



Sponsorship and exhibition opportunities at

The Third Access to Broadband Conference



Powering up with Broadband

At The Aviemore Highland Resort, 2-3 November 2004

***Supported by the Scottish Executive, Highlands & Islands Enterprise
and Scottish Enterprise***

Incorporating the Autumn Dti Content Workshop

What previous sponsors have to say about ABC's conferences...

ABC has provided a valuable opportunity for Cybermoor to find out what other groups are doing and share experiences. I have found it very useful to see the direction in which technology is moving and how government policy on broadband is evolving.

Daniel Heery, Alston Cybermoor

The ABC events have been a very positive experience for us, they provide an opportunity to meet and network with the people who are most dynamically involved in the broadband market place.

Lesley Hansen, Net to Net Technologies

Working with the Access to Broadband Campaign has been a great partnership for LocustWorld.

Richard Lander, LocustWorld

*** ABC received the CNET Networks Outstanding Contribution to UK Technology Award in 2003

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**The Third Access to Broadband Conference, Aviemore, Scotland 2-3
November 2004**

Powering up with Broadband

WHY SPONSOR AND EXHIBIT?

The Third Access to Broadband Conference will be Scotland's premier Broadband conference and will attract all the stakeholders in Broadband: from public sector bodies, industry, for rural and community broadband groups and SMEs. Fees are payable for the conference on a sliding scale and there are sponsorship and exhibition opportunities for the suppliers of:

- Broadband network infrastructure
- Wireless broadband networks
- Installers and system integrators
- Broadband ISPs and network operators
- Software solutions
- Regional and central government funding bodies
- Distributors and resellers of broadband network solutions

WHO SHOULD ATTEND?

Businesses, especially SMEs, looking to benefit from broadband * Broadband ISPs and Telcos * Central, regional and local government bodies * Chambers of Commerce * Regulatory bodies * Rural, Urban and Community broadband groups

THE THIRD ACCESS TO BROADBAND CONFERENCE HAS AN SME FOCUSED AGENDA

The conference agenda has a strong focus for SMEs who, by attending this conference, can:

- Get a closer understanding of how Broadband technologies can help their business activity
- Learn how to get access if not in an enabled area.
- Meet technology and solutions providers.
- Hear examples of how others have benefited from the technology.
- Develop an understanding of the essential aspects of security and e-commerce operations.
- Understand how imminent technological and software developments can benefit them.

DELEGATES AT THE SECOND ABC CONFERENCE IN JANUARY 2004 INCLUDED:

1st Broadband, Action Broadband, ADSL Guide, Advantage West Midlands, Alcatel, Alston Cybermoor, Alvarion, Analysys, Arwain, AVONLINE, Axia, Axxcelera Broadband Wireless Ltd, Balloon-A-Gram, BBC, BECTA, Belfast Beacon, Bluewire Solutions Limited, British Chamber of Commerce, Broadband Collective, Broadband for Britain, Broadband for Caunton & Norwell, Broadband Stakeholder Group, Broadband Wight Ltd, Brooke Hall Residents Assoc, BSG, BT, BT Wales, Buckfastleigh Broadband, Cambridge Ring North-East Ltd, Carnet, Castle Howard Estate Ltd, CBN, Central Suffolk Broadband, Ceredigion CC and MARAN, Chamber Business Enterprise Ltd, Chilterns Online, Cisco Systems, Clicks & Links, Comhairle nan Eilean Siar, Communities Online, ConceptLabs, Connected Communities, Consume.net, Coop OSG, Co-operatives UK, Countryside Agency, Countryside Broadband Limited, Cross Education Support Services Ltd, Crowcombe Broadband Group, Crownfield, Dandin Group, Defra, DeHavilland, Devon CC, Digital Dales Ltd, Dovetail, Downland Broadband Ltd, DTI, East of England Telematics Dev Trust, East Sussex County Council, Easynet, EEDA, EEMA (Wireless Group), Energis, Ensign, Eurim, Euromedia, Advanced Television Limited, First Broadband, free2air, Fusion Ireland, Gaia Technologies plc, Global Village, Groupe Pathfinder, Highlands and Islands Enterprise, Infoglobal, Informal, Intel Corp (UK) Ltd, Ireland Offline, Isen.com, IWEP & Bembridge Bus. Ass, Kent County Council, Kilon Group, Lancom, Last Mile Communications / TIVIS Ltd, Lucent Technologies, Mawsley Village SME, MComWifi, Minister for Energy, E-commerce and Postal Services, Mobile Computing Columnist, National Aggregation Body, Net to Net, NetConnex Ltd, ADSL Guide, New Forest Community Broadband, Newdigate.net Ltd, Newham Net, Nortel Networks, NTL Broadcast, O2, OFCOM, One North East, Oracle, ORB, Oxfordshire Rural Broadband, Parliamentary Office of Science and Technology, Paul Stockwell Associates, Phone Coop, Project Cicerone, Proxim Corporation, QinetiQ, RABBIT, Redi, Scottish Enterprise, Scottish Executive, Scottish Water, SEEDA, Shere Broadband, Shropshire County Council, Six Characters, SKANSKA, Spectrum Telecom Services Ltd, Staffordshire Moorlands District Council, Stratex Networks, Suffolk Community Broadband, SWRDA, The Cloud, The ITC (UK) Ltd, Tlcom Capital Partners, UK Villages Ltd, UKCEED, Upton Bishop 4 Broadband, Village Internet and Broadband, W S Atkins, Welsh Assembly, Welsh Broadband Stakeholders Group, West Haddon and Winwick Community BB Ltd, West Midlands Networking Co Ltd, Wired Wessex, Wireless Wales, Yorkshire Forward and Your Communications

