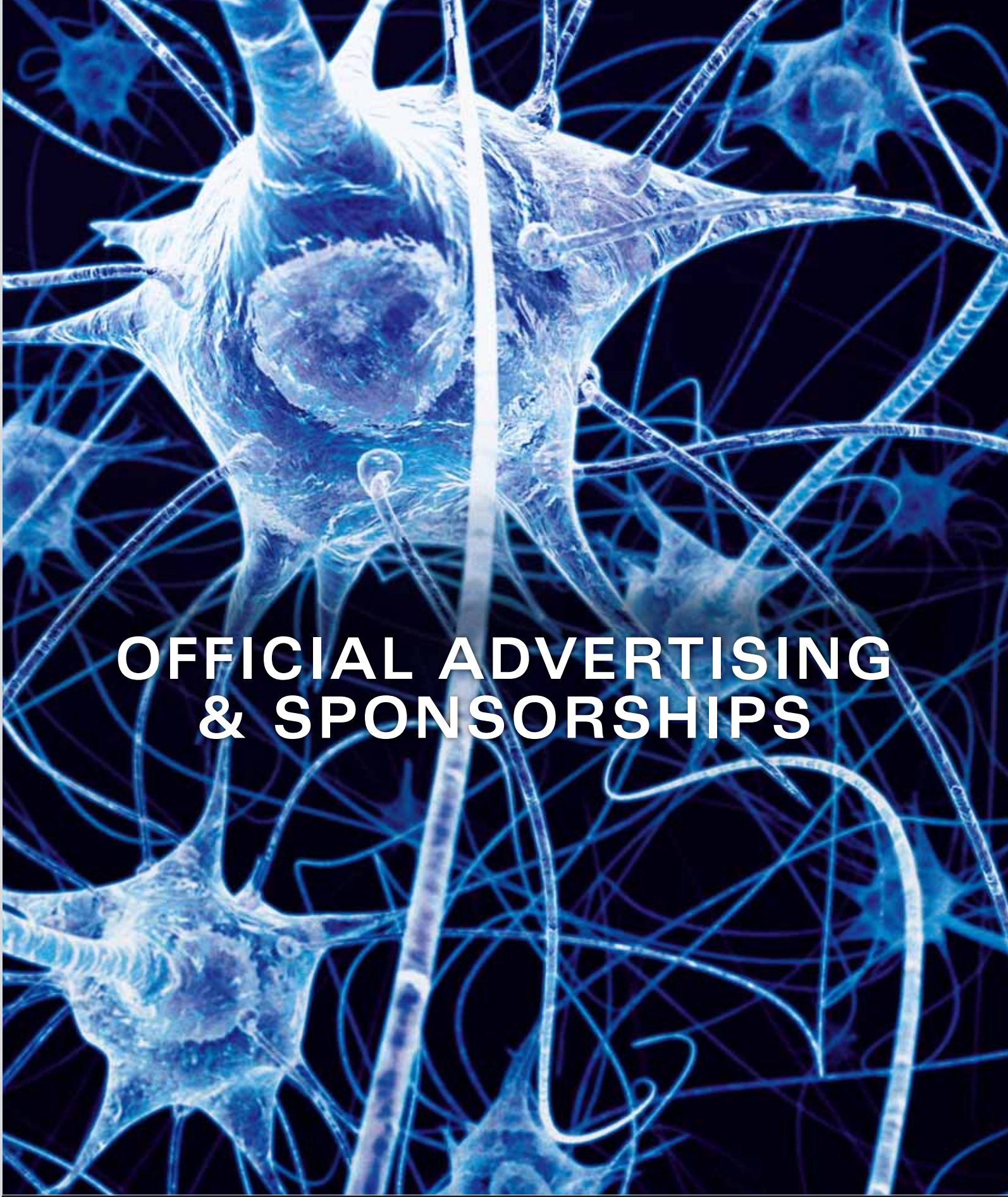




OFFICIAL ADVERTISING & SPONSORSHIPS



ITU TELECOM
WORLD 2006
Hong Kong
4-8 December

Helping the world communicate **TELECOM** 



Deciding to take part in ITU TELECOM WORLD 2006 is the first decision to take, figuring out how best to leverage your participation comes next. That's why we have created this consolidated list of advertising and sponsorship opportunities to help you implement your organization's marketing, advertising and branding strategies at WORLD 2006.

