

## ITU 4<sup>th</sup> Green Standards Week

Sponsorship opportunities

Contact: [greenstandard@itu.int](mailto:greenstandard@itu.int)

### About the ITU Green Standards Week

ITU is organizing the *fourth Green Standards Week*, from 22 to 26 September 2014 in Beijing, China. The Green Standards Week will be graciously hosted by Huawei in close cooperation with the China Academy of Telecommunication Research (CATR) of the Ministry of Industry and Information Technology (MIIT) under the Government of the People's Republic of China.

The *Green Standards Week* acts as a global platform for discussion and knowledge-sharing in order to raise awareness of the importance and opportunities of using ICT in facilitating the building of green economies and ensuring a sustainable future.

### Overview of the event

- 22 September 2014: Forum on "**Green ICT for a sustainable resource efficient economy**"
- 23 September 2014: Forum on "**E-waste: the inconvenient truth**"
- 24 September 2014: Forum on "**Setting the vision for Smart Sustainable Cities**"
- 25 September 2014: Forum on "**Using EMF to achieve the Smartest Sustainable City**"
- 26 September 2014: Regional meeting of **ITU-T Study Group 5 Regional Group for Asia and the Pacific** (SG5 RG-AP)

### Important points of discussion

The *Green Standards Week* is the primary technical and policy conference and a "must-attend" event for anyone developing or deploying **green ICT standards**.

This is the fourth *Green Standards Week* organized by ITU. The *Green Standards Week* 2014 will address the following:

- In depth analysis of the strategic and technical challenges faced by the main actors involved in shaping **Smart Sustainable Cities (SSC)**
- ICT convergence and regulatory matters related to SSC
- New research projects for SSC establishment
- New standards needed to shape smart sustainable cities

### Target audience

- Representatives of the ICT industry working on SSC and related technologies /services
- CTO-level, technology and product managers
- Standardization experts and technical managers
- Representatives of related standards organizations
- Government officials and regulators
- Smart City planners
- Engineers and designers
- Participants of related research projects

### Benefits of acquiring Green Standards Week sponsorship

- Increased visibility in the target audience
- Strong association of your brand with a focused topic
- Sponsoring company will be globally recognized as a supporter of ITU and its field of work
- Global acknowledgment of being associated to a respected brand

- Sponsorship may be seen as an extension of the company's corporate social responsibility (CSR) strategy
- Excellent value for money (in terms of scope for future research, brand visibility and other benefits depending on the sponsorship package taken)

**Kindly note that sponsorship packages are offered on a first-come first-serve basis.**

**Option 1: Platinum – CHF 20'000** (only two Platinum Sponsors accepted)

- Sponsor honored as a Platinum sponsor
- Possibility to propose a speaker for each forum during the GSW
- Sponsor's hyperlinked name and logo to be highlighted on the event's main webpage
- Sponsoring company profile on event webpage dedicated to sponsors
- Sponsor's logo on announcement email campaign
- Sponsor's logo on onsite event signage, banners and main stage backdrop
- Sponsor's logo carried on the GSW A4 flyer in the welcome packages (provided by the sponsor)
- Exhibition booth space for 5 days to showcase products
- Note of thanks to the sponsors by ITU dignitary in opening speech
- Note of thanks to the sponsor in the magazine advertising for the event
- Sponsor's name to be included in the ITU-T e-flash and media advisories
- Sponsor's name on proceedings
- Sponsor's name and promotional collateral/publications in USB key of the event
- Special mention that the lunch/cocktail is "courtesy of" the sponsor (agenda in welcome package, on the screen in meeting room and on the web agenda)
- Place cards with "Exclusive sponsor's" logo on buffet tables
- Mention in the press release to be issued after the event

**Option 2: Gold – CHF 10'000** (only two Gold Sponsors accepted)

- Sponsor honored as a Gold sponsor
- Possibility to propose a speaker for 2 forums during the GSW
- Sponsor's hyperlinked name and logo on the event's main webpage
- Sponsoring company profile on event webpage dedicated to sponsors
- Sponsor's logo on onsite event signage, banners and main stage backdrop
- Sponsor's logo carried on the GSW A4 flyer in the welcome package (provided by the sponsor)
- Exhibition booth space for 5 day to showcase products
- Note of thanks to sponsors by ITU dignitary in the opening speech
- Note of thanks to sponsor in the magazine advertising for the event
- Sponsor's name to be included in ITU-T e-flash and media advisories
- Sponsor's name on proceedings
- Sponsor's name and promotional collateral/publications in USB key of the event
- Special mention that the lunch/cocktail is "courtesy of" the sponsor (agenda in welcome package, on the screen in meeting room and on the web agenda)
- Place cards with "Exclusive sponsor's" logo on buffet tables
- Mention in the press release to be issued after the event

**Option 3: Silver – CHF 5'000** (only three Silver Sponsors accepted)

- Sponsor honored as a Silver sponsor
- Sponsor's hyperlinked name and logo on the event's main webpage
- Sponsor's logo on onsite event signage, banners and main stage backdrop
- Sponsor's logo carried on the GSW A4 flyer in the welcome package (provided by the

sponsor)

- Distribution of sponsor's giveaways and promotional collateral at the event (to be supplied by the sponsor)
- Note of thanks to sponsors by ITU dignitary in opening speech
- Note of thanks to sponsor in the magazine advertising for the event
- Sponsor's name to be included in ITU-T e-flash and media advisories
- Sponsor's name on proceedings
- Sponsor's name and promotional collateral/publications in USB key of the event
- Mention in the press release to be issued after the event

#### **Option 4: Bronze - CHF 3'000** (only four Bronze Sponsors accepted)

- Sponsor honored as a Bronze sponsor
- Possibility to fund fellowships
- Sponsor's hyperlinked name and logo on the event's main webpage
- Sponsor's logo on onsite event signage, banners and main stage backdrop
- Sponsor's logo carried on the GSW A4 flyer in the welcome package (provided by the sponsor)

#### **Past edition**

- [3<sup>rd</sup> ITU Green Standards Week](#)
- <http://greenweekmadrid2013.com/>

#### **Contact**

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