

SwinOG Organization Sponsoring Factsheet

1 Introducing SwiNOG – Swiss Network Operators Group

The Swiss Network Operators Group (SwinOG) is an informal group of people, which deals with the technology and operation of the Swiss Internet and was established in early 2000.

- SwiNOG aims to improve the quality of Internet services in Switzerland. It does so by promoting the free exchange of technical ideas and information between the various companies and organizations, as well beyond national borders.
- SwiNOG is non-political, and is not a lobby group. But it may serve as a focus for discussion on technical aspects of political, legal or commercial issues that affect the Swiss Internet.
- SwiNOG is aimed at technical personnel working for Service Providers active in Switzerland, but it is open to everyone.
- SwiNOG is based on common fundamental ideas and utilizes resources such as mailing lists, websites and meetings to communicate and invite all individuals and companies to participate in the community.

Over 100 top staff of the Swiss and international Internet industry are attending in the bi-annual SwiNOG meetings.

Qualitätswächter des Internets

In der Swiss Network Operators Group (SwinOG) sorgen die Techniker der ISPs für einen reibungslosen Betrieb des Schweizer Internets. *Alessandro Monachesi*

«Ohne die SwiNOG würde das Internet in der Schweiz nicht so problemlos funktionieren, wie es eben funktioniert», ist Fredy Künzler vom Schweizer ISP Init Seven AG überzeugt. Wohl zu Recht. Ein Blick in die Statistik des Bundesamtes für Kommunikation macht klar, dass das fehlerfreie Zusammenspiel im Netz keine Selbstverständlichkeit ist: 102 meldepflichtige und 63 konzessionspflichtige Internet-Service-Provider listet das Bakom auf. In diesem Patchwork leistet die SwiNOG wertvolle Arbeit. Ihr Ziel seit der Gründung im Oktober 2000 ist der reibungslose Ablauf aller Prozesse im Schweizer Internet.

Das zentrale Instrument dazu ist die SwiNOG-Mailingliste. Sie ermöglicht den schnellen, unkomplizierten Informationsaustausch zwischen Mitarbeitern von Konkurrenten unter Umgehung der oft schwerfälligen offiziellen Kanäle. In der Liste werden Anfragen an Techni-



Michel Renfer von der SwiNOG-Kerngruppe präsentiert ein SwiNOG-T-Shirt

ker anderer Firmen gestellt, um gemeinsam Lösungen zu finden und sich untereinander abzustimmen – auch über den Röstigraben hinweg.

Apolitische Gruppe

Dass die SwiNOG trotz des schwer kontrollierbaren informellen Austauschs von Informationen auch von den grossen Internet-Dienstleistern akzeptiert

wird, liegt am erklärten apolitischen Charakter der Gruppe. Die SwiNOG ist weder Interessenverband noch Lobby-Gruppe. Sie verfügt weder über eine rechtliche Gesellschaftsform noch über eine klar definierte Organisationsstruktur. Mit Nicole Bernet (T-Systems Schweiz), Fabien Berger (Swisscom IP-Plus), Pascal Gloor und Michel Renfer (beide LAN Services) sowie Fredy Künzler hat sich aber eine kleine Kerngruppe herausgeschält, welche sich für den Betrieb der SwiNOG engagiert.

Offene Liste

In den letzten Jahren ist der Diskussionspegel in der Liste merklich gestiegen. Michel Renfer führt dies jedoch nicht auf eine Zunahme von Problemen zurück: «Probleme zu diskutieren gab es immer. Sie haben sich heute lediglich verlagert.» Er sieht den Grund eher im Anwachsen der Teilnehmerzahl. Denn

auch wenn sich die SwiNOG eigentlich an das technische Personal der Internet-Dienstleister richtet, steht die Aufnahme in die Liste doch allen Interessierten offen. Tatsächlich finden sich unter den inzwischen 390 Abonnenten der Mailingliste auch einige «Outsider» wie beispielsweise Presseleute. «Heute wird deshalb nicht mehr alles offen in der Liste diskutiert», beobachtet Michel Renfer. Für wirklich heikle Themen weicht man immer öfter in andere, geschlossene Gefässe aus.

SwinOG-Event

Info

Zweimal jährlich trifft sich die SwiNOG zum **SwinOG-Event**, wo in **Referaten** über aktuelle Entwicklungen orientiert wird. Der nächste Event, die **SwinOG 8**, findet am **24. März** in **Bern** statt. www.swinog.ch

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2 Opportunities for sponsorship at SwiNOG

SwiNOG relies on the support of the community for everything from presentations to loaner equipment and event sponsorship. Your presence as a SwiNOG sponsor will allow you to meet and talk with technology-savvy attendees representing a wide spectrum of networking organizations. In addition to high visibility at SwiNOG meetings, contributors are acknowledged on the SwiNOG website in perpetuity, on the 800+ member mailing list, and with public recognition onsite and in presentation form at the opening and closing remarks of the meeting.

