

# Cisco Connect LA

## Partner Sponsorship Opportunities

Event Date: Thursday, March 20, 2024

Location: JW Marriott Los Angeles L.A. Live



# Table of Contents

What is Cisco Connect?.....	3
Why Sponsor?.....	4
Who Attends?.....	5
Cisco Connect Los Angeles Details.....	6
Event Schedule.....	7
Sponsorship Opportunities.....	8
FAQs.....	9
Past Event Photos & Partner Feedback.....	10
Contact Us.....	11



Cisco Connect defines regional customer education bringing the latest in Cisco technology directly to our customers.

Customers and prospects representing Cisco's Commercial, Enterprise, Service Provider and Public Sector segments are all invited to participate to Cisco Connect events, free of charge. These are the largest U.S. based Cisco led tech events outside of Cisco Live!

Attendees represent a wide range of industries and job levels.

Cisco Connect events offer exclusive access to:

- Insights from Cisco's leadership on our strategic direction and partnerships
- Educational content on the technologies our customers already use, and the technologies they will rely on in the future
- The latest and greatest products and solutions Cisco is introducing to assist attendees with their jobs and drive business outcomes
- Official Cisco partners and solutions

Unlike other technology events, Cisco Connect is specifically geared towards Cisco customers and open to those who view Cisco as a trusted advisor.



## Why Sponsor?

### Value

Cisco Connect events bring together the audience that you want to meet – technology innovators and decision makers. Becoming a sponsor offers you a unique opportunity to interact with an influential community. Cisco Connect is the perfect platform to gain customer leads and introduce your solution offerings.

### Customer Engagement & Branding Opportunities

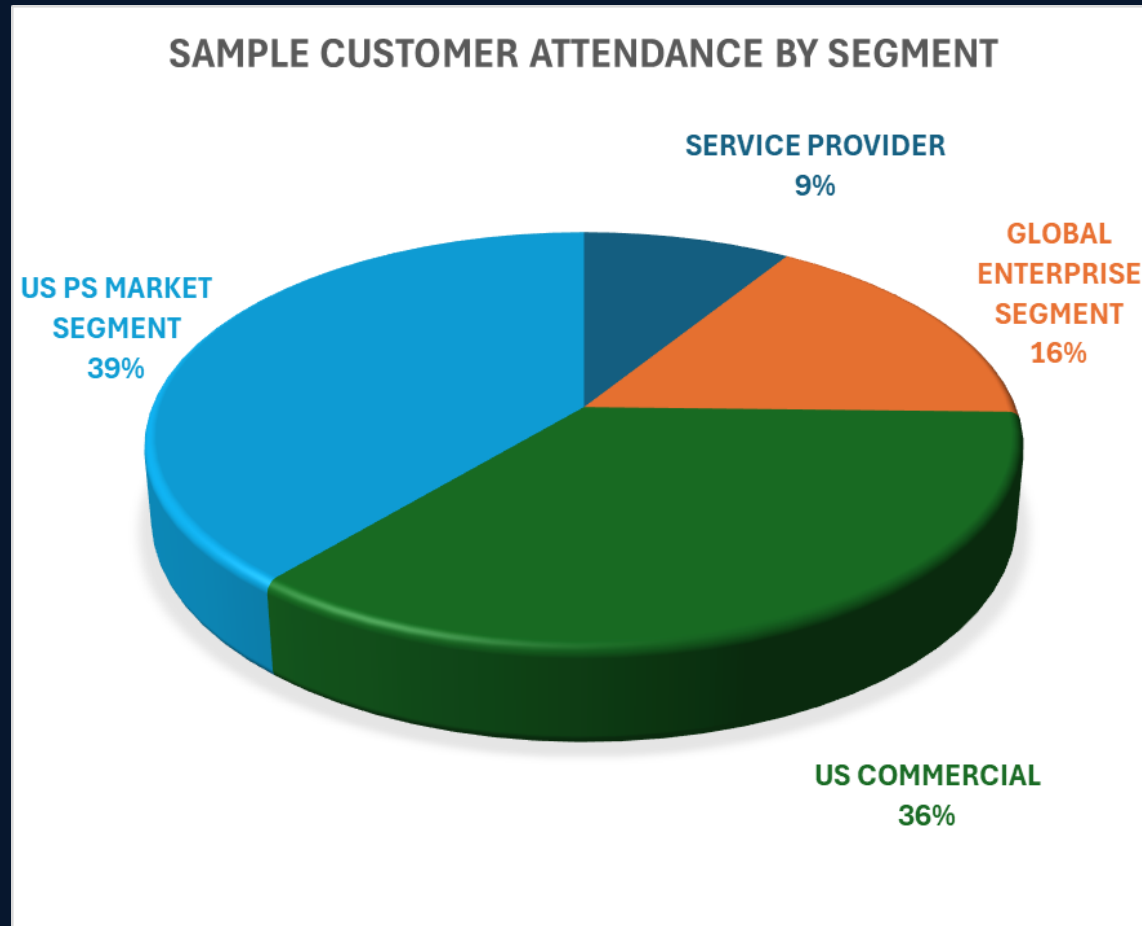
Continue conversations from Cisco Live! and other large industry events by engaging local customers in-person at Cisco Connect events. Dedicated solutions expo time opportunities are built into each event, providing your company opportunities to connect with local customers. A variety of sponsorship options are available inclusive of speaking and branding opportunities – see page 8.

