



conversation that matters

Participation Opportunities



Bangkok 19-22 November

# Who we are



ITU Telecom World is the platform for high-level debate, knowledge-sharing and networking that is essential to drive the success of the global ICT community and address critical world socio-economic challenges.

The event fosters constructive debate on policies, strategies, models and markets; facilitates connections between individuals, ideas and industry players opening up partnership and investment opportunities; and highlights the importance of collaboration and cooperation across the sector.

It is the one conversation that matters, with the people that matter, with the power to make a real difference in the world.



# Join the conversation in 2013

A revolution is underway in the ICT sector. The shift to IP-based services is shaking the foundations of communication systems as we know them. We need to understand this change, work out how to grow with it and benefit from it.

ITU Telecom World 2013 will explore the theme of **Embracing change in a digital world**. We invite you to be part of this conversation. Through interactive panel debates, workshops and showfloor sessions we will focus on five major areas of change:

**Changing user behaviour** as people increasingly interact and communicate through social media and data apps rather than voice or face-to-face.

**Shifting industry dynamics** as new, web-based companies compete with telcos and flourish playing by different rules.

Growing importance of the **Internet of Things and M2M** communication revolutionizing collection, analysis and distribution of data to empower people the world over.

## Embracing change in a digital world

**New technologies** such as halo nets, embedded WiFi chips and unlimited, low cost processing and storage are creating a singularity, where human life will be irreversibly transformed.

The need for **new standardization and regulatory approaches** to allow for the evolving realities of new players, markets and technologies.

# Participate, connect, influence

ITU Telecom World is where the future of the ICT industry is up for debate. The conversations you have here are powerful - whether in panel sessions, on the showfloor or at social events. This is your opportunity to be part of the debate, to uncover potential, to connect with the innovative and the influential.



ITU Telecom World is an excellent showcase of the creativity, passion and drive needed to create real change.

Sheikh Abdullah Bin Mohammed Saud Al-Thani,  
Chairman, Qtel Group



## Unique audience

ITU Telecom World events bring together a uniquely comprehensive audience of public and private sector players. Heads of State and Government, ministers, policy makers and regulators meet industry CEOs from operators, vendors, service providers and content developers on a wider scale than at any other industry event.

## World-class forum

The world-class forum offers interactive discussion unrivalled both in the reach of its content and the quality of its speakers. Panellists are selected as experts in their fields, offering informed opinions and contrasting perspectives from government, business and technology. Innovative solutions, business models and partnerships emerge from passionate debate, sharing knowledge, experience and best practice.

## Showfloor experience

The showfloor enables national and thematic pavilions and industry stands to showcase products, technologies, investment opportunities and partnerships from around the world. Centred around the OpenSpace meeting hub, and featuring media and leaders' lounges, innovation and work spaces, the showfloor provides a natural environment for extended networking and knowledge-sharing experiences.

## High-level networking

Networking events and spaces are crafted to facilitate the connections that matter across the ICT sector - the connections between private and public decision-makers, and between individuals, ideas and industry players, that are central to driving success. Whether targeted bilateral meetings, structured social occasions, or informal discussions over coffee, World 2013 stimulates collaboration on innovative ideas, information and inspiration throughout the global community.



There are many reasons why we are at World 2012: to be aware of what is happening around the world; the conversations going on right now are really important for us as we take ICTs forward; to hear what other countries are doing, to learn from that; to validate what we are doing; to showcase our country with a pavilion, with our young IT innovators; and to tell other countries that it is a great place to invest, with many investment opportunities.

