



Cisco Canada Plus

Toronto, ON – May 16, 2012

Exhibitor and Promotional Sponsorship Catalogue

PRODUCTION SPECIFICATIONS						SIGN-OFF						
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File Name:	34975 Cisco SponsorBR Ev5			Version:	A	Language:	English					
										<p>The fonts/images and related software included with the attached electronic mechanical are owned and/or licensed by Maritz Canada Inc. They are provided to you as part of our job order for your services, and are to be used only for the execution and the completion of this job order. You are authorized to use the fonts provided by Maritz Canada Inc. in the execution of the job order, provided that any and all copies of the Maritz Canada Inc. fonts shall be deleted from your systems and destroyed upon completion of this job order. You warrant and represent that you have secured the necessary licenses for the use of Maritz Canada Inc. Licensed fonts in order to execute our job order and will abide by the terms thereof.</p>		
<p>Maritz Canada Inc. – 6900 Maritz Drive, Mississauga, Ontario L5W 1L8</p>										<p>APPROVED By Margot Auber at 2:22 pm, Feb 24, 2012</p>		
<p>SLUG DV8 • Jul 3/0</p>												

Welcome to Cisco Plus Canada 2012

Cisco Plus Canada, formerly known as the Cisco Networkers Solutions Forum, is Cisco Canada's largest educational and training event of the year, targeting over 2,000 IT, business and communications professionals. Designed around the 12-year-strong Canadian Networkers program, the Cisco Plus agenda will help organizations recognize the synergies between business strategy and technology. Whatever an organization's technology interest, application environment, company size or industry focus, Cisco Plus has offerings for IT, business and communications professionals at every level.

Exhibiting at Cisco Plus Canada allows you to engage with an exclusive group of industry leaders who are committed to learning about new technologies and solutions offerings from Cisco, and trusted Cisco partners, with a view to procurement and implementation.

Event Marketing Opportunities include a wide range of offerings to raise the return on your investment at the Cisco Plus Canada event. As a Sponsor, these high-visibility opportunities will provide exposure for your company, products and solutions, and allow you to engage with 2,000 technology innovators and purchasing decision makers.



About Toronto Congress Centre

Cisco Plus Canada will be held in the new North Building of the Toronto Congress Centre: a beautiful and technologically advanced event centre considered one of Canada's preeminent meeting and tradeshow facilities. We invite you to take a virtual tour of the new complex here:

<http://www.torontocongresscentre.com/Attending/Virtual-Tour.htm>

Location:

Toronto Congress Centre, North Building
650 Dixon Road, Etobicoke, ON (416) 245-5000

Conference Agenda:

- 7:30 a.m. Registration and Breakfast
- 8:00 a.m. Early-Bird access to World of Solutions
- 8:00 a.m. Early-Bird Breakout Sessions
- 9:00 a.m. Welcome and Keynote Address
- 10:00 a.m. Break in the World of Solutions
- 11:00 a.m. Breakout Sessions
- 12:30 p.m. Lunch in World of Solutions
- 1:30 p.m. Breakout Sessions
- 3:00 p.m. Break in the World of Solutions
- 3:30 p.m. Breakout Sessions
- 5:00 p.m. Cocktail Reception & Prize Draw in the World of Solutions
- 6:00 p.m. Cisco Plus 2012 Closes

World of Solutions Technology Showcase

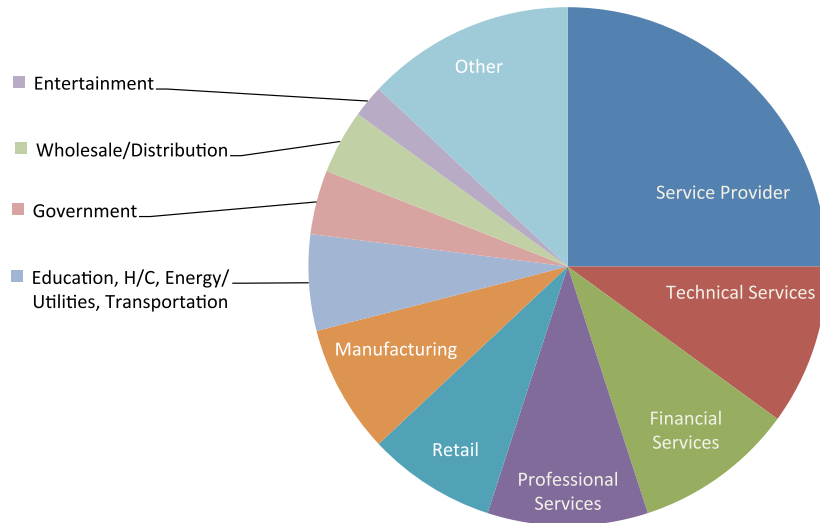
We invite you to participate in the World of Solutions Technology Showcase at Cisco Plus, a great opportunity to engage with an exclusive group of industry leaders. Participating in the World of Solutions allows you to:

