

**SWINOG**

**swiss network operators group**

**About us | Sponsoring | And more**

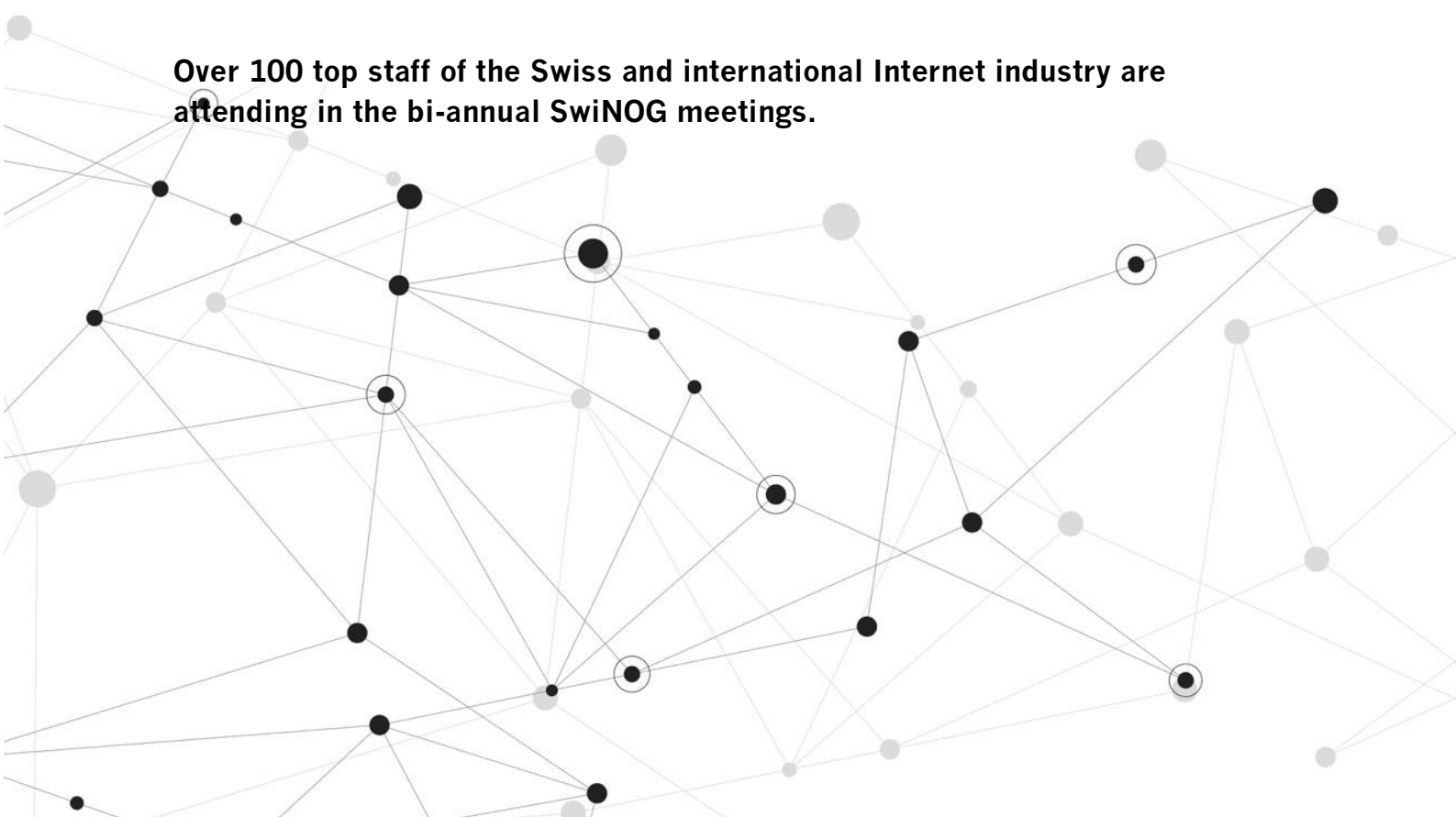
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## About us

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.**



## Facts

|                                  |  |  |
|----------------------------------|--|--|
| Name of Organization             | SwinOG Organisation – Swiss Network Operators Group  |  |
| Form of Organization             | Society  |  |
| Foundation                       | Juli 27, 2009<br>The community SwinOG exists since February 24, 2000   |  |
| Postal Address<br>Legal Domicile | SwinOG Organisation<br>8000 Zürich   | SwinOG Organisation<br>Oberrenngstrasse 37<br>8135 Langnau am Albis  |
| Internet and Email               | <a href="http://www.swinog.ch">www.swinog.ch</a>   | <a href="mailto:swinog-core@swinog.ch">swinog-core@swinog.ch</a>   |
| President                        | Simon Ryf  | <a href="mailto:simon@swinog.org">simon@swinog.org</a>   |
| Executive Board                  | Roman Hochuli<br>Steven Glogger<br>Sandra Menzi<br>Massimiliano Stucchi  | <a href="mailto:roman@swinog.org">roman@swinog.org</a><br><a href="mailto:steven@swinog.org">steven@swinog.org</a><br><a href="mailto:sandra@swinog.org">sandra@swinog.org</a><br><a href="mailto:max@swinog.org">max@swinog.org</a> |
| Purpose of the Association       | <ul style="list-style-type: none"> <li>• Organization and realization of at least one SwinOG conference per year</li> <li>• Promote the mutual exchange of ideas, opinions and information from the technical people involved in the technical development or operational environment of the Swiss Internet</li> <li>• Coordinate collaboration with other (foreign) Network Operator Groups</li> <li>• Participation and promotion of the Internet community</li> <li>• The association may engage in other activities which serve the purpose of the association.</li> </ul> |  |
| Funding                          | <ul style="list-style-type: none"> <li>• Monetary and material sponsorship, voluntary work, private and public</li> <li>• Contributions and voluntary contributions of any kind</li> </ul>   |  |
| Association                      | <ul style="list-style-type: none"> <li>• General Meeting</li> <li>• Executive Board</li> <li>• Auditing Agency / Controller</li> </ul>   |  |
| Commercial register              | Registration is pending  |  |
| Miscellaneous                    | Operation of several mailing lists (currently over 800 subscribers) and services for Swiss ISP and IT environment  |  |

