



# Peering Asia 8.0

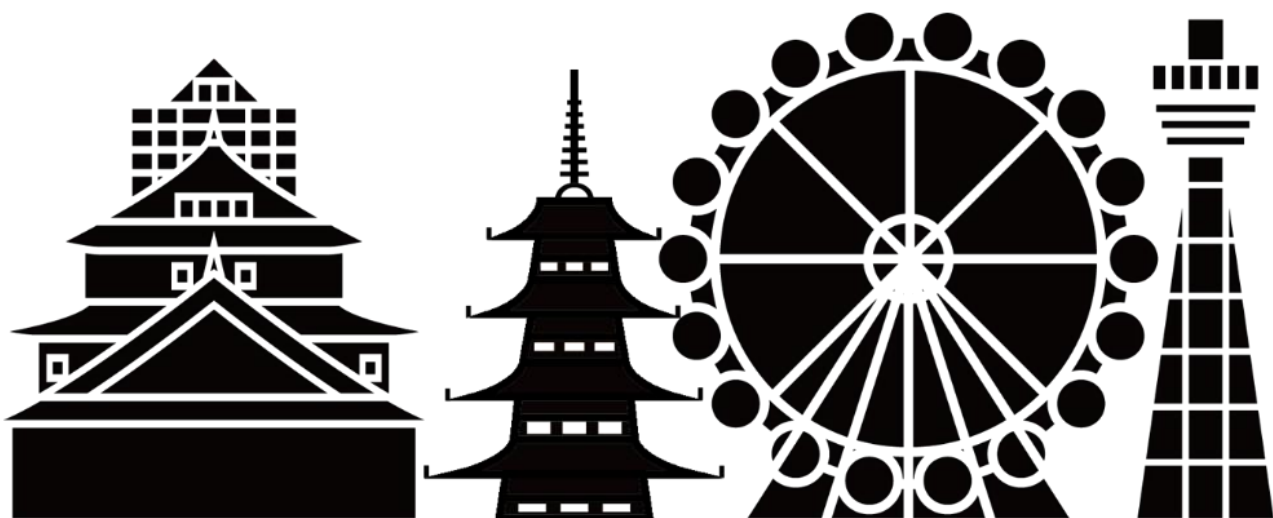
OSAKA, JAPAN

NOV.3-5 ,2026

HOSTED BY



## Sponsorship Prospectus



Peering 8.0 Host Team

Ver. 2026.06.04



## Sponsorship-at-a-glance

### - Sponsorship Tiers

We are presenting ten (10) sponsorship tiers. See pages 6-7 of this document for details on benefits and fees. All allocations related to Sponsorship will be determined on a first-come, first-served basis (e.g. location of booth, meeting rooms, etc.).

### - Sponsorship Application

**Sponsorship applications will be accepted from 24 April 2026 UTC +0 (9:00AM JST)** via the online [Sponsorship Application Form](#) or by submission of the attached Sponsorship Application Form (page 9 of this document) by email to [sponsorship8@peeringasia.org](mailto:sponsorship8@peeringasia.org).

Sponsorship Application Form



### - Sponsorship Application Deadline

The deadline for sponsorship applications is **31 August 2026 UTC +0 (9:00AM JST)**. Applications after this date are subject to availability and may result in the loss of logo placement on event promotional materials.

### - Sponsorship Fees, Invoicing and Payment

Sponsorship fees are presented in USD, and DO NOT include a 10% consumption tax. Invoices will be issued in the month of application and are payable by the end of the following month. Invoicing and payment can be requested in JPY. JPY invoices will be issued at the coinciding USD rate on the date of application.

### - Terms and Conditions of Sponsorship

When considering sponsorship, please review the page 7 notes accompanying the sponsorship tiers and the page 8 Terms and Conditions of Sponsorship.

### - Sponsorship Enquiries

For enquiries regarding sponsorship packages, please contact the Peering Asia 8.0 Host Team at [sponsorship8@peeringasia.org](mailto:sponsorship8@peeringasia.org)



## Osaka, Japan

Japan is a global leader in technology, innovation, and connectivity. It is known for reliable services, efficient operations, and advanced digital infrastructure. As one of the world's most developed economies, Japan offers a stable and business-friendly environment. It is also well known for its hospitality. These strengths make Japan a great place for international conferences, technical forums, and cross-border collaboration. With a highly connected society, strong engineering talent, and a long history of operational excellence, Japan is an ideal location for global events like Peering Asia.