- **Generate new leads and sales opportunities**
 - At Cisco Plus, you'll have the opportunity to network and develop relationships with delegates:
 - Directly involved in the purchasing decision-making process within their organization
 - Investigating products and solutions that complement technology projects organizations are looking to implement
- **Increase brand awareness**
 - Maximize brand exposure on electronic pre-event campaigns and on-site digital and physical signage
 - Participate in social media to increase awareness pre-event, during the event and post-event
- **Interact with dedicated Cisco customers**
 - 9% of Cisco Networkers 2011 attendees identified their job level as a Senior Manager, Director or CxO
 - Customers awarded their overall Cisco Networkers 2011 experience with a satisfaction rating of 4.6 out of 5
- **Showcase new solutions**
 - Engage in one-on-one discussions with loyal users of Cisco and Cisco Partner Solutions
 - 66% of delegates nominated "New Technology Update" as their top priority for attending Cisco Networkers 2011
- **Increase visibility**
 - We'll help you increase visibility and maximize your investment as an Exhibitor or Sponsor with planning and on-site guidance

Did you know...

- Cisco Plus 2012 will attract over 2,000 targeted customers
- 30% of delegates attended Cisco Networkers 2011 to get new technical training and updates
- 53% of delegates came from organizations with 100-4999 employees
- Job levels represented at Cisco Networkers 2011 consisted of:
 - 10% C-Level, VP, Director/Senior Manager
 - 20% Management
 - 70% Individual Contributor/Administrator/Other
- 65% of the Cisco Networkers 2011 attendees were associated with a technical job role and recommended new technologies, products and solutions as part of their role
- 15% of Cisco Networkers 2011 attendees aligned to a business job role and influenced technology projects and budgets

Cisco Networkers 2011 Top 10 Attended Industries



World Of Solutions 2012 Key Traffic Periods

Tuesday, 15 May 2012

- Exhibitor Move-in

Wednesday, 16 May 2012

- 8:00 a.m. Early-Bird access to World of Solutions
- 10:00 a.m. Break in the World of Solutions
- 12:30 p.m. Lunch in the World of Solutions
- 3:00 p.m. Break in the World of Solutions
- 5:00 p.m. Cocktail Reception & Prize Draw in the World of Solutions
- 6:00 p.m. Cisco 2012 Closes
- 6:15 p.m. Exhibitor Tear-down

2011 Exhibitor Sponsors

Gold Sponsors	 
Silver Sponsors	 
Bronze Sponsors	 
Additional Sponsors	                   
CRE Booth	     

