



Celebrating its 12th edition, the RNP Workshop (WRNP), promoted by *Rede Nacional de Ensino e Pesquisa* since 1999, is an annual event for the leading members of the Communication and Information Technology (CIT) research and development community, in addition to representatives of government entities, companies and invited guests from Brazil and abroad.

Sponsorship opportunities

The RNP Workshop (WRNP), promoted by *Rede Nacional de Ensino e Pesquisa* since 1999, which is holding its 12th Edition this year, is an annual event for the leading members from the Communication and Information Technology (CIT) research and development community, in addition to representatives of government entities, companies and invited guests from Brazil and abroad.

SPONSORSHIP OPPORTUNITIES

In 2011, the WRNP will take place on May 30th and 31st in Campo Grande, Mato Grosso do Sul at Arquiteto Rubens Gil de Camilo Convention Center. The workshop will be held during the *29^a Simpósio Brasileiro de Redes de Computadores e Sistemas Distribuídos – SBRC*, (29th Brazilian Symposium on Computer Networks and Distributed Systems), one of the most traditional and prestigious national events in this area. Over 300 participants are expected for the 12th WRNP, in addition to people who will watch the lectures on-line.

IMPORTANT OPPORTUNITIES FOR PARTNERSHIPS BETWEEN PRIVATE, ACADEMIC AND GOVERNMENT SECTORS

Participation in the WRNP offers good opportunities to form partnerships between private, academic and government sectors to develop high-speed networks and advanced applications in Brazil. In the past, RNP has partnered with companies like Brocade, Cisco, Copel, Digital Work, Embratel, Extreme Networks, Foundry, Furukawa, GD Burti, Global Crossing, IBM, Impsat, Intel, Interquattri, Juniper, Marconi, MetroCable,

Nevoa, Nortel, Oi, Ômega Engenharia, Padtec, Plant Engenharia, Siemens, Sun and 3COM.

IMPORTANT IMPACT IN THE BRAZILIAN NETWORK COMMUNITY

RNP offers companies the opportunity to sponsor the 12th RNP Workshop and associate their brands with qualities present in this event (innovation, technology, commitment to education and research in Brazil).

There are several benefits from this support, including the promotion of the sponsor's brand, products and solutions through printed material and several other forms of media. The kinds of sponsorship (see table on the reverse side of this folder), offer a variety of investment amounts, which can be made in the form of financial resources or services provided to hold the event. The number of sponsors is limited.

Sponsorship= visibility + value for your brand

21% of the communication budgets of the 500 largest companies, of the 100 largest banks and the 300 largest advertisers in Brazil are allocated to sponsorships.

In the U.S., this number has already reached 70%.

Source: Research Paper "As atitudes de marca nas maiores empresas do país" (Brand Attitudes of the Largest Companies in Brazil), presented at the 5th edition of the Com:Attitude, an event on brand actions and communication.



Ministry of Culture

Ministry of Education

Ministry of Science and Technology



	Forms of Sponsorship			
	Platinum	Gold	Silver	Bronze
	\$ 36,000	\$ 26,000	\$ 17,000	\$ 9,000
Highlight at social dinner	●			
Right to hold a raffle during the event	●	●	●	
Sponsor material in the event participants' folder	●	●	●	
Highlight of sponsor's logo				
Logo displayed prominently on the stage	●	●		
Logo displayed prominently in the coffee break area/RNP work group display area	●	●		
Logo displayed prominently in the auditorium	●	●	●	
Homepage	●	●	●	●
Official Banner	●	●	●	●
Publicity Material	●	●	●	●
On-line Banners	Highlight	●	●	●
Mention of institutional support in printed publicity material	●	●	●	●
Right to free registrations	6	4	2	1

About

Rede Nacional de Ensino e Pesquisa (RNP)

About Rede Nacional de Ensino e Pesquisa (RNP)

The RNP is a private non-profit association, qualified as a social organization since 2001. It works under the supervision of the Ministry of Science and Technology (MCT), with funding from projects of the MCT, Ministry of Education (MEC) and Ministry of Culture (MinC).

SUPPORT TO EDUCATION, RESEARCH AND INNOVATION

Responsible for the first Internet access network in Brazil, RNP's mission to promote the innovative use of advanced networks in Brazil. To accomplish this, it built the first national optical backbone in Latin America, the *Ipê* Network, and develops projects in strategic

areas and state-of-the-art technologies, since as wireless mesh networks, digital TV, VoIP, computing grids, digital certification and others.

The *Ipê* Network is present in all 26 Brazilian states and the Federal District, interconnecting more than 600 education and research institutions and close to one million people. The RNP is connected to academic networks in Latin American, Europe and the United States, in addition to having its own connection to the World Wide Web. This infrastructure provides support for important research in the fields of telehealth, astronomy, biotechnology, high-energy physics, meteorology, culture, etc.

RNP: PROMOTING THE INNOVATIVE USE OF ADVANCED NETWORKS IN BRAZIL



Ministry of Culture

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Your brand at the WRNP



Wall and stage banners



Stage banners



Highlighted banners at the event



Table banner