SwiNOG offers the following types of sponsorship:

- **Exclusive-Sponsor („Exclusive-Sponsor“)**

Financial contribution: CHF 20'000.- (includes 10 complimentary meeting registrations)

As an exclusive sponsor, you are the sole sponsor of the event. You will receive all the possibilities to present your company to best advantage. If desired, SwiNOG will organize separate meeting rooms for private conversations with your current as well as potential customers.

- **Platinum-Sponsor („Sponsor“)**

Financial contribution: CHF 9'000.- (includes 5 complimentary meeting registrations)

As a Platinum Sponsor you are the main sponsor of the event. Your logo will be publicly presented online and you will be guaranteed a speaker slot of 45 minutes for a commercial and technical presentation. You also have the opportunity to distribute your promotional material to present your company.

- **Gold-Sponsor („Co-Sponsor“)**

Financial contribution: CHF 4'500.- (includes 3 complimentary meeting registrations)

As a Gold Sponsor you will have the opportunity to present yourself on the meeting day as a co-sponsor. Your logo will be publicly presented online as well; you will be guaranteed a speaker slot of 25 minutes for a commercial and technical presentation.

- **SwiNOG Supporter**

Financial contribution: CHF 1'500.-

As a SwiNOG Supporter, you support the event financially and receive the opportunity to introduce your company in a short presentation.

SwiNOG organization is of course open for extensions and adjustments to the sponsorship. All information in this factsheet is intended as guidelines and can be adjusted accordingly for each event.

Sponsorships are available on a first-come, first-serve basis.

If you want to sponsor an event please contact us (swinog-core@swinog.ch).

SwinOG Organization Sponsoring Overview

	Exclusive	Platinum	Gold	SwinOG Supporter
Financial contribution	CHF 20'000.-	CHF 9'000.-	CHF 4'500.-	CHF 1'500.-
Naming – will be defined together with the sponsor	„Exclusive-Sponsor“	„Sponsor“	„Co-Sponsor“	

Internet (www.swinog.ch)

Logo will be placed on Meeting Site; size proportional to the sponsoring	■	■	■	□
Publication of the presentation - if the sponsor desires and allows	■	■	■	■

Meeting-Day

Presentation of sponsor logo at the welcome desk (Roll-Up); size proportional to the sponsoring	■	■	■	□
Presentation of sponsor logo on agenda / day-presentation	■	■	■	■
Presentation of sponsor logo in meeting-room (Roll-Up); size proportional to the sponsoring	■	■	■	□
Presentation of sponsor logo on meeting t-shirt (if distributed)	■	■	□	□
Mention sponsor on the name badge	■	■	□	□
Thanks by the organization to the sponsor at the opening and closing of the meeting	■	■	■	□
5min speaker slot after opening to say a few words (e.g. to thank at SwiNOG) – if this does not happen during the presentation	■	■	□	□
May give a commercial presentation (reserved/guaranteed slot)	■	■	■	□
Duration of (commercial) presentation	45min	45min	25min	25min *
Sponsor has permission to distribute brochures / advertising *	■	■	■	■
Sponsor has permission to set up a banner *	■	■	■	□
Sponsor has permission to conduct a competition (e.g. to collect contacts) *	■	■	□	□
Sponsor has permission to distribute promotional giveaways *	■	■	□	■

	Exclusive	Platinum	Gold	SwiNOG Supporter
Sponsor may possibly launch a promotional campaign himself *	■	■	□	□

Mailings & Correspondence

Sponsor will be mentioned in press releases	■	■	■	□
Sponsor will be mentioned in the invitation email	■	■	■	■
Sponsor will be mentioned in the final / closing email (and any poll)	■	■	■	□
Sponsor point of contact will be mentioned in the final / closing email	■	■	□	□

Special

Exclusive sponsor for the whole day	■	□	□	□
Sponsor may call himself as "Sponsor of SwiNOG #nn" and use this in advertising / mailings / documents / ... *	■	■	■	□
Sponsor receives contact information of the attendees (name, company, email (if attendee allowed it))	■	■	□	□
Number of complimentary meeting registrations in form of voucher codes (not personal; may be distributed e.g. to customers)	10	5	3	0
Upon request (by taking over the extra costs): Separate meeting room (about 20m ²) for personal / private meetings	■	□	□	□

* Details must be negotiated with and approved by SwiNOG organization