Sponsorship and exhibition opportunities

SPONSORSHIP, EXHIBITION AND PROMOTIONAL OPPORTUNITIES. BY SPONSORING OR EXHIBITING AT THIS CONFERENCE, YOU WILL

- Address a fast-growing group of business and community broadband users
- Target a rich mix of broadband policy makers and funding officials
- Position your company as a broadband leader
- Get up to speed on the developments in the industry as well as central and regional government's priorities and plans for content and further broadband roll out.
- Help nurture the development of ABC, the independent broadband campaign

ABOUT THE CONFERENCE

When it comes to clever use of new communications technology, Scotland has led the way from digital cities and wired communities, through to a distributed university that couldn't exist without broadband <http://www.uhi.ac.uk>. Scotland even has Britain's most northerly bus shelter in Unst, Shetland – complete with web-cam! <http://www.unstbusshelter.shetland.co.uk/>. And all across the UK, the applications of broadband are delivering real change; from the Cumbrian fells of Cybermoor with its own local TV station (www.cybermoor.tv), to the urban landscape of Newham in London where an entire community is connected to innovative services developed by them for them (www.newham.org.uk/wired).

Broadband revolutionises how businesses and people connect to the world via the Internet and has the power to open up a whole new world of possibilities. Scotland is forging ahead in the roll-out and adoption of broadband and The Scottish Executive, Highlands & Islands Enterprise and Scottish Enterprise have a robust agenda for broadband access and take-up.

As the access issues are solved, we must now move on to ensuring we make the most of what broadband technology can really offer. This conference will provide a wealth of opportunities to discover how broadband is generating improvements in the way we work and live and how the capabilities of broadband can be fully exploited.

Come and see broadband being used in a practical, dynamic and relevant way. Listen to keynote addresses being delivered by leading edge industry gurus. Attend workshops that will focus on the opportunities afforded by broadband. Interact with other delegates and learn how to implement your broadband future by getting involved in *the* broadband conference of the year!

The importance attached to the conference by UK Government is underlined by the hosting of the DTI Content Workshop for all the UK Regional Development Agencies and the Devolved Administrations alongside the main event.

Sponsorship and exhibition opportunities

CURRENT CONFERENCE AGENDA

POWERING UP WITH BROADBAND

MONDAY 1ST NOVEMBER

Time	Pre-conference Activity
1830	Pre-conference Joint Reception and Dinner by Invitation only. For representatives of The Scottish Executive, HIE and ScotEnt together with members of the joint Scottish Executive and DTI Broadband Content Workshop delegates, Speakers and senior representatives of Sponsors Reception Sponsored by the Highland Council

