



## **PolicyTracker Middle East Spectrum Conference 20 - 21 March, Gulf Hotel, Manama, Bahrain**

### ***Sponsorship prospectus***

#### **About the event**

This is the third Middle East Spectrum Conference and this year will be held at the prestigious Gulf Hotel, Manama, Bahrain in spring 2012. It is being held in partnership with the Bahrain Telecoms Regulatory Authority.

Our previous events, in Oman and the UAE were also held in conjunction with the Telecoms Regulatory Authorities in those countries and attracted support from a range of companies including:

#### **Sponsors**

- ▲ Ericsson
- ▲ Omantel
- ▲ Nawras
- ▲ LS Telcom
- ▲ Kleos
- ▲ Rohde & Schwarz

#### **Partner organisations**

- ▲ Samena telecoms council
- ▲ IEEE
- ▲ Khalifa University
- ▲ Analysys Mason
- ▲ TRA Oman
- ▲ TRA United Arab Emirates

This is a high-quality event which attracts high-level speakers and delegates from the Gulf region and around the world. Previous speakers have included:

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| ▲ Dr. Hamadoun Touré, Secretary General, ITU         | ▲ Jonas Wessel , Swedish Post and Telecom Agency |
| ▲ Professor Martin Cave OBE, LSE                     | ▲ HE Mohammed Al Khasisi, Chairman TRA, Oman     |
| ▲ Dr Ayman ElNashar, Senior Director, du             | ▲ Amit Nagpal, Partner, Analysys Mason           |
| ▲ Andrew Stirling, Spectrum Policy Europe, Microsoft | ▲ Tom Phillips, Head of Regulatory Affairs, GSMA |
| ▲ Tariq Al-Awadhi, Executive Director , TRA, UAE     | ▲ Dr. Amer Al-Rawas, CEO, Omantel                |
| ▲ Alexandre Kholod, Chairman, Task Group 5-6, ITU    | ▲ Ross Cormack, CEO, Nawras                      |

Like last year's event in Dubai this conference will include a programme of pre-and post-conference training courses, underlining our commitment to a rigorous examination of the social and economic issues underlying spectrum management.

The conference offers ideal opportunities to **promote your business and influence key decision makers**. See details of the available sponsorship packages on p2 and information about delegate profiles on p3.

#### **About PolicyTracker**

PolicyTracker publishes the only newsletter devoted to spectrum management, as well as organising a range of training courses including the prestigious Understanding Modern Spectrum Management training course at Merton College Oxford. The company also runs conferences in Europe on specialist spectrum management subjects such as the Digital Dividend and Public Sector Spectrum.

PolicyTracker also organises bespoke training programs for organisations such as the National Broadcasting and Telecommunications Commission in Thailand. We carry out specialised consultancy work and produce the Global Spectrum Database, which covers thousands of licences in 80 countries.



## **PolicyTracker Middle East Spectrum Conference Sponsorship packages**

<b>Category</b>	<b>Benefits</b>	<b>Amount</b>
<b>Platinum</b>	<ul style="list-style-type: none"> <li>✦ company logo to be identified as "Platinum Sponsor" on all event-related banners, brochures, website, advertising and promotional material; as well as around the conference venue</li> <li>✦ company banner to be placed in prominent position for the duration of the conference</li> <li>✦ opportunity to promote company products at the display table</li> <li>✦ On the first day the company will be credited as the <b>sponsor of the evening networking event</b> as well as lunch</li> <li>✦ will be provided 3 tables together in the exhibition area for promotional purposes with space to display your company signage</li> <li>✦ three complimentary delegate places, further places at "partner organisation" rate (£100 discount)</li> <li>✦ 10 % discount on delegate rate for training courses</li> </ul>	BHD 3700 (USD 9840)
<b>Gold</b>	<ul style="list-style-type: none"> <li>✦ company logo to be identified as "Gold Sponsor" on all event-related banners, brochures, website, advertising and promotional material; as well as around the conference venue</li> <li>✦ coffee breaks and lunch on the second day will be distributed amongst the "Gold Sponsors" or you may prefer to sponsor a drinks before the gala dinner</li> <li>✦ will be provided 2 tables together in the exhibition area for promotional purposes with space to display your company signage</li> <li>✦ two complimentary delegate places, further places at "partner organisation" rate (£100 discount)</li> <li>✦ 10 % discount on delegate rate for training courses</li> </ul>	BHD 3000 (USD 7980)
<b>Silver</b>	<ul style="list-style-type: none"> <li>✦ company logo to be identified as "Silver Sponsor" on all event-related banners, brochures, website, advertising and promotional material; as well as around the conference venue</li> <li>✦ will be provided 1 table in the exhibition area for promotional purposes with space to display your company signage</li> <li>✦ one complimentary delegate places, further places at "partner organisation" rate (£100 discount)</li> <li>✦ 10 % discount on delegate rate for training courses</li> </ul>	BHD 2000 (USD 5320)
<b>Bronze</b>	<ul style="list-style-type: none"> <li>✦ company logo to be identified as "Bronze Sponsor" on all event-related banners, brochures, website, advertising and promotional material; as well as around the conference venue</li> <li>✦ will be provided 1 table in the exhibition area for promotional purposes with space to display your company signage</li> <li>✦ 10 % discount on delegate rate for training courses</li> </ul>	BHD 1000 (USD 2660)
<b>Exhibitor</b>	<ul style="list-style-type: none"> <li>✦ will be provided 1 table in the exhibition area for promotional purposes with space to display your company signage</li> </ul>	BHD 600 (USD 1596)



## **PolicyTracker Middle East Spectrum Conference Delegate profiles**

### **Overview**

The UAE and Oman events both attracted over 120 delegates ranging from senior managers to CEOs. These came for a variety of sectors from mobile operators to manufacturers and vendors as well as broadcasting, military users, the emergency services, academics and consultants.

### **Sample delegate job titles**

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|--|---|
| CEO, Nawras  | Communications Engineer, Royal Army of Oman                                     |
| CEO, Omantel                                       | Deputy Chief Executive Officer, Telecom Regulatory Commission Jordan            |
| CEO, Information Technology Authority              | Deputy CTO, Dubai Media Incorporation   |
| CEO, KLEOS   | Head of Spectrum Management, Iraqi National Communications and Media Commission |
| CEO, du  | Director, Boeing UK Ltd.  |
| CEO, Eitissalat                                    | Director, Royal Oman Police   |
| CEO, Thuraya                                       | Director, Ministry of Interior, Qatar   |
| CEO, UAE ICT Fund                                  | Director, National Telecom Regulatory Authority, Egypt                          |
| Chief Commercial Officer, du                       | Engineer, Royal Office, Oman  |
| Chief of Emergency Telecommunications, ITU         | General Manager, Huawei Tech. Investment  |
| President,, Khalifa University                     | Head of Technical Planning, Nedaa Corporation                                   |
| Director, Alcatel-Lucent                           | Major, Ministry of Interior UAE   |
| Director, Instituto das Comunicacoes de Mocambique | Managing Director, Analysys Mason Group   |
| Director Solutions Marketing, MOTOROLA Ltd         | Under Secretary for Communications, Oman  |
| Director/Radio Network Planning, Etisalat          | Senior Expert Spectrum Planning, ictQatar                                       |
| Head of regulatory,TMT, Herbert Smith LLP,         | Sr. Vice President/Mobile Network, Etisalat                                     |
| Principal administrator, Intel                     | Senior Vice President, Public Policy, GSMA                                      |
| Senior advisor on spectrum, Agentschap Telecom     | Business Development Director, Alcatel-Lucent                                   |

### **Attendance by sector**

