

# Peering Asia

## Manila

4 - 6 NOVEMBER 2025

Shangri-la The Fort, Manila, Philippines



Hosted by



# Manila Philippines

The Philippines is a vibrant and rapidly evolving nation in Southeast Asia, composed of more than 7,000 islands that together form one of the most culturally diverse and geographically unique archipelagos in the world. With its young, digitally native, and English-speaking population, the country has emerged as a strategic destination for global conferences, tech forums, and international business gatherings. Known for its world-renowned hospitality and rich cultural heritage, the Philippines offers a business-friendly environment and a growing digital infrastructure—making it an ideal host for global events like Peering Asia.

In recent years, the country has seen substantial growth in its internet ecosystem, fueled by investments in fiber networks, 5G deployment, satellite connectivity, cloud infrastructure, internet exchanges, and data centers. National initiatives and strong synergy among different stakeholders—including government and private sector players—are driving inclusive, future-ready connectivity across the country. As digital transformation accelerates throughout the region, the Philippines is positioning itself not only as a key consumer market but also as a rising player in digital infrastructure and regional interconnection. More importantly, the country's peering community has continued to grow and is considered a catalyst for this holistic evolution.

At the center of this progress is Manila—the capital and a dynamic megacity at the heart of the nation's political, economic, and cultural life. Part of Metro Manila, a network of 16 interconnected cities including Makati, Quezon City, Pasig, and Taguig, the city anchors the country's innovation and business landscape.

Among them, Bonifacio Global City (BGC) in Taguig stands out as a flagship business district designed with the future in mind. Home to multinational tech companies, embassies, start-ups, and premier lifestyle spaces, BGC combines modern architecture with green spaces and conference-ready infrastructure. Its walkable layout, safety, and digital-forward environment make it a preferred destination for international forums and networking events.

Metro Manila offers a fascinating blend of tradition and innovation. From the Spanish-era landmarks of Intramuros to the skyscrapers of Makati and the creative installations in BGC, the capital region presents a multifaceted urban experience. Cultural attractions such as Rizal Park, San Agustin Church, and the Cultural Center of the Philippines sit alongside street markets, top-rated restaurants, and shopping districts. Whether exploring wide boulevards or bustling local alleys, Manila invites every visitor into its dynamic rhythm—where old and new coexist in harmony.

With accessible international airports, expanding transport and digital infrastructure, and a reputation for warm hospitality, the Philippines is fully prepared to host Peering Asia. Beyond the sessions and venue, the local culture of collaboration and openness aligns seamlessly with the values of the peering and interconnection community. Sponsors and delegates will find not just a place to meet, but a place to build lasting partnerships and contribute to the future of internet infrastructure in the region. Get ready and be part of a collaborative, holistic internet ecosystem.

For more information about Manila and the Philippines, please visit:

<https://beta.tourism.gov.ph>

# Peering Asia

Peering Asia is an annual, open, and neutral peering forum held in the Asia Pacific region. Supported by the Asia Pacific Internet Exchange Association (APIX) and organized by local volunteers, 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 six conferences ahead of Peering Asia 7.0, 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.

Event	Attendees	Sponsors
<b>Peering Asia 1.0</b> Kyoto, Japan (November 2017)	239 Attendees, 114 Organizations & ASNs from Asia Pacific, North America and Europe	<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.
<b>Peering Asia 2.0</b> Hong Kong, China (October, 2018)	321 Attendees, 140 Organizations & ASNs from Asia Pacific, North America and Europe	<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.
<b>Peering Asia 3.0</b> Kuala Lumpur, Malaysia (November, 2019)	362 Attendees, 177 Organizations & ASNs from Asia Pacific, North America, Europe and Africa	<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.



