

SubOptic
www.suboptic.org 2016

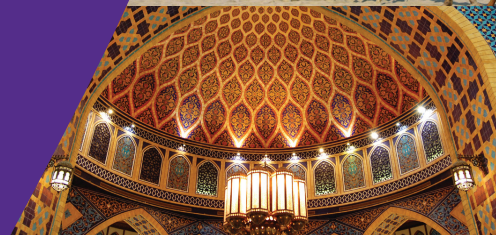
Dubai

18th-21st April 2016

Sponsorship,
Exhibition
Booth and
Hospitality Room
Opportunities

Emerging Subsea Networks

Celebrating
30
years
of SubOptic



The world's expanding treasure

Hosted by
e-marine

Be part of SubOptic 2016

SubOptic
www.suboptic.org 2016

It's time to place your reservation if you want to Sponsor, Exhibit or take a Hospitality Room at the most important event for our industry.

The SubOptic 2016 Conference, hosted by E-marine PJSC, will be held in the **Conrad Hotel in Dubai**, from 18th to 21st April, 2016.

Don't miss the "must attend" event for the undersea communications community.

The event lasts for over three days, commencing with a series of masterclass-tutorial sessions and concludes with a Gala Dinner to which all registered delegates are invited.

Formed by Our Industry, for Our Industry

The SubOptic organization exists to promote, foster debate, exchange ideas and act as an educational resource for the entire submarine telecommunications community.

With its first convention held in 1986, SubOptic is a non-profit, mutual, non-incorporated international organization. It is steered and sponsored by leading members of the community.

However, it is open to every level of our industry, from those who manufacture cables and their components to purchasers of cable networks and system capacity to business analysts and investors.

For more information, do not hesitate to visit our website: **www.suboptic.org**.



Celebrating
30
years
of SubOptic

Dubai

Key reasons to attend SubOptic 2016

Boost your visibility!

Be visible to all the players within the Undersea Communications community at the largest event of its kind!

Strengthen relationships, meet business contacts and extend your network among key executives and decision makers from top companies.

Promote your brand: display prominently your products, services and solutions to a captive audience during the event.

Hear the latest information, product strategy and trends from experts in:

- System and component manufacture.
- Service supply.
- Purchasers of cable networks and system capacity.
- Business analysts, investors and many more experts.

SubOptic 2013 our previous event in Paris included:

- World Class Keynote Speakers
- Four Special Sessions including Roundtables and Workshops
- Over 75 oral presentations
- Over 50 poster presentations
- 10 masterclass-tutorials
- 22 Exhibiting Companies
- Over 700 attendees from more than 60 countries, representing over 200 companies.



