

CISCO *Live!*
Amsterdam | February 6-10, 2023

ALL IN

Cisco Live 2023 Amsterdam
Partner Experience Brochure



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Welcome to Cisco Live 2023 Amsterdam

We're really excited to be back hosting a live event and can't wait to see you at Cisco Live 2023 Amsterdam. Each year, we focus on inspiration and providing world-class training and education. Having missed out on the previous two years, we're determined to make our 2023 event a memorable one.

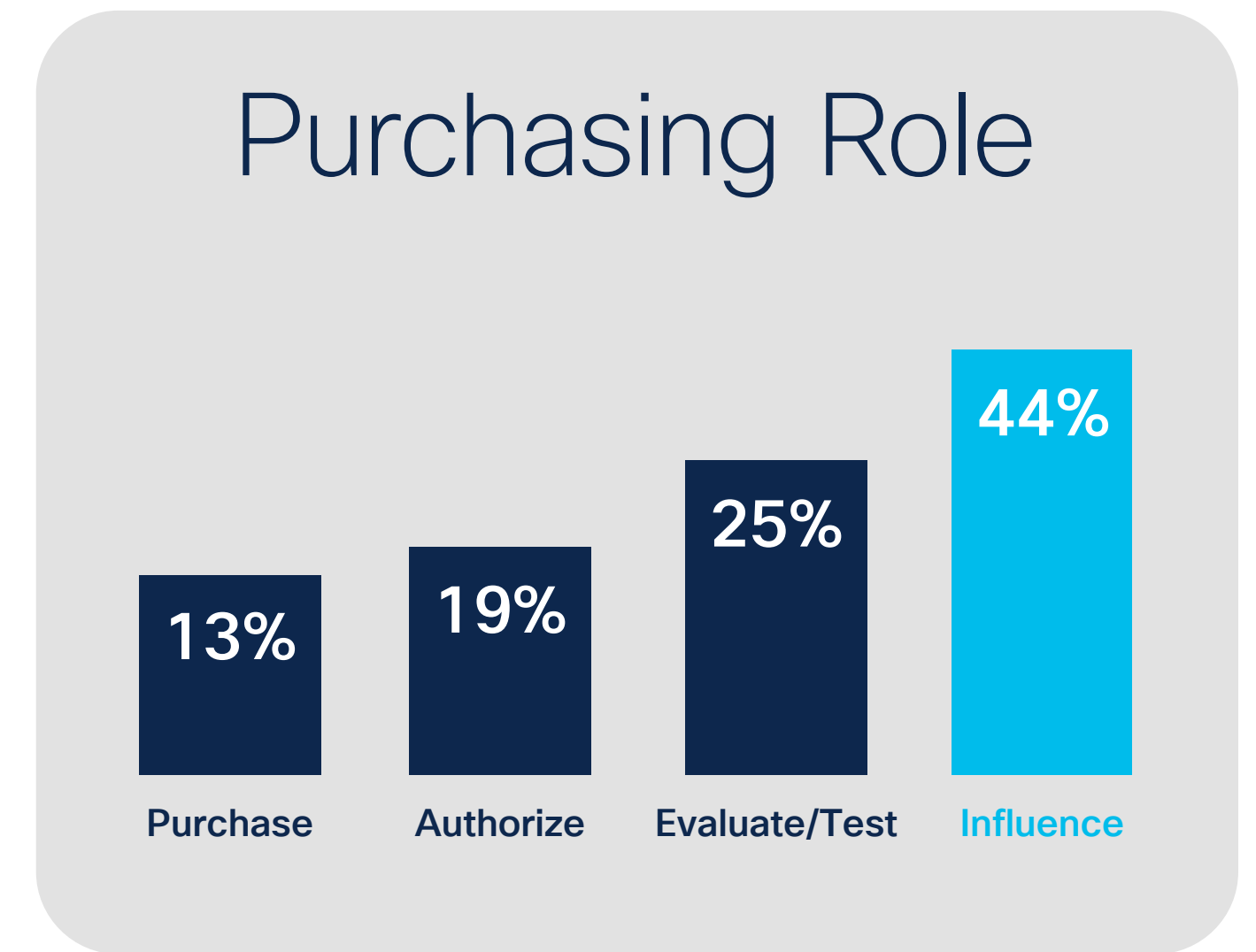
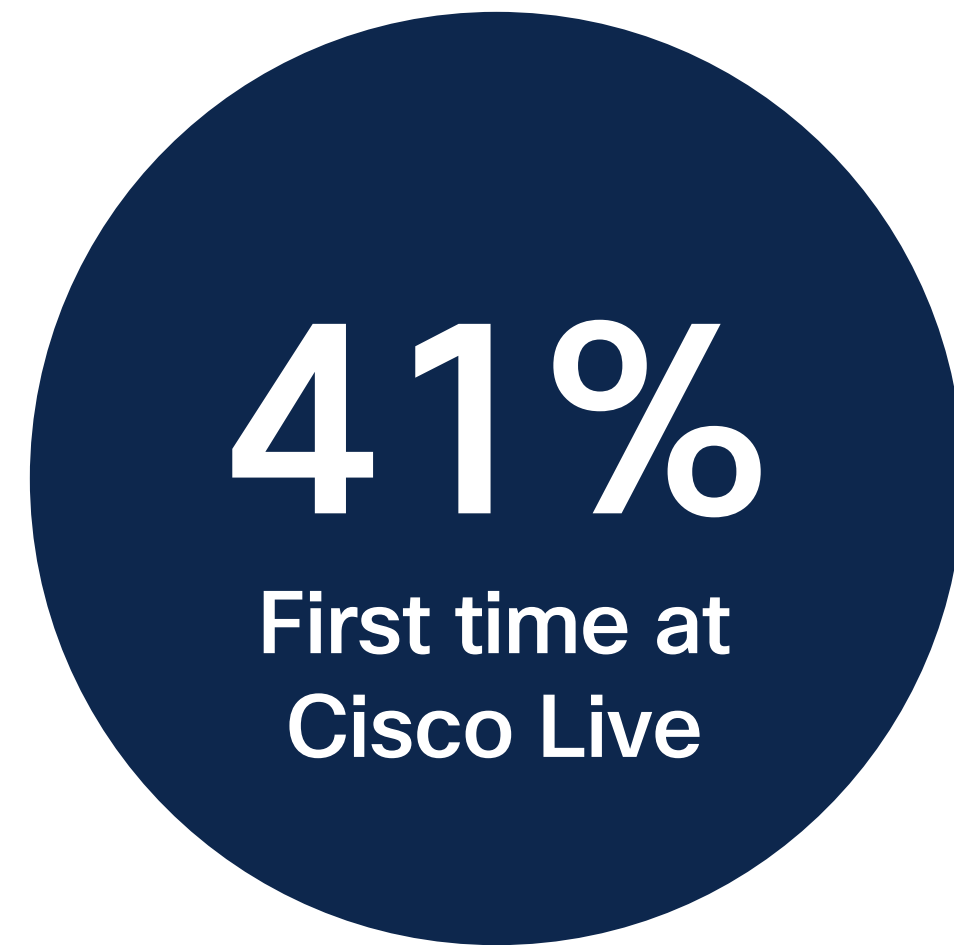
After three successful years in Barcelona, we're taking the event to Amsterdam for the first time. Expect high level content, deep-dive technical sessions, lots of networking opportunities, and skills training mixed together with quality entertainment and celebrations. Cisco Live is the place to connect with participants looking for the latest technologies and solutions from Cisco and our partners in a secure, like-minded environment.