In recent years, Japan's internet ecosystem has continued to grow. This growth is supported by investment in high-capacity fiber networks, 5G and new mobile technologies, subsea cable systems, cloud platforms, internet exchanges, and carrier-neutral data centers. Close cooperation among key stakeholders—such as government, telecom operators, IXPs, cloud and content providers, and the wider network operator community—helps build resilient and future-ready interconnection. As demand increases across the region for low-latency connectivity and distributed infrastructure, Japan plays an important role both as a major market and as a strategic hub for peering in East Asia and the wider Asia-Pacific region.

Osaka is a major center of digital and commercial activity in western Japan. It is an energetic city known for being open, practical, and business-focused. As the core city of the Kansai region, Osaka connects important industrial and academic centers such as Kyoto, Kobe, and Nara. Together, they form a strong corridor of innovation and talent. Osaka has long been a gateway for trade and exchange, and today it continues this role as a modern center for technology, logistics, and international business.

Osaka combines well-established business districts with new urban development. Areas such as Umeda and Nakanoshima bring together corporate headquarters, convention venues, and attractive riverside spaces. New projects continue to increase the city's appeal for international events. With convenient rail networks, efficient city infrastructure, and easy access to Kansai International Airport, Osaka is easy to reach for overseas participants and offers a smooth experience for events and networking.

Outside the venue, Osaka is known for its friendly atmosphere and unique culture, where tradition and modern life naturally come together. Visitors can enjoy the historic Osaka Castle, the cultural heritage of nearby Kyoto and Nara, the lively streets of Dotonbori, and Osaka's

famous food scene. This mix of connectivity, capability, and culture makes Osaka an excellent host city for Peering Asia 8.0. It offers not only a place to meet, but also a place to build long-term partnerships and help shape the future of regional interconnection.

For more information about Osaka and Japan, please visit:

<https://www.japan.travel/en/>

<https://osaka-info.jp/en/>

Dotonbori district, central Osaka



Osaka Castle





## Peering Asia

Peering Asia is an annual, open peering forum held in the Asia Pacific region, organized by local volunteers (the Steering Committee), with the host companies selected every year.

The event brings together key Internet infrastructure players from around the world. Its goal is to promote and expand peering across the Asia Pacific (APAC) region, fostering collaboration and interconnection within the Internet ecosystem.



## Event Description

Peering Asia aims to host one conference annually in the Asia-Pacific region, centered around sharing case studies in Internet technologies, while also providing valuable opportunities for training and professional networking.

To date, Peering Asia has successfully held seven conferences ahead of Peering Asia 8.0, each featuring a diverse lineup of local and international speakers. These events have been made possible through the generous support of our sponsors and dedication of the Internet community. Details on past Peering Asia events can be found in the Appendix to this document.

### - About Peering Asia 8.0

Peering Asia 8.0 is scheduled to take place on 3–5 November 2026 as a three-day, in-person event. We anticipate participation from over 500 attendees representing more than 200 organizations.

The event primarily attracts peering coordinators responsible for managing interconnection and network architecture within both commercial and non-commercial organizations, including:

- Internet Service Providers (ISPs)
- Internet eXchange Points (IXPs)
- Data centers (DCs)
- Content Providers

- Hosting Providers
- Educational and research institutions

Participation in Peering Asia presents a valuable opportunity to engage with a highly targeted audience in the Internet infrastructure ecosystem and to showcase relevant products or services.

Peering Asia is focused on strengthening network peering across the APAC region. To prioritize ASN representation, participation for non-sponsoring organizations is limited to three representatives per organization/ASN, and sales/marketing personnel are not permitted.

Sponsors are granted an exception, allowing them to send a limited number of business representatives alongside their technical staff in accordance to the conditions of each sponsor tier.