Omobola Johnson, Minister,  
Communications Technology, Nigeria





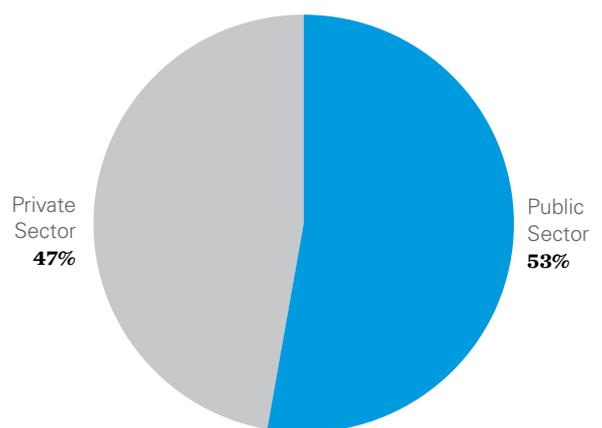
# Meet leaders and influencers

ITU Telecom World brings together a unique combination of public and private sector, innovative businesses and world governments, network operators and manufacturers. You'll have the opportunity to meet regulators and policy makers, innovators and big thinkers, leading decision makers and influential advisors. ITU Telecom World 2013 will help expand your network and your influence.

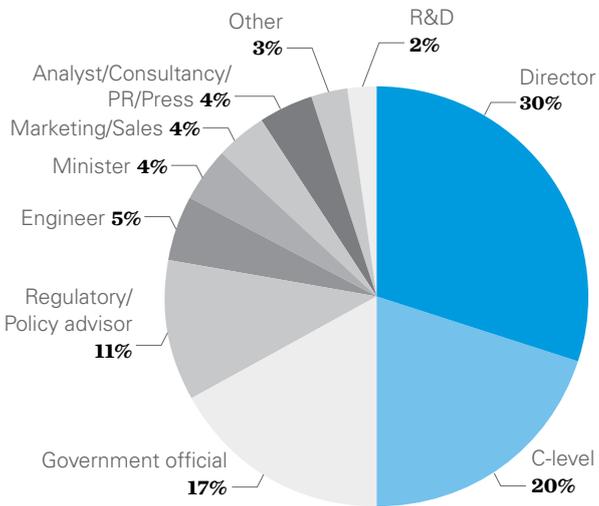
The anticipated audience at World 2013 is 7 000 participants.

World 2012 was held in Dubai and attended by 3 000\* participants from over 900 organizations including **265 regulators and policy makers** from **58 countries** and **317 operators** from **52 countries**

\*does not include participants from co-located event

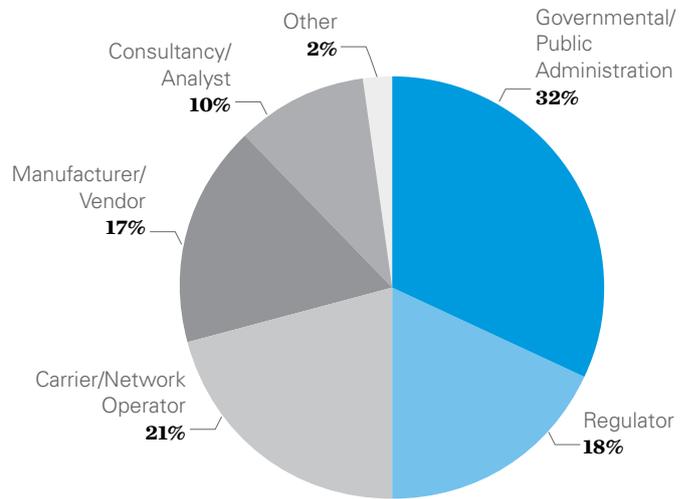


**Sector**  
Successfully delivering public and private sectors under one roof



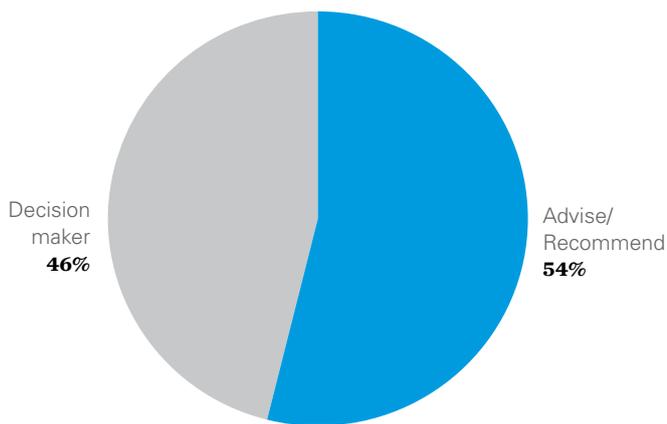
**Participants**

Delivering the full value chain - over 50% of delegates at director level and above



