



**NIGERIA BROADBAND**  
**e-Novation**  
Digital Economic Transformation





# ITU TELECOM WORLD

18-22 November, 2013 Bangkok, Thailand

ITU Telecom World 2013 is an event where the bywords are **KNOWLEDGE** and **ACTION**. It will convene a high-quality, influential mix of participants drawn from across the ICT industry along with Heads of State and Government, Regulators, Innovators, Digital Entrepreneurs and many more. A dynamic series of conferences will tackle core issues such as using ICTs to create a new future, optimization of spectrum resources, innovation, development and the economic crisis, convergence and transformation of the ICT value chain, the impact of social networks and more. The event will also focus on a number of varied and innovative showcasing, sponsorship and hospitality options, and also provide extensive opportunities for networking and doing business with top-level participants.

In the last 15 years, Nigeria has been participating in the ITU Telecom World event; however, the Country had its first National Pavilion in 2004 where ICT/ Telecom Stakeholders were Pavilion Partners, and in 2011 ITU Telecom World in Geneva, Switzerland, Nigeria announced its Broadband Initiatives to the Global World.

## BENEFITS

- Global Arena where Business & Governments meet to have bilateral discussions; share a platform to find ICT solutions to real-world problems.
- Global ICT Connections & Collaborations, Interactions, Discussions and Networking with key Global ICT Industry Leaders
- Showcase your Business and Company to the Global ICT Industry
- Engage in participatory discussions and share knowledge and innovations with the World.
- Connect and Attract Investment to the Nigeria ICT Industry.

Be part of Nigeria's Broadband initiative; aimed at rapidly changing lives and approach to businesses through increased efficiency and attracting investment.

It is in view of this that the Nigerian Communications Commission is taking the campaign for Broadband investment to ITU Telecom World 2013, Bangkok, Thailand in order to attract investors in the Broadband deployment across the Country.

We enjoin you to be part of this Global Connecting event with Nigeria@ ITU Telecom World 2013, Bangkok, Thailand and take the Nigeria ICT industry to a greater level.

We are delighted to inform you that Nigeria has secured a space for National Pavilion; therefore you have been invited to participate as a member/partner of the Nigerian National Pavilion. We also urge you to take advantage of the wide exposure and publicity it will offer all exhibitors as well as other attendant benefits.

The Forum will be attended by Heads of State, over 80 Ministers and key CEO's from the global ICT industry; will shape the future of the ICT industry and the role it can play in the stimulation of economic growth, the drive for sustainability and the development of emerging markets. Its major focus will dwell on Networking Opportunities, Sessions, Leadership Programme, Digital Cities Conference, Youth Forum and Thematic Showcases.

The ITU Telecom World 2013, comprising the Forum and the exhibition is expected to attract participants from more than 100 countries.

The ITU Telecom World 2013 is proud to be One Community! One Conversation that matters! In One World of Difference! With the ITU Telecom World 2013 event theme is **Embracing Change in a Digital World**.

**Major highlights of Nigeria @ ITU Telecom World 2013 Bangkok, Thailand are:**

### **NIGERIA DAY**

**•Wednesday 20th November 2013**

- Unveiling & Opening of Nigeria Pavilion
- ITU Investment Forum - Spotlight on Nigeria Investment Opportunities & Success Stories

**• Thursday 21st November 2013**

- Nigeria Night



Nigerian Government through the Federal Ministry of Communications Technology will participate at the 2013 event, not only to showcase her achievements in the ICT sector, but to highlight the immense business opportunities in the sector and related industries, for variety of investors who will be attending the global event.

In order to have an effective participation at the ITU Telecom World 2013, the Nigerian Communications Commission (NCC) is the sole coordinator of this event in Nigeria.

The variety of branding opportunities to suit different budgetary levels and general information for participation, including ITU categories of Access Passes is as follows:



# Nigeria @ ITU TELECOM WORLD 2013

Thailand, Bangkok

## SPONSORSHIP PACKAGE

### Nigerian Day Dinner (Sole Sponsor) N20, 000,000.00

- Branding the Venue
- 15 Minutes speaking slot during the Dinner with High Level Profile Audience
- 10 Minutes Presentation at the Nigeria Pavilion Networking Arena with High Level Profile Audience
- 50% Discount on the total cost of Gold Category Space in the Nigerian Pavilion
- Full page A4 colour advert in the Nigerian Brochure that will show business opportunities and achievements in Nigeria's ICT sector
- 5min Corporate Video slot on company's profile will be shown on daily basis on Plasma screen at the Nigerian Pavilion
- Access to Meeting Room in the Nigerian Pavilion
- Publicity during the Event in one Nigeria Pavilion Publications
- One Gold Pass
- 3 Exhibitors pass