- Conference & Peering Social Venue  
Hotel New Otani Osaka  
<https://www.newotani.co.jp/en/osaka/>  
1-4-1 Shiromi, Chuo-ku, Osaka, Japan



Located beside Osaka Castle, the hotel is just a few minutes' walk from JR Osaka-jo-koen Station and the various lines at Kyobashi Station. With more than 500 guest rooms, one of the largest banquet halls in western Japan, and a selection of distinctive restaurants and bars, it is a true luxury hotel.



## - Sponsorship Tiers

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	Diamond	Platinum+	Platinum	Gold	Silver	Commercial *5	Social	Lunch *6	Coffee	Snack *7
<b>Sponsorship Fee (USD)</b>	\$13,000	\$9,000	\$7,000	\$5,000	\$2,000	\$7,000	\$9,000	\$4,000	\$4,000	\$4,000
<b>Number of sponsors</b>	1	8	12	18	10	4	1	6	6	2
<b>Private Meeting room *3</b>	Special	Large	Normal	-	-	-	-	-	-	-
<b>Exhibition booth table *4</b>	2	1	1	1	-	1	-	-	-	-
<b>Logo display</b>	XL	L	L	M	S	M	L	M	S	S
<b>Total # of attendees *1</b>	6	5	5	4	4	3	4	3	3	3
Among the total, Maximum number of Sales & Marketing attendees *2	(2)	(2)	(2)	(1)	(0)	(3)	(2)	(1)	(1)	(1)

1. "Total # of Attendees" indicates the number of complimentary passes for the event. Sponsoring ASN/Organizations will not be allowed to register more than the number specified.
  - Sponsors with exhibition booth tables will receive one booth-only pass in addition to the allocated numbers of attendees. This pass does not grant access to the conference sessions, lunch, social or the meeting tool.  
e.g., Diamond sponsor: a total of six attendee passes including two Sales/Marketing personnel and one booth-only pass.
2. The maximum number of Sales/Marketing attendees permitted is included in the total number of attendees.
3. The Diamond sponsor and five Platinum+ sponsors' private meeting rooms are located on the 2F, the same floor as the Conference area. Three Platinum+ sponsors' private meeting rooms are located on the B1F, which is accessible by elevator or escalator from the main 2F. Platinum sponsors' private meeting rooms are converted guest rooms used as meeting spaces and are located on a different floor, which is easily accessible by elevator.
4. Sponsors are not allowed to bring in their own booth but will be provided with one or two 60D x 180W x 73H cm table(s), depending on the committed sponsorship tier. One stand-up banner is allowed per sponsor to place next to the booth. The sponsor is responsible for providing this banner.
5. A company or organization that provides a hardware or software solution, or a service supporting peering and internet operations. While preference is given to those holding an ASN and operating a network, this is not mandatory.
6. Lunch Sponsorship will be limited to two companies per day (six companies in total). Sponsors may choose their preferred day (Day 1, Day 2, or Day 3) on a first-come, first-served basis. Lunch sponsor logos will be displayed at the venue entrance and on the lunch tables.
7. We plan to distribute two types of well-known Japanese snacks featuring Snack Sponsor logos. Each snack item will carry one company logo. Snack Sponsor logos will also be displayed on signage in the snack distribution area.

## Notes

- The number of sponsorship slots is subject to change. Availability of sponsorship tiers, location of private meeting rooms, exhibition booths and coffee breaks will be allocated strictly on a first-come, first-served basis.

## **Terms and Conditions of Sponsorship**

### **Execution of Agreement**

Organizations that sponsor the Event (hereinafter referred to as "Sponsors") must comply with all provisions described in the following terms and conditions. If a Sponsor violates any of these regulations, the Peering 8.0 Host Team (hereinafter referred to as "the Organizer") may reject the application for sponsorship or terminate the sponsorship agreement. In such cases, any fees paid in advance by the Sponsors will not be refunded. In addition, the Organizer will not compensate the Sponsor or any related parties for any loss or damage incurred by the Sponsor or any related parties due to cancellation of the sponsorship agreement.

### **Qualification**

The Organizer reserves the right to determine whether the Sponsor's products, services, etc. are appropriate to the purpose of the Event.

### **Date of Agreement**

The Terms and Conditions of Sponsorship will be effective as of the date the completed Sponsorship Application Form is received by the Organizer.