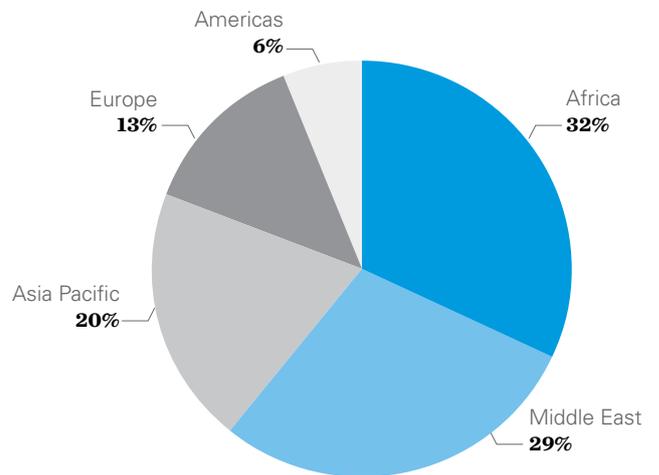
**Company type**

Where regulators and operators come together



**Purchasing role**

Access the world's leading ICT decision-makers



**Regional distribution  
(World 2012 in Dubai)**

Your platform to meet industry and government leaders

# Engage in a world-class forum



Conversation is at the heart of World 2013.

International experts exchange ideas and opinions with the audience both in the room and online. The formats and topics are diverse, but the debate is always passionate, informed and engaged.

## Panel sessions

Thought-leaders drawn from public, private and research sectors explore the core issues facing ICTs today. Interactive, free of presentations or pre-set agendas, often passionate, panel sessions encourage contributions and questions from audiences both onsite and online.

## Ministerial roundtables

Leading representatives of governments from around the world share the table to discuss policies, perspectives and best practices on ICT topics of critical interest.

## Big conversations

Moderated by a media professional, Big Conversations place three or four influential representatives of government, industry, regulatory or academic bodies before a plenary audience eager to engage on the big issues.

## Visionary keynotes

Industry leaders offer their personal viewpoints and insider insights on the future direction of the ICT sector and its impact upon the world in which we live.

## Co-hosted sessions

Panel sessions held within the main Forum under the direction of ITU, but with significant input and contributions from interested companies or organizations.

## Meet-a-leader

Leading regulators, ministers, UN officers or industry figures exclusively available in person on the showfloor for questions, discussions, targeted meetings and investment opportunities.

## Young innovators

The Young Innovators Competition seeks young social entrepreneurs from anywhere in the world with the technological talent and innovative ideas to create real-life, ICT-based solutions to developmental challenges. Finalists are invited to participate at World 2013 in a programme of workshops, mentoring, showcasing and networking opportunities - and win seed funding to turn those ideas into reality.

For more information on Forum activities please contact:

**[forum.telecom@itu.int](mailto:forum.telecom@itu.int)**

on Young Innovators please contact

**[young.innovators@itu.int](mailto:young.innovators@itu.int)**



The whole experience in Dubai was a game changer for me and opened my mind to new possibilities. The workshops that I participated in were incredibly motivating and valuable. They taught me new skills to develop further. Perhaps the most important life lesson that I have taken back with me is that one must never underestimate the powerful value that connections can bring to any business opportunity. Just being around such amazing talented people like my mentors and the other finalists was an opportunity of a lifetime and has inspired me and motivated to new heights so I can achieve my true potential.

