



SubOptic2010

**Information on Exhibition,
Sponsorship and Hospitality**

May 11-14, 2010

Pacifico Yokohama Confernece Center, Yokohama, Japan

About SubOptic 2010

- The SubOptic Conference and convention is well established as the premier event in the submarine cable industry. It is the only such event to be organised for the industry by the industry, it is only held every 3 years.
- Our overall focus is to embrace and support all aspects of our industry; from the carriers' commercial requirements to the supply of technical equipment, services, and expertise.
- SubOptic also provides a good opportunity to network with the hundreds of other industry leaders from around the world .

Program Topics and Topic Vice Chairs

The seven topic areas that we have selected fall into the broad areas of 'commercial,' 'commercial & technical' and 'technical', as follows:

Commercial:

- **Geographical Markets & Global Markets** chaired by *Elaine Stafford* from David Ross Group
- **Special Markets: Oil & Gas, Scientific, Defense, etc** chaired by *Guy Arnos* from WFN Strategies
- **Regulatory, Finance, Environmental, Legal** chaired by *Daniel Hughes* from Apollo Submarine Cable System

Commercial & Technical:

- **Project Development & Implementation** chaired by *Leigh Frame* from ASN, Alcatel Lucent
- **Marine Services & Marine Operations** chaired by *Graham Evans* from EGS Survey

Program Topics and Topic Vice Chairs

Technical:

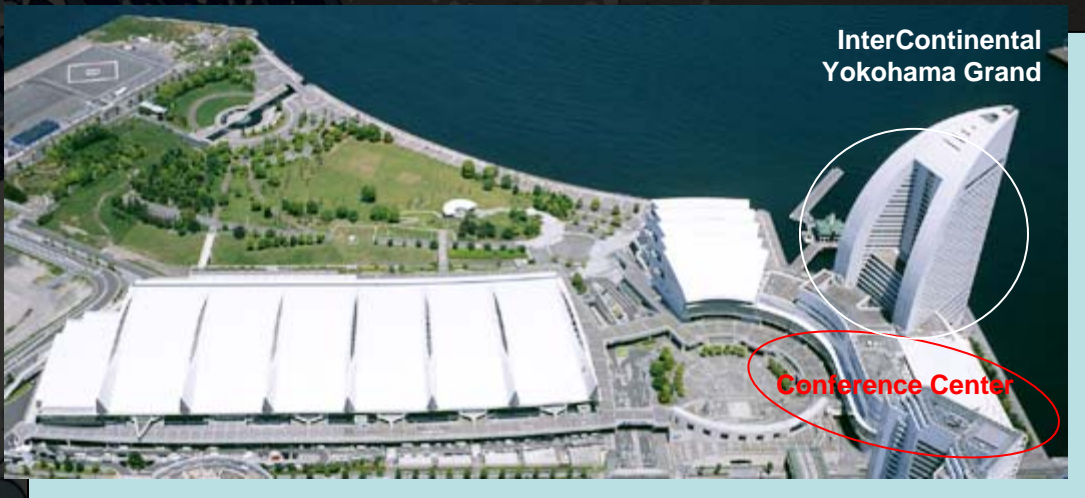
- **System Design & Applications** chaired by *Marsha Spalding* from Tyco Telecommunications
- **Equipment & Component Technologies** chaired by *Masuo Suyama* from Fujitsu Limited

In addition to the seven topic Vice Chairs, the Program Committee for SubOptic 2010 also includes John Horne, who is the secretary of the SubOptic Executive Committee ("EC"), and Colin Anderson of NEC Corporation, who is the Program Chair for 2010.

富嶽三十六景 神奈川沖 波裏

The Venue for SubOptic 2010

- SubOptic2010 will be held at Pacifico Yokohama, a world-class conference venue which is located at the heart of the port City of Yokohama, Japan.
- The exhibition hall, conference facility and hotel accommodation are conveniently integrated into one venue.



Who attended SubOptic2007?

- Existing System Owners/Operators 17%
- Consultants 17%
- System Suppliers 16%
- Transmission Equipment and Component Suppliers (undersea, undersea & terrestrial) 16%
- Marine Service 6%
- Purchasers of systems 5%
- Research Institution-professional 4%
- Carrier Service Providers-Telco 4%
- Carrier Service Providers-Broadband 3%
- Marine Maintenance Providers 2%
- Survey Consultants 2%

Exhibition Opportunities

- Basic exhibit space: 3m × 3m
- Exhibition fee 1-st booth ¥350,000
Additional booth ¥700,000
Additional booth from 5-th ¥350,000
- Exhibit space over 77 % committed

For more details and registration for
exhibition space, please visit www.suboptic.org

SubOptic2010 Exhibitors

- Alcatel Lucent
- Boss Portal Limited
- EGS Survey Group
- E-marine
- Fugro
- Fujitsu Limited
- Huawei Marine Networks
- JAMSTEC

SubOptic2010 Exhibitors

- Jiangsu Zhongtian Technology
- NEC Corporation
- Norddeutsche Seekabelwerke
- Nordic Offshore Services
- NTT World Engineering Marine
- Parkburn Precision Handling Systems Limited
- Soil Machine Dynamics Ltd.
- Xtera

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Sponsorship Opportunities

- SubOptic2010 Conference Sponsors increase the value of conference
- Our sponsorship is designed to provide your organization with visibility throughout the conference
- Sponsorships are over 35% committed, but there still remain available opportunities

Sponsorship Opportunities

- Coffee break (3/5)

Price: ¥500,000

- Recognition in program and webpage
- Logo sign at break corner
- Right to include piece in conference bag

- Poster session & Cocktails (5/5)

Price: ¥650,000

- Recognition in program and webpage
- Signage (along with other sponsors)
- Toothpick flag with logo (for snacks served during poster session & cocktails time)

- CD Proceedings (3/3)

Price: ¥850,000

- Recognition in program and webpage
- Start-up Advertisement in CD Proceedings (Artwork not included)

- Gala party support (6/7 or more)

Price: ¥1,000,000

- Recognition in program and webpage
- Japanese wrapping tool Furoshiki with logo for wrapping closing gift
- Logo sign at the entrance of the gala hall (along with other sponsors)

- To get sponsorship, please visit www.suboptic.org

Sponsorship Opportunities

- AV Equipment support (2/2)

Price: ¥1,000,000

- Logo on the screen before session starts
- Small Logo on the session room sign
- Recognition in program and webpage

-Conference program A (1/1)

Price: ¥1,200,000

- Advertisement outside back cover of the conference program

- Conference program B (1/1)

Price: ¥900,000

- Advertisement inside front cover of the conference program

- Folder with logo (1/1)

Price: ¥650,000

- Post-it note pad (1/1)

Price: ¥500,000

- To get sponsorship, please visit www.suboptic.org

Hospitality Rooms

- We can offer Hospitality rooms both in the Conference Center and on the 30 th floor of the InterContinental Hotel, for your networking event or private meeting.
- 12 rooms are still available in the Conference Center
- 2 suite rooms are available on the 30 th floor of the InterContinental Hotel .
- To reserve a Hospitality room, visit www.suboptic.org