Cisco Plus 2012 Exhibitor Packages

BENEFIT	Gold	Silver	Bronze
	\$30,000	\$20,000	\$10,000
SPEAKING OPPORTUNITY			
Co-present a technical session with one of Cisco's top technical resources. Session will be focused on one of our Advanced/Emerging technologies (to be selected with the Sponsor).	X		
Opportunity to record a 5-minute video teaser with Cisco promoting co-presentation breakout session. The teaser video will be promoted through the eDM invitation and posted on the Cisco Plus Canada microsite.	X		
CONFERENCE REGISTRATIONS			
Co-branded Registered Customer Invitations and Tracked Registrations. Co-branded eDM supplied by Cisco, however invitation distribution will be the responsibility of the Exhibitor.	100	50	
Booth Staff Passes.	12	8	4
EXHIBITOR BOOTH INCLUSIONS			
Exhibit Space with 8'-high back wall & 4' side walls, black draping	20' x 20'	10' x 20'	10' x 10'
Sponsorship Available	4	4	12
Booth Location	Centre	Centre	Side
Draped 8' table for display with 2 chairs	X	X	X
*Standard Electrical Outlet (1 x 20 amp or 2 x 15 amp circuit)	X	X	X
**1 x hard line internet connection (512K)	X	X	X
Full Carpeting in Partner Fair area	X	X	X
Security - Set-up & Show day - for Sponsor Exhibit Hall	X	X	X
Housekeeping in Sponsor Hall - for all Booth packages	X	X	X
***Insurance for event site paid by Cisco	X	X	X
MEALS - Breakfast - Lunch - Breaks and Cocktail Reception	X	X	X
**** Dock Master fees	X	X	X
Lead Retrieval Scanners (2 units)	X	X	
Hanging Banners in the World of Solutions - 10' wide. Banner with grommets must be supplied by Exhibitor.	X	X	
PRE-EVENT BRAND EXPOSURE:			
Event Website - scrolling logo inclusion	X		
Event Website - World of Solutions Exhibitor List	X	X	X
Optional participation in Conference Social Media promotional messages	X	X	X
ON-SITE EVENT BRAND EXPOSURE			
Keynote - Verbal recognition	X		
Keynote - Logo recognition on walk-in slide	X	X	
Thank you to our Sponsors signage posted on Digital Media, which will be spread throughout the venue.	X	X	X
Access to Private Customer Meeting Room: available for use for pre-scheduled meetings. Please provide your meeting request schedule to Susan McGregor for confirmation of meeting room availability.	X		
DIGITAL MARKETING EXPOSURE			
Full-Page Ad in our Digital Conference Guide	X		
1/2-Page Ad in our Digital Conference Guide		X	
Digital Conference Guide logo	X	X	X
Digital Signage Video Advertisement - 2-minute video advertisement displayed on multiple Digital Media Signage positioned throughout the event space.	X		

Additional Marketing and Promotional Sponsorships

OPPORTUNITY	QTY	DESCRIPTION	PRICE
Breakfast Sponsorship	2	<ul style="list-style-type: none"> Table tent cards with your company logo displayed Sponsorship recognition promoted on Digital Signage Option to provide prize draw as a lead-generation exercise (Sponsor must provide own scanners, scanning staff and prize) Your corporate branding will be highlighted at the doorway, announcing your generous Sponsorship 	1 Sponsor at \$16,000 or 2 Sponsors at \$8,000 each
Lunch Sponsorship	2	<ul style="list-style-type: none"> Table tent cards with your company logo displayed Sponsorship recognition promoted on Digital Signage Option to provide prize draw as a lead-generation exercise (Sponsor must provide own scanners, scanning staff and prize) Your corporate branding will be highlighted at the doorway, announcing your generous Sponsorship 	1 Sponsor at \$35,000 or 2 Sponsors at \$17,500 each
Cocktail Reception - Food Stations	1	<ul style="list-style-type: none"> Table tent cards with your company logo displayed Opportunity to speak for 5 minutes to Reception delegates Sponsorship recognition promoted on Digital Signage Option to provide prize draw as a lead-generation exercise (Sponsor must provide own scanners, scanning staff and prize) Your corporate branding will be highlighted at the doorway, announcing your generous Sponsorship 	\$20,000
Cocktail Reception - Bar	1	<ul style="list-style-type: none"> Table tent cards with your company logo displayed Opportunity to speak for 5 minutes to Reception delegates Sponsorship recognition promoted on Digital Signage Option to provide prize draw as a lead-generation exercise (Sponsor must provide own scanners, scanning staff and prize) Your corporate branding will be highlighted at the doorway, announcing your generous Sponsorship 	\$12,000
Coffee Stations - location Internet Cafe	1	<ul style="list-style-type: none"> Exclusive opportunity to extend your brand OUTSIDE the World of Solutions into the main Conference area Table tent cards with your company logo displayed Sponsorship recognition promoted on Digital Signage Option to have a representative in area to hand out branded giveaways Option to create a lead-generation activity to drive traffic back to stand (Sponsor must provide own scanners, scanning staff and prize) 	\$15,000
INTERNET CAFÉ	2	<ul style="list-style-type: none"> Exclusive opportunity to extend your brand OUTSIDE the World of Solutions into the main Conference area Logo on surrounding Digital Signage and on table tent cards Option to have a representative in area to hand out branded giveaways Option to create a lead-generation activity to drive traffic back to stand (Sponsor must provide own scanners, scanning staff and prize) 	1 Sponsor at \$15,000 or 2 Sponsors at \$7,500 each

