



Beijing, China
7 & 8 November 2008

2008 Asia-Pacific Press Summit 7th & 8th November, 2008 – Beijing, China –

Scheduled briefings with key Asia-Pacific Technology Press

“NetEvents is one of the most effective IT focused forums for press and analyst relations that I have ever experienced - I'd recommend these events to anyone wishing to build relations with the global press and analyst community.”

Nan Chen, President, Metro Ethernet Forum



For our 2008 Asia-Pacific Press Summit we are hosting a two day event with the top Asia-Pacific technology press in Beijing, China during November. This press summit provides an excellent opportunity for you to meet with key Asia-Pacific press and analysts in a series of scheduled briefings to discuss the latest hot topics concerning enterprise networking & telecoms in a relaxed setting.

- A series of individually scheduled press/analyst over two days
- Brief 40+ key Asia-Pacific press and analysts from China, Japan, Korea, Hong Kong, Indonesia, Vietnam, Thailand, Taiwan, Singapore, India, Malaysia, Australia etc.
- An ideal environment to nurture effective vendor / media relations
- Participate in debate/speaker opportunities during the conference
- Perfectly timed to spend quality time with the press ahead of major Asia-Pac IT shows such as Ethernet World Congress - Singapore and Mobile World Congress - Macau.

NetEvents – Where Technology Leaders Meet the Worlds' Press ...

Our Asia Press Summits are run by a professional team who have built a great reputation for bringing together key players in the industry in a relaxed yet focused environment.

For some it is a key opportunity to make a corporate announcement or launch new products, for others it is a way to establish better media relations and dialogue with the industry's top press.

Furthering Press contacts...

"NetEvents has a proven formula for successfully bringing together the top networking press from around the world with leading vendors in a single location. NetEvents is highly cost-effective and makes efficient use of an executive's time."

John McHugh, Vice President & General Manager, Pro-Curve Networking, Hewlett Packard



"NetEvents is value and high reach for global companies with international customer wins and lets me personally spend 1:1 time with the top press and analysts that follow my customers throughout Europe and Asia."

Marco Limena, President and CEO, Sylanro Systems



"It was a packed programme of formal conference, 1-on-1 engagements, casual social networking and fun - I enjoyed every moment of it! The relevance and effectiveness of the events were not only obvious during the course of the programme, where the organizations I represented got plenty of exposure to regional service providers, industry analysts and media; but also afterwards - my on-line social network expanded sizably to include many of the industry elites I had the pleasure to meet with during the event."

Victor Zhang, Solutions Marketing - IP Division, Alcatel-Lucent APAC and MEF APAC Marketing Co-Chair



"NetEvents is key to our international PR program. It goes beyond just packing what normally requires several weeks into just a few short days – it also provides an environment that fosters meaningful and long lasting relationships with the editors and analysts."

Neil Anderson, Vice President, Spirent Global Services



"NetEvents is unique in its ability to bring together key players in the Asian market including all major customers. The conference provides a great way to casually meet and discuss customers' plans for their networks."

Scott Felker, Director, Product Management, Redback-Ericsson



"Absolutely wonderful. This has been a wealth of knowledge it's great. I love being on the ground and actually talking to the key people in the region. It's been so unbelievably helpful."

Jason Ling, Head of Mobile Products and Technology, MySpace Mobile





The press & analysts love it too...

"NetEvents is an excellent forum for meeting senior executives in the industry and is an excellent use of my time."

WeiMin Huang, Executive Editor in Chief, ComputerWorld China



"NetEvents gives us the opportunity to keep us up-to-date with the latest trends and the on-stage debates are lively and informative."

Libra Ene Hsieh, Editor-in-Chief, Network Magazine Taiwan



"We really look forward to NetEvents where we can meet with the top executives from the main global networking and telecom players."

Kathy Pan, Editor-in-Chief, China Network World China



"It's a very good opportunity to communicate with the key vendors and the press and we will take this chance to learn more here. The Asian telecom market is growing very fast. It's a very good opportunity to communicate with key vendors and press in Asia and learn how industry and technology is going in Singapore."