TUESDAY 2ND NOVEMBER

Time	Conference Programme				
10h00-10h30	Registration and Exhibition opens. Coffee and refreshments available for all				
	Session 1 – Opening Workshops				
10h30-12h00	Session 1/Workshop 1 – Wireless Broadband Sponsored by Acal Issues in building and managing networks. Practical advice from people who've been there	Session 1/Workshop 2 – Regulation and Policy: the impact on innovation 'State Aid' guidelines impact heavily on publicly funded projects. This workshop examines the current state of the regulation in the UK and its potential impact on innovation driven by broadband	Session 1/Workshop 3 – Community Media How to set up your own community media resources – examples from across the UK	Su3sion 1/Workshop 4 – Broadband and Security issues in SME, community and private applications This Workshop outlines the essential aspects of security for users whether business, social or community	DTI Content Workshop – Closed Session. Further details to follow
12h00-13h15	Buffet lunch				
13h15-13h25	Welcome. Willie Roe, Chair HIE				
13h25-14h00	Conference Opening Keynote1 Rt Hon Jim Wallace MSP QC, Deputy First Minister, Minister for Enterprise & Lifelong Learning				
14h00-14h20	Lead Sponsor Address: Bob Downes, BT				
14h20-15h00	Visionary Keynote and plenary session Malcolm Matson, CEO 1st Broadband				
15h00-15h30	Networking Break and Exhibition Visit – 'Access 121' Face-to-Face meetings				
15h30-16h45	Session 2/ Workshop 1 – Opportunities for Scotland's rural areas enhanced by broadband Sponsored by Atkins Examination by example of the opportunities for economic and social development which broadband can bring to rural areas. The workshop will include a briefing by HIE and ScotEnt of the current status of development.	Session 2/Workshop 2 – Securing the Business Benefits of Broadband Sponsored by BT A workshop about the 'how to' – using business applications enabled by broadband to generate business advantage	Session 2/ Workshop 3 – Broadband in Education and Lifelong Learning Broadband is playing a key part in the development of education and learning. This workshop looks at leading examples of the application of broadband to education and learning	Session 2/ Workshop 4 – Public sector services enhanced by broadband Progress on the delivery of public services by broadband National and UK targets for access to public services are leading to significant investment in electronic delivery of services to citizens. This workshop will have a balanced mix of industry suppliers and public sector implementers who will describe how they have been able to use broadband to improve service delivery.	
16h45-17h30	Keynote 2 – Peter Cochrane: Fast Forward Leading futurologist Peter Cochrane shares his technology and social visions for 2010. Peter Cochrane was Head of BT Research from 1993-99. In 1999 he was appointed Chief Technologist. In November 2000 Peter retired from BT to join his own startup company - ConceptLabs - which he founded with a group out of Apple Computers in 1998 at Campbell CA, in Silicon Valley.				
17h30	Conference day 1 closes				
19h30	Drinks Reception followed by Dinner Sponsored by Crownfield				

Sponsorship and exhibition opportunities

WEDNESDAY 3 rd NOVEMBER				
Time	Conference Programme			
08h30	Remaining Registration & coffee			
09h00-10h30	<p>Keynote 3 - Making broadband deliver.</p> <p>Human Connectedness. Stefan Agamanolis Media Lab Europe As principal research scientist at Media Lab Europe, the European research partner of the MIT Media Laboratory, he directs the Human Connectedness group, which explores the future of human relationships as mediated by technology</p> <p>Broadband: Real Business Benefits. Dr Mark Parsons, Commercial Director, EPCC, University of Edinburgh. Making the benefits of Broadband tangible through relating examples of practical applications and real life studies from across the UK and internationally.</p> <p>Real Life Case studies – at the coalface, on the ground examples of businesses who've reaped rewards from broadband and business transformation. Three case studies presented on video covering micro businesses and larger SMEs across industry sectors.</p>			
10h30-11h00	Break and Participants move to workshops			
11h00-12h30	<p>Session 4/ Workshop 1 Business Innovation through Broadband SMEs that made it happen with broadband One of the major issues is around take and application by SMEs. This workshop sets out to identify the benefits an examine case studies where SMEs have benefited from appropriate use of broadband technologies.</p>	<p>Session 4/ Workshop 2 Community networks workshop Communities making it happen – examples of best practice and 'how to do it' and community involvement in broadband and delivery of social benefits. Sponsored by CMS This workshop allows delegates to understand the opportunities for involvement by the public sector and the cooperative movement in Scotland and will include an update from Community Broadband Network</p>	<p>Session 4/ Workshop 3 Flexible Working enabled by Broadband Sponsored by Thus The application of broadband has the potential to change the way we work. This workshop examines case studies that highlight the possibilities such as Voice Over IP to enhance services and increase efficiency of flexible and remote working.</p>	<p>DTI Broadband Content Workshop Runs from 10h00 to 12h30</p> <p>Detailed programme to be published</p> <p>Open to all participants</p>
12h30-14h15	Exhibition visits and scheduled demos. Access 121 meetings.			DTI Broadband Content Workshop working lunch. Closed Session
14h15-14h45	Keynote 4 – What's the future going to look like? The keynote presentation will provide an overarching vision for the Scenario Planning session.			
14h45-15h30	Session 5 - Scenario Planning session: Broadband Scotland 2010 A forward-looking session getting the participants to imagine what can happen once Scotland really implements broadband. Panelists for this session will be selected from delegates who have contributed to the debates during the Conference			
15h30-16h00	Endnote			
16h00	Conference closes and final networking			