### **Payment of Sponsorship Fee**

The Sponsor shall pay the full amount of the invoiced Sponsorship Fee by bank transfer to the bank account designated by the Organizer by the deadline stated on the invoice. If the payment of the Sponsorship Fee cannot be confirmed by the due date, the Sponsorship Agreement will be terminated. If the Organizer incurs any damage in this case, the Sponsor shall compensate for all such damage.

### **Transfer of Sponsorship Benefit**

The Sponsor will not assign or lend all or part of the sponsor benefits to other companies without the permission of the Organizer.

### **Liability for Damages**

The Organizer shall not be held responsible for any typographical errors or omissions that may occur in any work produced for this event.

### **Cancellation Policy**

In the event of cancellation, the sponsorship fee will NOT be refunded. After deducting expenses incurred in preparation for Peering Asia 8.0, the balance will be carried over to the next Peering Asia event.

### **Handling of Personal Information**

When obtaining personal information through the Event, Sponsors shall comply with the Protection of Personal Information Act. The purpose of use of personal information must be announced or notified, and the information must be used within the scope of the purpose of use. The Sponsor shall be responsible for the management of the personal information it obtains. In the case damage is caused to a participant, the Sponsor shall bear full responsibility and shall be responsible for resolving any dispute.

# Sponsorship Application Form

**Peering Asia 8.0 | 3-5 November 2026 | Hotel New Otani Osaka, Japan**

We hereby apply for sponsorship of Peering Asia 8.0. We agree to abide by the "Terms and Conditions of Sponsorship" detailed in this document and to any other additional terms and conditions deemed necessary by the Peering 8.0 Host Team.

Contact information submitted through the sponsorship application form may be shared with future hosts for the exclusive purpose of providing updates on future Peering Asia events.

**Organization** \_\_\_\_\_

**URL** \_\_\_\_\_

**Organization Address** \_\_\_\_\_

**Organization Tel.** \_\_\_\_\_

**Contact Person** \_\_\_\_\_

**Position** \_\_\_\_\_

**Email** \_\_\_\_\_

**Sponsorship Level** (sponsor fees do not include a 10% sales tax)

- |                                    |            |                                     |           |
|------------------------------------|------------|-------------------------------------|-----------|
| <input type="checkbox"/> Diamond   | 13,000 USD | <input type="checkbox"/> Commercial | 7,000 USD |
| <input type="checkbox"/> Platinum+ | 9,000 USD  | <input type="checkbox"/> Social     | 9,000 USD |
| <input type="checkbox"/> Platinum  | 7,000 USD  | <input type="checkbox"/> Lunch      | 4,000 USD |
| <input type="checkbox"/> Gold      | 5,000 USD  | <input type="checkbox"/> Coffee     | 4,000 USD |
| <input type="checkbox"/> Silver    | 2,000 USD  | <input type="checkbox"/> Snack      | 4,000 USD |

\_\_\_\_\_  
Authorized Signature / Company Seal

\_\_\_\_\_  
Full Name of signatory                      Date

Complete and submit the form to [sponsorship8@peeringasia.org](mailto:sponsorship8@peeringasia.org)

## Appendix – Peering Asia Past Events

Event	Attendees	Sponsors
<p><b>Peering Asia 7.0</b> Manila, Philippines (November 2025)</p>	<p>433 attendees 252 ASNs, 90.2% from APAC region</p>	<p><b>Hosts:</b> PhNOG, BBIX, Digital Edge</p> <p><b>Sponsors</b></p> <p><b>Diamond:</b> BIGLOBE</p> <p><b>Platinum+:</b> AMS-IX, JPIX</p> <p><b>Platinum:</b> AWS, Digital Realty, Fastly, HKIX, ISOC, JPNAP, KINX, NETFLIX, NTTSmartConnect, Optage, PCCW Global, SG.GS, Softbank, SUNeVISION</p> <p><b>Gold:</b> @Tokyo, DE-CIX, EQUINIX, Globe Business, Google, hkcolo, RISE, SGIX, STTelemedia, Team Cymru, VITRO Data center</p> <p><b>Silver:</b> Akamai, APJII, APNIC, Maharlika IX, MyIX, Zenlayer</p> <p><b>Social:</b> RISE</p> <p><b>Lunch:</b> IJJ</p> <p><b>Commercial:</b> BENOCS, Genie Networks, Kentik, Seiko Solutions Inc.</p> <p><b>Coffee Cart:</b> Cogent, HGC Global</p> <p><b>Ice Cream Cart:</b> Converge, NAPAfrica</p> <p><b>Community:</b> Radius</p> <p><b>Connectivity:</b> Eastern Communications, Maharlika IX, Source Telecoms</p> <p><b>Documentation:</b> Eastern Communications</p> <p><b>Meeting tool:</b> NIX.cz</p> <p><b>Funds:</b> APNOG</p> <p><b>Submission:</b> APNIC</p>