Belle Jung, Editor-in-Chief, Telecom Korea



"Different vendors have their own ideas and different channels lead to different results. By attending NetEvents, we are able to share these ideas and study the possible results by different channels."

Young-Sil Gimm, Editor-in-Chief, Computerworld Korea



"Now we can share our opinions with high level corporate and technical executives from many vendor companies face to face and to talk about the issues we are most concerned with in the events."

Satoshi Yoshida, Editor-in-Chief, IDG NetworkWorld (Japan)



"NetEvents is a superb opportunity to network, learn and debate with many of the industry's leading professionals. Each event is a great chance to meet one-on-one with senior executives in a personable and relaxed setting and discuss latest trends, issues and market activity".

Tim Dillon, AVP - Research, IDC



"I find NetEvents a brilliant use of my time as it brings together influential vendors and analysts together in one action-packed forum. There is no other organisation globally that can achieve this."

Merri Mack, Editor, Voice&Data Magazine (Australia)



Brief Key Asia-Pacific Press in a series of scheduled sessions over two days...

We schedule a series of eight 45 minute briefings for each vendor with 2-4 press in each group during the Asia Pacific Press Summit. In addition, time is allocated for additional follow-up.

Vendors that book for this event by August 22nd 2008 are invited to nominate additional press they would particularly like to see invited to our Asia-Pacific Press Summit. We will then select a shortlist of approx 40+ networking/telecoms publications to be invited along to this event which will include publications from Australia, China, Indonesia, Japan, Korea, Hong Kong, Taiwan, Singapore, India, Malaysia, Philippines, Thailand and Vietnam. The following publications that have been nominated to-date are:

<u>Country/Region</u>	<u>Publications invited</u>	<u>Country/Region</u>	<u>Publications invited</u>
Australia		Korea	
CRN		Aving	
ITNews		Computer Times	
Voice & Data Magazine		Daily Grid	
China		Electronic Times	
China ComputerWorld		eWEEK	
China Infoworld		Management & Computer	
China Computer World		Network Computing	
China Electronic News		Network Times	
China Network World		Telecom Korea	
China Information World		The Electronic Times	
China Internet Weekly		The Digital Times	
China Internet World		The JEIL Economic Daily	
China Telecommunication		Malaysia	
China Telecom Trend		Business Computing Malaysia	
Communication World Weekly		Business Times	
Communications World		Computerworld	
EWeek		Computimes	
Network and Information		Mobile World Malaysia	
Network News		Straits Times	
People's Posts and Telecommunications News		Technology Business Review	
Science & Technology Daily		New Zealand	
Science Times		Telecommunications Review	
Telecommunications News		The Line	
Telecom World		Philippines	
Hong Kong		ComputerWorld	
Telecom Asia		Enterprise Magazine	
Total Telecom		Singapore	
Wireless Asia		Asian Communications	
India		Asian Mobile News	
Computer Reseller News		Asian Security Review (ASR) magazine	
Digit		Asian Technology News	
ECN Asia		CNet.Asia	
Electronics Asia		DJ Marketwatch	
India Electronic News		Mobile World Singapore	
India InfoTech News		PSTM - Public Sector Technology & Management	
India Telecom News		Telecom Asia	
Industry 2.0		Wireless World	
Network Computing		ZDNet Asia	
The CTO Forum		Taiwan	
Voice and Data		Digital Times	
WDD Asia (Wireless Design Asia)		Network Magazine Taiwan	
Indonesia		Thailand	
CHIP Magazine		Asia News Network	
Japan		Vietnam	
Business Computer News (BCN)		Saigon Times Group	
Communications Industrial Promotion Newspaper		Analysts	
iINTERNET magazine+		BDA	
IT Media		Current Analysis	
NetworkWorld IDG Japan		Frost & Sullivan	
Nikkei Communications		Gartner	
Telecom-Economic News		IDC	
Telecom Tribune/TCD		Infonetics Research	
ZDNet		Ovum	
		Yankee Group	



Outline Agenda

This Asia Pacific Press Summit opens with a welcome reception on Thursday 6th November and ends on Saturday afternoon November 8th 2008.