New for WORLD 2006, ITU TELECOM introduces a variety of participation products ranging from Turnkey Solutions to Advantage Packages to TELECOM Village to Thought Leadership and Brand Leader opportunities. Throughout these new offerings, special discounts and benefits have been incorporated to ensure all participants benefit from the full range of visibility, branding and hosting possibilities available at this important event.

Once you've decided what type of participation works best for your company whether it's...

Show Floor (and Pavilion Members)
Advantage Packages
Turnkey Solutions
TELECOM Village
Thought Leaders

...then design the promotional strategy to ensure your success at World 2006 with the right mix of visibility, advertising and sponsorships:

Sponsorships
Billboards
Event Daily Newspaper and Online News
ITU TELECOM TV
Event Catalogue

SUMMARY OF BENEFITS

Show Floor (9 m ² -249 m ²), Turnkey Solutions, Office Suites, Pavilion Members	Advantage Package A (700 m ² +)	Advantage Package B (500 m ² -699 m ²), TELECOM Village Corporate Headquarters 800 m ²	Advantage Package C (250 m ² -499 m ²), TELECOM Village Corporate Headquarters 400 m ²	Thought Leaders Package
A 25% discount on Sponsorships	A 5-15% additional discount on Sponsorships	A 5-10% additional discount on Sponsorships	0-5% additional discount on Sponsorships	
A 5% discount on Billboard Advertising	A 15-20% discount on Billboard Advertising	A 10-15% discount on Billboard Advertising	5-10% discount on Billboard Advertising	A 15% discount on Billboard Advertising
A 5% discount on Event Daily Newspaper Advertising	A 12-18% discount on Event Daily Newspaper Advertising	A 8-12% discount on Event Daily Newspaper Advertising	5-8% discount on Event Daily Newspaper Advertising	A 15% discount on Event Daily Newspaper Advertising
A 5% discount on ITU TELECOM TV Advertising	A 12-18% discount on ITU TELECOM TV Advertising	A 8-12% discount on ITU TELECOM TV Advertising	5-8% discount on ITU TELECOM TV Advertising	A 15% discount on ITU TELECOM TV Advertising
A 5% discount on Event Catalogue Advertising	A 15-20% discount on Event Catalogue Advertising	A 10-15% discount on Event Catalogue Advertising	5-10% discount on Event Catalogue Advertising	A 15% discount on Event Catalogue Advertising
	A 20% discount on TELECOM Village Office Suites	A 15% discount on TELECOM Village Office Suites	A 10% discount on TELECOM Village Office Suites	
	A 40% discount on Private Registration Booths	A 25% discount on Private Registration Booths	A 10% discount on Private Registration Booths	
A 50% Pre-registration discount on Forum Global Passes	A 50% Pre-registration discount on Forum Global Passes	A 50% Pre-registration discount on Forum Global Passes	A 50% Pre-registration discount on Forum Global Passes	
	10 Global Forum Passes	7 Global Forum Passes	5 Global Forum Passes	5 Global Forum Passes
	5 VIP Drop-off Passes	3 VIP Drop-off Passes	2 VIP Drop-off Passes	2 VIP Drop-off Passes
	1 Confirmed Forum Speaker — the chance for one of your top executives to make sure their views are heard in the Forum			

SPONSORSHIPS

Sponsorship provides a prime opportunity for companies to enhance their onsite visibility and corporate presence during ITU TELECOM WORLD 2006. Wide-ranging and diverse sponsorship opportunities are offered to suit your communications requirements and reach your target audience.