Event	Attendees	Sponsors
<p><b>Peering Asia 6.0</b> Jakarta, Indonesia (November 2024)</p>	<p>596 Attendees, 279 Organizations &amp; ASNs from Asia Pacific, North America, Europe and Africa.</p>	<p><b>Hosts:</b> IDNOG, APJII, EQUINIX</p> <p><b>Diamond Sponsor:</b> Telin</p> <p><b>Platinum+ Sponsors:</b> JPNAP, BBIX, JPIX, Fiber Media Indonesia, Matrix.</p> <p><b>Platinum Sponsors:</b> Digital Realty, HKIX, LG U+, SoftBank, SUNeVISION, AMS-IX, AWS, Netflix, Console Connect, STTelemedia, MVNET</p> <p><b>Gold Sponsors:</b> Flexoptix, SGIX, Seiko Solutions, @Tokyo, Benocs, DE-CIX, KINX, Data-IX, Google, AREA-31, Telehouse, Open DC, EDGE DC, NTT Data, China Unicom, China Telecom, Bitera.</p> <p><b>Silver Sponsors:</b> MYIX, Zenlayer, NTT SmartConnect, APNIC, AWS, BDx Data Centers, Moratelindo.</p> <p><b>Social Sponsor:</b> Biznet</p> <p><b>Lunch Sponsors:</b> Princeton Digital Group, Chungwha Telecom.</p> <p><b>Coffee Cart Sponsors:</b> AIMS, Cogent, Digital Edge, Guam Exchange.</p> <p><b>Ice Cream Sponsors:</b> Arelion, NAP Africa.</p> <p><b>Day 0 Meeting Room Sponsor:</b> Rapid Network</p> <p><b>Meeting tools Sponsor:</b> NIX CZ</p> <p><b>Internet Sponsor:</b> Indonet</p>
<p><b>Peering Asia 5.0</b> Seoul, South Korea (November 2023)</p>	<p>327 Attendees, 179 Organizations &amp; ASNs from Asia Pacific, North America, Europe and Africa.</p>	<p><b>Host:</b> KINX      <b>Diamond Sponsor:</b> SUNeVision</p> <p><b>Platinum Sponsors:</b> BBIX, HKIX, Fastly, Console Connect-PCCW Global, JPNAP, RETN, @Tokyo, Netflix, SoftBank, SK BroadBand, Digital Realty, JPIX, AWS, LG U+.</p> <p><b>Gold Sponsors:</b> Seiko Solutions, SGIX, Akamai, Google, Arelion, Kaopu Cloud, Kentik, Telstra, AMS-IX, DE-CIX, AREA-31, Flexoptix, KT, Teraco, Dream Line, Microsoft, Thailand-IX</p> <p><b>Silver Sponsors:</b> Equinix, NTT Smart Connect, APNIC, Zen Layer, PhNOG, Kakao, KDDI-Telehouse, Digital Edge, Hurricane Electric Internet Service, GlobalNet.</p> <p><b>Lunch Sponsors:</b> Borneo-IX, Sejong Telecom.</p> <p><b>Coffee Sponsors:</b> Chief, Cogent, Princeton Digital Group, China Telecom.</p>

