The Africa Peering and Interconnection Forum

Venue: Dar es Salaam, Tanzania
Date: 30th August – 1st September, 2016
AfPIF conferences aim to address the region’s unique interconnection opportunities and challenges by:

- Fostering national and cross-border interconnection opportunities by providing a forum in which key players, such as infrastructure providers, service providers, Internet exchange points (IXPs), regulators, and policy makers may engage, share experiences, and learn from both experts in their field and each other.
- Promoting both the establishment of new and the growth of existing IXPs by building community cooperation and demonstrating the value proposition of local, national, and regional interconnection.
- Bridging information asymmetry with respect to peering and transit economics.
- Providing an online portal at [www.afpif.org](http://www.afpif.org)
- Opportunity to directly develop peering agreements through the ‘Peering Bilaterals’ section of the agenda. AfPIF 2015 received the largest participation with over 230 participants from 57 countries and 15+ IXPs. Over 60 bilateral face-to-face meetings took place. The last event was supported by 18 sponsors and partner organizations. More information about AfPIF and previous events is available at [http://www.internetsociety.org/afpif-2016](http://www.internetsociety.org/afpif-2016).

**AfPIF 2016, Dar es Salaam, Tanzania**

After 6 years of consistent engagement on peering and interconnection, AfPIF has evolved into a key development and business opportunity event. AfPIF provides the regional Internet Industry a unique opportunity for learning, community discussion and problem solving, and social and business networking.

By being part of this event you will have the opportunity to network with:
- Service Providers (ISPs) and Content Distribution Networks (CDNs),
- National Research and Education Networks (NRENs),
- Data Center Operators,
- Internet Exchange Points (IXPs) and
- Policy Makers.

For further event updates, please be sure to check out the website [www.afpif.org](http://www.afpif.org). This brochure includes our plans thus far.
AfPIF 2016 will be held for three days to ensure ample time for important discussions of key issues. The agenda includes:

**Day 1:** Focuses on technical presentations and tutorials designed to benefit peering coordinators.

**Days 2 and 3:** Discussion panels on topical issues on technical, policy, and business development.
Target Audience

In its 7th year, AfPIF meetings attract a broad attendance from across the technical, policy, and business communities.

These are our main target audiences, with good attendance from ISPs, CDNs, IXPs, Data Center Operators, NRENs and Policy makers.

An important component of AfPIF 2016 is the social activities that enable relationship building among conference participants.

Planned social activities include:

- **Beer and Peer Cocktails** – held at the end of day one to maximize networking and business opportunities
- **AfPIF 2016 Social and Dinner** – a more formal event for people to enjoy a taste of Tanzania.

The above evening activities are a key part of the programme and will be further developed to ensure they meet the needs of the attendees.
Opportunities

AfPIF has already established itself as the seminal event for doing business in Africa—its reputation will be further enhanced in 2016 by greater opportunities for business networking, more opportunities at the Peering bilaterals (during which businesses have the opportunity for a five-minute pitch), and exhibition center.

Tanzania is uniquely positioned and a member of both the East Africa Community (EAC) and the Southern African Development Community (SADC), therefore attracting participation from the greater sub-saharan market.

AfPIF 2016 represents a unique opportunity to build business visibility within Africa. To that end, Platinum, Gold, and Silver opportunity levels exist to sponsor the event, with each offering a variety of benefits.

### Specific business opportunities include:
- Tabletop exhibition space
- Extended coffee and lunch breaks for business meetings
- Brief presentation opportunities to potential clients
- Bilateral meetings now built into the agenda

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<tr>
<th>Benefit</th>
<th>Platinum US$15,000</th>
<th>Gold US$10,000</th>
<th>Silver US$5,000</th>
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<tr>
<td>Executive address to the meeting Plenary</td>
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<td>Executive quote in Internet Society press releases on the AfPIF meeting</td>
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<td>Thanks and recognition of company and representative executive at the AfPIF meeting Plenary</td>
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<td>Logo recognition in the AfPIF conference programme</td>
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<td>Logo recognition on the Internet Society’s AfPIF web page</td>
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<td>Opportunity to provide logoed bag, folio, or other item in which conference materials will be packaged for distribution to attendees</td>
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<td>Opportunity to include organizational information/gifts in attendee conference bag</td>
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<td>Exclusive opportunity to display organizational signage/materials/ banners inside conference room for the length of the conference</td>
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<td>Opportunity to have tabletop exhibition space at conference tea breaks and lunches that includes signage recognition and organizational demonstration/informational materials</td>
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Sponsorship Contact

To discuss getting involved with AfPIF 2016, please contact:

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