



ASIA-PACIFIC SATELLITE COMMUNICATION SYSTEMS  
International Conference  
APSAT 2011  
Theme: Delivering Broadband Access to Anywhere  
Le Meridien Hotel – Jakarta, June 15<sup>th</sup> – 16<sup>th</sup> 2011

## Background

The APSAT 2011 is the 10th ASSI's consecutive annual international conference series on the satellite communication aspect and it is a remarkable annual event in Indonesia and it is being acknowledged, recognized and endorsed by telecommunication international societies, professionals and government institutions. ASSI (Asosiasi Satelit Indonesia) or (the Indonesian Satellite Association) is an inclusive non-profit organization, based in Bandung, established in 1998, to promote and encourage the satellite industry, including the satellite community development in Indonesia, through national-international multi discipline collaboration; and to address wide range satellite related issues.

The satellite communication system has been proven to have big role in delivering access to any place, anywhere in the Earth. It was started to deliver TV and now satellite technology is delivering internet backbone, access and video. Satellite technology keeps improving to have better quality and more economically. On the other side, the development of terrestrial backbone networks, especially fiber optic on land and sea cable are largely deployed, however, satellites is still have its portion which cannot be neglected, even though some people says that satellite will be replaced by optical fiber.

When other system reduce its prices, satellite system is not reduce significantly, even though effort is keep always being developed; such as maximizing the efficiencies of transponder, optimizing satellite platform, price reduction on launcher etc.

In ground segment technology, spectrum efficiency is keep advancing, such as by the use higher modulation and carrier on carrier technology and TDMA system. Services which supported by satellite communication is also keep advancing, from TDMA, carrier and Internet, and also its application is also advancing and now the data, IP and video information cannot be differentiated.

Having the above information, the APSAT 2011 is designed differently, where now APSAT will introduce panel discussion on satellite business from international satellite operators and also Indonesian satellite operator, and also from satellite trunking provider. This APSAT 2011 also will have 1.5 days conference to answer some demand from operator and also to address issues on GSM trunking which now have a big role in Indonesia.

During 1<sup>st</sup> day, the conference will focus on satellite businesses, which start from panel discussion from satellite operator and followed discussion on how reduce service cost for satellite services. In the afternoon, we will have discussion on regulation and policy in satellite and followed by discussion on internet broadband via satellite.

On the 2<sup>nd</sup> day, we will have an update information on GSM trunking and we will hear business from provider of trunking service and hearing from GSM operator. It is hoping that we will hear what is the impact on how 3G deployed on demand of GSM trunking, and what if LTE is deployed, whether there will be shard demand on bandwidth.

The theme for the APSAT 2011 is ***“Delivering Broadband Access to Anywhere”***



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## The Objective

- A tool to enrich, encourage and support the satellite industry and community development in Asia-Pacific region and Indonesia in particular,
- A practical discussion medium among the satellite industry experts addressing the eminent and future issues, technology, application, regulatory and business issues focusing on the Asia-Pacific region, through sharing experience, information and idea in the satellite related matters.
- A medium for future co-operation, business engaging and non-profit mutual collaboration.

## Sponsorship Offering (for 2 days conference) :

<b>SPONSORSHIP CATEGORY</b>	<b>LOCAL</b>	<b>OVERSEAS</b>
<input type="checkbox"/> PLATINUM	IDR 60.000.000,-	USD 7,000
<input type="checkbox"/> GOLD	IDR 40.000.000,-	USD 5,000

### **PLATINUM SPONSORSHIP OFFERINGS**

- Corporate name large scale of backdrop
- Entitle as Lunch & 2 Coffee Breaks Sponsor
- Corporate name on every participant kit (bag, CD cover, and name badge)
- Corporate name on every APSAT2011 promotion leaflets
- Sponsor's leaflets on goody bag
- 1 standing banner provide by sponsor
- Free VIP entry ticket to Conference for 3 persons, by the sponsor approval

### **GOLD SPONSORSHIP OFFERINGS**

- Corporate name on medium scale of backdrop,
- Entitle as 2 Coffee Breaks Sponsor
- Corporate name on every participant kit (bag, CD cover, and name badge)
- Sponsor's leaflets on goody bag
- 1 standing banner provide by sponsor
- Free VIP entry ticket to Conference for 1 person, by the sponsor approval

Confirmation & information could be obtained at

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