

# Networkers at **Cisco** *live!*

January 25-28, 2010 · Barcelona, Spain

## Partner Marketing Opportunities



welcome to  
the human network.



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## knowledge is power

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### What is Networkers at Cisco Live?

After 18 years as the IT Industry's leading educational, training and networking conference, Cisco Networkers is embarking on an exciting transition. During this evolution, Cisco Networkers will initially be titled 'Networkers at Cisco Live' before completing its transition to Cisco Live in 2011. Thereafter, it will become a unified conference program, extending the current format through relevant education to all customer levels from C-level through to IT professional.

Keeping up with current technologies, solutions and planning for future innovation is essential for Cisco's partners and customers surviving today's challenging economy.

Through the theme, **knowledge is power**, Networkers at Cisco Live offers delegates the opportunity to stay at the cutting edge of the latest technologies through an extensive program of high quality technical training, demonstrations and on-site certification exams enabling them to advance their careers.

The World of Solutions is the exhibition and interactive learning area at the heart of the event and includes; technology demos from Cisco and trusted partners, design clinics, special features and promotions. Furthermore, exhibitors are provided a unique platform to engage and communicate with an influential technical community and new prospects.

A presence in the World of Solutions will confirm your company's position as a trusted Cisco partner and provide access to over 3,500 delegates expected to attend Networkers at Cisco Live 2010.

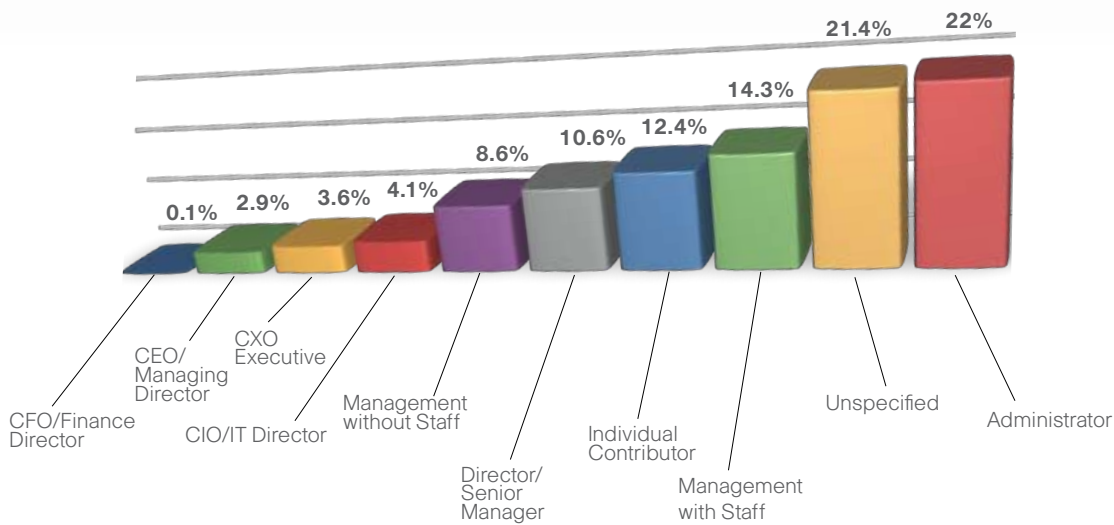
86% of attendees say that "Cisco Networkers is a leading event for networking professionals"

# Who Attends?

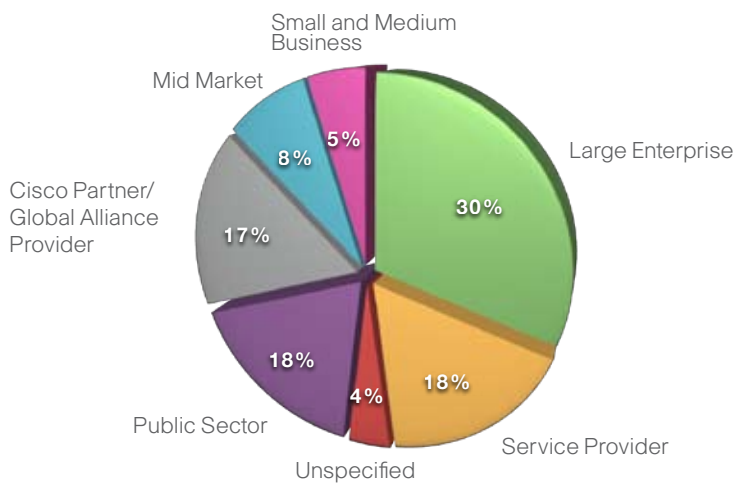
**We bring customers and prospects directly to you!**