Sponsorship and exhibition opportunities

Sponsorship, exhibition and promotional packages

All packages will have VAT added at 17.5%

TITLE	PACKAGE CONTENT	PRICE
Lead Sponsor	<p>Conference Lead Sponsor</p> <ul style="list-style-type: none"> • Entry in the Conference Programme (¼ page 4 colour). • Ten complimentary delegate places. • Exhibition space • Logo and “Lead Conference Sponsor” acknowledgement on the brochure and website • Logo and “Lead Conference Sponsor” acknowledgement on the Delegate Pack • One insert into the Delegate Pack. • One Session Chair or speaker – to be agreed. 	<p>£8000</p> <p>£10000 with badge sponsorship</p>
Delegate Folder	<p>Delegate Folder – Conference delegates receive a folder and notepad in their packs.</p> <ul style="list-style-type: none"> • Logo and company name embossed/printed on the outside of the folder alongside the Event name and date. • 4-colour logo on notepad. • Two complimentary delegate places. • Credits in the conference programme. • Exhibition space 	£4000
Workshop Sponsors – 5 taken, 6 remaining	<p>Workshop Sponsor</p> <ul style="list-style-type: none"> • Entry in the Conference Programme (¼ page 4 colour). • Two complimentary delegate places. • Workshop leader role. • Materials distributed in workshop. • Breakout room for the morning of day one (main conference starts at lunchtime) • Branded signage inside and outside room. • Branded directional signage • Two complimentary delegate places • Exhibition space 	£4000
Internet Café and Technology Demonstration Area	<p>Provision of an internet cafe and technology demonstration area where delegates without their own wifi laptops can access e-mail and receive basic demonstration of the benefits of Broadband. This feature will be aimed at the many delegates who do not yet have broadband access.</p> <ul style="list-style-type: none"> • Positioned in the high visibility main registration area of the Conference Centre. • Minimum 5 workstations and accompanying staff. • Full branding and promotional opportunities • Entry in the Conference Programme (¼ page 4 colour). • Two complimentary delegate places. • Backhaul will be provided. 	£3000
Public Access wifi Network	<p>Establishment of a satellite backhaul and mesh distribution public access system at the conference (in addition to the on site service provided by BT’s ADSL service (Aviemore RFS 5th October).</p> <ul style="list-style-type: none"> • Minimum 2 MB and wireless distribution across the conference area, breakout rooms, and public areas of the two on site hotels. • Full branding and promotional opportunities • Entry in the Conference Programme (¼ page 4 colour). • Two complimentary delegate places. 	£3000
Badges	<p>Conference Badge sponsor</p> <ul style="list-style-type: none"> • Logo on all badges • Two complimentary delegate places 	<p>£2000</p> <p>£4000 with stand</p>

Sponsorship and exhibition opportunities

Hospitality packages

TITLE	PACKAGE CONTENT	PRICE
Pre-conference dinner	<ul style="list-style-type: none"> • Hosting of the Pre-conference Dinner for the delegates of the DTI's content workshop, sponsors and speakers • Preceded by a reception to be hosted by the Highlands Council • Branding and signage • One insert into the Delegate Pack • Two complimentary delegate places 	£2000 plus catering costs
Evening reception	<ul style="list-style-type: none"> • Hosting of the evening reception. • Branding and signage • One insert into the Delegate Pack • Two complimentary delegate places 	£3000 plus catering costs £5000 with stand
Conference Dinner (Secured by Crownfield)	Day one dinner (2 nd November) for all delegates & speakers. <ul style="list-style-type: none"> • Access to speakers and VIPs • Branded menus printed with sponsor's logo, message and product outline. • Branded in-room and directional signage. • Brief welcome speech. • Host for top table. • Choice of guests on top table • Eight complimentary delegate places (includes complimentary places at the Dinner) • Insert in delegate pack. • Exhibition space 	
Conference Lunches – day 1 or day 2	Branding and hosting acknowledgements for the Lunch <ul style="list-style-type: none"> • Welcome signage • Table signage • Two complimentary delegate places 	£3000 each £5000 with stand
Coffee Breaks – 3 available	Sponsorship of delegate coffee areas <ul style="list-style-type: none"> • Signage • Product information distributed to all delegates • Two complimentary delegate places 	£2000 each £4000 with stand

Exhibition and promotional packages

TITLE	PACKAGE CONTENT	PRICE
Exhibition stand	<ul style="list-style-type: none"> • 3 m by 1.5 m space for a pop-up stand • Includes mains power, one table and two chairs • Two delegate places 	£2500
Insert into delegate pack	<ul style="list-style-type: none"> • Insert leaflet or CD 	£500

TO BOOK YOUR PACKAGE CONTACT:

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