Additional Marketing and Promotional Sponsorships

OPPORTUNITY	QTY	DESCRIPTION	PRICE
Sweet Shop Snack Station	1	<ul style="list-style-type: none"> • Get the attendees buzzing with confectionery goodness as the exclusive sponsor of the “Sweet Shop” • Easily generate traffic by offering delegates a branded bag to fill with their choice of sweets • Table tent cards with your company logo displayed • Sponsorship recognition promoted on Digital Signage 	\$8,000
Digital Media System Advertisement	20	<ul style="list-style-type: none"> • Want extra recognition? Sponsor a digital advertisement on the Cisco Digital Media Signage throughout the Conference - guaranteed to scroll a minimum of 5 times 	\$2,000
Hanging Banners - World of Solutions and Main Conference Area	8	<ul style="list-style-type: none"> • Get additional exposure for your brand in main traffic areas of the Conference venue • 10-foot-wide banner with grommets must be supplied by Sponsor 	\$2,000
Re-usable Water Bottles & Water Cooler Stations	1	<ul style="list-style-type: none"> • Great opportunity to draw traffic to your stand! • Co-branded re-usable water bottles supplied to all full Conference delegates • Recognition of your Sponsorship on water station signage • Water bottles picked up from your stand • Refill water stations in your booth location and alternate stations with your logo throughout the venue 	\$20,000
Water Cooler Stations	1	<ul style="list-style-type: none"> • Recognition of your Sponsorship on water station signage • Water cooler stations will be placed in your booth location and alternate stations throughout the venue 	\$10,000
Mobile Device Recharge Station	1	<ul style="list-style-type: none"> • Exclusive branding at heavily trafficked mobile re-charge station is a perfect place to advertise lead-generating activities to drive traffic back to your stand as delegates enjoy the convenience of the purpose-built mobile recharge station 	\$8,000
Co-branded lanyards (distributed to customer attendees only)	1	<ul style="list-style-type: none"> • Have your brand on every delegate as soon as they arrive by sponsoring the co-branded name badge lanyards. Includes 1-colour logo on cloth lanyards with metal clip 	\$10,000
Conference Bag	1	<ul style="list-style-type: none"> • Each delegate will receive a custom re-usable bag co-branded with your logo to enjoy for years to come. Useful for the show and environmentally friendly 	\$10,000
Additional Co-branded Registered Customer Invitations and Tracked Registrations	1	<ul style="list-style-type: none"> • Cost is at a per-registrant fee 	\$250
Lead Retrieval Scanner	1	<ul style="list-style-type: none"> • Cost is at a per-scanner fee • Includes use of scanner hardware for the duration of the show and a full lead retrieval report sent at the show's conclusion • Each delegate will be assigned with a unique barcode for tracking purposes. Outside scanners will not be functional 	\$500

To reserve your Exhibitor space or Marketing Promotional Sponsorship, complete the enclosed Sponsorship Agreement and email it to Susan McGregor at sumcgreg@cisco.com or fax to her attention at 416-306-7099.

Sponsorships are available on a first-come, first-signed-contract-received basis. Verbal commitments cannot be honoured if another interested party submits a signed contract.

Cisco Exhibitor and Sponsorships Agreement, Wednesday, May 16 2012, Toronto Congress Centre

Company: _____
Contact Name: _____
Address: _____
City: _____ Postal Code: _____
Work Phone: _____ Cell Phone: _____
Email: _____

Select Sponsorship:

Three levels of Sponsorship are available at Cisco Plus Canada. Please **check** the Sponsorship selected.