Exhibition space from 250 m²+ and TELECOM Village Headquarters

Sponsorship reference	Item	Price of Sponsorship in USD	Discounted price for all exhibitors 25%	Advantage Pack A (700 m²+) 15% discount on Premium sponsorships; 5% discount on Standard sponsorships	Advantage Pack B (500 m²-699 m²) 10% discount on Premium sponsorships; 5% discount on Standard sponsorships	Advantage Pack C (250 m²-499 m²) 5% discount on Standard sponsorships
PREMIUM SPONSORSHIP						
PR01	Visitor Registration Official lanyards/Event badges	Exhibitor only	350 000	297 500	315 000	350 000
PR02	VIP Lounge	Exhibitor only	300 000	255 000	270 000	300 000
PR03	Opening Ceremony*	Exhibitor only	250 000	212 500	225 000	250 000
PR04	Gala Evening*	Exhibitor only	75 000	63 750	67 500	75 000
PR05	Forum Dinner*	60 000	45 000	38 250	40 500	45 000
STANDARD SPONSORSHIP						
ST01	Audio Visual Services for the Forum rooms	720 000	540 000	513 000	513 000	513 000
ST02	Forum Coffee Breaks	120 000	90 000	85 500	85 500	85 500
ST03	Floor Plan	110 000	82 500	78 375	78 375	78 375
ST04	Forum Speakers and Delegate Briefcases	100 000	75 000	71 250	71 250	71 250
ST05	VIP Briefcases	75 000	56 250	53 438	53 438	53 438
ST06	Forum Programme	75 000	56 250	53 438	53 438	53 438
ST07	Forum Speakers Corner	75 000	56 250	53 438	53 438	53 438
ST08	Media Briefcases	60 000	45 000	42 750	42 750	42 750
ST09	Notepads	60 000	45 000	42 750	42 750	42 750
ST10	Ministers Briefcases	45 000	33 750	32 063	32 063	32 063
ST11	Media Bar*	40 000	30 000	28 500	28 500	28 500
ST12	Forum Lunches*	30 000	22 500	21 375	21 375	21 375
ST13	Exhibitors Briefcases	25 000	18 750	17 813	17 813	17 813
ST14	Official Networking Cocktail*	15 000	11 250	10 688	10 688	10 688
ST15	Shuttle Bus Service	1000 000	750 000	712 500	712 500	712 500
ST16	Official Event Pens	50 000	37 000	35 625	35 625	35 625
ST17	Café-Demo	40 000	30 000	28 500	28 500	28 500
ST18	Visitor Bags	150 000	112 500	106 875	106 875	106 875
ST19	VIP Drop-off Point	50 000	37 500	35 625	35 625	35 625
YOUTH FORUM						
YF1	Youth Forum bags	14 000	10 500	9 975	9 975	9 975
YF2	Youth Forum caps	7 000	5 250	4 988	4 988	4 988
YF3	Youth Forum jackets	15 000	11 250	10 688	10 688	10 688
YF4	Youth Forum Lunch	30 000	22 500	21 375	21 375	21 375
*Appointment fee only	Youth Forum Corporate Sponsor	800 000	600 000	570 000	570 000	570 000

BILLBOARD ADVERTISING

Billboard advertising is an outstanding way to connect with visitors at WORLD 2006. Ensure that your company gets the best visibility through billboard and banner circuits placed in strategic locations throughout the AsiaWorld-Expo Centre. Make the right choice for your company from a range of billboards suitable for all budgets.

Show Floor
(9 m²-249 m²),
Turnkey Solutions,
TELECOM Village
Office Suites,
Pavilion Members

