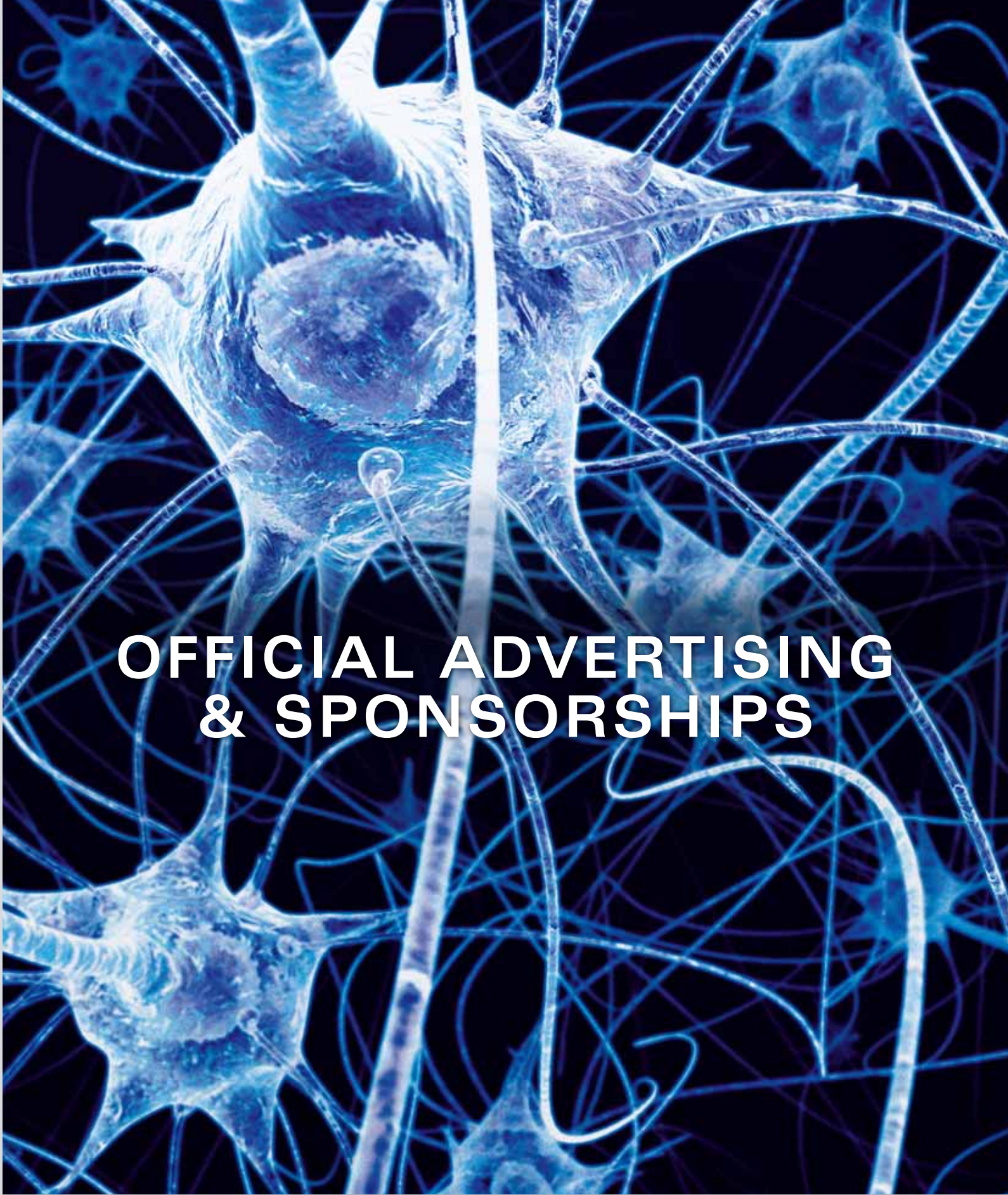




OFFICIAL ADVERTISING & SPONSORSHIPS



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 SOLD Official lanyards/Event badges	Exhibitor only	350 000	297 500	315 000	350 000
PR02	VIP Lounge	Exhibitor only	CONTACT ITU			
PR03	Opening Ceremony	Exhibitor only	CONTACT ITU			
PR04	Gala Evening	Exhibitor only	CONTACT ITU			
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	75 000	56 250	53 438	53 438	53 438
ST05	VIP Briefcases SOLD	75 000	56 250	53 438	53 438	53 438
ST06	Forum Programme (2 Co-Sponsors)	25 000	18 750	17 813	17 813	17 813
ST07	Forum Speakers Corner	75 000	56 250	53 438	53 438	53 438
ST08	Media Briefcases	40 000	30 000	28 500	28 500	28 500
ST09	Notepads	60 000	45 000	42 750	42 750	42 750
ST10	Ministers Briefcases SOLD	45 000	33 750	32 063	32 063	32 063
ST11	Media Bar	20 000	15 000	14 250	14 250	14 250
ST12	Forum Lunches	CONTACT ITU				
ST13	Exhibitors Briefcases	25 000	18 750	17 813	17 813	17 813
ST14	Official Networking Cocktail	CONTACT ITU				
ST15	Shuttle Bus Service	1000 000	750 000	712 500	712 500	712 500
ST16	Official Event Pens	50 000	37 500	35 625	35 625	35 625
ST17	Café-Demo	CONTACT ITU				
ST18	Visitor Bags	100 000	75 000	71 250	71 250	71 250
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
YF5	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
5% discount on Premium and Standard positions	Advantage Pack A (700 m²+) 20% discount on Premium positions; 15% discount on Standard positions	Advantage Pack B (500 m²-699 m²) 15% discount on Premium positions; 10% discount on Standard positions	Advantage Pack C (250 m²-499 m²) 10% discount on Premium positions; 5% discount on Standard positions	15% discount on Premium and Standard positions
PREMIUM POSITIONS				
33 404.85	28 130.40	29 888.55	31 646.70	29 888.55
24 068.25	20 268.00	21 534.75	22 801.50	21 534.75
10 957.30	9 227.20	9 803.90	10 380.60	9 803.90
10 307.50	8 680.00	9 222.50	9 765.00	9 222.50
10 307.50	8 680.00	9 222.50	9 765.00	9 222.50
7 737.75	6 516.00	6 923.25	7 330.50	6 923.25
10 307.50	8 680.00	9 222.50	9 765.00	9 222.50
10 957.30	9 227.20	9 803.90	10 380.60	9 803.90
11 052.30	9 307.20	9 888.90	10 470.60	9 888.90
