

# INSPIRED::25

We're organising a technology conference to highlight the innovative ways that our community of members offer their services, to promote interest in technology, and to celebrate the past 25 years of LONAP's interconnection service to our members. This will take place on the 25th October in a central London venue.

LONAP is a member-owned IXP, and we would be nothing without our members. Our 25th anniversary is a celebration of the diversity of our members. It will be a way for our members to get to know each other outside the realm of IP networking. Tell us about your business, or tell us an interesting story! As a community of engineers, we are often fascinated by technical subjects outside our own areas of knowledge, and we're looking for interesting overviews and inspiring stories. In the financial markets? Gives us a 5 minute lightning talk about algorithmic trading. Produce TV? Have a broadcast engineer come and talk to us about the technology there. Design and manufacture farm equipment? Tell the story of how you saved the day getting FoxPro working in MS-DOS 6 to recover a 40 year old CNC machine.

## AUDIENCE

The event will be open not only to LONAP members but to other interested members of the UK network engineering community. There'll be a wide range of content from a broad spectrum of technology to inspire and educate.

## VENUE

The event will take place in central London. We have a few options for interesting and memorable venues, but this will depend on the generosity of our sponsors and supporters - please read on!

## CONTENT

We're doing something a bit different from the usual networking conference by bringing together technically interesting content in a variety of external fields to inspire and educate. Our four key content focus areas are:

- Stories from our members about their technology
- Interesting overviews on technical subjects of interest to networking community but not directly about networking
- The past 25 years in technology and the next
- Monitoring and automation

Do you have an interesting story to tell or can someone on your team present something technically interesting? Talks of 5 - 30 minutes are welcome, please contact [inspired25@lonap.net](mailto:inspired25@lonap.net)

## SPONSORSHIP OPPORTUNITIES

We want to make this an event to remember. Aside from setting the day apart by providing interesting and unique content, we are hoping to hold it in a special venue and to throw a party to remember at the end of the day. To do this, we need help from our sponsors.

We know times are tough and we also know nobody likes an overly-commercial conference. We want the day to focus on our members and their accomplishments. We're looking for a limited number of commercial sponsors with appropriate benefits. But we'd also like to invite our members to chip in £500 - 1000 each to help make the day special. Please take a look at our sponsorship prospectus or talk to **Richard Irving** ([inspired25@lonap.net](mailto:inspired25@lonap.net) - 020 3475 0050)

## SUPPORTING INSPIRED : : 25

We like to think we are putting together a unique and inspirational day - please see our main flyer for an overview. Our board of directors has approved a budget to put on a minimal event, but as a not-for-profit IXP we need the help of sponsors and supporters to make the day truly excellent.

We've put together some suggested base packages below, but we're keen to work with sponsors to make sure that they get the exposure they need to justify their contribution. We can work with you to put together a package that meets your need or that sponsors a specific thing (such as coffee breaks, lunch, pre-event social, quiz, contests, lanyards, webcast, etc).

Please contact [inspired25@lonap.net](mailto:inspired25@lonap.net) or call Richard Irving at 020 3475 0050 to discuss.

	DIAMOND	GOLD	SUPPORTER
Suggested contribution	≥ £10,000	≥ £5,000	≥ £500
Maximum sponsors	3		
Logo exposure			
Logo on event branding	✓	✗	✗
Logo on name badge	✓	✗	✗
Logo on title slides	✓	✗	✗
Logo on interstitial slides	✓	✓	✗
Logo on thanks slide	✓	✓	✓
Logo on bag	✓	✓	✓
Relative size of logo	Large	Medium	Small
At-event presence			
Full-size table	✓	✗	✗
High table	✗	✓	✗
5-minute commercial presentation	✓	✗	✗
Giveaways			
In event bag	✓	✗	✗
From own table	✓	✓	✗

## AT-EVENT PRESENCE

Diamond and Gold sponsors will have the option of a table in a side room, which they can staff or just use to give away brandware. Diamond sponsors will have a full-sized table that can be branded appropriately, Gold sponsors will have a small table or bar table. The exact specifications will depend on the venue and will be confirmed closer to the event. Diamond sponsors also have the option to give a 5-minute presentation, subject to agreement on the content. We recommend that this is on a technical topic or a new innovation or release, in order to maintain audience engagement.

## GIVEAWAYS

LONAP will be producing a special event bag that will be printed with the logos of all sponsors and supporters. Diamond sponsors have the option to provide an item of swag in advance (at their expense) to put in the bag, which will ensure all attendees receive it. Diamond and Gold sponsors are also able to give away swag at their own tables. In the interests of fairness, no other giveaways will be permitted.

## MARKETING

Once a sponsorship agreement is signed, Diamond and Gold sponsors may represent themselves as sponsors of the event in their marketing or other materials. They will also be mentioned and thanked through LONAP mailings and social media channels unless otherwise requested.