- Gold \$30,000 Silver \$20,000 Bronze \$10,000

Additional Sponsorship Options:

Please **check** from the Sponsorship list below:

- Breakfast Sponsorship: Exclusive Sponsorship, \$16,000 or Shared Sponsorship (2 Partners max), \$8,000
- Lunch Sponsorship: Exclusive Sponsorship, \$35,000 or Shared Sponsorship (2 Partners max), \$17,500
- Cocktail Reception: Food Stations, \$20,000
- Cocktail Reception: Bar, \$12,000
- Coffee Stations: location Internet Café, \$15,000
- INTERNET CAFÉ: Exclusive Sponsorship, \$15,000 or Shared Sponsorship (2 Partners max), \$7,500
- Sweet Shop Snack Station, \$8,000
- Digital Media System Advertisement, \$2,000
- Hanging Banners: World of Solutions and Main Conference Area, \$2,000
- Water Cooler Stations, \$10,000
- Re-usable Water Bottles & Water Cooler Stations, \$20,000
- Mobile Device Re-charge Station, \$8,000
- Co-branded lanyards (distributed to customer attendees only), \$10,000
- Conference Bags, \$10,000
- Additional Co-branded Registered Customer Invitations and Tracked Registrations, \$250
- Lead Retrieval Scanner, \$500

Exhibitor Details

Cisco reserves the right to review and approve all solution and services demonstrations, exhibits or promotions to be presented during the Showcase to be sure they represent the best interest of Cisco, its products and its customers. In the event Cisco, in its sole discretion, believes a Partner's demonstration, exhibit or promotion to be inappropriate to other Partners and attending customers, Showcase management will advise the Partner of the inappropriate elements and the Partner agrees to promptly eliminate those elements. If the demonstration, exhibit or promotion cannot be modified, or the Partner refuses to make the modification required by Cisco, Cisco may remove the Partner from the Showcase and the Partner will be disallowed at all future events. A Partner who is removed from the Showcase under these circumstances shall not be entitled to any refund of fees paid or any damages of any kind.

Please Note:

- **Partners cannot display outside of the boundaries of their contracted booth space. Partner booth space will be allocated by Cisco.**
- Cisco will not provide any equipment in the Partner Booths. Solutions that are demonstrated must be Cisco-based or enabled by a Cisco infrastructure. Products or solutions from direct Cisco competitors will not be allowed. In those cases where you are showcasing your services-based offerings, Implementation, Design, Professional Services, etc, the focus should be on Cisco-based offerings. **Please ensure that at least 50% of your booth personnel are technical resources.**
- Exhibitors are required to submit a proposal detailing the solutions and technologies that they wish to demonstrate at the time the signed contract is returned. In some cases, it may be necessary to limit the number of Partners demonstrating a specific technology. Cisco will schedule a review meeting to discuss your solutions and requirements, and you will be advised if there is a conflict.
- Solutions and equipment should be assembled, configured and tested at your own location two weeks before the event to ensure they operate as intended.
- A Cisco Engineer will work with you to review the final configurations and ensure they integrate seamlessly into the network backbone.
- Exhibitor set-up – Tuesday, May 15, 2012.
- **Forms and contact information will be sent once contracts are signed and processed.**
 - * Additional Sponsor power requirements must be purchased directly with SHOWTech at the Toronto Congress Centre
 - ** Additional Internet connections must be purchased by Sponsor via AV TelAV on site at the Toronto Congress Centre
 - *** Sponsors must obtain their own Insurance for BOOTH DEMO equipment
 - **** Sponsors are responsible for their own material handling fees

Deadlines

- Cisco will issue an invoice for the amount of your Sponsorship package; **payment** is due by **April 1, 2012**.
Payment required by April 27, 2012
- Your corporate logo must be submitted in a JPEG format and a high-resolution EPS format for inclusion in the Digital Conference Guide at the time your Sponsorship contract has been signed
- Exhibitor Technology Focus (provide details to Susan McGregor at time contract is signed):
 - Cisco Solutions
 - Partner Value-Added Solutions and Services
 - Third-Party Solutions that are enabled by a Cisco Infrastructure

Payment Process

Partner agrees to pay Cisco for contracted Sponsorship no later than the deadline listed. Upon receipt of your signed agreement, an invoice will be issued - note that payment should be made directly to **Cisco Systems Canada Co. via cheque to the ATTENTION OF: SUSAN MCGREGOR.**