Ludger Peters,  
HiYP, Winner, Young Innovators Competition 2012



# Network at every level

With so many leaders, influencers and thinkers under one roof, ITU Telecom World 2013 is designed to bring people together and to make interaction simple – through private and open meeting spaces, organised and impromptu get-togethers, social media and online networking.

## Networking spaces

Dedicated networking spaces run throughout the event for you to meet up with other participants for everything from targeted bilateral meetings to informal discussions over coffee.

**OpenSpace:** The hub at the centre of the event, accessible to all. Event participants gather here to relax, take part in workshops, meet informally or continue the conversation over coffee in the lounge area, workspaces, bar and internet corner.

**LeaderSpace:** An exclusive lounge area hosting some 350 leaders (and their guests) on the showfloor, including meeting rooms, lounges, refreshment bar and business facilities.

**InnovationSpace:** See the future in action as the inspirational finalists of the Young Innovators Competition 2013 demonstrate projects and concepts applying the power of ICTs to developmental challenges.

**MediaSpace:** The event home space for some 300 representatives from local, regional and international press and media, including a press conference room, TV studio, interview room and lounge for downtime connecting and socializing.

**ReadingSpace:** Consult publications and publishers from specialized ICT media and interact with the international media partners present at the event.

## Networking events

Social functions across each day of the event provide ideal occasions to network. From the formal, high-profile Leaders dinner to spontaneous coffee breaks, from daily lunches to sponsored receptions, enjoy the freedom of opportunities to connect in a social environment.

## Online networking

Link up with key contacts both old and new with the World 2013 online networking platform, available from August. Register to interact with speakers, showfloor companies and other delegates, personalize your event schedule, download content or set up one-on-one meetings.

## Social media

Engage with ITU Telecom World's social media platforms to share ideas and images, hook up with fellow delegates before, during and after the event, and take the conversation to an even wider global audience. Like, post, comment, tweet and blog about World 2013 through Facebook, Twitter (hashtag #ITUWORLD), LinkedIn, YouTube and our online blog.



Mr Abdullah A. Al-Darrab, Governor  
Communication and Information Technology Commission (CITC)

# Showcase to the world

The showfloor is your space to show the world what you have to offer. To spread the word on your technologies, products and services. To showcase your national resources, skills and investment opportunities. To meet new partners - and to start your own conversations.

## National pavilions

Highlighting regional technologies, talent and investment opportunities, National Pavilions are also ideal for establishing onsite ministerial and delegation offices, hosting exclusive hospitality functions and rallying support for ICT-related challenges aimed at increasing socio-economic development. National Pavilion packages include:

- **Raw space** on the showfloor for a customized pavilion, or a **complete turnkey solution** comprising space, construction, furnishing, set up and dismantlement
- Potential to encourage regional investment by hosting a table at the high-level Investment dinner
- Meet-the-Country opportunity to promote pavilion activities
- Complimentary access passes
- Exclusive onsite ministerial video interview
- Free profile on the online networking platform, extensive digital visibility and media coverage

## Thematic showcases

Thematic Showcases offer a lively, interactive experience to all participants, demonstrating solutions, applications and technologies on specific ICT themes. In addition to raw space for constructing and organizing a showcase on the showfloor, Thematic Showcase packages offer a number of complimentary access passes, a dedicated Thematic Showcase tour and a free company profile on the online networking platform as of August 2013.

## Hospitality/office suites

Ideal for hosting social functions, private meetings or product demonstrations, raw space on the showfloor is available for the construction of customized, enclosed hospitality suites and meeting rooms. Additional benefits include a number of complimentary access passes, meeting facilitation for up to 5 one-on-ones and a free company profile on the online networking platform as of August 2013.