### Required for Partner Participation

As these events are customer focused, a sponsorship is required for partners to participate at Cisco Connect events. Partners who are not official Cisco Connect sponsors are required to purchase a \$150 non-transferrable pass for each individual registrant/attendee within your company. Cisco Connect partner sponsors are allocated attendee passes as part of each sponsorship package.

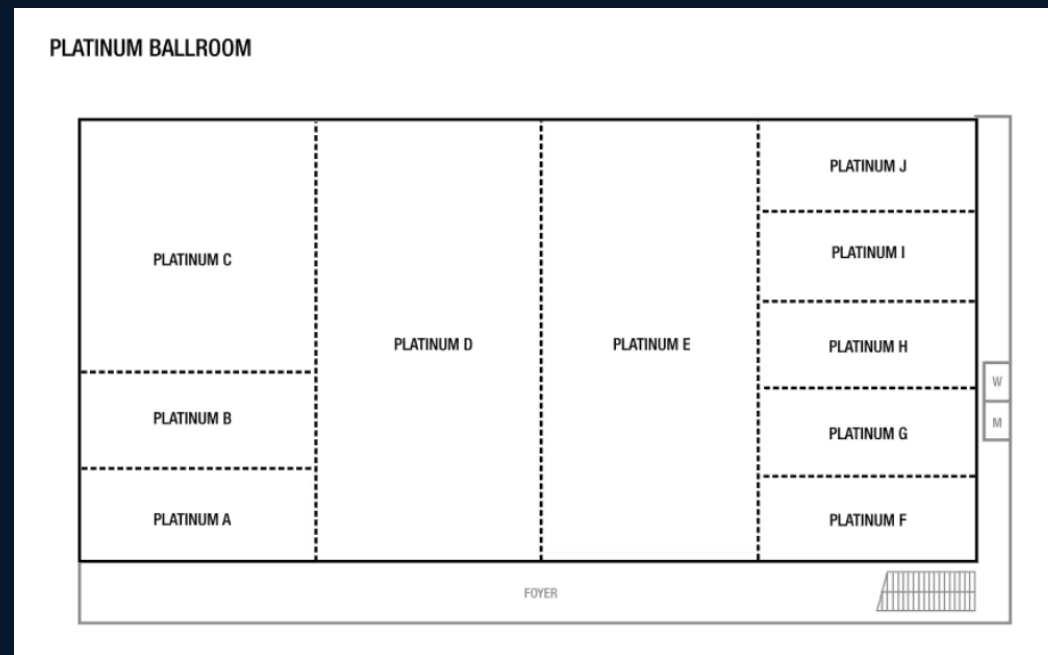
# Who Attends?

*Cisco customers from Global Enterprise Segment, Americas Service Provider, US Commercial and US Public Sector attend Cisco Connect events. Customers attending Cisco Connect include networking, data center, security and collaboration buyers and influencers.*



# Cisco Connect Los Angeles Details

Event Date:	Thursday, March 20
Event Time:	7:30am to 4:30pm PT
Sponsor Set-Up Time:	Wednesday, March 19 from 4:00-6:00pm PT Thursday, March 20 from 6:30-7:15am PT
Location:	JW Marriott Los Angeles L.A. Live, 900 West Olympic Boulevard, Los Angeles, California, USA, 90015. Platinum Ballroom <a href="#">Hotel Link</a>



Keynote & Technical Breakout Sessions

Solutions Expo (sponsors)

# Event Agenda

7:30 - 8:30 a.m.