Thursday 6th November

7:30pm Informal Welcome Reception

Friday 7th November

7:20 - 8:20 am *Registration desk*
8:20 – 8:30 am **Opening welcome and conference introduction**
8:30 – 8:45 am **Opening presentation**
8:45 – 9:05 am **Keynote Presentation**
9:05 - 9:25 am **Keynote Interview & Audience Q&A**
9:25 - 10:05 am **Conference Debate Session I – IT Security**
10:05 - 10:45 am **Conference Debate Session II – Wireless Technologies for the Enterprise**
10:45 - 11:00 am *Coffee break*
11:00 - 11:40 am **Conference Debate Session III – Enterprise Networking - a CIO Perspective**
11:40 - 12:20 am **Conference Debate Session IV – Telecoms Infrastructure Technologies**
12:30 - 1:30 pm *Lunch*
1:40 - 4:10 pm **Scheduled press & analyst meetings**
3:20 - 3:40 pm *Coffee break*
3:40 - 5:20 pm **Scheduled press & analyst meetings**

Saturday 8th November

7:30 - 8:30 am *Breakfast*
8:30 - 10:10 am **Scheduled press & analyst meetings**
10:10 - 10:30 am *Coffee break*
10:30 –12:10 **Scheduled press & analyst meetings**
12:20 - 1:20 pm *Lunch*
1:30 – 1:50 pm **Special Guest Speaker Presentation**
1:50 – 2:10 pm **Guest Speaker Interview & Audience Q&A**
2:10 – 2:50 pm **Debate Session V – Telecoms - Carrier Inter-connect**
2:50 – 3:10 pm *Coffee, desserts & refreshments*
3:10 – 3:50 pm **Debate Session VI – Datacentres/Green Computing**
3:50 – 4.00 pm *Close of conference sessions*
4:15 pm *Close of event & departures*

Call for Papers deadline 22nd August, 2008:

Please submit all conference session suggestions to helenw@netevents.org

Conference details

Cost

The cost for a single delegate excludes the hotel room, transfers and flights. This price covers:

- ◆ A series of scheduled press and analyst briefings over 2 days – eight x 45 minute briefings, 1-3 press in each meeting
- ◆ Speaker opportunity - consideration for participation in one of the debate sessions (see agenda)
- ◆ All press luncheons, refreshments, meeting room hire etc.
- ◆ Cost of hosting Asia-Pacific press representatives
- ◆ Press information pack display

Please note:

- ◆ An additional delegate from the same organisation may attend for an additional delegate fee.
- ◆ All delegates are responsible for booking and paying for their own flights, transfers and accommodation.
- ◆ All bookings for the 2008 Asia-Pacific Press Summit should be secured by a nominal deposit to be received no later than September 12th, 2008.
- ◆ Full & final payments required by 3rd October 2008

Please contact Mark Fox (email: mfox@netevents.org) for more detailed cost information.

Early Bird Promotion – 3 for 2 offer

If you book by 22nd August and pay in FULL by 12th September, 2008 you will be entitled to our “Three for the price of two” offer.

Terms and Conditions

If your booking is cancelled before 12th September, 2008 a FULL REFUND will be given. Any cancellations made after this date will be subject to payment of the full invoiced amount.

Sponsorship Opportunities

Details of additional sponsorship opportunities for the 2008 Asia-Pacific Press Summit are available from Sally Moulton, sallym@netevents.org (Tel: +44 (0)870 760 6464) for more details.

Translation Facilities & Hire of Interpreters

We are able to provide costs for interpretation and translation upon request. Please let us know 4 weeks in advance of the event if you require assistance with translation of press briefing materials such as press releases, case studies, white papers etc.