## Industry showcases

Individual stands at the heart of the showfloor enable organizations to stage product demonstrations or showcase technologies and business initiatives before an influential global audience. Industry Showcase packages include:

- **Raw space** on the showfloor for the construction of a customized stand, or a **complete turnkey solution** comprising space, construction, furnishing, set up and dismantlement
- Complimentary access passes
- Free company profile on the online networking platform



This is a wonderful event to be part of. The really big opportunity is reaching more people and in ways that benefits their lives. The leaders, the ministers are here, they make decisions - this is a time of transformation and we have the capabilities. Let's be bold together, do the right thing, because ICTs can make those changes but it requires cooperation.

John Davies, VP, World Ahead Program, Intel

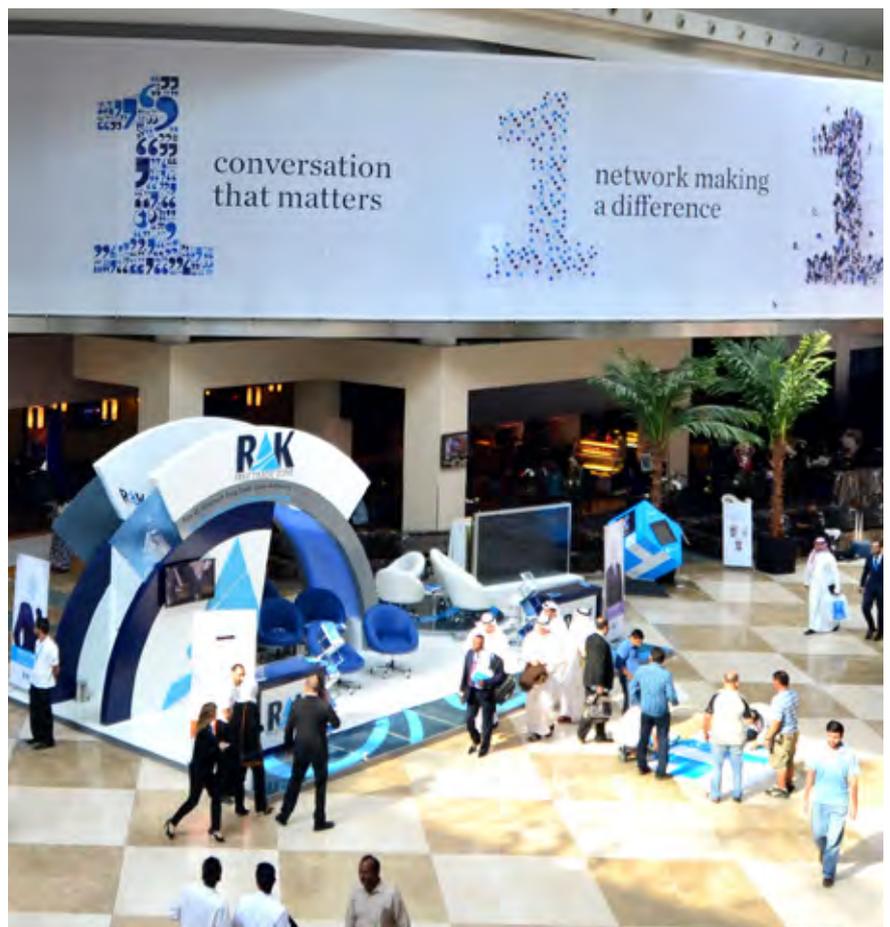


## Event partners

Engaging as an Event partner at World 2013 enables organizations to play an active role in the event through the participation of C-level representatives in forum sessions as speakers. A selection of access passes, media and social media coverage, an exclusive executive video interview and prime branding visibility both onsite and online complete the package.

## Meeting rooms

Enjoy the privacy of a dedicated, enclosed space to hold high-level meetings, stimulate business discussions, present product demonstrations and even hold exclusive small-scale social functions. Fully-equipped meeting rooms are available on a first-come, first-served basis for anything from a two-hour time slot to the full four days of the event, and can accommodate between 10 and 60 people depending on your needs.