What you can expect

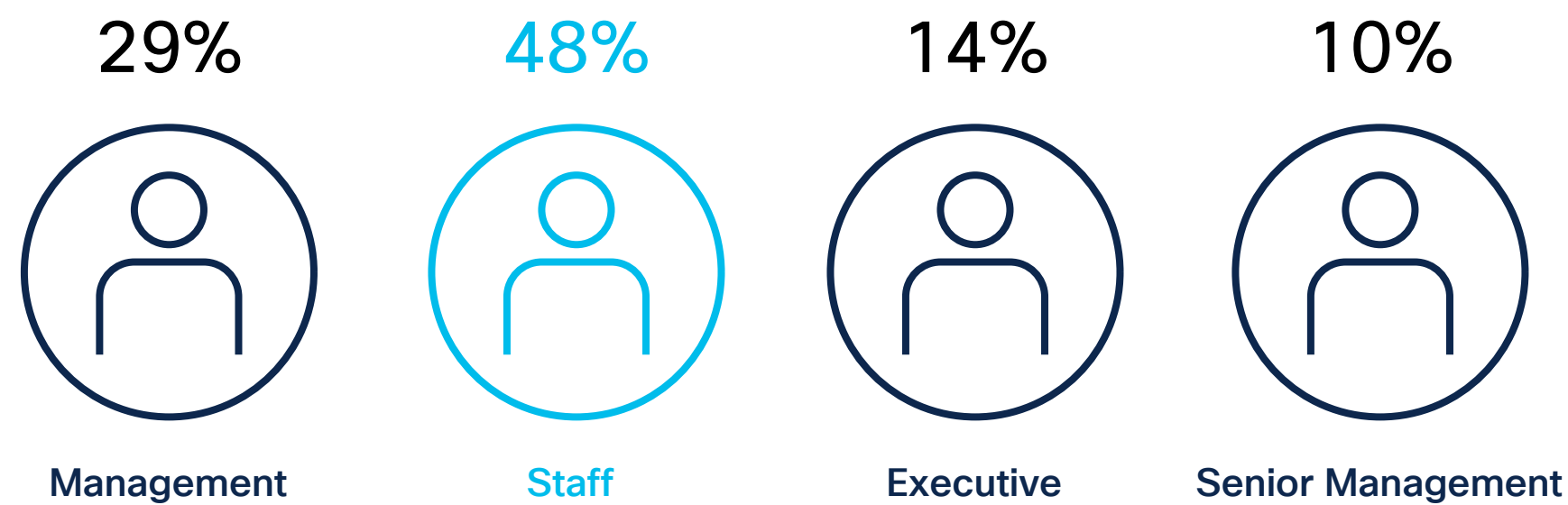
- Connect with IT professionals and decision makers
- Influence through speaking opportunities
- Amplify your company brand alongside Cisco
- Engage with your customers and prospects



Who Attends?