Exhibition space from 250 m²+ and
TELECOM Village Headquarters

Thought Leaders

Billboard description and reference number	Location	Unit size m ²	Regular price in USD	5% discount on Premium and Standard positions	Advantage Pack A (700 m ² +) 20% discount on Premium positions; 15% discount on Standard positions	Advantage Pack B (500 m ² -699 m ²) 15% discount on Premium positions; 10% discount on Standard positions	Advantage Pack C (250 m ² -499 m ²) 10% discount on Premium positions; 5% discount on Standard positions	15% discount on Premium and Standard positions				
PREMIUM POSITIONS												
Lightboxes												
1	1/F, Upper East Lobby	28.20	35 163	33 404.85	28 130.40	29 888.55	31 646.70	29 888.55				
2	G/F, East Concourse	16.76	25 335	24 068.25	20 268.00	21 534.75	22 801.50	21 534.75				
3	G/F, East Concourse	7.38	11 534	10 957.30	9 227.20	9 803.90	10 380.60	9 803.90				
4, 5, 6	1/F, Upper East Lobby	6.00	10 850	10 307.50	8 680.00	9 222.50	9 765.00	9 222.50				
7	1/F, Upper West Lobby	6.00	10 850	10 307.50	8 680.00	9 222.50	9 765.00	9 222.50				
8, 10, 12, 14, 16, 18, 20, 22	1/F, Along Central Concourse	4.50	8 145	7 737.75	6 516.00	6 923.25	7 330.50	6 923.25				
9, 11, 13, 15, 17, 19, 21, 23	1/F, Along Central Concourse	6.00	10 850	10 307.50	8 680.00	9 222.50	9 765.00	9 222.50				
24L, 25L	G/F, East Lobby	7.38	11 534	10 957.30	9 227.20	9 803.90	10 380.60	9 803.90				
24, 25	G/F, East Lobby	7.38	11 634	11 052.30	9 307.20	9 888.90	10 470.60	9 888.90				
Banner Framework												
26	G/F, West Entrance	17.37	22 836	21 694.20	18 268.80	19 410.60	20 552.40	19 410.60				
27	G/F, East Lobby	19.42	24 270	23 056.50	19 416.00	20 629.50	21 843.00	20 629.50				
28	G/F, East Lobby	41.40	51 768	49 179.60	41 414.40	44 002.80	46 591.20	44 002.80				
Hanging Banner												
31a, 31b, 31c, 32b, 32c, 32d	1/F, Along Central Concourse	51.92	32 051	30 448.45	25 640.80	27 243.35	28 845.90	27 243.35				
31d, 32a	1/F, Along Central Concourse	51.92	48 718	46 282.10	38 974.40	41 410.30	43 846.20	41 410.30				
41a, 41b, 41c, 41d	1/F, Central Concourse	9.60	15 859	15 066.05	12 687.20	13 480.15	14 273.10	13 480.15				
65	1/F, West Lobby	19.20	19 231	18 269.45	15 384.80	16 346.35	17 307.90	16 346.35				
Staircases and Escalator												
33	East Entrance Stair		57 692	54 807.40	46 153.60	49 038.20	51 922.80	49 038.20				
34	G/F to 1/F, East Lobby Stairs		19 231	18 269.45	15 384.80	16 346.35	17 307.90	16 346.35				
35	G/F to 1/F, West Entrance stair		19 231	18 269.45	15 384.80	16 346.35	17 307.90	16 346.35				
36	G/F to 1/F, East Entrance Stairs side panels		25 641	24 358.95	20 512.80	21 794.85	23 076.90	21 794.85				
37	G/F East Lobby Escalator side panels		28 205	26 794.75	22 564.00	23 974.25	25 384.50	23 974.25				
38	G/F, West Entrance Escalator Side		28 205	26 794.75	22 564.00	23 974.25	25 384.50	23 974.25				
39	East Lobby Staircase panels		19 231	18 269.45	15 384.80	16 346.35	17 307.90	16 346.35				
40	G/F East Entrance Escalator Side Panels		38 462	36 538.90	30 769.60	32 692.70	34 615.80	32 692.70				
Balustrade & Floor Stickers												
54, 56	1/F, East Entrance		38 462	36 538.90	30 769.60	32 692.70	34 615.80	32 692.70				
STANDARD LOCATIONS												
Balustrade & Floor Stickers												
42a, 42b, 42c, 42d	1/F Central Concourse Balustrade	82.50	23 077	21 923.15	19 615.45	20 769.30	21 923.15	19 615.45				
43a, 43b, 43c, 43d	1/F Central Concourse Floor Stick	400.00	10 256	9 743.20	8 717.60	9 230.40	9 743.20	8 717.60				
52	1/F MTR link to West Lobby		12 821	12 179.95	10 897.85	11 538.90	12 179.95	10 897.85				
Others												
51	2 Columns at Upper East Lobby		10 769	10 230.55	9 153.65	9 692.10	10 230.55	9 153.65				
62	1/F East Lobby Architectural Feature Wall				Please contact us							
OUTDOOR POSITIONS												
Premium Locations												
46	East Entrance Wall	45.00	57 692	54 807.40	46 153.60	49 308.20	51 922.80	49 038.20				
47	West Entrance Wall	77.00	57 692	54 807.40	46 153.60	49 308.20	51 922.80	49 038.20				
63	West Façade Wall	45.00	57 692	54 807.40	46 153.60	49 308.20	51 922.80	49 038.20				
59	West Façade Bridge Link to MTR	142.60			Please contact us							
49	West Façade Above West Lobby				Please contact us							
50a, 50b	South Façade	169.00	44 872	42 628.40	35 897.60	38 141.20	40 384.80	38 141.20				
53a, 53b	Outside West Entrance S.Structure	16.00			Please contact us							
Standard Locations												
48a, 48d, 48e, 48f, 48j, 48k, 48l, 48m, 48n, 48q	South Façade Wall	15.00	3 846	3 653.70	3 076.80	3 269.10	3 461.40	3 269.10				
48b, 48c, 48g, 48h, 48i, 48o, 48p	South Façade Wall	18.00	4 487	4 262.65	3 589.60	3 813.95	4 038.30	3 813.95				