For more information on all participation opportunities please contact:

[participate.telecom@itu.int](mailto:participate.telecom@itu.int)

# Become a sponsor: branding & spaces

Be seen to be at the heart of the event. Become a sponsor and your brand could be seen across a range of environments and materials.

**Registration & lanyards:** Your branding on event badges and lanyards, in the onsite registration area, on the online registration webpage and on the confirmation page sent to all registered event participants. Registration team T-shirts will also carry your logo. Platinum level access pass package is included.

**LeaderSpace and refreshments:** Make your presence felt in the LeaderSpace for some 350 leaders (and their guests) to meet, relax and refresh. We offer a meeting room for your C-level representative plus 5 guests, your branding at the entrance to the LeaderSpace as well as on digital screens both outside and within the lounge area, plus the option to share promotional materials and giveaways. Platinum level access pass package is included.

**OpenSpace:** Your messaging in the OpenSpace, the lively central area for workshops, informal discussions and relaxation.

Open to all participants, it includes lounge, bar, workspace and internet facilities. Your branding here throughout the duration of the event, plus the option to distribute promotional material and giveaways. Gold level access pass package is included.

**Leaders documentation:** Include a written welcome address from your CEO in the high-level Leaders Documentation package, plus your branding on the documentation — and the inclusion of your messaging inside. Silver level access pass package is included.

**WiFi landing page:** Your brand message on the onsite WiFi landing page, promoted in event communications and on the website in the run-up to World 2013 and heavily used throughout the event itself. Bronze level access pass package is included.

**OrientationSpace and T-shirts:** Your branding on the orientation counter in front of the OpenSpace, at desks around the venue,

plus on orientation team T-shirts throughout the venue. Bronze level access pass package is included.

**MediaSpace:** Your branding incorporated in the design of event area for some 300 press and media representatives, including press conference, TV studio and lounge facilities. Your content broadcast on digital screens within the MediaSpace, plus the option to share promotional materials and giveaways. Bronze level access pass package is included.

**Event programme:** Your branding on the inside cover of the event programme, the primary paper-based publication of the event, plus digital branding on the event programme webpage. Bronze level access pass package is included.

**Charging stations:** Your branding on the popular charging stations on the showfloor. Bronze level access pass package is included.

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**participate.telecom@itu.int**

Each sponsorship level entitles you to a specific quantity of passes providing different levels of access. The more exclusive your sponsorship, the more access passes you get.

## Platinum

- Gala dinner
- Registration & lanyards
- LeaderSpace
- Benefits
- 4 Leader passes
- 4 Gold passes
- 8 Silver passes
- 10 Bronze passes

## Gold

- OpenSpace
- Leaders lunch
- Sponsored dinner
- Benefits
- 3 Leader passes
- 3 Gold passes
- 6 Silver passes
- 8 Bronze passes

## Silver

- Leaders documentation
- Big conversation
- Corporate keynote
- Welcome reception
- Farewell reception
- Benefits
- 1 Leader pass
- 2 Gold passes
- 4 Silver passes
- 6 Bronze passes

## Bronze

- Wifi landing page
- OrientationSpace and T-shirts
- MediaSpace
- Event programme
- Charging stations
- Networking receptions
- Networking lunch
- Ministerial roundtables & Forum coffee breaks
- Sponsored session
- Co-hosted session
- Benefits
- 1 Gold pass
- 3 Silver passes
- 4 Bronze passes

## Access Pass Summary

**Leader** : Leader status and full four-day access to the event (Forum and Showfloor). Includes the exclusive LeaderSpace and networking occasions

**Gold** : Full four-day access to the event (Forum and Showfloor)

**Silver** : One-day full access to the event (Forum and Showfloor)

**Bronze** : Full four-day access to Showfloor and workspace sessions

# Become a sponsor: networking

Be seen to lead the conversation. Sponsor networking events to see your brand and people as part of the opening and closing events, addressing key gatherings and attending influential receptions.