Job Level



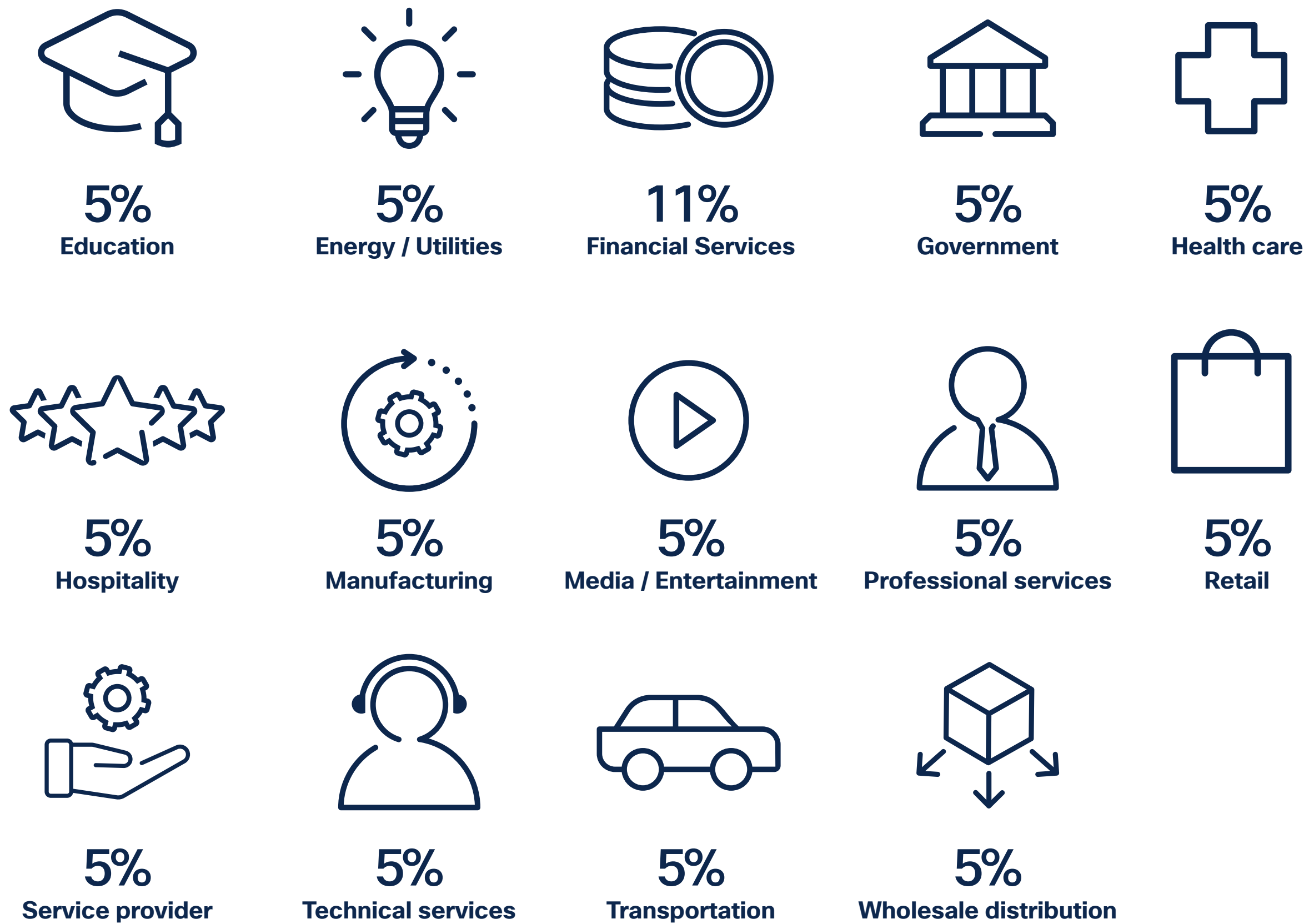
Company Size



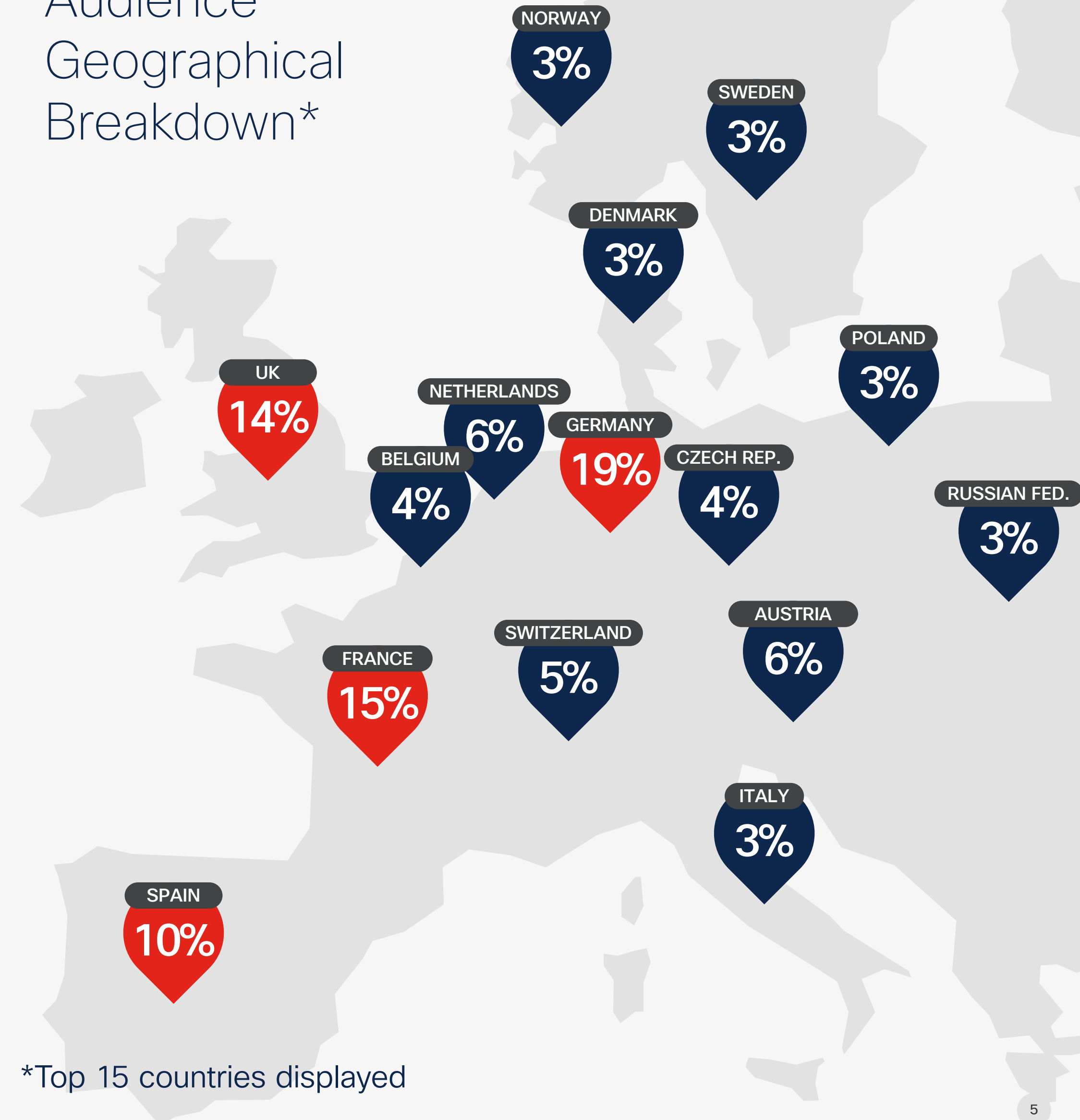
(based on Cisco Live Barcelona 2020 demographics)

Demographics

Audience by Industry



Audience Geographical Breakdown*



*Top 15 countries displayed



A New Sustainable World of Solutions

Cisco Live 2023 Amsterdam presents an opportunity to make changes leading to a World of Solutions that is innovative, engaging and more importantly, sustainable.

By working together as a community, we can reduce the use of single use plastics by taking a more digital approach to communicating your brand messaging.

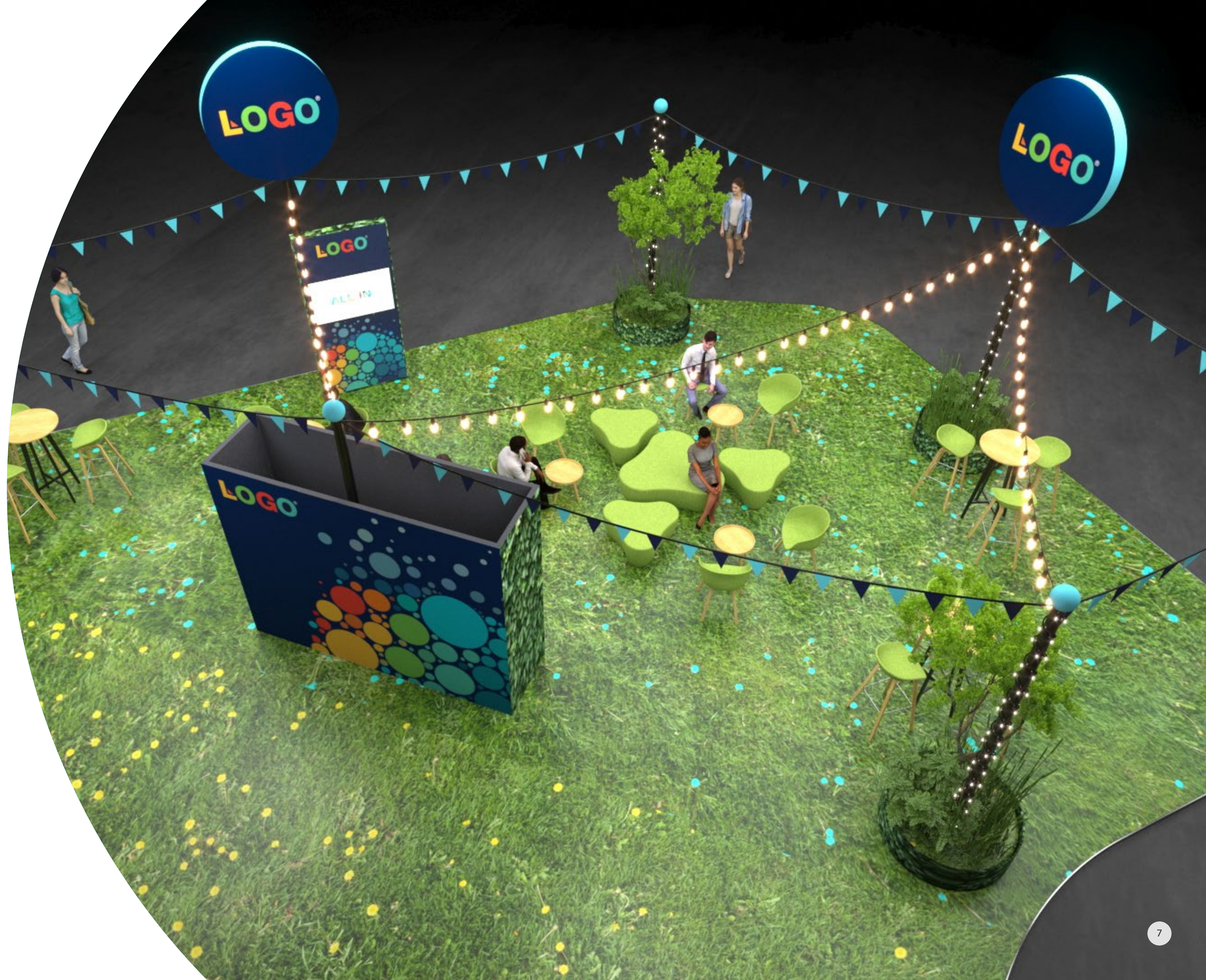
Our goal is to maximize the sustainability impact of the World of Solutions. Where possible, utilizing local suppliers to provide reusable/recyclable stand architecture alongside hired components such as audio visual and furniture.