Outline Programme for SubOptic 2016

TIME	Monday 18 th April	Tuesday 19 th April	Wednesday 20 th April	Thursday 21 st April
Exhibition Timings	6pm - 8pm	9am - 6.00pm	9am - 6.00pm	9am - 5.30pm
8.00 - 9.00 am	Registration 8:00 am - 6:00 pm	Registration 8:00 am - 9:00 am		
9.00 - 9.30 am		Opening Ceremony	Keynote 2 - Gerd Leonhard	Workshop 2 Extending system life
9.30 - 10.00 am		Keynote 1 - Dr Bastaki	Round table 1 The case for cables	Workshop 3 New project finance
10.00 - 10.30 am		Break	Break	Paper session TH1A LINE DESIGN
10.30 - 11.00 am		Paper session TU1 A THE FIBRE CORNER	Paper session WE1A MANAGING SYSTEM LIFETIME	Paper session TH1B CONNECTING THE WORLD
11.00 - 11.30 am		Paper session TU1B CABLE FINANCING & CONSORTIUM ENVIRONMENT	Paper session WE1B MARINE ACTIVITIES	Break
11.30 - 12.00 pm		Lunch	Lunch	Round table 2 East meets West, a regional leader forum
12.00 - 12.30 pm	Lunch	Paper session TU2A UNREPEATED APPLICATIONS	Paper session WE2A NETWORK TOPOLOGY	Paper session TH2A WET AND DRY TECHNOLOGIES
12.30 - 1.00 pm	Masterclass 1 EXTENDING CAPACITY & REACH	Break	Paper session WE2B MARINE ASSET AND SYSTEM FAULTS	Paper session TH2B THE LAST SESSION
1.00 - 1.30 pm	Masterclass 2 LEGAL INNOVATION & JURISDICTION CREEP	Paper session TU2B PROJECTS AND CHALLENGES	Poster Session	Break
1.30 - 2.00 pm	Masterclass 3 POWER BUDGETS	Paper session TU3A UNDERSEA TECHNOLOGIES		Keynote 3 - 30th anniversary of SubOptic
2.00 - 2.30 pm	Masterclass 4 COMPETING SEABED USERS	Paper session TU3B NETWORK SECURITY AND REGULATION CHANGES		Closing ceremony
2.30 - 3.00 pm	Masterclass 5 MYTHBUSTING	Workshop 1 - Open Networks - the practical reality		Free
3.00 - 3.30 pm	Masterclass 6 OIL & GAS PROJECTS & TECHNOLOGY			Gala dinner
3.30 - 4.00 pm	Break			
4.00 - 4.30 pm				
4.30 - 5.00 pm				
5.00 - 5.30 pm				
5.30 - 6.00 pm				
6.00 - 6.30 pm				
6.30 - 7.00 pm				
7.00 - 7.30 pm				
7.30 - 8.00 pm				

This preliminary schedule maybe
subject to change as the programme
for the event is developed



Sponsorship Opportunities

Event package

Diamond Package
x1

(USD \$35,000)

SOLD



The Diamond sponsor package includes:

Exhibition:

- 4 booths (36sqm)
- First right to choose your space on the exhibition layout
- Basic carpet

Passes:

- 3 full registrations
- 2 booth supporters

Visibility:

- Gala Dinner recognition
- Lunch recognition
- Online:
 - Your logo & link on SubOptic website homepage
 - Your logo & link on the Sponsors' page.
- Onsite:
 - One flyer or item in the Welcome bag (1000ex)
 - Recognition in program
 - Your logo on the general signage
 - Video Clip projection before plenary sessions (to be provided by the sponsor)

Prices for the construction of the booth and furniture, available upon request from the Event Planner.

Sponsorship Opportunities

Event package

Platinum Package
x2

(USD \$30,000)

SOLD



The Platinum sponsor package includes:

Exhibition:

- 3 booths (27 sqm)
- First right to choose your space on the exhibition layout
- Basic carpet

Passes:

- 3 full registrations
- 2 booth supporters

Visibility:

- Gala Dinner recognition
- Lunch recognition
- Online:
 - Your logo & link on SubOptic website homepage
 - Your logo & link on the Sponsors' page.
- Onsite:
 - One flyer or item in the Welcome bag (1000ex)
 - Recognition in program
 - Your logo on the general signage
 - Video Clip projection before plenary sessions (to be provided by the exhibitor)

Prices for the construction of the booth and furniture, available upon request from the Event Planner.

Sponsorship Opportunities

Event package

Gold Package
x3

(USD \$25,000)

SOLD

The Gold sponsor package includes:

Exhibition:

- 2 booths (18sqm)
- Basic carpet

Passes:

- 1 full registration
- 1 booth supporter

Visibility:

- Lunch recognition
- Online:
 - Your logo & link on the Sponsors' page.
- Onsite:
 - One flyer or item in the Welcome bag (1000ex)
 - Recognition in program
 - Lunch recognition

Prices for the construction of the booth and furniture, available upon request from the Event Planner.



