Be a 2020 BASe Series Sponsor and Elevate Your Global Broadband Thought Leadership

5G – Connected Home – Cloud – Access

Align your brand with the organization shaping the future of broadband!

Broadband Forum, the communications industry's leading organization focused on accelerating broadband innovation, standards, and ecosystem development, produces a highly-acclaimed series of Broadband Acceleration Seminar (BASe) events around the world featuring pioneers and trend setters from the industry's most cutting-edge service providers and ecosystem players. Reaching thousands of the most influential people in broadband, these events – led by technology innovators for the benefit of technology leaders – provide a unique and powerful way to reach the elite membership base and expansive sphere of influence of Broadband Forum.

Interested in tapping into this highly influential audience? Become a 2020 BASe Series sponsor!

What Are BASe Series Events?
- Produced by Technologists, for Technologists – Unlike other broad industry events, BASe events aren’t afraid to dive deep and are brimming with actionable insights into network and operational trends, direction, and best practices
- Reach Key Influencers – Often held in conjunction with major industry conferences, each BASe event draws hundreds of key influencers – from global broadband service providers and suppliers to analysts and regulators – seeking our membership’s leading-edge perspectives
- Deliver an Uncompromising Educational Focus – BASe events provide key insights into the cutting-edge state of broadband innovation, technology and standards advancement, and ecosystems development globally
- Elite Participants – Efficiently enhance your company’s brand position in front of a powerful and influential audience

Why Should I Sponsor?
- Directly Influence Industry Leaders – Our membership consists of the industry’s largest and most innovative service providers and vendors shaping 5G, Connected Home, Cloud, and Access
- Establish Global Leadership – Influence the influencers! Our technical audience makes the decisions that shape future technology adoption and mass deployment
- Kickstart Marketing Campaigns – Target market to event attendees primed by your thought leadership
- Cultivate Relationships/Ecosystems – Network with our industry-leading member companies through high visibility face-to-face and virtual events
- Make Your Marketing Dollars Count – Efficiently enhance your company’s brand position cost-effectively and systematically in front of a series of powerful and influential audiences globally

2019 BASe Sponsors include:
BASe Series Profiles and Events

2020 Planned Face-to-Face Events

BASe OFC (San Diego)
- Full-day (March)

BASe SDN/NFV/AI China (Beijing)
- Full-day (April)

BASe FTTH Europe (Berlin)
- Half-day (April)

UFBB BASe (Den Haag)
- Three-day (June) – Event fee charged

BASe Broadband World Forum (Amsterdam)
- Two half-day (October)

BASe North America (Las Vegas)
- Full-day (October)

BASe Webinars (Global)
- Re-leverage event content globally

More 2020 BASe events and content under consideration
- Whitepapers/Surveys open to Global Platinum sponsors only (extra fee)

Typical Content and Attendee Profiles:

Content and Best Practices Domains: 5G (Transport Requirements, Service Convergence, Network Convergence), Connected Home (Wi-Fi, Device Management, Security), Cloud (CloudCO, SDN/NFV, Disaggregation), Access (Future PON, NG-PON2, XGS-PON, GPON, xDSL, Gfast, G.hn, copper extension, interop), Industry (Broadband Quality of Experience, Open Source), Security

Company Types: Wireline/Wireless operators, systems vendors, component manufacturers, integrators, analysts, regulators, journalists

Attendee Roles: Technical Execs (CTOs, VPs, Product Managers, Network Planners/Architects), Operational Execs (General Managers, COOs), Analysts (Industry, Financial, Regulators)

Sponsorship Packages (Duration: Calendar Year 2020)

<table>
<thead>
<tr>
<th>Package Levels</th>
<th>Global Platinum</th>
<th>Global Silver</th>
<th>Global Bronze</th>
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</thead>
<tbody>
<tr>
<td>UFBB BASe Passes (includes speaker)</td>
<td>7</td>
<td>4</td>
<td>2</td>
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<tr>
<td>Table Top/Handouts/Demo¹</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Attendee List²</td>
<td>All Info</td>
<td>Names/Titles</td>
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<tr>
<td>Speaking Slot</td>
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<tr>
<td>Logo Included/Event Materials</td>
<td>Yes</td>
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<tr>
<td>Video Interview³</td>
<td>Yes</td>
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<td>No</td>
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<tr>
<td>Full Access - BASe Presentations</td>
<td>Yes</td>
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<tr>
<td>Quarterly Webinar Series Participation</td>
<td>Eligible (Preferred)</td>
<td>Eligible (Preferred)</td>
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<tr>
<td>Content Cross-Promotion (BBF web)⁴</td>
<td>Highlighted</td>
<td>Available</td>
<td>Available</td>
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<tr>
<td>Whitepaper/Survey Participation ⁵</td>
<td>Eligible (extra fee)</td>
<td>Not Eligible</td>
<td>Not Eligible</td>
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¹ Offered where physically possible
² If pre-registration possible or tracking available within venue
³ Professionally produced interview focused on event
⁴ Sponsor provided educational content to be included on BBF-hosted sponsor microsite
⁵ Topics under consideration include 5G/Next Gen Access Transport, Broadband QED, Connected Home, Disaggregated BNG, Fiber Extensions, Security, Advanced Wi-Fi

Customizable packages available on request.

Questions? Contact info@broadband-forum.org