A Bright New Environment

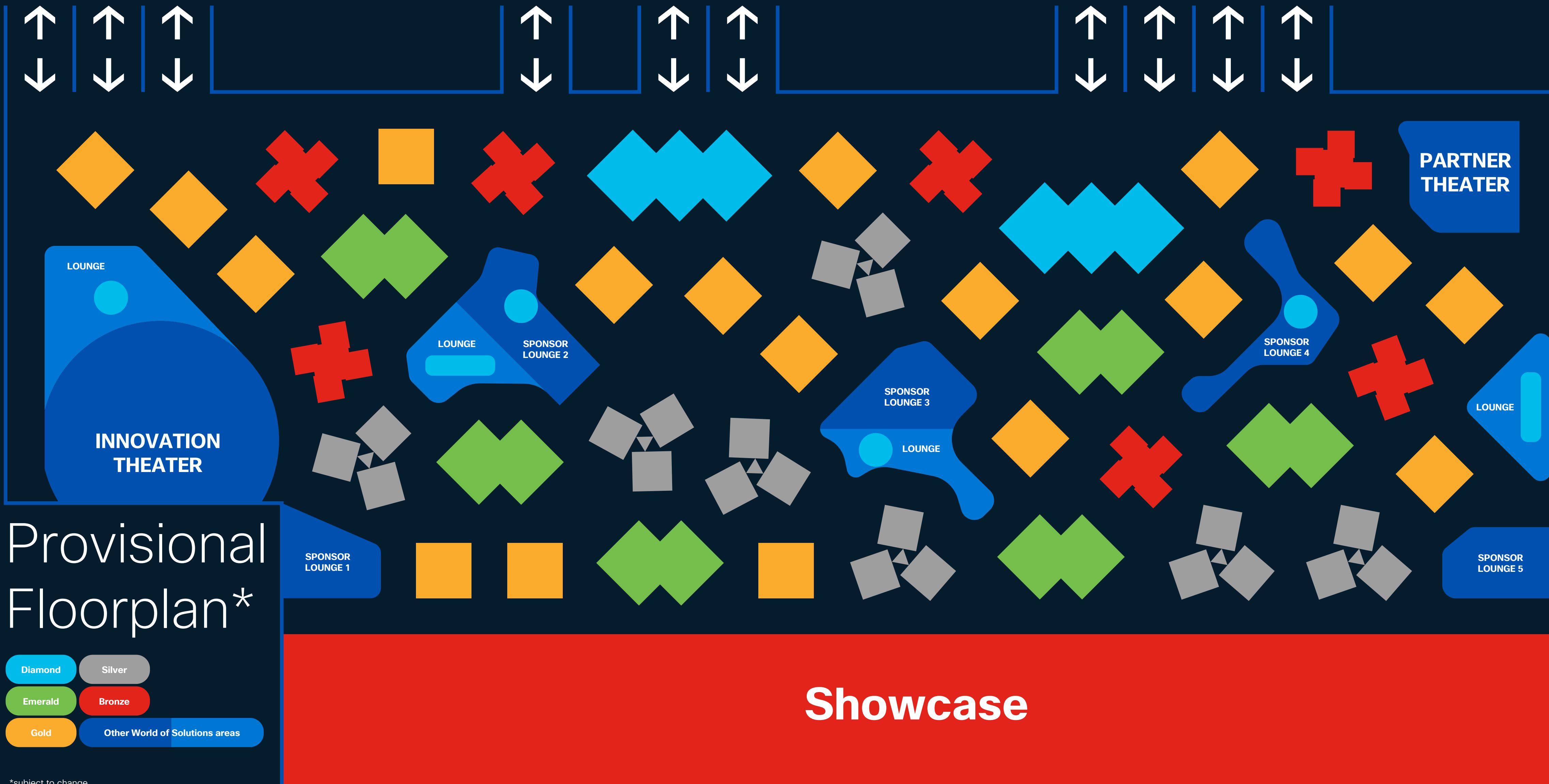
As we return to in-person events, it is important to create authentic engagement within an open, spacious environment that encourages communities to discover new ways to network.

We have envisaged an exhibition free of formal aisles and large walls and have drawn inspiration from outdoor festival environments with as much open space as possible to allow for free flow of traffic.

These surroundings facilitate impromptu networking and discovery, while the introduction of new multipurpose 'show features' create a true experiential presence that can be included within your sponsorship package.



Floorplan



Provisional
Floorplan*

- Diamond
- Silver
- Emerald
- Bronze
- Gold
- Other World of Solutions areas

*subject to change

Sponsorship Packages

Diamond Package

Exhibition stand - including architecture, graphics and furniture



122 sqm
floor space

*with possibility to add
on additional extras

Letter of Intent Rate
€143,100

**Early Bird Rate *ends
October 7, 2022**
€148,400

Standard Rate
€153,700

Diamond Package highlights

- 2 x 42 inch screens
- 18 x Full conference passes
- 20 x Stand passes
- 3 x Sponsor speaker passes
- 1 x Session in the Innovation Theater
- 1 x Breakout Session in the main conference program
- Cisco moderated speaking opportunity
- Breakout session and Innovation session to be included in the on-demand library post event
- Marketing toolkit
- Registered participant list - consisting of those participants that have opted in for 3rd party communications
- Digital and video advert displayed throughout the venue
- Logo presence on screen in Keynote
- Inclusion in pre-event email blast to opt-in participants
- Private meeting room for 5 days