- Payment Schedule: 100% due at invoice receipt
- Cancellation Liability: 100% of contract
- Late Payment: 1.5% per month past due date

Limitations of Liability

Neither Party shall have any liability for any indirect, incidental, special or consequential damages, including but not limited to reliance, cover or loss of anticipated profits, even if the Party has been advised of the possibility of such damages; and neither Party's liability for damages relating in any way to this agreement or the conduct of the Parties in furtherance hereof under any legal theory whether contract, tort, product liability, breach of implied duty or otherwise shall exceed \$5,000.00 CDN. IN WITNESS WHEREOF, the Parties hereto have caused this Agreement to be duly executed. Each Party warrants and represents that its respective signatories whose signatures appear below have been and are on the date of signature authorized to execute this Agreement.

Accepted as binding for the Sponsor:

Signature _____
Name (Please Print) _____
Title _____
Date _____ / _____ / _____
 Month Day Year

By this signature, the individual signing this contract represents and warrants that they are duly authorized to execute this binding contract on behalf of the named Sponsor.

Terms & Conditions

1. One tabletop space will include one draped table (minimum 8' x 2'), two chairs, and a standard electrical outlet with a maximum of 5 amps of power. Sponsor agrees to display equipment and products that will conform to the limitations of the display space as stated above.
2. The Sponsor agrees not to sublet or assign all or part of the display space, nor permit individuals other than employees or representatives to use the facilities provided. The Sponsor agrees not to exhibit products or literature that are not regularly sold or distributed by his/her company, except as may be necessary to demonstrate the applications of his/her products.
3. The Sponsor must confine their activities to the contracted space and conduct their activities in such a way that will not infringe on the rights of other Sponsors or offend visitors to the show.
4. The Sponsor agrees to comply with local fire and safety regulations and furnish any permits as may be required by local authorities.
5. The Sponsor agrees to abide by set-up and removal times stated in the Sponsor instructions to be provided.
6. Sponsorship Fees will be invoiced by Cisco Systems Canada Co. upon receipt of this contract. All payments must be received prior to the date of the event in order to exhibit. Any deposit remitted will be credited toward full payment of Sponsorship Fees. However, if Sponsor has an outstanding balance from a previous Cisco event, such deposit and/or any payments hereunder will be applied first to the oldest outstanding balance and the remainder to current fees. Sponsor shall still be responsible to pay the entire amount due on this Sponsorship Agreement. Under no circumstances will payment balances be transferred to another Cisco event.
7. In the event the Sponsor cancels any or all of the exhibit space and/or promotional opportunity contracted herein, the Sponsor must do so in writing. A Sponsor who cancels will be liable for liquidated damages equal to the amount specified in this Sponsorship Agreement. Liquidated damages are to compensate for the inability to replace cancelling Sponsors, promotion undertaken on behalf of the Sponsor, and other damages which cannot be accurately calculated.

Failure to make full payment of fees by deadline will be considered a cancellation by the Partner. No refunds will be given for cancellations after April 1, 2012. If a Partner fails to participate in the Showcase without formal notice or agreement - no refund will be given to the Partner in the event of such cancellation.
8. The Sponsor agrees Cisco, its agents and employees: (a) will not be responsible for any damages to or for the loss or destruction of the Sponsor's property, such loss, damage, destruction or injury being expressly waived by the Sponsor, (b) will be exempt from or indemnified for any claims for injury to any of the Sponsor's representatives, agents or employees.
9. The Sponsor agrees to hold Cisco, its agents and employees harmless, and to reimburse same for any judgments, settlements, legal fees, costs or other expense to which it may be subject, for any injury, damage, loss or harm resulting or occurring to anyone including, but not limited to, visitors which may result directly or indirectly from or in connection with such exhibit space by the Sponsor, its employees or representatives.
10. Cisco will not be liable for failure to hold the Exhibits as scheduled. Payments for display space will be returned in the event of cancellation of the show by Cisco.
11. Cisco reserves the right to reject at any time any exhibit which in its opinion is objectionable to the attendees or other Sponsors. No liabilities or damages whatsoever against Cisco or any of its agents and employees shall be incurred because of such rejection.