Event	Attendees	Sponsors
<b>Peering Asia 4.0</b> Bangkok, Thailand (November, 2022)	274 Attendees, 150 Organizations & ASNs from Asia Pacific, North America, Europe and Africa.	<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, Etix 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.
<b>Peering Asia 5.0</b> Seoul, South Korea (November, 2023)	327 Attendees, 179 Organizations & ASNs from Asia Pacific, North America, Europe and Africa.	<b>Host :</b> KINX <b>Diamond Sponsor :</b> SUNeVision <b>Platinum Sponsors :</b> BBIX, HKIX, Fastly, Console Connect-PCCW Global, JPNAP, RETN, @Tokyo, Netflix, SoftBank, SK BroadBand, Digital Realty, JPIX, AWS, LG U+. <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 <b>Silver Sponsors :</b> Equinix, NTT Smart Connect, APNIC, Zen Layer, PhNOG, Kakao, KDDI-Telehouse, Digital Edge, Hurricane Electric Internet Service, GlobalNet. <b>Lunch Sponsors :</b> Borneo-IX, Sejong Telecom. <b>Coffee Sponsors :</b> Chief, Cogent, Princeton Digital Group, China Telecom.
<b>Peering Asia 6.0</b> Jakarta, Indonesia (November, 2024)	596 Attendees, 279 Organizations & ASNs from Asia Pacific, North America, Europe and Africa.	<b>Hosts :</b> IDNOG, APJII, EQUINIX <b>Diamond Sponsor :</b> Telin <b>Platinum+ Sponsors :</b> JPNAP, BBIX, JPIX, Fiber Media Indonesia, Matrix. <b>Platinum Sponsors :</b> Digital Realty, HKIX, LG U+, SoftBank, SUNeVISION, AMS-IX, AWS, Netflix, Console Connect, STTelemedia, MVNET <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. <b>Silver Sponsors :</b> MYIX, Zenlayer, NTT SmartConnect, APNIC, AWS, BDx Data Centers, Moratelindo. <b>Social Sponsor :</b> Biznet <b>Lunch Sponsors :</b> Princeton Digital Group, Chungwha Telecom. <b>Coffee Cart Sponsors :</b> AIMS, Cogent, Digital Edge, Guam Exchange. <b>Ice Cream Sponsors :</b> Arelion, NAP Africa. <b>Day 0 Meeting Room Sponsor :</b> Rapid Network <b>Meeting tools Sponsor :</b> NIX CZ <b>Internet Sponsor :</b> Indonet

## — About Peering Asia 7.0

Peering Asia 7.0 is scheduled to take place on 5–6 November 2025 as a two-day, in-person event, with an additional Tutorial Day on 4 November. We anticipate participation from over 300 attendees representing more than 150 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)
- 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.

Please note that Peering Asia is designed specifically for network professionals, particularly those involved in peering and technical planning. As such, sales, marketing, and business development professionals are generally not permitted to attend unless their organization is a sponsor.

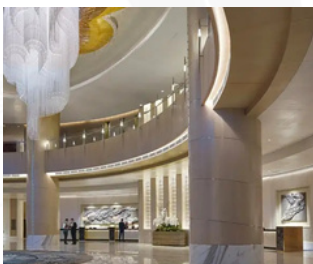
Sponsors are granted an exception, allowing them to send a limited number of business representatives alongside their technical staff.

## — Venue

### CONFERENCE: Shangri-la The Fort, Manila

([www.shangri-la.com/manila/shangrilaatthefort/](http://www.shangri-la.com/manila/shangrilaatthefort/))

30th Street corner 5th Avenue, Bonifacio Global City, Taguig City, Philippines



### PEERING SOCIAL: Xylo at The Palace

(<https://www.thepalacemanila.com/>)

Uptown, 9th Ave, Taguig, Metro Manila, Philippines



## — Sponsorship Tier

We are presenting twelve sponsorship tiers. All selections related to Sponsorship will be determined by first-come, first-served basis (e.g. location of booth, meeting rooms, etc.). All Sponsors' logo will be listed on the Peering Asia 7.0 website, once confirmed.

For enquiries regarding sponsorship packages, please contact Peering Asia 7.0 Host Team via [sponsorship7@peeringasia.org](mailto:sponsorship7@peeringasia.org).

	Diamond	Platinum+	Platinum	Gold	Silver	Commercial <sup>5</sup>	Tutorial Day <sup>6</sup>	Social	Lunch	Coffee Cart <sup>7</sup>	Ice Cream Cart <sup>8</sup>	Community <sup>9</sup>
# of Sponsors	2	2	14	18	10	3	2	1	2	8	8	10
Sponsorship Fee (USD)	13,000	9,000	7,000	5,000	2,000	7,000	2,000	9,000	4,000	4,000	4,000	1,000
# of Attendees <sup>1</sup>	6	5	5	4	4	3	-	4	4	3	3	-
Sales/Marketing Attendee(s) <sup>2</sup>	2	2	2	1	-	3	-	2	2	1	1	-
Premium Private Meeting Room <sup>3</sup>	✓	-	-	-	-	-	-	-	-	-	-	-
Private Meeting Room	-	✓	✓	-	-	-	-	-	-	-	-	-
Exhibition Booth Table <sup>4</sup>	2	2	2	1	-	1	-	-	-	-	-	-
Logo on Signage	XXL	XL	XL	L	L	L	Banner on tutorial day only	XL	L	L	L	M
Social Event Speech	-	-	-	-	-	-	-	✓	-	-	-	-