Sponsorship Opportunities

Event package

Silver Package
x6

(USD \$15,000)

The Silver sponsor package includes:

Passes:

- 1 full registration

Visibility:

- Your logo & link on the Sponsors' page.
- Recognition in program
- Lunch recognition
- One flyer or item in the welcome bag (1000ex)



Sponsorship Opportunities

Sum up

Diamond Package	Platinum Package	Gold Package	Silver Package
(USD \$35,000)	(USD \$30,000)	(USD \$25,000)	(USD \$15,000)

SOLD

SOLD

SOLD

Availabilities	1	2	3	6
Price	\$35,000	\$30,000	\$25,000	\$15,000
Exhibition space	36sqm	27sqm	18sqm	
Full Registrations	3	3	1	1
Booth Supporters	2	2	1	
Flyer or item in welcome bags	1	1	1	1
Visibility on website sponsors page	•	•	•	•
Visibility on the program	•	•	•	•
Logo on the general signage	•	•		
Gala Diner recognition	•	•		
Lunch recognition	•	•	•	•
Video Clip projection before plenary sessions	•	•		
Your logo & link on the SubOptic website homepage	•	•		

Boost your visibility – Additional sponsorships

Let attendees know you are here

Branding of Physical Items:

Lanyards and badge holders 1 sponsor	\$10,000 SOLD
Welcome Bag 3 sponsors	\$12,000 SOLD
Flyers in Welcome Bag 3 sponsors	\$5,000
Conference Program and Exhibition Guide 3 sponsors	\$15,000
Full Page Advert inside front cover 1 sponsor	\$10,000 SOLD
Full Page Advert - back cover 1 sponsor	\$8,000
Half Page Advert - inside front cover 2 sponsors	\$5,000 each
Half Page Advert - back cover 2 sponsors	\$5,000 each
Clip Projection before Plenary 3 sponsor	\$10,000
Flash Drive of Conference Proceedings 1 sponsor	\$12,000
Hotel Key Cards- Conrad Hotel 2 sponsors	\$4,000 SOLD
Dates Box 1 sponsor	\$7,500
Water Bottles 1 sponsor per day (4days) 4 sponsor	per day \$6,000
Pen Sponsor 1 sponsor	\$3,000 SOLD
Dubai Guide 1 sponsor - 1000 copies	\$6,000
Post-it Note Sponsor	\$2,500 SOLD
Event App sponsorship	\$20,000

Branding of Events:

Welcome Reception 1 sponsor	SOLD
Gala Dinner Sponsor 1 sponsor	\$20,000 SOLD
Poster Session (for all 2 days)	\$15,000 SOLD
Lunch Menu Sponsor 1 sponsor 4 days - including 3m x 3m exhibition stand	\$15,000
AM/PM Coffee Breaks 1 sponsor 4 days - including 3m x 3m exhibition stand	\$12,000

Branding of Areas:

Room Drop 1 sponsor per day (4days) 4 sponsor	\$3,500
Exhibition Booth (3m x 3m) 40 sponsors	\$7,000
Networking lounge sponsorship	\$20,000 SOLD

Boost your visibility – Additional sponsorships

Website Sponsorship

Footer Carousel - on every page

Full banner banner space-
on every page for 3 seconds,
clickable logo
2 sponsors

\$4,000 per sponsor

Telecom sponsors - four individual
spaces available sharing one
banner, clickable logos, for
3 seconds
6 sponsors