### Nigeria Broadband Investment Forum (2 Sponsors) N15, 000, 000.00

- Branding the Venue
- 10 Minutes speaking slot during the Forum with High Level Profile Audience
- 10 Minutes Presentation at the Nigeria Pavilion Networking Arena with High Level Profile Audience
- 30% Discount on the total cost of Gold Category Space in the Nigerian Pavilion
- Full page A4 colour advert in the Nigerian Brochure that will show business opportunities and achievements in Nigeria's ICT sector
- 5min Corporate Video slot on company's profile will be shown on daily basis on Plasma screen at the Nigerian Pavilion
- Access to Meeting Room in the Nigerian Pavilion
- Publicity during the Event in some Nigeria Pavilion Publications
- One Gold Pass
- 3 Exhibitors pass

### ICT Impact Booklet (ICT Success Story) N7, 000,000.00

- Branding the back cover of the Publication
- 10 Minutes Presentation at the Nigeria Pavilion Networking Arena
- 25% Discount on the total cost of Gold Category space in the Nigerian Pavilion
- 5min Corporate Video slot on company's profile will be shown on daily basis on Plasma screen at the Nigerian Pavilion
- Access to Meeting Room in the Nigerian Pavilion
- Booklets will be distributed at Nigerian Broadband Investment Forum and Nigerian Day Dinner
- 3 Exhibitors Pass

### PLATINUM N8, 000,000.00

- Company Executive to give goodwill address during Nigeria Broadband Investment Forum or Nigerian Day Dinner
- Inclusion of corporate logo on some Publications for the event
- Exhibition space of 5sqm (subject to availability) including Stand Construction with company name, furniture, lighting, waste bin
- Full page A4 colour advert in the Nigerian Brochure that will show business opportunities and achievements in Nigeria's ICT sector
- 5min Corporate Video slot on company's profile will be shown on daily basis on Plasma screen at the Nigerian Pavilion
- Access to Meeting Room in the Nigerian Pavilion
- Publicity during the Event in some Nigeria Pavilion Publications
- One Gold Pass
- 3 Exhibitors Pass

#### **GOLD N6, 000,000.00**

- Corporate branding in a visible part of the Nigerian Pavilion
- Exhibition space of 4sqm (subject to availability) including Stand Construction with company name, furniture, lighting, waste bin
- Full page A4 colour advert in the Nigerian Brochure that will profile business opportunities and achievements in Nigeria's ICT sector
- 5min Corporate Video slot on company's profile will be shown on daily basis on Plasma screen at the Nigerian Pavilion
- Access to Meeting Room in the Nigerian Pavilion
- Publicity during the Event in some Nigeria Pavilion Publications
- One Gold Pass
- 3 Exhibitors Pass

#### **SILVER N4, 700,000.00**

- Exhibition space of 3 sqm (subject to availability) including Stand Construction with company name, furniture, lighting, waste bin
- Full page A4 colour advert in the Nigerian Brochure that will profile business opportunities and achievements in Nigeria's ICT sector
- 5min Corporate Video slot on company's profile will be shown on daily basis on Plasma screen at the Nigerian Pavilion
- Co-sponsorship of the Nigerian Brochure including company logo on front cover
- Access to Meeting Room in the Nigerian Pavilion
- Publicity during the Event in some Nigeria Pavilion publications

#### **BRONZE N3, 500,000.00**

- Exhibition space of 2 sqm (subject to availability) including Stand Construction with company name, furniture, lighting, flowers, waste bin
- Full page A4 colour advert in the Nigerian Brochure that will show the company's business opportunities and achievements in Nigeria's ICT sector
- 5min Corporate Video slot on company's profile will be shown on daily basis on Plasma screen at the Nigerian Pavilion
- Publicity during the Event in some Nigeria Pavilion Publications

#### **DIGITAL N1, 079,500.00**

- Exhibition space of 1.5sqm (Subject to availability) including Stand Construction with Company Name, Furniture, Lighting.
- Full page A4 colour advert in the Nigerian Brochure that will show the Company's business opportunities and achievements in Nigeria's ICT Sector.
- 1 Exhibitor's Pass