**Gala dinner:** An opportunity for your C-level representative to give a short address at the formal Gala dinner, the social event kicking off World 2013 on Monday 18 November - plus invitations and reserved seating for up to 20 personal guests. Your branding on digital displays, announcements and invitations, as well as the chance to distribute promotional material and giveaways. Platinum level access pass package is included.

**Opening ceremony:** Take centre stage at the event launch with an address to assembled event participants and special guests, including Heads of State and Ministers, Heads of UN Agencies, regulators, C-level industry representatives, Forum speakers and accredited media. Further benefits include reserved seating for up to 20 guests, your branding on Opening Ceremony announcements and digital displays and the chance to distribute promotional material and giveaways. Platinum level access pass package is included.

**Leaders lunch:** Your C-level representative can address an audience of up to 300 guests at the influential Leaders lunch on the first day of the event-with invitations and reserved seating for 20 personal guests. Your branding on invitations and announcements, plus the option to share promotional material and giveaways. Gold level access pass package is included.

**Welcome reception:** Your branding on invitations and announcements, invitations for 50 of your personal guests and the option to share promotional materials and giveaways. Silver level access pass package is included.

**Sponsored dinners:** Both the Investment dinner on Wednesday 20 November and the VIP dinner on Thursday 21 November offer excellent opportunities for your C-level representative to address the people that matter. Your branding on invitations / announcements, invitations for up to 20 personal guests to attend the dinner and the option to share promotional material and giveaways. Gold level access pass package is included.

**Farewell reception:** This final high-profile occasion brings World 2013 formally to an end following the Forum Closing Conversation. The opportunity for a short address from your C-level representative, plus branding on digital screens at the reception - and the option to distribute promotional material. Silver level access pass package is included.

For more information on all participation opportunities please contact:

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A multitude of people from all around the world are here, the manufacturers, the government leaders are here, people involved in ICT are here, users, legislators, everyone is here and the message is the same, we need to move from this point to another level and we can't do that if we don't interlink and work through a forum like this.



Kennedy Sakeni,  
Minister, Information and Broadcasting Services, Zambia

**Networking receptions:** The opportunity for a short address on a topic of your choice from your C-level representative at the relaxing and refreshing receptions which close each day of the event (available as a standalone option or in combination with a Visionary Keynote). Your branding on relevant announcements, invitations for 5 personal guests to attend, the opportunity to share promotional material and coverage in post-event communications sent on your behalf by ITU. Bronze level access pass package is included.

**Networking lunch:** Your C-level representative can address one of the daily Networking lunches, held in varying formats and sizes, on a topic of your choice. Your branding on announcements, up to 10 invitations for personal guests and the option to share promotional material and giveaways. Bronze level access pass package is included.



# Become a sponsor: content

Be seen to define the conversation. Become a sponsor and you can ensure that your point of view is made and your voice heard. Through our big conversations, keynote speeches, roundtable discussions and specialist sessions you can be an even bigger part of the conversation.

**Big conversations:** Held around lunchtime on Wednesday 20 and Thursday 21 November, Big Conversations enable leading industry figures to discuss key sector issues from differing perspectives before a plenary audience. High-profile visibility for your participating C-level representative includes a session identifier on the print and digital Forum programme, live webcasting and post-event video, plus post-activity communication sent on your behalf by ITU. Branded vouchers or lunch boxes are also an option. Silver level access pass package is included.

**Visionary keynotes:** A dedicated platform for your C-level representative to address key players from public and private sectors alike, Visionary Keynotes are the final plenary sessions on Tuesday 19, Wednesday 20 and Thursday 21 November. Sponsorship includes a session identifier on the print and digital Event programme, live webcasting and post-event video, plus post-activity communication sent on your behalf by ITU. Silver level access pass package is included.

**Ministerial roundtables and forum coffee break:** The opportunity for your C-level representative to deliver the opening remarks at a Ministerial Roundtable, plus a sponsored coffee break with your branding on digital screens and the option to share promotional material and giveaways. Bronze level access pass package is included.