It can take months of networking and extensive marketing spend to gain access to your target customers. Networkers at Cisco Live brings together the audiences you want to meet under one roof. In 2009 we welcomed loyal customers from multiple job levels and industries from over 70 countries, who all share a high level of engagement with Cisco.

## Delegate Job Levels



## Attendee by Organisation Type

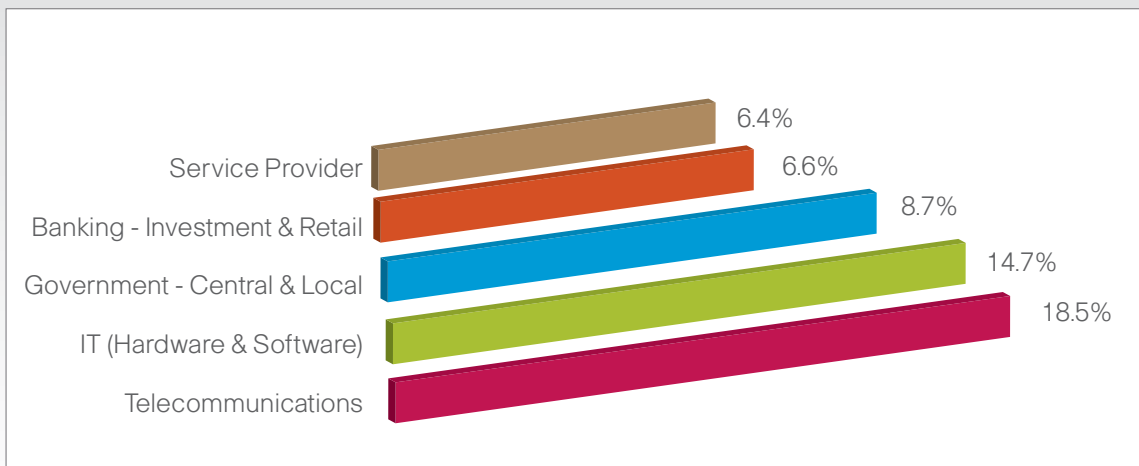


46% of attendees were first timers at Cisco Networkers 2009



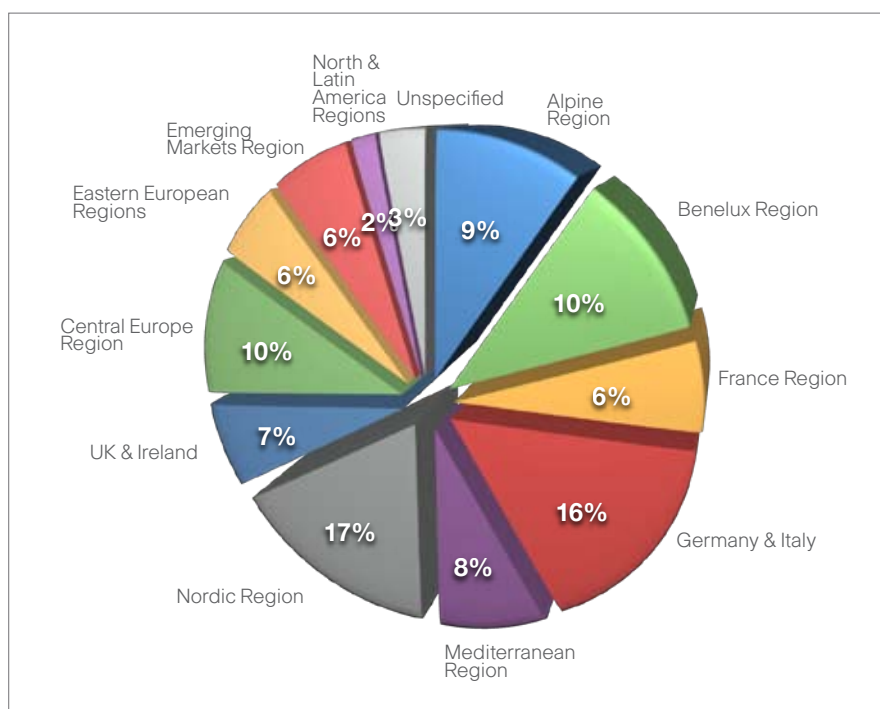
# Who Attends? - continued

## Attendee by Industry - Top 5



NB. More detailed attendee by industry figures are available on request from **Julie Craig** at [julie.craig@gpj.com](mailto:julie.craig@gpj.com)

## Attendee by Region



87% of attendees in 2009 say they or their organisation plan to return in 2010

38% of attendees in 2009 described themselves as Cisco Partners

93% of attendees believe "Cisco is the leading technology innovator or one of the top three suppliers of IT and Communications products and solutions"



# Why Exhibit?

**Become an Exhibitor and achieve your sales and marketing targets in three days!**

Networkers at Cisco Live will continue to build upon the success and reputation of Cisco Networkers, previously described as “must attend” events with many exhibitors returning year after year to take advantage of the unique recognition, audience and relationship building opportunities on offer.

Over a three day period, Networkers at Cisco Live offers you an unparalleled opportunity to enhance your brand, acknowledge your current customers, meet new partners, launch new products and generate sales leads. These activities would usually take an organisation the best part of a year to accomplish.

**Recognition**

**Right Audience**

**Relationship Building**

**Return on Investment**

Your presence at the event confirms your position in the market as a trusted Cisco partner and provider of cutting-edge technologies, solutions and architectures.