1. The number indicates 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 allocated numbers of attendees. This pass does not grant access to the conference sessions, lunch, social or the meeting tool. E.g., Diamond sponsors: a total of six attendee passes including two Sales/Marketing personnel and one booth-only pass.)
2. The total number of permitted attendees includes Sales/Marketing personnel.
3. Premium Private Meeting Rooms are located in the Conference Area. Other Private Meeting Rooms are converted guest rooms used as a meeting space, located on a different floor within the accommodation wing.
4. Sponsors are not allowed to bring in their own booth but will be provided with one or two 46W x 180L x 76H cm table(s), depending on the committed sponsorship tier. One stand-up banner is allowed per sponsor to place next to the booth. 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. Tutorial Day consists of two parts: the Tutorial and Peering Meetings.
7. There will be two coffee carts per day, one in the exhibition booth area and one in the foyer area. Each sponsor will support a half-day slot for one coffee cart, with their logo printed on reusable coffee cup sleeves.
8. There will be two ice cream carts per day, one in the exhibition booth area and one in the foyer area. Each sponsor will support a half-day slot for one ice cream cart, with their logo printed on stickers.
9. Any ISP or industry related companies (registered or not) are welcome to subscribe to Community Sponsorship.

Sponsorship package purchase request can be made by submitting Sponsorship Agreement form (available on page 8 of this document) to [sponsorship7@peeringasia.org](mailto:sponsorship7@peeringasia.org).

### NOTES:

- The number of sponsorship slots is subject to change. Availability of sponsorship tiers, location of private meeting rooms, exhibition booth, coffee/ice cream carts will be allocated strictly on a first-come, first-served basis.
- Peering Asia is an annual event focused on strengthening network peering across 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.



- Confirmed sponsors will receive a unique code to waive the registration fee during online registration. Please refer to the sponsorship matrix for a full list of entitlements.
- Please confirm your sponsorship by August 17. Delayed confirmation may result in loss of logo placement on event signage, and other promotional materials.
- To assist with the host group of Peering Asia 7.0, we kindly ask confirmed sponsors to settle the sponsorship fee in advance of the event.

#### **CANCELLATION POLICY**

- In the event of cancellation, sponsorship fee will NOT be refunded. However, the amount - after deducting incurred expenses for Peering Asia 7.0 - will be carried over to the next Peering Asia event.

# Sponsorship Agreement

Organization Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Position \_\_\_\_\_

Phone Number \_\_\_\_\_

Mobile Number \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

We hereby confirm our participation as the selected sponsor of **Peering Asia 7.0**, to be held in Manila, Philippines, from **5 to 6 November 2025**.

- |   |            |   |           |
|---|------------|---|-----------|
| <input type="checkbox"/> Diamond Sponsor      | USD 13,000 | <input type="checkbox"/> Lunch Sponsor          | USD 4,000 |
| <input type="checkbox"/> Platinum+ Sponsor    | USD 9,000  | <input type="checkbox"/> Coffee Cart Sponsor    | USD 4,000 |
| <input type="checkbox"/> Platinum Sponsor     | USD 7,000  | <input type="checkbox"/> Ice Cream Cart Sponsor | USD 4,000 |
| <input type="checkbox"/> Gold Sponsor         | USD 5,000  | <input type="checkbox"/> Community Sponsor      | USD 1,000 |
| <input type="checkbox"/> Silver Sponsor       | USD 2,000  | <input type="checkbox"/> Raffle Sponsor         | N/A       |
| <input type="checkbox"/> Commercial Sponsor   | USD 7,000  | <input type="checkbox"/> Connectivity Sponsor   | N/A       |
| <input type="checkbox"/> Tutorial Day Sponsor | USD 2,000  | <input type="checkbox"/> Documentation Sponsor  | N/A       |
| <input type="checkbox"/> Social Sponsor       | USD 9,000  |   |           |

\_\_\_\_\_  
Authorized Signature / Company Chop

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

- Once the form is completed, please submit to [sponsorship7@peeringasia.org](mailto:sponsorship7@peeringasia.org).
- A tax invoice will be issued by APNOG on behalf of Peering Asia 7.0 host team upon confirmation of your sponsorship.

## Transfer can be made to (or as indicated in the invoice)

Bank Name : Community Federal Savings Bank  
 Address : 89-16 Jamaica Ave, Woodhaven, NY 11421, United States  
 SWIFT Code : CMFGUS33  
 Account Name : Asia Pacific Network Operators Group Ltd  
 ACH : 026073150  
 Account Number : 8313913383





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