AfPIF 2014
The Africa Peering and Interconnection Forum

Pullman Dakar Teranga Hotel
Dakar, Senegal
26–28th August 2014

www.afpif.org
Organized by the Internet Society, the AfPIF annual conference is designed to address Africa’s unique interconnection opportunities and challenges.

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 the 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. The fundamentals of peering and transit enable the development of interconnection relationships and strategies for operators at the local, regional, and global levels.

- Providing an online portal at www.afpif.org to serve as a multimedia platform for disseminating information and an informational resource on peering and transit.

Initial successes of AfPIF events are visible in East Africa, where there is a notable 80 percent growth in the number of external regional networks interconnecting the Kenya Internet Exchange Point (KIXP). More information about the Africa Peering and Interconnection Forum is available at www.afpif.org.

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Building on the success and knowledge gained by the past four AfPIF events (Nairobi 2010, Accra 2011, Johannesburg 2012, and Casablanca 2013), the Internet Society has developed the 2014 event into a key training and business opportunity. This year’s AfPIF is a major opportunity for learning, community discussion and problem solving, and social and business networking. Don’t miss this opportunity to network with ISPs, network services providers, NRENs, and governments.

Details will be progressively added to www.afpif.org. This brochure includes our plans thus far.
AFIP 2014 will be held for three days to ensure ample time for important discussions of key issues. The agenda includes:

<table>
<thead>
<tr>
<th>Day</th>
<th>Agenda Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Peering Coordinators Day</td>
</tr>
<tr>
<td>2 and 3</td>
<td>The Future of Peering</td>
</tr>
</tbody>
</table>

### Summary Agenda

**DAY 1: 26 AUGUST: PEERING COORDINATORS DAY**

- Registration and Morning Coffee
- **Peering and Transit Strategies**
  - Peering and Transit Experiences
  - Introduction to Peering Bilateral and Negotiations
- Lunch
- **Peering and Transit Technical Tutorials**
  - Technical Tutorials
  - Peering Bilateral
- Beer and Peer Cocktails

**DAY 2: 27 AUGUST: THE FUTURE OF PEERING**

- Registration and Morning Coffee
- **The Future of Peering**
  - Opening Session
  - Peering Bilateral
- Lunch
- **Content, Policy, and Opportunities**
  - Keynote: "What Is This Content Issue About?"
  - Content Policy Panel
- Social and Dinner

**DAY 3: 28 AUGUST: THE FUTURE OF PEERING**

- Registration and Morning Coffee
- **The Future of Peering**
  - Keynote: “The Future of Peering”
  - IPv6 Peering and Content Panel
- Lunch
- **IXP Futures and Measurements**
  - IXP Futures — The Opportunities for IXPs to Grow National and Cross-Border Peering
- Closing Reception
A strength of the AfPIF meetings is the broad attendance that is achieved from across the technical, policy, and business communities. These are our main target audiences, with good attendance from ISPs, network service providers, NRENs, and governments.

Included at AfPIF 2014 are social activities that enable relationship building among conference participants.

Planned events include:

- Beer and Peer Cocktails — Join us in the exhibition area to maximize opportunities for networking and business
- AfPIF 2014 Social and Dinner — Enjoy a more formal event for people to experience Senegalese hospitality
- Closing Reception — Finish the event in style at this final networking opportunity

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

AIPF has already established itself as the seminal event for doing business in Africa—its reputation will be further enhanced in 2014 by greater opportunities for business networking, more opportunities at the Peering Introductions (during which businesses have an opportunity for an elevator pitch), and chances for exhibitions.

The Internet Society will be engaging with existing and new partners in West Africa to ensure excellent representation from the country and the continent.

AIPF 2014 represents a unique opportunity to build business and profile within Africa. To that end, Platinum, Gold, and Silver opportunity levels exist to sponsor the event, each offers a variety of benefits.

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

- Tabletop exhibition space
- Extended coffee and lunch breaks for business meetings, which can also be sponsored
- Brief presentation to potential clients in the Peering Introductions
- Bilateral meeting time for engagement opportunities

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Sponsorship Contact

To discuss getting involved with AfPIF 2014, please contact

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