Meet the people that want to meet you! Educate delegates on how you compliment the Cisco story. 84% of our attendees said they are likely to recommend or make a technology purchase after attending Cisco Networkers.

The face-to-face live event environment is the perfect medium to forge new business relationships and strengthen existing ones with Cisco, Cisco partners and delegates.

“It’s a very exciting opportunity to meet and access customers from all around the EMEA region that potentially we wouldn’t have met in an environment other than Cisco Networkers”  
Karen Devin, CommScope

**Invest in Networkers at Cisco Live today and exceed your return on investment objectives.**

“Two of our business development people were here and have spent the majority of their time with Cisco employees and it has been very fruitful for them.” 2009 Exhibitor



# VIP Partner Day

January 26, 2010

The VIP Partner Day is by invitation only and exclusively for sponsors, giving your Senior Executives the opportunity to meet and network with Cisco Executives. Through a combination of presentations, workshops and group discussions your Senior Executive will gain an insight into Cisco's future and learn how our vision and differentiated strategy can enable continued business even in the most challenging economic times.

"I was invited to the VIP day, which was absolutely excellent. It touched on all the points and all of the questions that we have as a company and the interaction with your executives was absolutely brilliant." 2009 Exhibitor

88% of senior executive partners who attended in 2009 want to return next year for the VIP Partner Event



# Exhibitor Packages

## Which package is right for you?

We offer four main exhibitor packages: Platinum, Gold, World Exhibitor Plus and World Exhibitor. To increase your profile, choose from the wide range of additional marketing opportunities also available.

In recognition of the current economic climate, exhibition fees have been held at 2009 rates AND we've added some exciting new benefits to the exhibitor packages to enhance the partner experience of Networkers at Cisco Live.