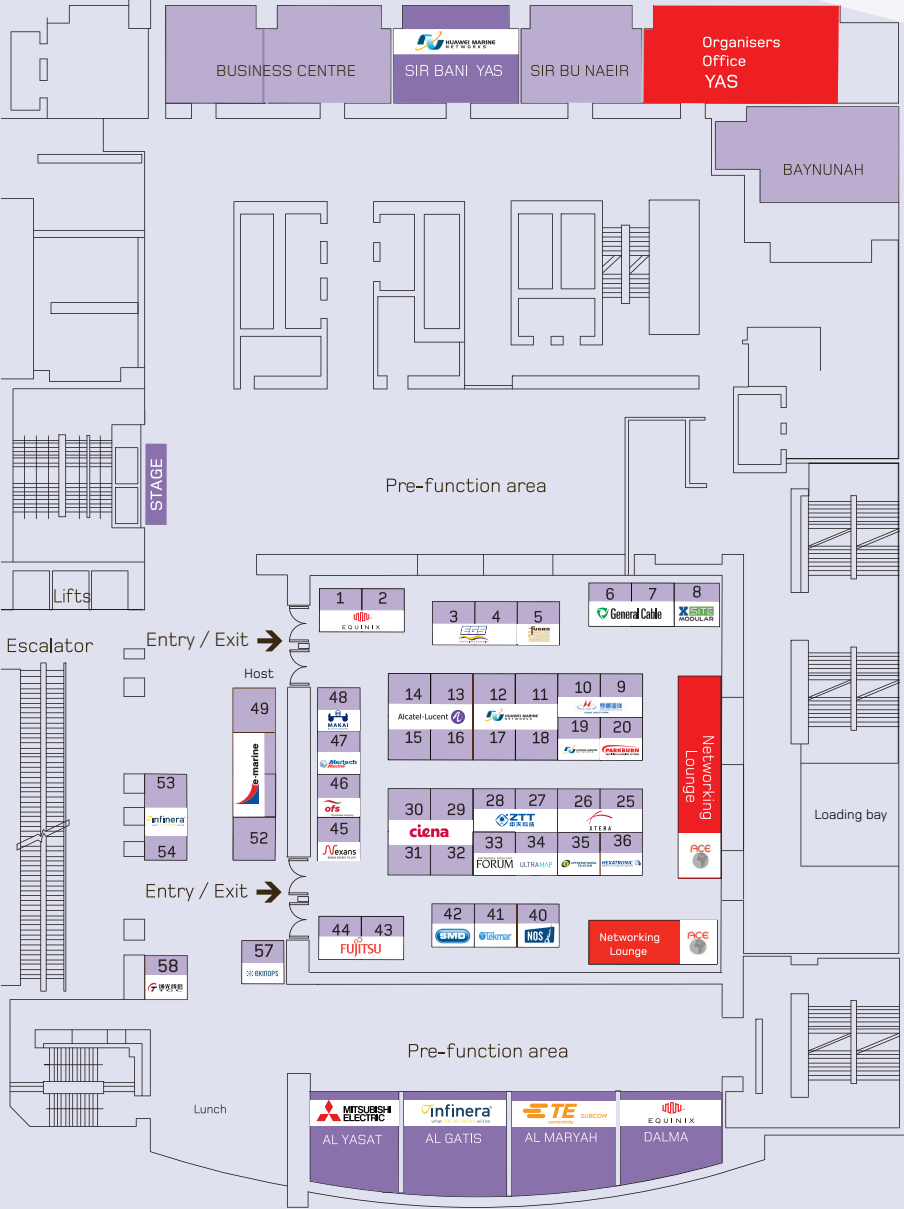
\$2,500 per sponsor

Technology sponsors - four
individual spaces available sharing
one banner, clickable logos, for
3 seconds
6 sponsors

\$2,500 per sponsor

The screenshot displays the SubOptic 2016 website. The header includes navigation links: Exhibition & Sponsorship Opportunities, Delegates, News, and Contact. Below this is a secondary navigation bar with links: Overview, Exhibitor Booths, Sponsorship Opportunities, Hospitality Suites, Hotel Suites, Meeting Rooms, and Conditions of Reservation. The main banner features the SubOptic 2016 logo, a 'Celebrating 30 years of SubOptic' badge, and a call to action for early bird sales with the phone number 011 22 345678. The content area is divided into two columns. The left column contains a message to potential exhibitors, a section titled 'Formed by Our Industry, for Our Industry' with descriptive text, and a section titled 'Key reasons to attend' with the heading 'Boost your visibility!'. The right column features a Vodafone logo with the text 'Principal Sponsor', a link to 'View all event sponsors', and three download links: 'Download exhibition sponsorship brochure', 'Download exhibitors manual', and 'Download sponsorship application'. At the bottom right, there is a section titled 'Exhibition Opportunities' with a placeholder image and text.