EVENT DAILY NEWSPAPER

The Daily Newspaper is essential reading for all participants at WORLD 2006 who want to keep track of the latest developments on the Event and the global telecoms markets. An advertisement in the Daily Newspaper puts your company's products and services at the heart of the latest news and analysis, where it will be seen by the top global telecoms executives.

		Show Floor (9 m ² -249 m ²), Turnkey Solutions, TELECOM Village Office Suites, Pavilion Members	Exhibition space from 250 m ² + and TELECOM Village Headquarters			Thought Leaders
Daily Newspaper Advertising	Regular price in USD	5% discount on Premium Positions; 5% discount on Standard positions	Advantage Pack A (700 m ² +) 18% discount on Premium positions; 12% discount on Standard positions	Advantage Pack B (500 m ² -699 m ²) 12% discount on Premium positions; 8% discount on Standard positions	Advantage Pack B (250 m ² -499 m ²) 8% discount on Premium positions; 5% discount on Standard positions	15% discount on Premium and Standard positions
PREMIUM POSITIONS 5-DAY PERIOD						
Inside Front Cover	69 500	66 025	56 990	61 160	63 940	59 075
Inside Front Cover Spread	91 500	86 925	75 030	80 520	84 180	77 775
Inside Back Cover	56 500	53 675	46 330	49 720	51 980	48 025
Inside Front Cover Gatefold	110 000	104 500	90 200	96 800	101 200	93 500
Outside Back Cover	75 000	71 250	61 500	66 000	69 000	63 750
Centre Spread	83 000	78 850	68 060	73 040	76 360	70 550
STANDARD POSITIONS						
Tabloid Double Page	79 000	75 050	69 520	72 680	75 050	67 150
Tabloid Page	48 500	46 075	42 680	44 620	46 075	41 225
1/2 Tabloid Page	31 500	29 925	27 720	63 572	29 925	26 775
1/3 Tabloid Page	23 500	22 325	20 680	21 620	22 325	19 975
Junior Page	41 500	39 425	36 520	38 180	39 425	35 275
Junior Spread	65 000	61 750	57 200	59 800	61 750	55 250
1/4 Tabloid Page	20 000	19 000	17 600	18 400	19 000	17 000
ONLINE DAILY NEWS HOMEPAGE PREMIUM POSITIONS						
Top Banner	15 000	14 250	12 300	13 200	13 800	12 750
Button	10 000	9 500	8 200	8 800	9 200	8 500
ONLINE DAILY NEWS INSIDE PAGE STANDARD POSITIONS						
Banner	9 000	8 550	7 920	8 280	8 550	7 650
Button	6 000	5 700	5 280	5 520	5 700	5 100

ITU TELECOM TV

ITU TELECOM TV, the on-site official television service, will broadcast for the duration of the Event's original programming consisting of CEO and key-note interviews, industry debates, and exhibition news and business analysis. Original programming will be produced and broadcast from the ITU TELECOM TV purpose-built studio at the heart of AsiaWorld-Expo to a comprehensive network of monitors and video walls strategically placed throughout the venue and to surrounding hotels in Hong Kong.