Calendar deadlines – Beijing 2008

Deadline for sponsor companies to suggest additional media delegates:	1st August
Call for papers submission deadline:	22nd August
'Early Bird' Promotion: 3 for the price of 2 booking deadline:	22nd August
'Early Bird' Payment Deadline:	12th September
Final Booking Deadline:	12th September
VISA applications for Beijing suggested deadline:	15th September
(Please note, NetEvents in conjunction with China Network World can assist with invitations for VISA applications for all participants)	
Submissions for pre- event Newsletter:	15th September
Final Payment Deadline:	3rd October
Deadline to submit Press materials for translation:	10th October



Booking Form /Faxback reply ~ Asia-Pacific Press Summit ~

Either email your completed booking forms to mfox@netevents.org or photocopy this page for and faxback to our central booking office on +44 (0)870 760 6464

YES, I would like to book _____ place(s) for the 2008 NetEvents Asia-Pacific Press Summit, Beijing, China (7th & 8th November 2008)

Name _____ Position _____

Company _____

Address _____

_____ Postcode/Zip _____

Country _____ Telephone _____ Email _____

Additional Attendee(s):

Name _____ Job Title: _____

Email _____ Tel Nos: _____

Name _____ Job Title: _____

Email _____ Tel Nos: _____

Billing Details – VAT No: _____ Purchase Order No: _____

Billing Address (if different to above address): _____

Authorized by (please print name) : _____

Position: _____ Signature: _____

Fees:

Company registration and first delegate: \$16,950

Each additional delegate: \$3,950

Note:

- “Early Bird” offer of “3 delegates for the price of 2” for any bookings received by August 22nd and paid in FULL by September 12th, 2008.
- If your booking is cancelled before September 12th, 2008 a FULL REFUND will be given. Any cancellations made after this date will be subject to the full invoiced amount.
- All final payments due in full by October 3rd, 2008.

BOOK NOW!

Tel/Fax: +44 (0)870 760 6464 E-mail: mfox@netevents.org

www.netevents.org



Calendar of Events



Quinta do Lago, Portugal
25 & 26 September 2008

NetEvents European Press Summit, Quinta do Lago, Portugal – September 25th & 26th, 2008

This Press/Analyst Summit covers general enterprise networking and telecom industry issues. A topical conference program plus a series of individually scheduled briefings over two days with 50+ press and analysts covering 12+ European countries.

NetEvents Asia-Pacific Technology Week, Nov 4th to 8th, 2008 - Beijing, China:



Beijing, China
4 & 5 November 2008

NetEvents Asia-Pacific Service Provider VIP Summit, Beijing, China – November 4th & 5th 2008

NetEvents Asia-Pacific Service Provider VIP Summit – meet senior executives from major Service Providers from throughout the Asia-Pacific region – full conference programme plus briefings between service providers, telecom equipment vendors and analysts over two days.



Beijing, China
6 November 2008

NetEvents Asia-Pacific Enterprise Day, Beijing, China – November 6th 2008

NetEvents in conjunction with China Network World bring you 'Enterprise Day – China'. Keynote sessions and debate sessions in the morning in front of an audience of approx. 1,500 IT professionals and buyers from China's major corporations and government departments. A selection of conference topics and sponsorship opportunities for afternoon breakout sessions.



Beijing, China
7 & 8 November 2008

NetEvents Asia-Pacific Press Summit, Beijing, China – November 7th & 8th 2008

NetEvents Asia-Pacific Press Summit – meet key Telecoms, Networking and IT press from the Asia-Pacific region in Beijing, China - scheduled briefings over two days with 35+ press.

Please contact us for special price breaks on '2008 World Tour' packages incorporating multiple events:

Email: mfox@NetEvents.org Tel: +44 (0) 870 760 6464



NetEventsTV has been designed in co-operation with the international press community. Content is syndicated to leading media around the world, providing state-of-the-art IP-based multimedia TV content aimed at senior executives such as MIS/IT Managers and Directors responsible for purchasing or specifying IT infrastructure and services. NetEventsTV provides its media partners with rich, interactive content including video documentaries and case studies, tech tutorials, industry surveys and research data from leading analyst groups, test data from the top Labs, Keynotes and CxO perspectives, as well as podcasts, and audio and video NetCasts covering important industry issues

Key technology areas include:

- ◆ Telecoms Infrastructure & Next Gen Services
- ◆ Mobile & Wireless Technologies
- ◆ IT Security
- ◆ VoIP & IP convergence
- ◆ Storage
- ◆ Network Management

To find out more about upcoming features and sponsorship opportunities please contact:

HQ: Sally Moulton Tel: +44 870 760 6464 Email: sallym@netevents.org

US Office: Laura Larson Tel: +1 831 425 2008 Email: laural@netevents.tv

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