#### **OTHER SPONSORSHIP OPPORTUNITIES**

- Full page A4 colour advert in the Nigerian Brochure that will profile business opportunities and achievements in Nigeria's ICT sector **N300,000.00**
- 10 Minutes Networking Opportunities at Nigerian Pavilion Networking Arena/General Meeting Room **N250, 000.00**
- Display your company Flyers at the Nigerian Pavilion (less than 10kg) without physical presence **N100,000.00**
- 2 Minutes Advert/Documentary on the Prime Day **N100, 000.00**
- 5 Minutes Advert/ Documentary on the Prime Day **N250, 000.00**

**Note:** Availability of these Sponsorship Packages is on First come first Served Basis.

### General Information for Participation at Nigeria @ITU Telecom World 2013 – Bangkok, Thailand



1. **Draft Program for ITU Telecom World 2013**  
Please visit the ITU Telecom World Page on: <http://world2013.itu.int/event/programme/>
2. **Visa Requirement**  
All participants are requested to kindly obtain their own valid travel documents, such as passports and visas, for travel to Bangkok, Thailand at least 2 weeks before the event. For more information, please visit <http://www.mfa.go.th>
3. **Registration**  
For registration of all participants, kindly contact the following staff of Nigerian Communications Commission
  - a) **Mrs. Nnena Ukoha**  
[nukoha@ncc.gov.ng](mailto:nukoha@ncc.gov.ng)  
094617066
  - b) **Mr. Orebe Tope**  
[orebe@ncc.gov.ng](mailto:orebe@ncc.gov.ng)  
094617073
4. **Accommodation**  
All participants are kindly requested to make arrangements for their private accommodation in Bangkok, Thailand.  
<http://itu.totalreservation.com/index.php/official-hotels>
5. **Access Passes**  
Registration for ITU Telecom World 2013 is now open. Choose from a range of passes with different levels of access and benefits to meet your needs. This includes Leader, Gold or Silver passes, and register before 15 September to save 50% on the price of access to the one conversation that matters!  
For further details, please visit: <http://world2013.itu.int/participate/attend/>



# Access Passes

|                                                                                                                                                                                                       |                                                                                                                 |                                                                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| <b>LEADER</b><br>Leader status<br>Exclusive access to LeaderSpace lounge and networking occasions<br>Full four-day access to the forum<br>Full four-day access to the show floor<br><b>CHF 10,000</b> | <b>GOLD</b><br>Full four-day access to the forum<br>Full four-day access to the show floor<br><b>CHF 2,500</b>  | <b>SILVER</b><br>One day access to the forum<br>Full four-day access to the show floor<br><b>CHF 1,200</b>          |
| <b>BRONZE</b><br>Full four-day access to the show floor<br><b>CHF 50</b>                                                                                                                              | <b>STUDENT</b><br>Full four-day access to the forum<br>Full four-day access to the show floor<br><b>CHF 100</b> | <b>VISITOR</b><br>One day access to the showfloor for local Thai visitors<br><b>CHF 10</b><br>Only available onsite |