## New for 2010!

- Option to provide a case study to be included in the Conference Program (subject to approval from Cisco, availability and submission before 31 August 2009)
- A presentation theatre in the World of Solutions (for Gold Exhibitors)
- A dedicated private meeting room for three days on the showfloor (per Platinum Exhibitor)
- Welcome Drinks for Exhibitors, allowing you to meet and network with other partners and Cisco Executives
- Attendee lists will be shared with exhibitors - job title, company name and country only (in line with the Data Protection Act 1998)

## Act Now!

- Take advantage of the opportunity to submit a case study - **before 31 August 2009**
- Benefit from discounted Early Bird Prices – **before 11 September 2009**
- Secure a prime stand location on the World of Solutions show floor – **new** for this year, exhibitors can select their stand location when booking
- Maximise your pre-event exposure on the event website and in the pre-event marketing campaign – **subject to sponsorship level**
- Benefit from longer lead time to collaborate with Cisco to ensure you align your messaging to the key themes and technologies at the event
- Benefit from Early Bird conference rates for any additional full passes purchased



# Exhibitor Packages - Comparison

	Platinum	Gold	World Exhibitor Plus	World Exhibitor
<b>Early Bird Fee by 11 September 2009 (excluding 16% VAT)</b>	<b>Euro 82,750</b>	<b>Euro 39,500</b>	<b>Euro 18,250</b>	<b>Euro 10,250</b>
<b>Package Fee after 11 September 2009 (excluding 16% VAT)</b>	<b>Euro 86,900</b>	<b>Euro 41,500</b>	<b>Euro 19,200</b>	<b>Euro 10,800</b>
<b>EXHIBITION BENEFITS</b>				
Exhibit space (including stand architecture, graphic panels & furniture)	80m <sup>2</sup>	36m <sup>2</sup>	18m <sup>2</sup>	9m <sup>2</sup>
Internet connections	6	4	4	3
Power points	6 x 4 ways	4 x 4 ways	3 x 4 ways	2 x 4 ways
Lead retrieval with up to 20 customized questions	✓	✓		
Plasma screen (50")	✓			
Opportunity to bring your own stand	✓			
<b>ADVERTISING BENEFITS</b>				
<b>Event Website</b>				
Company description on event website	200 words	100 words	50 words	50 words
Hyperlink from event website to sponsor website	✓	✓	✓	✓
Logo branding on event website	✓	✓		
Logo on home page of event website	✓			
Breakout session abstract on event website	✓			
Microsite on event website	✓			
<b>Venue and World of Solutions</b>				
Participation in the new Passport Program	✓	✓	✓	✓
Advertisement on sponsor digital signage	2 pages	1 page	1 page	
Logo placed throughout the venue	✓	✓		
Logo in your breakout session room	✓			
Private meeting room for 3 days on the showfloor (including a logo on the door) – <b>New!</b>	✓			
Logo in Gold Partner Theatre on showfloor – <b>New!</b>		✓		
Logo on Keynote sting	✓			
Logo on all pre-event direct marketing materials	✓			
3 Floor tiles	✓			
High visibility at the World of Solutions cocktail reception	✓			
<b>Event Guide</b>				
Promotion in event guide exhibitor listing	✓	✓	✓	✓
Advertisement in the event guide	1 colour page	1/2 colour page		
Company description in the event guide	200 words			
<b>Message Delivery</b>				
Press kits for Press Room (DVDs, CD ROMs or USB sticks)	25	15	10	10
Custom e-mail	✓	✓		
Delegate pack insert	✓			
Post event video	✓			
Post mailing (pre or post event)	✓			
<b>CONFERENCE BENEFITS</b>				
<b>Speaking Opportunity</b>				
Option to provide a case study (subject to approval from Cisco, availability and submitted before 31 August 2009) – <b>New!</b>	✓	✓	✓	✓
One hour breakout session during the event	✓			
Half hour session or workshop within the theatre on the showfloor – <b>New!</b>		✓		
<b>Conference Passes</b>				
Full conference passes	20	8	4	3
Exhibitor passes	18	10	4	2
Day passes	10	5	0	0
VIP Partner Day passes	2	1	1	1
Customer Social Events (free access)	✓	✓	✓	✓

Please Note: Cisco reserves the right to make changes to these packages.



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## Contact

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"We have been successful at Cisco Networkers because we had the right audience - decision makers and people that influence technology. Together with Cisco we are writing the future of technology"  
Carlos Garcia, Panduit Europe Ltd

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