21 694.20	18 268.80	19 410.60	20 552.40	19 410.60
23 056.50	19 416.00	20 629.50	21 843.00	20 629.50
49 179.60	41 414.40	44 002.80	46 591.20	44 002.80
30 448.45	25 640.80	27 243.35	28 845.90	27 243.35
46 282.10	38 974.40	41 410.30	43 846.20	41 410.30
15 066.05	12 687.20	13 480.15	14 273.10	13 480.15
18 269.45	15 384.80	16 346.35	17 307.90	16 346.35
54 807.40	46 153.60	49 038.20	51 922.80	49 038.20
18 269.45	15 384.80	16 346.35	17 307.90	16 346.35
18 269.45	15 384.80	16 346.35	17 307.90	16 346.35
24 358.95	20 512.80	21 794.85	23 076.90	21 794.85
26 794.75	22 564.00	23 974.25	25 384.50	23 974.25
26 794.75	22 564.00	23 974.25	25 384.50	23 974.25
18 269.45	15 384.80	16 346.35	17 307.90	16 346.35
36 538.90	30 769.60	32 692.70	34 615.80	32 692.70
36 538.90	30 769.60	32 692.70	34 615.80	32 692.70
STANDARD LOCATIONS				
21 923.15	19 615.45	20 769.30	21 923.15	19 615.45
9 743.20	8 717.60	9 230.40	9 743.20	8 717.60
12 179.95	10 897.85	11 538.90	12 179.95	10 897.85
10 230.55	9 153.65	9 692.10	10 230.55	9 153.65
Please contact us				
OUTDOOR POSITIONS				
54 807.40	46 153.60	49 308.20	51 922.80	49 038.20
54 807.40	46 153.60	49 308.20	51 922.80	49 038.20
54 807.40	46 153.60	49 308.20	51 922.80	49 038.20
Please contact us				
Please contact us				
42 628.40	35 897.60	38 141.20	40 384.80	38 141.20
Please contact us				
3 653.70	3 076.80	3 269.10	3 461.40	3 269.10
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
Leaderboard	18 000	17 100	14 760	15 840	16 560	15 300
Skyscraper	20 000	19 000	16 400	17 600	18 400	17 000
Big Box	20 000	19 000	16 400	17 600	18 400	17 000
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
Leaderboard	15 000	14 250	13 200	13 800	14 250	12 750
Skyscraper	18 500	17 575	16 280	15 170	17 575	15 725

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
TV Airtime Advertising	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
www.ITUTelecomTV.com	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
Promotional Videos	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
ITU TELECOM TV Guide Advertising	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

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