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# Sponsorship Packages

Ranging from £5000-£15000

## Don't See What You Want?

A variety of sponsorship packages (and partnership opportunities) are available. Should the following options not meet your needs or budget, there is also an opportunity to create a personally tailored package.

## Diamond Sponsor

**£15,000**

- Four complimentary delegate places for key clients and company employees
- Two complimentary places at the Gala dinner
- Company to be referred to as the 'Diamond Sponsor' of the IIC Annual Conference
- Company logo to be featured prominently on all marketing materials for the duration of the campaign, to include all advertising, online media, email and printed collateral
- A 75-word company profile outlining your company's main activities to be included in the Annual Conference pages of [www.iicom.org](http://www.iicom.org) with a hyperlink to company's website
- Logo linking to company website to be present on the Annual Conference pages of [www.iicom.org](http://www.iicom.org) for the duration of the pre-conference marketing campaign
- Company logo to be featured prominently in the email marketing campaign with a link to company website
- Company logo to be displayed on delegate documentation packs and the conference stage set
- Company to be acknowledged throughout the event on holding slides
- Company to be acknowledged during the event via digital signage throughout the conference venue
- Sponsor to be thanked by the chairman at the beginning and end of the conference
- Company to be featured in any press releases related to the event
- Opportunity to circulate conference proceedings to clients – normally available to delegates and members only

## **Platinum Sponsor**

**£10,000**

- Two complimentary delegate places for key clients and company employees
- Company to be referred to as a 'Platinum Sponsor' of the IIC Annual Conference
- Company logo to be featured prominently on all marketing materials for the duration of the campaign, to include all advertising, online media, email and printed collateral
- Company logo to be featured on [www.iicom.org](http://www.iicom.org) with a hyperlink to company's website for the duration of the pre-conference marketing campaign
- Company logo to be featured prominently in email marketing campaign with a link to company website
- Company logo to be displayed on all delegate documentation packs and the conference stage set
- Company to be acknowledged throughout the event on holding slides
- Company to be acknowledged during the event via digital signage throughout the conference venue
- Sponsor to be thanked by the chairman at the beginning and end of the conference
- Company to be featured in any press releases related to the event

## **Gold Sponsor**

**£7,500**

- Two complimentary delegate places at the conference
- Company to be referred to as a 'Gold Sponsor' of the IIC Annual Conference
- Company logo to be featured prominently on all marketing materials for the duration of the campaign, to include all advertising, online media, email and printed collateral
- Company logo to be featured on [www.iicom.org](http://www.iicom.org) with a hyperlink to company's website for the duration of the pre-conference marketing campaign
- Company logo to be displayed on the conference stage set
- Company to be acknowledged throughout the event on holding slides
- Sponsor to be thanked by the chairman at the beginning and end of the conference
- Company to be featured in any press releases related to the event

## **Silver Sponsor**

**£5,000**

- One complimentary delegate place at the conference
- Company to be referred to as a 'Silver Sponsor' of the IIC Annual Conference
- Company logo to be featured prominently on all marketing materials for the duration of the campaign, to include all advertising, online media, email and printed collateral
- Company name to be featured on [www.iicom.org](http://www.iicom.org) with a hyperlink to company's website for the duration of the pre-conference marketing campaign
- Company logo to be displayed on the conference stage set
- Sponsor to be thanked by the chairman at the beginning and end of the conference
- Company to be featured in any press releases related to the event

## **Gala Dinner Sponsor**

**£15,000 (for exclusive sponsorship)**

**This event will be held in a venue outside the conference centre where all delegates and speakers will be welcome**

- Three complimentary delegate places at the conference and three additional places at the Gala Dinner (opportunity to invite your guests/VIPs)
- The opportunity for a company representative to make opening remarks
- Your company logo, with thanks included within the menus
- Company logo to be featured prominently on all marketing materials for the duration of the campaign, to include all advertising, online media, email and printed collateral
- Logo linking to company website to be present on the Annual Conference pages of [www.iicom.org](http://www.iicom.org) for the duration of preconference marketing campaign
- Company logo to be featured prominently in email marketing campaign with a link from all emails to company website
- Company logo to be displayed on delegate documentation packs and the conference stage set
- Sponsor to be thanked by the chairman at the beginning and end of the conference

## **Reception Sponsor**

**£5,000**

**Exclusive sponsorship of the reception opening the Annual Conference (following on from the IRF) where all delegates (including regulators) and speakers are welcome**

- Company logo to be featured prominently on all marketing materials for the duration of the campaign, to include all advertising, online media, email and printed collateral
- Logo linking to company website to be present on the Annual Conference pages of [www.iicom.org](http://www.iicom.org) for the duration of preconference marketing campaign
- Company logo to be featured prominently in email marketing campaign with a link from all emails to company website
- Company logo to be displayed on delegate documentation packs and the conference stage set
- Sponsor to be thanked by the chairman at the beginning and end of the conference

To book a sponsorship package or for further information please contact [e.garbett@iicom.org](mailto:e.garbett@iicom.org)