* Full package details can be found on page 17

Emerald Package

Exhibition stand - including architecture, graphics and furniture



74 sqm
floor space

*with possibility to add
on additional extras

Letter of Intent Rate
€101,000

**Early Bird Rate *ends
October 7, 2022**
€108,600

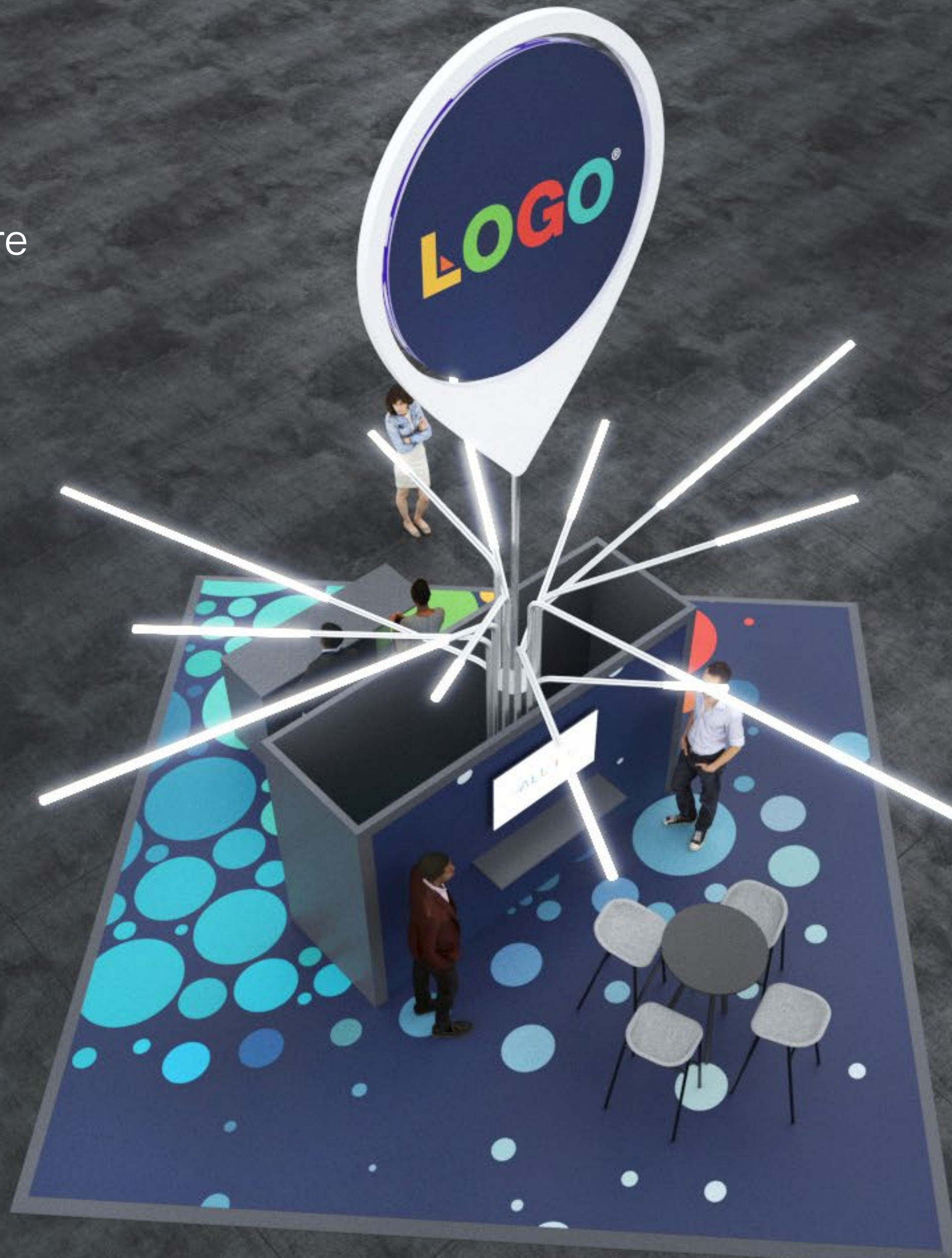
Standard Rate
€117,600

Emerald Package highlights

- 2 x 42 inch screens
 - 10 x Full conference passes
 - 16 x Stand passes
 - 2 x Sponsor speaker passes
 - 1 x Session in the Partner Theater
 - Cisco moderated speaking opportunity
 - Marketing toolkit
 - Registered participant list - consisting of participants that have opted in for 3rd party communications
 - 1 x Digital advertisement to be displayed throughout the venue
 - Logo presence on screen in Keynote
 - Inclusion in pre-event email blast to opt-in participants
- * Full package details can be found on page 17

Gold Package

Exhibition stand - including architecture, graphics and furniture



36 sqm
floor space

*with possibility to add
on additional extras

Letter of Intent Rate
€65,600

**Early Bird Rate *ends
October 7, 2022**
€70,500

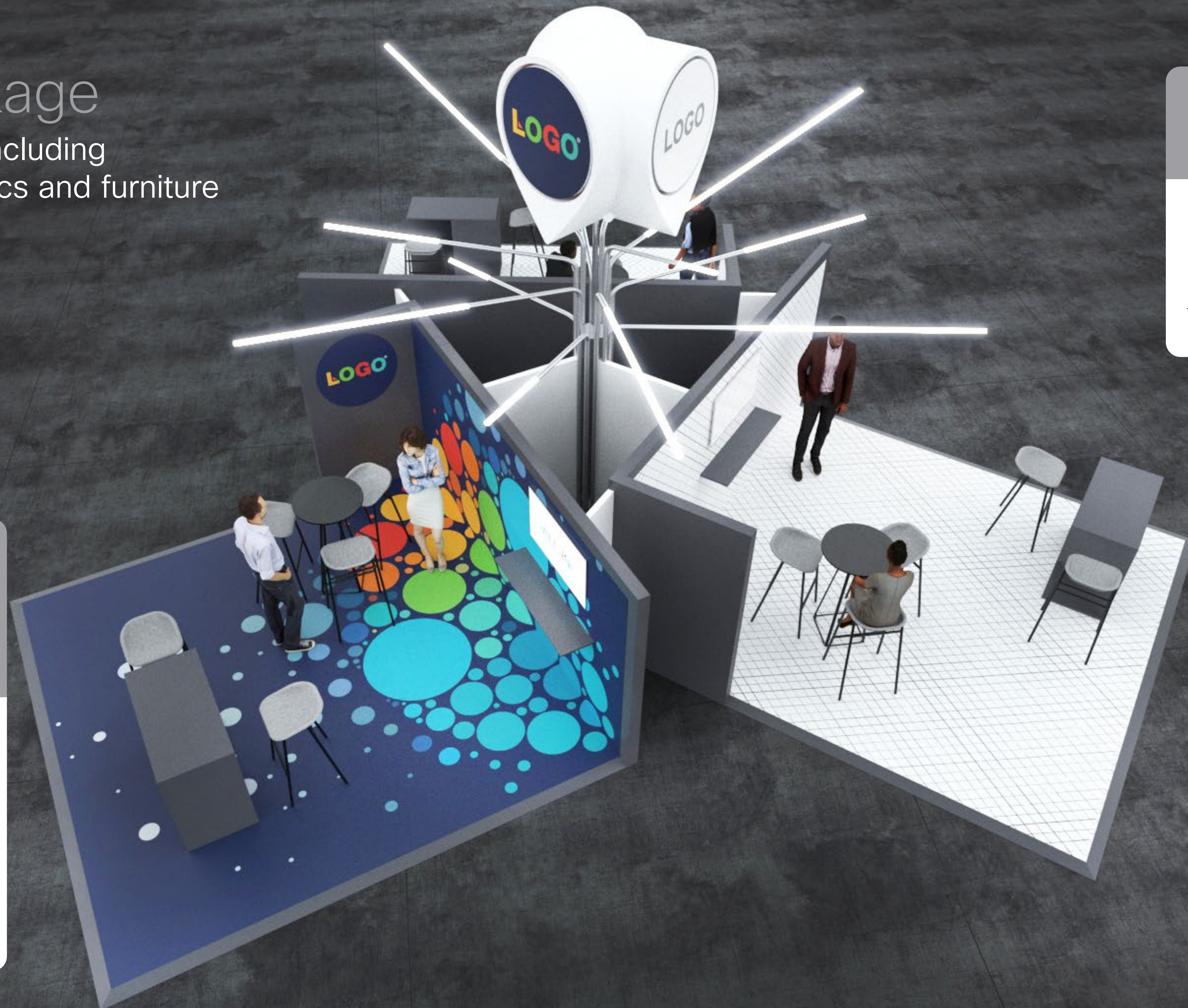
Standard Rate
€75,700

Gold Package highlights

- 2 x 42 inch screens
 - 8 x Full conference passes
 - 14 x Stand passes
 - 1 x Sponsor speaker pass
 - 1 x Session in the Partner Theater
 - Marketing toolkit
 - Registered participant list - consisting of those participants that have opted in for 3rd party communications
 - 1 x Digital advertisement displayed throughout the venue
- * Full package details can be found on page 17