Event	Attendees	Sponsors
<p><b>Peering Asia 4.0</b> Bangkok, Thailand (November 2022)</p>	<p>274 Attendees, 150 Organizations &amp; ASNs from Asia Pacific, North America, Europe and Africa.</p>	<p><b>Hosts:</b> TH-IX and BBIX.  <b>Diamond Sponsor:</b> Telehouse.  <b>Platinum Sponsors:</b> @Tokyo, HKIX, True IDC, JPNAP, AMS-IX, SoftBank, AWS, JPIX, Netflix, Edgio, HKBN, SKBB, Fastly, SUNeVision.  <b>Gold Sponsors:</b> Seiko Solutions, APNIC, ST Telemedia, Zenlayer, Kentik, DE-CIX, MYIX, Google, KINX, SGIX, Symphony Communication, Etx Everywhere, Meta, Akamai, Telstra, HE, Internet Society, LINX, LG U+.  <b>Social Sponsor:</b> Equinix  <b>Lunch Sponsors:</b> Borneo-IX, Princeton Digital Group.  <b>Coffee Sponsors:</b> NTT SmartConnect, Cogent, TIMEdotCom, China Telecom.</p>
<p><b>Peering Asia 3.0</b> Kuala Lumpur, Malaysia (November 2019)</p>	<p>362 Attendees, 177 Organizations &amp; ASNs from Asia Pacific, North America, Europe and Africa</p>	<p><b>Hosts:</b> MyIX and MYNOG.  <b>Diamond Sponsor:</b> Netflix  <b>Platinum Sponsors:</b> @Tokyo, AWS, BBIX, BBT, Chunghwa Telecom, HKIX, JPNAP, JPIX, KINX, Linode, Microsoft, SUNeVision, TelcoHubX.  <b>Gold Sponsors:</b> LINX, APNIC, RETN, AMS-IX, SGIX, Epsilon, Nexusguard, Akamai, Seiko Solutions, Zenlayer, Facebook, China Mobile International, DE-CIX, Kentik, NTT DATA, China Telecom, Telstra, MYNAP, True IDC.  <b>Social Sponsor:</b> Equinix  <b>Lunch Sponsor:</b> CAT Telecom  <b>Coffee/Ice Cream Cart Sponsor:</b> BIGBand, JBIX, Teraco Data Environments.</p>

Event	Attendees	Sponsors
<p><b>Peering Asia 2.0</b> Hong Kong, China (October 2018)</p>	<p>321 Attendees, 140 Organizations &amp; ASNs from Asia Pacific, North America and Europe</p>	<p><b>Hosts:</b> HKIX and HKNOG <b>Diamond Sponsor:</b> SUNeVision <b>Platinum Sponsors:</b> @Tokyo, AWS, BBIX, BBT, Chunghwa Telecom, Colt, Facebook, JPIX, JPNAP, KINX, Microsoft, Netflix, Telstra. <b>Gold Sponsors:</b> AMS-IX, APNIC, China Mobile International, DE-CIX, HKBN, Juniper Networks, KDDI Telehouse, Kentik, Linode, LINX, NTT Communications, MyIX, Seiko Solutions, SGIX, Tata Communications, TGT, TIME, True IDC, WTT. <b>Social Sponsors:</b> Equinix <b>Lunch Sponsors:</b> Cisco, Macroview, Interxion. <b>Coffee Cart Sponsors:</b> Akamai, Chief Telecom, HGC, Teraco, Data Environments.</p>
<p><b>Peering Asia 1.0</b> Kyoto, Japan (November 2017)</p>	<p>239 Attendees, 114 Organizations &amp; ASNs from Asia Pacific, North America and Europe</p>	<p><b>Hosts:</b> BBIX, Equinix Japan, JPIX, JPNAP <b>Platinum Sponsors:</b> Akamai, AWS, @Tokyo, BBT, Colt, Facebook, Google, KDDI Telehouse, K-OPTI.COM, Netflix, SoftBank, Yahoo <b>Social Sponsor:</b> Netflix <b>Gold Sponsors:</b> AMS-IX, APNIC, IJ, Juniper Networks, KINX, NTT SmartConnect, RETN, Seiko Solutions, Telstra. <b>Coffee Cart Sponsors:</b> LINX, NTT Docomo.</p>

 **NTT Smart Connect**



**OPTAGE**  
What's next?