**Sponsored session:** Your opportunity to get directly involved in event content and activities by designing and managing sessions in the WorkSpace on the showfloor. Sponsorship includes a session identifier on the print and digital Event programme, branding on digital screens outside the WorkSpace and post-activity communication sent on your behalf by ITU. Bronze level access pass package is included.

**Co-Hosted session:** Take part in shaping event content and setting the agenda for debate by working with ITU on creating sessions, including one speaker from your organization.

Sponsorship includes a session identifier on the print and digital Forum programme, live webcasting and post-event video, post-activity communication sent on your behalf by ITU and the option to share promotional materials and giveaways. Bronze level access pass package is included.



**Talk to our team directly about any specific sponsorship needs or ideas you may have. We look forward to hearing from you to discuss any additional options.**

For more information on all participation opportunities please contact:

**[participate.telecom@itu.int](mailto:participate.telecom@itu.int)**

**All sponsors are guaranteed additional visibility through the Thank You to Sponsors pages on print and digital media, including onsite screens.**



# Make Bangkok your platform

ITU Telecom World 2013 is hosted by the government of the Kingdom of Thailand in the state-of-the-art IMPACT Exhibition and Convention Center, in Bangkok, one of Asia's most cosmopolitan cities.

A regional hub for commerce, tourism and transportation, Bangkok offers first-class conference and business facilities with world-renowned charm and hospitality. It's a fascinating mix of traditional and modern culture, historical highlights and dynamic urban environments.

It's the ideal place for networking. It's the natural place for making conversation happen.



Thailand is a leading member of the Association of South East Asian Nations (ASEAN), a group of ten emerging countries with a total population of some 600m which offers a highly attractive destination for trade and investment. Regional competitiveness will be further driven by the formation of the free trade market ASEAN Economic Community (AEC) in 2015,

capitalizing on a huge consumer market, expanding middle class and increasing disposable income. ASEAN free trade agreements with China, Korea, India, Australia and New Zealand, plus a Comprehensive Economic Partnership with Japan, open up the entire Asian continent accounting for more than 50% of global trade.



# Event Calendar

November 2013, Bangkok

## Morning

### Tuesday 19

Opening ceremony  
Coffee break  
VIP Tour  
Meet-a-leader session  
Forum opening session  
Leaders lunch  
Showcases

### Wednesday 20

Ministerial roundtable  
Panel sessions  
Coffee break  
Sponsored session  
Meet-a-leader session  
Big conversation  
Sponsored lunch  
Showcases

### Thursday 21

Ministerial roundtable  
Panel sessions  
Coffee break  
Visionary keynote  
Sponsored session  
Meet-a-leader session  
Big conversation  
Sponsored lunch  
Showcases

### Friday 22

Ministerial roundtable  
Coffee break  
Panel sessions  
Sponsored lunch  
Showcases

Access passes

Delegate registration will open in July. A range of passes offer different levels of access and benefits.

## Afternoon

## Evening

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Panel sessions  
Sponsored sessions  
Meet-a-leader sessions  
Coffee break  
Workshops  
Visionary keynote  
Demo session  
Networking cocktail  
Showcases

Welcome reception

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Panel sessions  
Sponsored sessions  
Young Innovators pitches  
Meet-a-leader sessions  
Coffee break  
Workshop  
Visionary keynote  
Networking reception  
Showcases

Investment dinner

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Panel sessions  
Sponsored sessions  
Meet-a-leader sessions  
Coffee break  
Workshops  
Visionary keynote  
Networking reception  
Showcases

Sponsored dinner

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Panel sessions  
Coffee break  
Forum closing conversation  
Showcases

Farewell reception

# Contact



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Bangkok 19-22 November

**ITU Telecom** is part of the International Telecommunication Union (ITU), the lead United Nations agency for information and communication technology. ITU Telecom organizes the annual influential ITU Telecom World event, bringing together key players from across the global ICT community in strategic debate, knowledge-sharing and networking at the highest level.