Silver Package

Exhibition stand - including architecture, graphics and furniture



18 sqm
floor space

Letter of Intent Rate
€31,900

**Early Bird Rate *ends
October 7, 2022**
€34,450

Standard Rate
€37,100

Silver Package highlights

- 1 x 32 inch screen
- 4 x Full conference passes
- 5 x Stand passes
- Marketing toolkit
- * Full package details can be found on page 17

Bronze Package

Exhibition stand - including architecture, graphics and furniture

18 sqm
floor space

Letter of Intent Rate
€18,000

**Early Bird Rate *ends
October 7, 2022**
€19,600

Standard Rate
€21,000



Bronze Package highlights

- 1 x 32 inch screen
- 3 x Full conference passes
- 3 x Stand passes
- Marketing toolkit
- * Full package details can be found on page 17

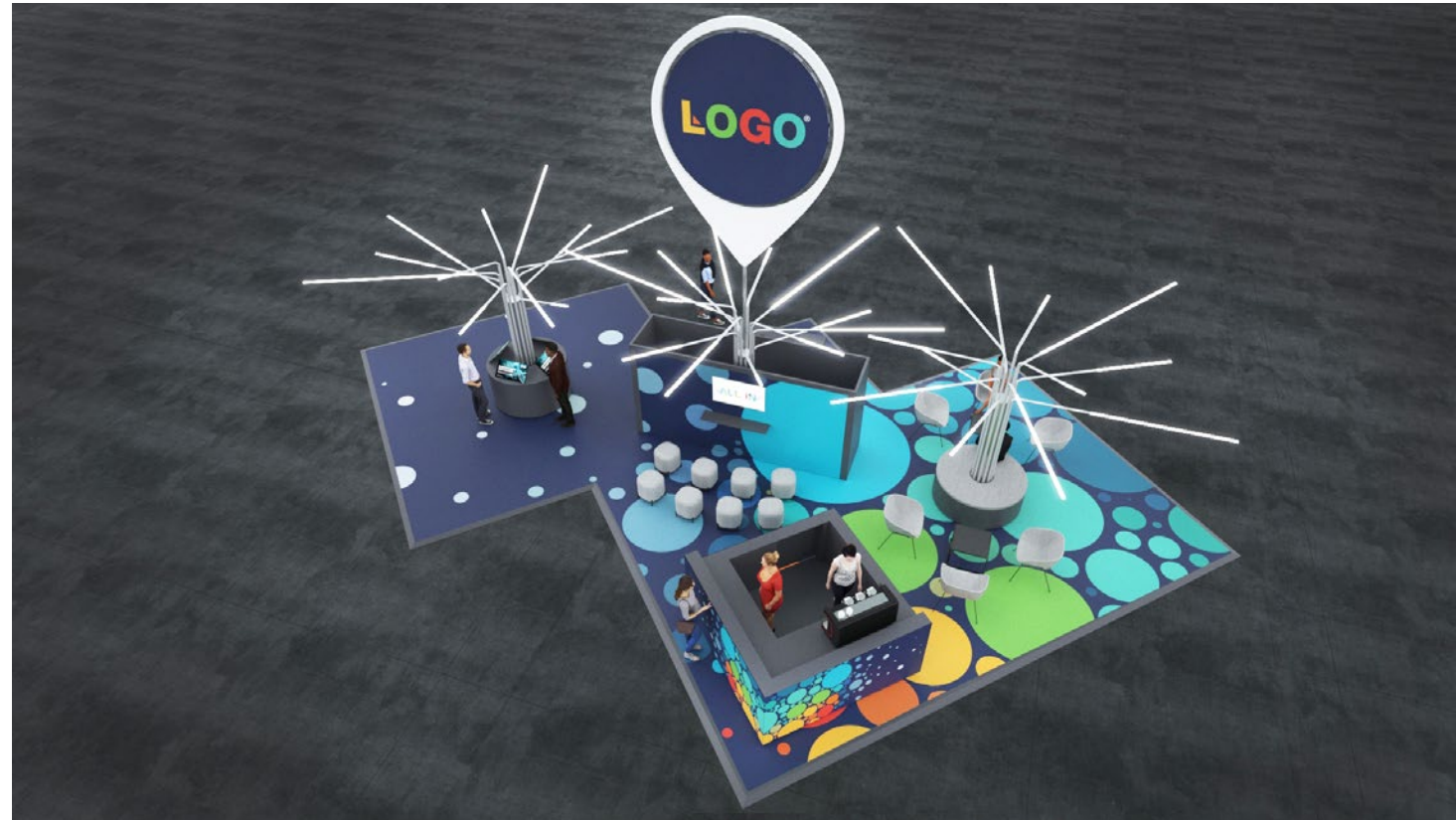
Customization Options

Sponsor Stand Customization Options	Diamond	Emerald	Gold
Backlit high level logo - double sided	●	●	●
Demo station with 4 screens	●	●	
Coffee bar (excludes catering / w&w)	●	●	
Collaboration table with screen *	●	●	●
Theater with 1.5m x 3.5m LED *	●	●	
Wall with screens *	●	●	●
Round bench seat *	●	●	●

* These elements are 'swap out costs' for the elements included in the base package

