**Introduction:**

Thought leadership, effective communication and lead generation within the telecom industry continues to be an important need.

In 2020 The Broadband Forum BASe events moved rapidly to face the need for virtualizing of events and increasing the number of smaller sessions to meet a remote audience. We introduced vBASe to meet this need and successfully overachieved our goals.

In 2021 we drove BASe events to meet the flexible need for virtual as well as the return of some physical events in the second half of the year.

In 2022 we anticipate an increasing demand to return to physical events but with a more selective approach of which industry events hold the most value. Mixing the demand for national only events in some of the key global broadband countries as well as enabling a good balance with virtual events and webinars that tackle the most relevant key topics for the broadband ecosystem.

**2021 BASe Highlights:**

- **11** vBASe & Sponsor Webinars
- **3** Physical & **4** Virtual Events
- **c. 210** Companies per Event
- **Av. 50+** countries Per event
- **Av. vBASe Registrations**
  - vEvents: **630+**
  - Webinar: **400+**
- **c.65%** Registrants opted-in
- **145** Speakers
- **48+ Hours** of Video Recordings

BASe 2021 continued to see significant industry participation with an audience that is a majority of technical and 'C-level' attendees. Regional representation for BASe events in 2021 is approximately a 40/40/20 split between Americas/EMEA/APAC respectively.
**BASe Focus:**

The Broadband Forum's BASe in a truly short time has grown rapidly and is now recognized by service providers, analysts and vendors as a leading global industry education series of events.

Carrying on from The Broadband Forums tradition of carefully curated subjects that are impacting the success of broadband deployments around the world, BASe events examine the hottest topics and challenges in broadband today.

The Broadband Forum BASe series of events aims to do exactly this by diving in deep and exploring the cutting-edge technologies and best practices which will drive the broadband ecosystem. Delivered by operators, regulators and technology innovators, the BASe events are not to be missed by technology leaders who want to learn from the best thought leaders who share their expertise and help to shape the future of broadband.

BASe focuses on how operators plan to leverage the latest advancements within the software and hardware defined core and access network, broadband connectivity and within the connected home into real life deployments.

Unlike many events, BASe is designed to meet the requirements for more technical discussion, real life implementations, testing and strategic technical planning as well as valuable peer-to-peer networking. All BASe sponsors are invited to participate in events with a focus on thought leadership, service provider use cases, broadband ecosystem best practices and technical advancements. The calendar of BASe events is not a program intended for sales and product pitches.

This is why BASe attracts an extremely loyal and growing technical decision-making global audience of service providers, industry influencers as well as a very varied vendor representation.
BASe 2022 Focus:

BASe 2022 will continue to be focused around three main Broadband ecosystem elements:

We envision 2022 to be a year when physical conferences and industry events will return to meet the demand of the vendor, network and service provider community.

The BASe schedule of events for 2021 are focused around three key expectations:

1. Continued demand for webinars on selective technology hot topics and shorter virtual events
2. A return to national key market physical events
3. A select demand for regional and global physical events

Our calendar of planned events reflects this with a continuation of our phenomenally successful webinar series and virtual conferences as well as the return of “in-person” physical events including our own UFBB as well as in association with partner leading industry events.

A full calendar of events will be agreed by the end of 2021 and will include:

- A minimum of 8 vBASE focus area webinars titled “BASe State of Play Webinars”
- A 3-4 Day vBASE Broadband Summit
- 2022 UFBB BASe Physical Event
- Regional BASe and vBASe focus events
- Minimum of 5 additionally identified global and national industry event workshops

In 2022 we have added focus to national events that represent some of the biggest market opportunities for broadband innovation, including markets such as USA and Germany with the intent to plan events in Asia and other regions.

All of this while not increasing the cost of sponsorship in 2022 to our valued platinum and gold sponsors.
An Overview of BASe Sponsorship packages can be reflected in the following:

<table>
<thead>
<tr>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>☑ All relevant F2F Events</td>
<td>☑ 3 F2F Events</td>
<td>☑ 2 F2F Events</td>
</tr>
<tr>
<td>☑ Minimum 3 Webinars</td>
<td>☑ Minimum 2 Webinars</td>
<td>☑ 2 Webinars</td>
</tr>
<tr>
<td>☑ vBASE Virtual Summit</td>
<td>☑ vBASE Virtual Summit</td>
<td>☑ No Opt-In registration</td>
</tr>
<tr>
<td>☑ Opt-In registrant information for events participated in</td>
<td>☑ Opt-In registrant information for events participated in</td>
<td>Information supplied</td>
</tr>
<tr>
<td>☑ Sponsored White Paper Opportunity</td>
<td></td>
<td>☑ Social Media Branding</td>
</tr>
<tr>
<td>☑ Video Demo Opportunity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>☑ Blog Sponsorship Opportunities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>☑ Platinum Brand Placement in all events</td>
<td></td>
<td></td>
</tr>
<tr>
<td>☑ Seat on the BPC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>☑ Social Media Branding</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Next Steps:**

If you are interested in learning more about BASe sponsorship or regarding any other sponsorship opportunity within The Broadband Forum please contact Rhonda Heier, (Director of Membership Development) rheier@broadband-forum.org.