

# INTERNATIONAL TELECOMMUNICATION UNION



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Date: 30 July 2009

Ref: DM-186

To: Industry Representatives

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Subject: CONNECT CIS Summit, Sponsorship Packages

Dear Sir/Madam,

Recently you have received or you will soon receive an invitation to attend the *Connect CIS* Summit in Minsk from 26-27 November 2009, a high-level gathering of leaders of the region's ICT community and global partners. I am pleased to provide you with information about sponsorship opportunities for this special event.

A core objective of the Summit is to mobilise the human, financial and technical resources required to close the ICT gaps in the region and to support a rapid, region-wide transition to digital infrastructure and services. The aim is to expand ICT access and use in the region with an emphasis of developing broadband internet infrastructure and services to support the growing demand. It will also focus on enhancing ICT training in the region and creating a policy and regulatory environment to support investments. Not least, the Summit will also be a vital gathering of business and community leaders from across the region, and therefore an ideal opportunity for networking, holding top-level meetings and discussions and getting business done.

Besides inviting companies to participate in the Connect CIS Event, ITU would like they take their own stake in this major summit, through direct sponsorship. We have developed a number of exciting sponsorship packages for companies to get involved, each including outstanding visibility opportunities, as well as a number of high-level privileges linked to the Summit. If this sponsorship opportunity is of interest to your organization, please contact the Secretariat as soon as possible. **All sponsors must be formally confirmed in writing by 30 September.**

With such a high-level audience, the opportunities for meeting and networking will be extensive. Plus, sponsorship of a Summit as unique as Connect CIS gives an unrivalled opportunity for companies and organizations to help bring about true change across the region by extending the reach and benefits of ICTs.

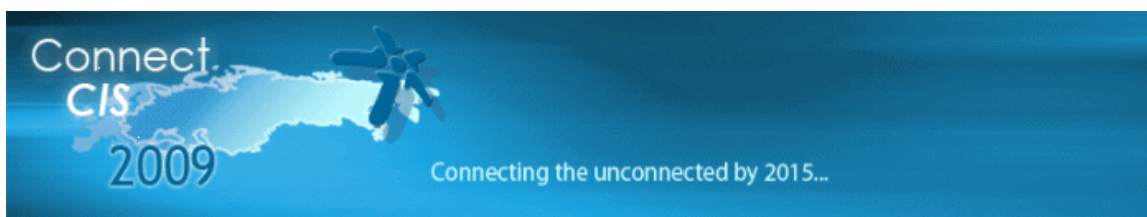
Please see our brochure detailing further information on these unique packages on the following link: <http://www.itu.int/ITU-D/connect/cis/sponsorship.pdf>. Do not hesitate to contact us at [connect@itu.int](mailto:connect@itu.int) with any further questions.

I look forward to welcoming you and your organization at Connect CIS.

Yours faithfully,

*[Original signed]*

Sami Al Basheer Al Morshid  
Director



## SPONSORSHIP PACKAGES

### Overview

ITU is organizing the Connect CIS Summit from 26 to 27 November 2009. The Summit, which will attract some 400 leaders from CIS and neighbouring states, governments, industry and financial institutions among others, will be hosted by His Excellency Mr. Alexander Lukashenko, President of the Republic of Belarus. In preparation of the Summit, a Ministerial Meeting will be held on 25 November 2009.

The Connect CIS Summit will be held in conjunction with the CIS Regional Preparatory Meeting (23-24 November 2009) for the 2010 World Telecommunication Development Conference (WTDC), which gathers Member States and partners once every four years to lay out plans for the coming period.

### Purpose

The overall objective of the Connect CIS Summit is to mobilize the human, financial and technical resources to support a rapid, region-wide transition to digital infrastructure and services, widely recognized as the engine of future economic growth and social and economic development. Priorities include rolling out broadband internet, expanding rural connectivity, creating a policy and regulatory environment to support investment and new business models, enhancing ICT training and human capacities and stimulating locally-relevant applications and services among others.

### Format

The Connect CIS Summit will offer a venue for leaders from the public and private sectors as well as international and regional financing and development agencies to network face-to-face and forge new partnerships. The Summit program will feature high-level panels, round tables and networking sessions as well as announcements of new partnerships. The Summit will be televised and made available via webcast.

### Background

The Connect CIS Summit is the second in a series of regional events designed to stimulate public-private partnerships and investment needed to “connect the unconnected” by 2015: <http://www.itu.int/ITU-D/connect/index.html>. It builds on the successful Connect Africa Summit held in October in 2007.

### Partners

The Summit is being organized in partnership with the Regional Commonwealth in the Field of Communications, the Commonwealth Independent States Executive Committee, the World Bank, the European Bank for Reconstruction and Development, the European Investment Bank, the Islamic Development Bank, the United Nation Economic Commission for Europe and the United Nation’s Global Alliance for ICT and Development.

# SPONSORSHIP PACKAGES

## GOLD

### EXCLUSIVE SPONSORSHIP FOR ONE COMPANY

**COST: USD \$100 000**

#### **Benefits**

##### ***On-site***

- Opening Ceremony speaking slot for Sponsor's Chief Executive
- Dedicated VIP Meeting room for Sponsor's Executive to hold bilaterals
- "Thank you to our Sponsors" with logo on the Summit programme
- Logo of the company displayed in strategic areas of the conference, including in coffee break zones, catering area and hallways leading to the meeting room entrance\*
- Logo of the company on delegate folders

##### ***Web***

- "Thank You to our Sponsors" with logo on the Summit website with link to the Sponsor's website
- Company overview and CEO message

## SILVER

**THIS SPONSORSHIP IS FOR TWO COMPANIES**

**COST: USD \$50 000**

### **Benefits**

#### ***On-site***

- “Thank you to our Sponsors” with logo on the Summit programme
- Guaranteed panel slot in one of the sessions
- Logo of the company displayed in strategic areas of the conference, including in coffee break zones, catering areas and hallways leading to the meeting room entrance\*
- Logo of the company on delegate folders

#### ***Web***

- “Thank You to our Sponsors” with logo on the Summit website
- Company overview and CEO message

# BRONZE

THIS SPONSORSHIP IS FOR FOUR COMPANIES

COST: USD \$25 000

## Benefits

### *On-site*

- Logo of the company displayed in strategic areas of the conference, including in coffee break zones, catering areas and hallways leading to the meeting room entrance\*
- “Thank you to our sponsors” with company name on the Summit Programme
- Name of the company on delegate folders

### *Web*

- “Thank You to our Sponsors” with logo on the Summit website

\* NOTE: The logo sizes, visibility and location will be differentiated between the three categories.