# ACCESS PASS BENEFITS



| Pass Type                                                                    | Leader                                      | Gold                                        | Silver                                                    | Student                                     | Bronze                               | Visitor                             |
|------------------------------------------------------------------------------|---------------------------------------------|---------------------------------------------|-----------------------------------------------------------|---------------------------------------------|--------------------------------------|-------------------------------------|
| <b>Access Description</b>                                                    |                                             |                                             |                                                           |                                             |                                      |                                     |
| Leaders Social Events                                                        | <input checked="" type="checkbox"/>         | -                                           | -                                                         | -                                           | -                                    | -                                   |
| Concierge Service & meeting facilitation before & onsite                     | <input checked="" type="checkbox"/>         | -                                           | -                                                         | -                                           | -                                    | -                                   |
| LeaderSpace Access                                                           | <input checked="" type="checkbox"/>         | -                                           | -                                                         | -                                           | -                                    | -                                   |
| VIP Zone Drop Off                                                            | <input checked="" type="checkbox"/>         | -                                           | -                                                         | -                                           | -                                    | -                                   |
| One Free Parking Space                                                       | <input checked="" type="checkbox"/>         | -                                           | -                                                         | -                                           | -                                    | -                                   |
| Networking lunches<br>(subject to sign-up and first-come first-served basis) | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>                       | -                                           | -                                    | -                                   |
| Ministerial Roundtables                                                      | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>                       | <input checked="" type="checkbox"/>         | -                                    | -                                   |
| Panel Sessions                                                               | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>                       | <input checked="" type="checkbox"/>         | -                                    | -                                   |
| Forum Opening Conversation Tuesday 19th                                      | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>                       | <input checked="" type="checkbox"/>         | -                                    | -                                   |
| Forum Closing Conversation Friday 22nd                                       | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>                       | <input checked="" type="checkbox"/>         | -                                    | -                                   |
| Big Conversations                                                            | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>                       | <input checked="" type="checkbox"/>         | -                                    | -                                   |
| Visionary Keynote                                                            | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>                       | <input checked="" type="checkbox"/>         | -                                    | -                                   |
| Networking Reception                                                         | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>                       | <input checked="" type="checkbox"/>         | -                                    | -                                   |
| Futurist Keynote                                                             | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>                       | <input checked="" type="checkbox"/>         | -                                    | -                                   |
| Opening Ceremony                                                             | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>                       | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>  | -                                   |
| Farewell Party                                                               | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>                       | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>  | <input checked="" type="checkbox"/> |
| Showfloor Sessions                                                           | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>                       | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>  | <input checked="" type="checkbox"/> |
| Event App                                                                    | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>                       | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>  | <input checked="" type="checkbox"/> |
| Webcast of Conference Sessions                                               | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>                       | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>  | <input checked="" type="checkbox"/> |
| Showfloor Halls                                                              | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>                       | <input checked="" type="checkbox"/>         | <input checked="" type="checkbox"/>  | <input checked="" type="checkbox"/> |
| <b>Pass Duration</b>                                                         | <b>4 days<br/>Forum &amp;<br/>Showfloor</b> | <b>4 days<br/>Forum &amp;<br/>Showfloor</b> | <b>1 day<br/>1 day<br/>Forum<br/>4 days<br/>Showfloor</b> | <b>4 days<br/>Forum &amp;<br/>Showfloor</b> | <b>4 days<br/>Showfloor<br/>only</b> | <b>1 day<br/>Showfloor</b>          |
| <b>Pass Full Price</b>                                                       | CHF 10'000                                  | CHF 2'500                                   | CHF 1'200                                                 | CHF 100                                     | CHF 50                               | CHF 10                              |
| <b>Early bird Price (1 August - 15 September)</b>                            | CHF 5'000                                   | CHF 1'250                                   | CHF 600                                                   | n/a                                         | n/a                                  |                                     |

## Note:

- **Visitor Passes:** for local Thai visitors only and available to purchase onsite as of 14h00 on 19 November. A valid Thai photo ID (such as ID card, passport or driver's licence) must be presented at the registration desk.
- **Student Passes:** available to purchase onsite only upon presentation of a valid student ID card with photo at the registration desk.

**Connect Asia Pacific Summit attendees:** If you are attending ITU's connect Asia-Pacific Summit on November 18 immediately preceding ITU Telecom world 2013, you must register for both events separately and will receive separate access passes.

Connect attendees can register for a free of charge Bronze World 2013 access pass; or benefit from a 20% discount on full rates for leader, Gold or Silver passes for online registration from 16 September to 13th November 23:59 CET. To enjoy these benefits Connect attendees should click here to start registering, enter their email, tick the box to indicate they have a registration code and when prompted enter their Connect Registration ID.

## Discounts:

Discounts are available in some cases for Leader, Gold and Silver full-rate passes only. These are exclusive and cannot be accumulated - you can only apply one discount to one particular access pass.

If you are purchasing an individual pass and have a discount code, you will be prompted to enter it during the registration process.

- **Early-bird discount:** Register for Leader, Gold or Silver passes between 1 August and 15 September (23:59 CET) to receive a 50% discount on the full rate. No other discount applies during Early-Bird Period.
- **Special Discount:** A 20% discount on Leader, Gold and Silver passes applies to the following groups after the **early-bird period:** up to 13 November (23:59 CET)
  - World 2013 participants including Speakers, Sponsors, Event Partners and Showfloor Participants (applies for additional passes purchased)
  - Government / Regulator delegations and other Leaders (applies for additional passes purchased)
  - ITU Sector Members and Sector Associates
  - Connect Participants
  - ITU Academia members
- **Bulk discount:** After the early-bird period, delegates purchasing full-rate passes or passes attracting a 20% discount as above may buy 5 passes (at the same time and of the same category) and receive 1 free of charge in this same category.