Exhibition Booths plan



Dubai

Exhibition fee

The prices below are for a 3m x 3m shell scheme booth, or multiple thereof with one power outlet to each.

Custom built booths available please contact event organisers - suboptic2016@glstdesign.co.uk for further information.

		Fee	Full Registration	Exhibitor Registration
1 booth	9sqm	\$7,000	0	0
2 booths	18sqm	\$14,000	1	1
3 booths	27sqm	\$21,000	1	2
4 booths	36sqm	\$28,000	2	2



Optimize your booth infrastructures & decoration

SubOptic
www.suboptic.org 2016

gls is a global event planner, and ready to help you design and build your booth infrastructures.

Upon request, we are ready to answer to your brief, propose a dedicated design and take care of the global logistical and technical part of your presence on SubOptic 2016.

Below are a few examples created for: Smartrac, Sungard Lombard and RBS.



For further information please contact:

James Daniell
james.d@glstdesign.co.uk
m: + 44 (0) 7771 898 020

Georgina Wixley
georgina.w@glstdesign.co.uk
m: + 971 (0) 50 4511 267

Kristy Lübeck
kristy.l@glstdesign.co.uk
m: + 44 (0) 7584 375 562

at GLS suboptic2016@glstdesign.co.uk
for a bespoke design turnkey proposal.



Celebrating
30
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Hospitality Suites Available

SubOptic
www.suboptic.org 2016

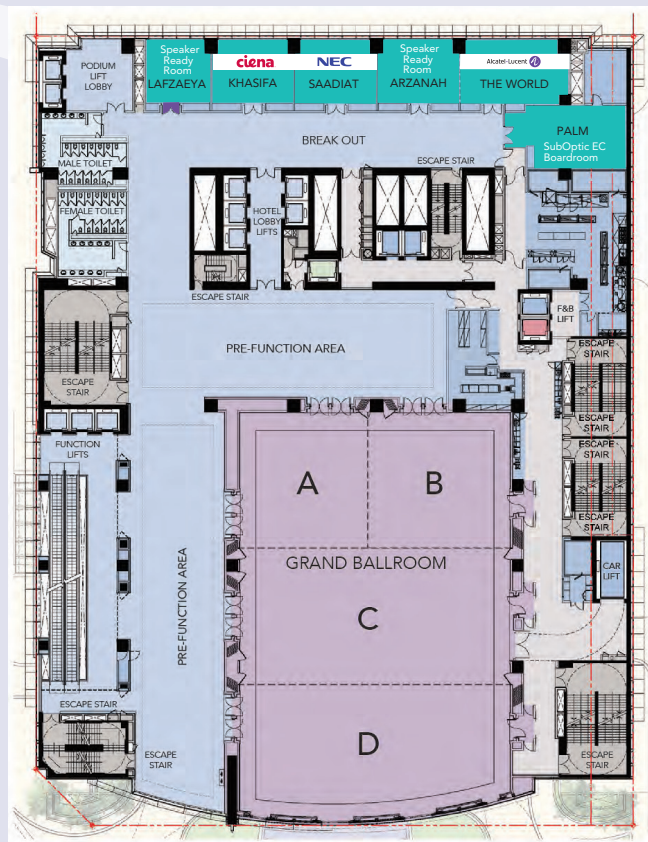
4 Breakout Rooms available on level 2 (Plenary floor)

7 Breakout Rooms available on level 4 (Exhibition Floor)

They will cost \$14,000 for the period 18th-21st April 2016 and each will come with one free full registration.