Registration, Breakfast &  
**Solutions Expo**

8:30 - 9 a.m.

Keynote Address

9:15 a.m. - Noon

Technical Breakout Sessions

**12:00 - 1 p.m.**

**Lunch & Solutions Expo**

1:00 - 3:45 p.m.

Technical Breakout Sessions

**3:45 - 4:30 p.m.**

**Solutions Expo Reception**



Sponsorship Level	Cost
<b>Gold</b> 6' exhibit table in the solutions expo foyer + 3 partner attendee passes. Lead scanner, wireless internet and basic electric power included. Customer Registration list inclusive of titles & company only. <i>Sponsoring partner will be responsible for table drape, signage, marketing material, give-a-ways, and anything else you would like to bring for your setup.</i>	\$7,500
<b>Mobile App Sponsor</b> Be the exclusive sponsor of the mobile app for all Cisco Connect attendees with your branding and call to action in the app. Includes Gold level benefits + 7 additional partner attendee passes (10 total passes)	\$15,000
<b>Lunch Speaking Sponsor</b> Be the exclusive sponsor of lunch hosting all the Cisco Connect attendees with ability to present 15 minutes of content. Also, includes dedicated sponsor signage with logo in the solutions expo foyer. Includes Gold level benefits + 7 additional partner attendee passes (10 total passes).	\$30,000
<b>Solutions Expo Reception</b> Be the exclusive sponsor of the solutions expo reception hosting all the Cisco Connect attendees. Receive mention as sponsor during keynote including your partner logo on the keynote presentation. Also, includes dedicated sponsor signage with logo in the solutions expo foyer. Includes Gold level benefits + 7 additional partner attendee passes (10 total passes).	\$25,000
<b>Track Speaking Sponsor</b> Be the exclusive sponsor of one of our 3 track options: AI-ready Data Centers, Future Proof Workplaces or Digital Resilience. Welcome session attendees and present 5 minutes of content prior to each session presentation beginning. Each track includes 4 sessions across the day. Also, includes dedicated sponsor signage with logo outside the session room. Includes Gold level benefits + 7 additional partner attendee passes (10 total passes).	\$30,000 per Track (3 Track Options)







## Email [ciscoconnectus@external.cisco.com](mailto:ciscoconnectus@external.cisco.com) for Sponsorship Sign Up

### FAQs:

**Can I share or split a sponsorship with another partner?** No. Sponsorships cannot be shared among partners. Each participating sponsor must have their own sponsorship agreement and space.

**Can I attend without sponsoring the event?** Cisco Connect events are customer focused events. Partners who would like to attend must sponsor or purchase a non-transferable partner attendee pass for \$150 per person. Stand alone partner attendee passes do not include any of the benefits of a partner sponsorship.

**What are the requirements for the sponsor tables?** The Cisco Connect Team will publish requirements and specific information to help you get setup for event day. Please be on the lookout for those details within 1-2 weeks after you have signed up for sponsorship.

**What is the process for sponsorship?** Sponsorship is first come first serve. With a limited number of sponsorship opportunities, it is recommended that partners sign up as soon as possible. Once sponsorship spots are fully allocated the sign-up process will close down.

**Can I use Marketing Velocity Funds (MVF) or Provider Market Development Funds (MDF) to pay for Cisco Connect sponsorship?** No. Cisco rules do not allow the use of Marketing Velocity or MDF funds to be used to sponsor Cisco hosted events.

# Cisco Connect – Past Event Photos & Partner Feedback



Welcome Desk



Keynote



Keynote Audience

*'We couldn't be more thrilled that Cisco Connects are back'*



Solutions Expo



Solutions Expo Hours



Solutions Expo Hours

*'Cisco Connect Dallas yesterday was a great use of our time. We met new customers. Win. Win. Win.'*



## Contact

For more information about sponsoring Cisco Connect Los Angeles, please contact the Cisco Americas Marketing Events Team:

[ciscoconnectus@external.cisco.com](mailto:ciscoconnectus@external.cisco.com)

Event website: <https://www.cisco.com/c/en/us/training-events/events/cisco-connect-us.html>