# Why Sponsoring SwiNOG?

## **Reach out to the community**

SwiNOG as the Swiss counterpart to NANOG is not only a unique group of network engineers, architects and operators in Switzerland but also the place where the top minds meet. The Internet can only exist and evolve due to the activities of many non-profit organizations like ICANN, IANA, ARIN, RIPE NCC, IETF, IEEE, NANOG, SwiNOG and a lot more. Sponsoring a SwiNOG event is considered supporting the community and by doing this, your brand will be recognized as being truly innovative.

## **Connect to the who-is-who of networking**

Meet an engineer, a C-level guy or an éminence grise from a small ISP or a key service provider for a one-to-one conversation. The people attending SwiNOG are there to learn from other professionals. In consequence they are also open to (your!) new services and products.

**Socialize** -It is a proven fact, that having a beer with the right guy at the right time can lead to (big) business.

## **Fitting your budget**

With our different sponsor levels starting at just CHF 2500, there is no excuse not engaging with our community.

## **(Social-)Media Coverage**

Do not underestimate the power of a single tweet. It could be the one that tips the scales in your favour.

## **Become a partner**

It is possible to partner with SwiNOG long-term. Contact us for more details, if you would like to team up with us for multiple meetings and/or activities.

## **Activities before, during and after the meeting day**

Make sure to check out the table "Overview Sponsorship" to see the list of direct benefits.

## **Act fast**

Your competition might be setting their plans for a sponsorship into motion at this very moment.

# Sponsorship

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 **sponsor packages**:

## Exclusive Sponsor

Financial contribution: CHF 25'000  
Inclusive 10 complimentary meeting registrations

## Platinum Sponsor

Financial contribution: CHF 9'900  
Inclusive 5 complimentary meeting registrations

## Gold Sponsor

Financial contribution: CHF 6'000  
Inclusive 3 complimentary meeting registrations

## SwinOG Supporter

Financial contribution: CHF 2'900  
Inclusive 1 complimentary meeting registrations

## Custom Package

You would like to sponsor another amount?  
Contact us: we are happy to create a custom sponsoring package!

# Overview Sponsoring

| Features  | Exclusive-Sponsor<br>25'000 | Platinum Sponsor<br>9'900 | Gold Sponsor<br>6'000 | SwiNOG Supporter<br>2'900 |
|---|-----------------------------|---------------------------|-----------------------|---------------------------|
| Financial contribution in Swiss Francs (CHF)  |                             |                           |                       |                           |
| <b>Internet</b>   |                             |                           |                       |                           |
| Logo will be placed on Meeting Site; size proportional to the sponsoring  | ✓                           | ✓                         | ✓                     | ✗                         |
| <b>Meeting Day</b>  |                             |                           |                       |                           |
| Presentation of sponsor logo at the welcome desk (Roll-Up); size proportional to the sponsoring                             | ✓                           | ✓                         | ✓                     | ✗                         |
| Presentation of sponsor logo on agenda / day-presentation   | ✓                           | ✓                         | ✓                     | ✓                         |
| Mention sponsor on the name badge   | ✓                           | ✓                         | ✗                     | ✗                         |
| Thank you by the organization to the sponsor at the opening and closing of the meeting                                      | ✓                           | ✓                         | ✓                     | ✗                         |
| May give a commercial presentation (guaranteed slot)  | ✓                           | ✓                         | ✗                     | ✗                         |
| Duration of presentation  | 25 min                      | 25 min                    | 25 min                | 15 min*                   |
| 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 *  | ✓                           | ✓                         | ✗                     | ✓                         |
| Sponsor may possibly launch a promotional campaign himself *  | ✓                           | ✓                         | ✗                     | ✗                         |
| <b>Mailing &amp; Correspondence</b>   |                             |                           |                       |                           |
| Sponsor will be mentioned in press releases   | ✓                           | ✓                         | ✓                     | ✗                         |
| Sponsor will be mentioned in the invitation email   | ✓                           | ✓                         | ✓                     | ✓                         |
| Sponsor will be mentioned in the final / closing  | ✓                           | ✓                         | ✓                     | ✗                         |
| Sponsor point of contact will be mentioned in the final / closing email   | ✓                           | ✓                         | ✗                     | ✗                         |
| <b>Special</b>  |                             |                           |                       |                           |
| 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                     | 1                         |
| Special requirements *  | ✓                           | ✓                         | ✗                     | ✗                         |

\* Details must be negotiated and approved with the SwiNOG Organization

## Contact us

If you have any further questions or would like to meet us for a coffee, contact us:

[swinog-core@swinog.ch](mailto:swinog-core@swinog.ch)

## Bank details

|                       |                                    |
|-----------------------|------------------------------------|
| <b>Bank</b>           | Postfinance, Nordring 8, 3030 Bern |
| <b>Account Number</b> | 85-670591-4                        |
| <b>Account Holder</b> | SwinOG Organisation, 8000 Zurich   |
| <b>IBAN</b>           | CH85 0900 0000 8567 0591 4         |

## Thank you.