To find out more details about these and reserve one, please contact the Event Planner at suboptic2016@glstdesign.co.uk

Conrad 2nd Floor



Conrad 4th Floor



Celebrating
30
years
of SubOptic

Dubai

Hotel Suites for private meetings

A number of hotel suites are available for the SubOptic 2016 event.

They will cost \$7,000 for the period 18th-21st April 2016.

To find out more details about these and reserve one, please contact the Event Planner at suboptic2016@glstdesign.co.uk



The Registration Categories

Registration Fees	Dates / Deadlines	Unit Price USD
Early Bird	01/12/2015 - 31/01/16	\$2,000.00
On Time 2016 price	01/02/2016 - 31/03/16	\$2,200.00
On-site 2016 price	01/04/2016 - 21/04/16	\$2,500.00
Academic/Govt Early Bird	01/12/2015 - 31/01/16	\$1,000.00
Academic/Govt On Time	01/02/2016 - 31/03/16	\$1,200.00
Academic/Govt On Site	01/04/2016 - 21/04/16	\$1,300.00
Accepted Lead Author	21/04/2016	\$1,750.00
Booth Support	21/04/2016	\$1,000.00
Accompanying Partners	21/04/2016	\$250.00
On-site day Pass	18/04/2016 - 21/04/2016	\$1,000.00
Last Day Exhibition Pass	21/04/2016	\$100.00

Registration fee included:

Access to all conference sessions including pre-conference workshops, plenary sessions, oral presentations & poster session
Entrance to exhibition hall
Lunch & coffee breaks on conference days
Welcome reception
Congress bag with inserts
Gala dinner

Registration Badges

Delegate registration badges are non-transferable and may only be used by the named individual on the badge.

REGISTRATION TERMS & CONDITIONS

1. Participants acknowledge that the conference secretariat has reserved the conference registration. Therefore, the cancellation of the registration may incur penalties and administrative costs by the Conference organizer. Please read the following cancellation policies.

* Full refund if cancelled by 31st January 2016

* 50% refund if cancelled before 15th March 2016

* No refund after that date, but substitution allowed subject to a small administrative fee.

2. In case the event is cancelled by the organizers due to a Force Majeure, attendees will not be entitled to a refund of any costs they may have had for the event, including conference pass or travel arrangements. Force Majeure means any event beyond the reasonable control of the organizers which affects its ability to host the event including, but not limited to, acts of God, fire, flood or other natural disasters, lightning, war, revolution, acts of terrorism, riot or civil commotion but excluding strikes, lock-outs or other industrial action.

3. The conference venue may remove or require the removal from the Venue or the Centre any person or persons who, in the reasonable opinion of the conference venue, is or are conducting them-selves in an objectionable, disorderly or disruptive manner and the Organiser shall forthwith comply with the reasonable directions that the conference venue may give in this regard. The conference venue shall not be responsible for any loss or damage this may cause.

4. Not use or permit the Venue to be used for any performance, exhibition, entertainment or any other purpose which may be objected to by the conference venue or which may be immoral, improper or illegal or which in the sole but reasonable opinion of the conference venue may cause public disorder in or near the Venue or the Centre or in a way that might cause harm to any persons or damage to the property of the conference venue or the Centre Users or any other third party or in a way so as to cause nuisance or annoyance to the Centre Users;

5. The conference venue shall only be liable to the Organiser for death or personal injury caused by conference venue's negligence. The conference venue shall not be liable for any interference or inconvenience or damage arising out of failure or interruption in the supply of the Venue Services or any other facility unless: (a) such failure or interruption is directly attributable to the conference venue's gross negligence or wilful misconduct; (b) such failure or interruption was not due a Force Majeure Event or (c) The conference venue has failed to offer a Force Majeure Solution or has failed to use reasonable diligence to restore such Venue Services or facilities after the failure or interruption.