			Show Floor (9 m ² -249 m ²), Turnkey Solutions, TELECOM Village Office Suites, Pavilion Members	Exhibition space from 250 m ² + and TELECOM Village Headquarters			Thought Leaders
ITU TELECOM TV Advertising	Description	Regular price in USD	5% discount on Premium positions; 5% discount on Standard positions	Advantage Pack A (700 m ² +) 18% discount on Premium positions; 12% discount on Standard positions	Advantage Pack B (500 m ² -699 m ²) 12% discount on Premium positions; 8% discount on Standard positions	Advantage Pack C (250 m ² -499 m ²) 8% discount on Premium positions; 5% discount on Standard positions	15% discount on Premium and Standard positions
PREMIUM ADVERTISING							
	Headline Sponsorship (2-4 sponsors)	175 000	166 250.00	143 500	154 000	161 000.00	148 750.00
STANDARD ADVERTISING							
	Feature and Panel Sponsorship	35 000	33 250.00	30 800	32 200	33 250.00	29 750.00
<i>TV Airtime Advertising</i>	20 sec. spot twice per hour per hour × 5	22 500	21 375.00	19 800	20 700	21 375.00	19 125.00
	30 sec. spot twice per hour per hour × 5	27 500	26 125.00	24 200	25 300	26 125.00	23 375.00
	40 sec. spot twice per hour per hour × 5	32 500	30 875.00	28 600	29 900	30 875.00	27 625.00
	90 sec. video promotion 4 times per day (excluding production)	11 500	10 925.00	10 120	10 580	10 925.00	9 775.00
<i>www.ITUTelecomTV.com</i>	ITU TELECOM TV Home Page Banner for 3 months	11 750	11 162.50	10 340	10 810	11 162.50	9 987.50
	Run of Page Banner for 3 months	8 750	8 312.50	7 700	8 050	8 312.50	7 497.50
<i>Promotional Videos</i>	90 sec. video promotion of stand products 4 times a day (excluding production costs)	11 500	10 925.00	9 430	10 120	10 580.00	9 775.00
<i>ITU TELECOM TV Guide Advertising</i>	Full-page, 4-colour	8 750	8 312.50	7 700	8 050	8 312.50	7 437.50
	Full-page inside front cover	12 250	11 637.50	10 780	11 270	11 637.50	10 412.50
	Full-page inside back cover	11 375	10 806.25	10 010	10 465	10 806.25	9 668.75
	Regular Double Spread	14 950	14 202.50	13 156	13 754	14 202.50	12 707.50
	Centre Double Spread	20 125	19 118.75	17 710	18 515	19 118.75	17 106.25

EVENT CATALOGUE

The print Event Catalogue, the only official catalogue for WORLD 2006, will contain full details of all Exhibitors. The Event Catalogue will be launched at the event, where it will be distributed to all attendees and included in the bags for VIPs, Forum Delegates and the Press. Advertising in the Catalogue is an excellent way to alert your clients and potential clients to your presence at the event.

		Show Floor (9 m ² -249 m ²), Turnkey Solutions, TELECOM Village Office Suites, Pavilion Members	Exhibition space from 250 m ² + and TELECOM Village Headquarters			Thought Leaders
Event Catalogue Advertising	Regular price in USD	5% discount on Premium positions; 5% discount on Standard positions	Advantage Pack A (700 m ² +) 20% discount on Premium positions; 15% discount on Standard positions	Advantage Pack B (500 m ² -699 m ²) 15% discount on Premium positions; 10% discount on Standard positions	Advantage Pack C (250 m ² -499 m ²) 10% discount on Premium positions; 5% discount on Standard positions	15% discount on Premium and Standard positions
PREMIUM POSITIONS						
3 pages Gatefold Inside Front Cover	35 000	33 250	28 000	29 750	31 500	29 750
3 pages Gatefold Inside Back Cover	30 000	28 500	24 000	25 500	27 000	25 500
Inside Front Cover	11 500	10 925	9 200	9 775	10 350	9 775
Inside Back Cover	10 500	9 975	8 400	8 925	9 450	8 925
Facing Welcome Messages	9 900	9 405	7 920	8 415	8 910	8 415
Facing Content Pages	9 900	9 405	7 920	8 415	8 910	8 415
Facing ITU Contact Details	9 900	9 405	7 920	8 415	8 910	8 415
STANDARD POSITIONS						
Full Page/ Full Colour	9 000	8 550	7 650	8 100	8 550	7 650
1/2 Page	5 800	5 510	4 930	5 220	5 510	4 930
Double Page Spread	13 500	12 825	11 475	12 150	12 825	11 475
1st and 2nd Double Page Spread	15 000	14 250	12 750	13 500	14 250	12 750

For more information on advertising
and sponsorship opportunities
visit

www.itu.int/world2006/advertising

or send an e-mail to

sales.telecom@itu.int

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