Customization Options*

*See previous page for applicable customization options



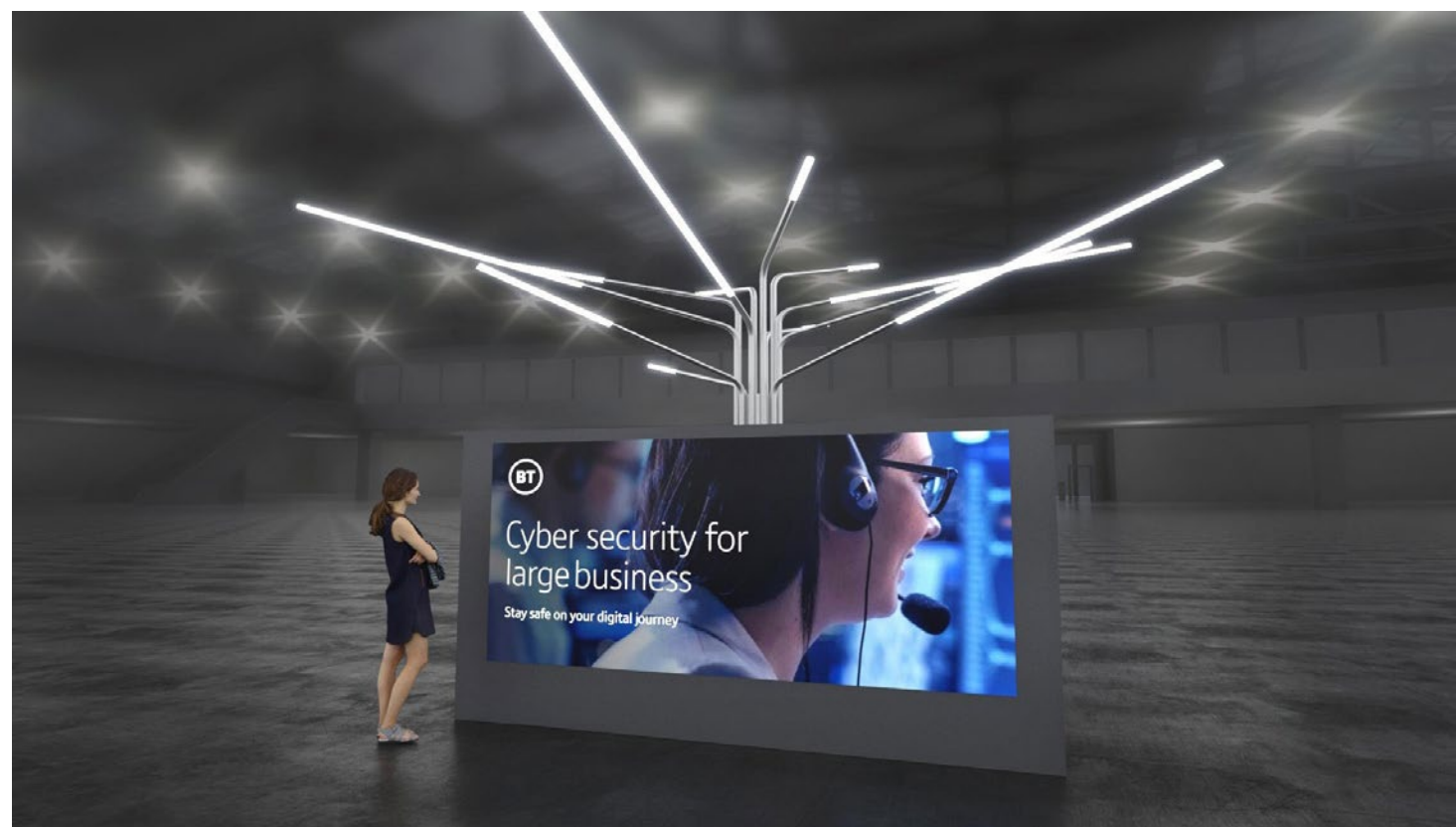
Diamond package with coffee bar bolt on



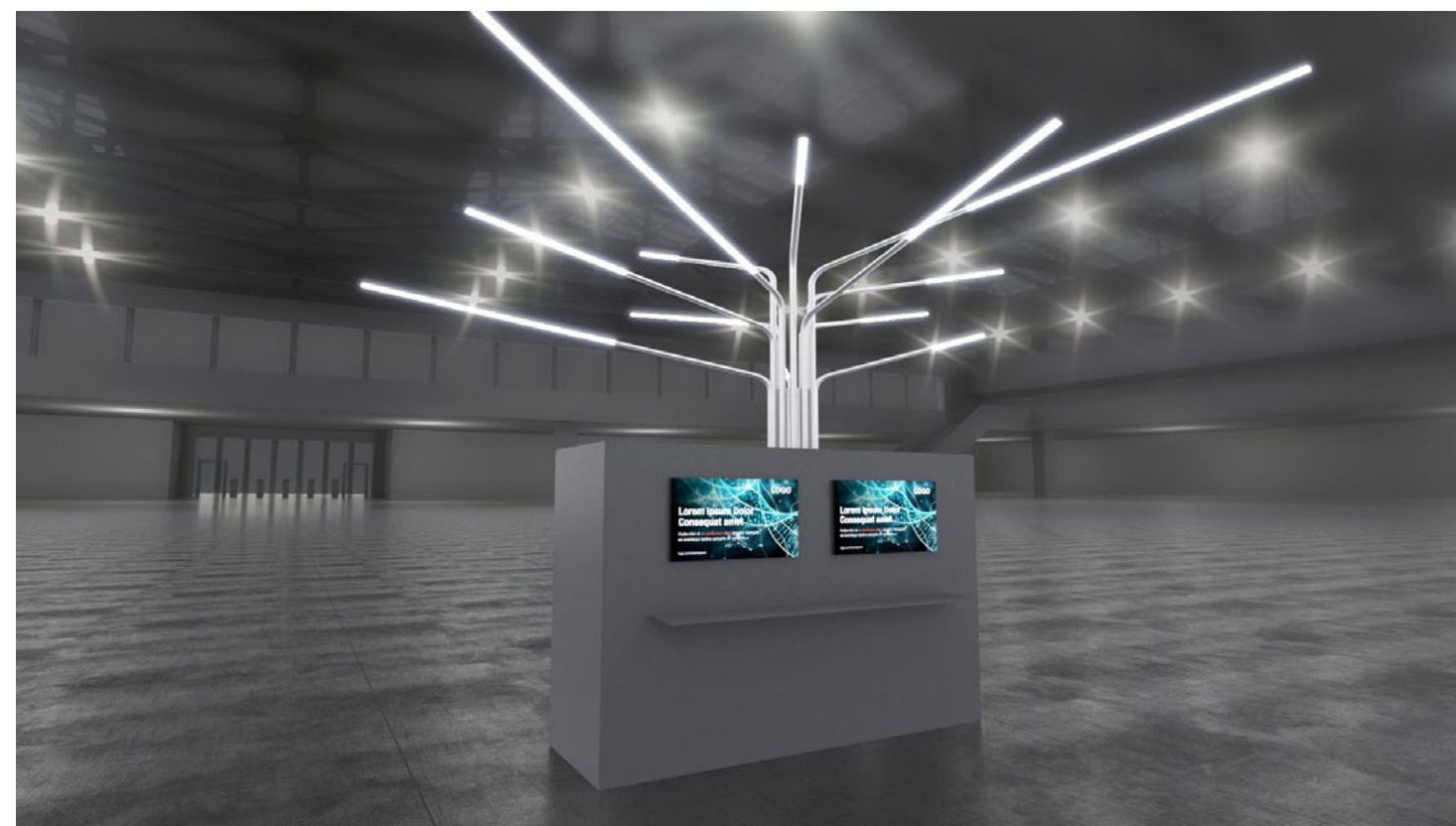
Collaboration table



Demo table



Extra large theater



Double screen



Round bench seat

Customization Options

	Diamond	Emerald	Gold	Silver	Bronze
Letter of Intent Rate	€143,100	€101,000	€65,600	€31,900	€18,000
Early Bird Rate: *ends October 7, 2022	€148,400	€108,600	€70,500	€34,450	€19,600
Standard Rate	€153,700	€117,600	€75,700	€37,100	€21,000
Stand space including architecture	122 sqm	74 sqm	36 sqm	18 sqm	9 sqm
Overhead logo				<input type="checkbox"/>	<input type="checkbox"/>
Double sided overhead logo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
LED Shared tree				<input type="checkbox"/>	<input type="checkbox"/>
LED Tree with storage cupboard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LED Tree with circular base	<input type="checkbox"/>	<input type="checkbox"/>			
LED Tree with circular seating	<input type="checkbox"/>				
Full color wall graphic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meet and greet podium	1	1	1	1	1
Shelf below screen	1	1	1	1	1
Bar stool	2	2	6	5	2
Poseur table			1	1	
Lounge chair	6	4			
Seating Cubes	8				
Coffee Table	2	1			
Cafe Seating Table		1			
Cafe Seating Chair		4			
32" Screen				1	1
42" Screen	2	2	2		
Internet connections	5	4	3	3	2
Lead retrieval license (BYOD)	5	4	3	2	1
Full conference passes	18	10	8	4	3
Stand passes	20	16	14	5	3
Sponsor speaker pass	3	2	1		
20 Minute session in the Partner Theater		<input type="checkbox"/>	<input type="checkbox"/>		
30 Minute session in the Innovation Theater	<input type="checkbox"/>				
45 Minute breakout session in the main conference program	<input type="checkbox"/>				
Cisco moderated speaking opportunity (*interview or panel session depending on number of participants)	<input type="checkbox"/>	<input type="checkbox"/>			
Participate in Meet the Executive Program	<input type="checkbox"/>	<input type="checkbox"/>			
Breakout session and Innovation sessions to be included in the On-Demand Library post event	<input type="checkbox"/>				
Sponsor listing on ciscolive.com website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing Toolkit - for you to promote your company's participation at Cisco Live 2023 Amsterdam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo on the ciscolive.com home page and throughout the website *	<input type="checkbox"/>				
Carousel banner advert on the World of Solutions page on ciscolive.com website *		<input type="checkbox"/>	<input type="checkbox"/>		
Carousel banner advert on event details page on the ciscolive.com website *		<input type="checkbox"/>			
Banner advert at the top of sponsor listing page on mobile app.	<input type="checkbox"/>				
Registered participant list - to be provided prior to the event (Please note this list will only consist of those participants that have opted in for 3rd party communications)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Static digital advert to be displayed throughout the venue.	1	1	1		
30 second video advert (*no sound) to be displayed throughout the venue	<input type="checkbox"/>				
Welcome post and announcement of sponsorship on Twitter including logo image (one pre-event & one on day of opening of the World of Solutions)	<input type="checkbox"/>	<input type="checkbox"/>			
Logo presence on screen in the Keynote during walk In	<input type="checkbox"/>	<input type="checkbox"/>			
Inclusion in pre-event email blast to opt in attendees	<input type="checkbox"/>	<input type="checkbox"/>			
Private meeting room for 5 days (exact location tbc)	<input type="checkbox"/>				
Dedicated account manager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