CONTACT US: Congress Solutions International, Sheikh Zayed Road, PO Box 7631, Dubai, UAE
T: +9714 303 4752 F: +9714 303 4030 E:mailto:suboptic2016@emirates.com

Any organisation in the undersea communications industry may sponsor, exhibit or take a hospitality room at this event. To make a reservation please fill in the Reservation Form (current page 21) and send to suboptic2016@glstdesign.com or telephone + 44 (0) 1252 739 500

Reservations will be treated on a strictly first come first served basis.

Once a reservation has been made GLS will confirm the details with the reserving organisation and a first deposit of 50% will be payable.

The second payment of 50% will be payable by December 31st, 2015.

Exhibition Booth Allocation

Though a preliminary floor plan has been included within this brochure, as different sizes of exhibition booth footprint are available, the Event Planner reserves the right to change the layout, provided it is not to the detriment of the reserving party, to optimise the overall layout.

A final floor layout will be proposed in October 2015, before the second 50% payment is due.

Exhibition and Sponsorship Manual

The Event Planner will be providing a detailed guide for Exhibitors, Sponsors and Hospitality Room users. This will provide amongst other things, full details of when access to the exhibition area is available for construction and breakdown, together with onsite and offsite storage arrangements and any mandatory guidelines for the booths themselves. It will also describe the timescales to provide signage and logo requirements for sponsorship items. Any restrictions on the use of Hospitality Rooms will also be identified.

Registration Badges

Delegate registration badges are non-transferable and may only be used by the named individual on the badge.

Insurance and Damages

Sponsors, Exhibitors and Hospitality Room users are reminded that except for any materials provided by the Event Planner, they are responsible for arranging their own insurance. They are also reminded that they are liable for any incidental damage they may cause to others.

SubOptic reserves the right to reject display products and applications which are not compliant with its own principles.

Advertising Policy

No advertising is allowed within the Conrad Hotel except as described within this brochure. The content of any document or advertisement to be included within or on SubOptic 2016 items is subject to approval by SubOptic and must fall within the Guidelines issued to all Exhibitors, Sponsors and Hospitality Room users.

Cancellation Arrangements

Cancellation of a reservation made before December 15th 2015, will result in a full refund of fees paid, less an administrative charge of \$250 (USD).

Cancellations of a reservation made after December 15th 2015 will result in no refund being given.



**Sales of Exhibition, Sponsorship
& Breakout Rooms for
SubOptic 2016**

glS has been chosen by E-marine as the event planner for SubOptic 2016.

Our teams will be entirely in charge of the global technical and logistical organization and of all the sponsors and exhibitors of SubOptic 2016.

Do not hesitate to contact us if you need further information or should you have any question:

suboptic2016@glSdesign.co.uk

James Daniell

james.d@glSdesign.co.uk

t: + 44 (0) 1252 739 500

m: + 44 (0) 7771 898 020

UK : + 44 (0) 1252 739 500

DUBAI: + 971 (0) 43211985



**As an alternative initial contact
may also be made to:**

Muhammed Shameer

E-marine

mshameer@emarine.ae

t: + 971 4 805 0515

m: + 971 50 1533 786

John Horne

SubOptic EC Secretary

john-horne@btconnect.com

t: + 44 208 366 3737

m: + 44 7801 657415



Andrew Cunningham

Arabian Adventures

t: +971 4 214 4888

e: andrew.cunningham@arabian-adventures.com

Sponsorship Registration Form

SubOptic
www.suboptic.org **2016**

Please fill in and send this form to GLS

By e-mail @: suboptic2016@glstdesign.co.uk

Date:/.../20....

Signature (mandatory)

Company:

First name Last name:

No Street:

Zip Code City:

Country:

Phone: country code:

Fax:

Website address:

@email:

Sponsorship packages

<input type="checkbox"/> Diamond	SOLD	(USD)	\$35,000
<input type="checkbox"/> Platinum	SOLD	(USD)	\$30,000
<input type="checkbox"/> Gold	SOLD	(USD)	\$25,000
<input type="checkbox"/> Silver		(USD)	\$15,000

Hospitality Suites

Level 2

<input type="checkbox"/> Meeting Room	Khasifa	SOLD
<input type="checkbox"/> Meeting Room	Saadiat	SOLD
<input type="checkbox"/> Meeting Room	Arzanah	\$14,000
<input type="checkbox"/> Board Room	The World	SOLD

Level 4

<input type="checkbox"/> Meeting Room	Sir Bani Yas	SOLD
<input type="checkbox"/> Meeting Room	Sir Bu Naeir	\$14,000
<input type="checkbox"/> Meeting Room	Baynunah	SOLD
<input type="checkbox"/> Meeting Room	Al Yasat	SOLD
<input type="checkbox"/> Meeting Room	Al Gatis	SOLD
<input type="checkbox"/> Meeting Room	Al Maryah	SOLD
<input type="checkbox"/> Meeting Room	Dalma	SOLD
<input type="checkbox"/> Hotel Suites		SOLD

Exhibition Stands

<input type="checkbox"/> 3m x 3m Exhibition stand (1 booth)	\$7,000
<input type="checkbox"/> 6m x 3m Exhibition stand (2 booth)	\$14,000
<input type="checkbox"/> 9m x 3m Exhibition stand (3 booth)	\$21,000
<input type="checkbox"/> 12m x 3m Exhibition stand (4 booth)	\$28,000
<input type="checkbox"/> Exhibition Pass	\$1,000
<input type="checkbox"/> Delegate Pass (Early Bird Discount)	\$2,000

Additional Sponsorships

<input type="checkbox"/> Lanyards and Badge Holders	SOLD	\$10,000
<input type="checkbox"/> Welcome Bag	SOLD	\$12,000
<input type="checkbox"/> Flyers in Welcome Bag		\$5,000
<input type="checkbox"/> Conference Program and Exhibition Guide		\$15,000
<input type="checkbox"/> Full Page Advert inside front cover - 1 sponsor	SOLD	\$10,000
<input type="checkbox"/> Full Page Advert Back Cover		\$8,000
<input type="checkbox"/> Half Page Advert Back Cover		\$5,000
<input type="checkbox"/> Half Page Advert Inside Back Cover		\$5,000
<input type="checkbox"/> Clip Projection before Plenary		\$10,000
<input type="checkbox"/> Flash Drive of Conference Proceedings		\$12,000
<input type="checkbox"/> Hotel Key Cards-Conrad Hotel	SOLD	\$4,000
<input type="checkbox"/> Dates Box		\$7,500
<input type="checkbox"/> Water Bottles	per day	\$6,000
<input type="checkbox"/> Pen Sponsor	SOLD	\$3,000
<input type="checkbox"/> Dubai Guide		\$6,000
<input type="checkbox"/> Event App sponsorship		\$20,000
<input type="checkbox"/> Welcome Reception	SOLD	
<input type="checkbox"/> Gala Dinner Sponsor	SOLD	\$20,000
<input type="checkbox"/> Poster Session (for all 2 days)	SOLD	\$15,000
<input type="checkbox"/> Lunch Menu Sponsor		\$15,000
	1 sponsor 4 days - including 3m x 3m exhibition stand	
<input type="checkbox"/> AM/PM Coffee Breaks		\$12,000
	1 sponsor 4 days - including 3m x 3m exhibition stand	
<input type="checkbox"/> Room Drop		\$3,500
<input type="checkbox"/> Post-it Notes Sponsor	SOLD	\$2,500
<input type="checkbox"/> Networking lounge sponsorship	SOLD	\$20,000

TOTAL

\$

Contact:

GLS at suboptic2016@glstdesign.co.uk or call:

UK: Kristy Lubeck +44 (0) 1252 739 500

DUBAI: Georgina Wixley + 971 (0) 50 4511 267