*Subject to approval

Bespoke Themed Lounges

To enhance the participant experience we offer a limited number of bespoke themed lounges within the World of Solutions.

These immersive spaces have dedicated demo pods that replace the traditional stand. This gives participants an opportunity to network and experience your products and solutions in an exciting, and relaxed environment.

A new way for you to connect.





Event Marketing Opportunities

Event marketing opportunities are designed to enhance your presence at Cisco Live 2023 Amsterdam

Through networking, speaking and brand awareness, Cisco Live 2023 Amsterdam can bring additional elements to your sponsorship that will heighten your presence and ensure your technology becomes interconnected with Cisco and participants.

*Note: Cisco Partners are responsible for providing Cisco with conference ready artwork/digital and other material relevant to the package they have purchased. All material will be pre-agreed prior to printing/deployment by the partner and the event organizer.

Event Marketing Opportunities

Cisco Live 2023 Badge Lanyards



Price

Price on application

Availability

1

Deadline

October 1, 2022

Highlight your brand from the point of event entry and have your company logo seen on all badge lanyards throughout the event.

IT Leadership Sponsorship



Price

Price on application

Availability

3 - 1 per day

Deadline

November 01, 2022

For the first time we are offering a daily sponsorship opportunity within the IT Leadership program at Cisco Live. Your brand will feature in various areas within this prestigious event and you will receive 2 tickets to the program for the 3 days.

World of Solutions Reception Sponsorship



Price

Price on application

Availability

1

Deadline

December 1, 2022

Highlight your presence at the World of Solutions Reception on Tuesday evening. This is a perfect opportunity to amplify your brand to a packed reception hall of relaxed participants, networking and enjoying food and drinks.

Cisco Celebration Sponsorship



Price

Price on application

Availability

1

Deadline

October 1, 2022

Sponsor the Cisco Live Celebration and enjoy a private, VIP branded bar area to host guests and enjoy the evening celebrations. Included is branding in key entertainment spaces, as well as: VIP branded bar space.

Event Marketing Opportunities

Coffee Bar Sponsorship



Price

Price on application

Availability

Multiple

Deadline

November 1, 2022

Give participants the refreshment break they need and sponsor a coffee bar in a high visibility area such as the World of Solutions, Meeting Village or the Hub.

Health and Wellbeing Sponsorship



Price

Price on application

Availability

1

Deadline

October 1, 2022

Provide a rejuvenating experience for participants to relax and recharge in the health and wellbeing area. Work with our team to create this ambient environment with your branding located in the Hub.

Juice Bar Sponsorship



Price

Price on application

Availability

2

Deadline

November 1, 2022

Sponsor a juice bar and provide participants with a refreshing freshly squeezed juice in one of the main event areas.

Coffee Break Sponsorship



Price

Price on application

Availability

Multiple

Deadline

November 1, 2022

Provide participants with coffee between the breakout sessions by sponsoring a coffee break in the Breakout Sessions area.

Event Marketing Opportunities

Games Lounge Sponsorship



Price

Price on application

Availability

1

Deadline

November 1, 2022

A fun lounge space within the World of Solutions for participants to kick back and play some games. Your branding will appear throughout.

Digital Signage



Price

Static Advert: €3,700
Video Advert: €4,400

Availability

Multiple

Deadline

December 16, 2022

Digital signage is an effective way to get your message to all participants. A variety of screens are available to display custom brand assets and messaging across the venue. Your messaging will be rotated with event information and scheduling notices throughout the day.

Speaking Opportunities



Price

€10,000

Availability

Multiple

Deadline

November 25, 2022

Personally connect with participants. Showcase your brand, products, services and Cisco partnership with a speaking session in either the Partner Theater in the World of Solutions or the Impact Theater within the Hub.

Entrance L Pillar Wraps



Price

€10,600 for both

Availability

1

Deadline

December 1, 2022

Pillar wraps are an effective way to promote your brand to participants across the venue. Various prominent positions lend themselves to wrapping. Examples can be found in Entrance L and show eye-level branding that can really make an impact.

Event Marketing Opportunities

Entrance L Escalator Graphics



Price
€14,840

Availability
1

Deadline
December 1, 2022

Thousands of participants use the escalators daily throughout the event. A route up to the major sessions, and the main thoroughfare between Entrance C and Entrance L, will get lots of foot traffic and is an effective branding opportunity.

A Frame Poster Portraits



Price
€6,000 for pack of 8

Availability
2

Deadline
December 1, 2022

Catch the participants' eye with poster graphics located throughout the venue and at key entrances to halls.

A Frame Poster Portraits



Price
€5,900

Availability
3

Deadline
December 1, 2022

Charging stations for those needing to work or recharge their devices in the World of Solutions.

Meeting Spaces



Price
€3,600

Availability
10

Deadline
December 1, 2022

Designed with conversations, interviews and networking in mind, these semi-private branded meeting spaces will be positioned in World of Solutions. Please note they are not for exclusive use.

Event Schedule

Cisco Live 2023 will be held at the RAI, Amsterdam from February 6-10, 2023

Monday, February 6	Tuesday, February 7	Wednesday, February 8	Thursday, February 9	Friday, February 10
<ul style="list-style-type: none">● Technical Seminars Day● World of Solutions	<ul style="list-style-type: none">● Full Conference Program● World of Solutions● World of Solutions Welcome Reception	<ul style="list-style-type: none">● Full Conference Program● World of Solutions	<ul style="list-style-type: none">● Full Conference Program● World of Solutions● Cisco Live Celebration	<ul style="list-style-type: none">● Full Conference Program (13:30 Close)

Act Now

Maximize your pre-event exposure (subject to sponsorship level)
Secure Exhibition Space in a prime location on the World of Solutions show floor

Book Your Cisco Live Sponsorship Package Today

To make your booking or to discuss your requirements, call or email a member of the team who will be happy to assist you.

For all sponsorship packages, please contact:

Daniella Kuner

Sales and Sponsorship Lead

Mobile: +44 (0)7788 207 667

Email: Daniella.kuner@gpj.com

For Cisco Partnership enquiries, please contact:

Marianna Raffaele

Cisco Partnership Relationship Manager

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