



Cisco  
**Connect**

Toronto, Canada

May 30, 2013

**Your Vision  
Made Possible**

**Exhibitor and  
Sponsorships  
Package**





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### What Is Cisco Connect Toronto?

Cisco Connect, the new name for Canada's Networkers Solutions Forum/Cisco Plus, is Cisco Canada's flagship IT and communications event offering a unique combination of in-depth technical education and training, cutting-edge insight on the latest technologies and trends, and extensive networking opportunities. Cisco Connect delivers education to all attendees from IT professional to C-Level, allowing Cisco customers, executives, experts, and partners to share insights on emerging technologies and their potential to transform the way we work, learn, live and play.

### What is the World of Solutions?

World of Solutions exhibition is more than the exhibition and interactive learning area of Cisco Connect – it is the heart of the event. Home to various attendee activities and high-traffic attractions, the World of Solutions consistently ranks among the top reasons why Cisco customers attend the event. It is a unique opportunity to interact with an influential and captive audience of Cisco's key customers from a cross-section of industries including Aerospace and Automotive, Defense, Government, Education, Healthcare, Utilities, Banking and Finance, Manufacturing, Transport, Retail, IT Distribution, Insurance, Service Provider, Hospitality and Media.

# Meet Customers and Prospects Under One Roof



## Why Join Cisco Connect Toronto

There are many industry events at which you can participate but here is what makes Cisco Connect different, and why our Partners come back year-over-year to participate in the World of Solutions.

Cisco Connect Toronto brings together the audience that you want to meet technology innovators and decision makers. Becoming a sponsor or exhibitor at the Connect events gives you a unique opportunity to connect with this influential community of over 1,500 Cisco customers all in one place, and is a perfect platform to introduce new solution offerings.

ACKNOWLEDGMENT	MEET THE RIGHT AUDIENCE	POSITIONING
Your presence in the World of Solutions 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 complement the Cisco Story. 32% of the attendees will initiate or recommend a new project related to learning gained at the conference.	Having the opportunity to interact face-to-face with this influential community of Customers, Cisco Partners, and Cisco is the perfect environment to build new business relationships while strengthening existing ones.

## Event Schedule

Cisco Connect Toronto, will be held at The Toronto Congress Centre, North Building on May 30th, 2013. The event offers attendees numerous opportunities to visit partner exhibits throughout the day to network and learn about new products and technology offerings.

### Thursday, May 30, 2013

7:30 AM Registration and Breakfast

8:00 AM **Early-Bird access to World of Solutions**

9:00 AM Welcome and Keynote Address

10:00 AM **Break in the World of Solutions**

11:00 AM Technical Breakout Sessions

12:30 PM **Lunch in the World of Solutions**

1:30 PM Technical Breakout Sessions

3:00 PM **Break in the World of Solutions**

3:30 PM Technical Breakout Sessions

5:00 PM Reception

6:00 PM **Cisco Connect Toronto Closes**

Please be informed that event timings are subject to change.

# Why Sponsor?

## Who Attends Cisco Connect?

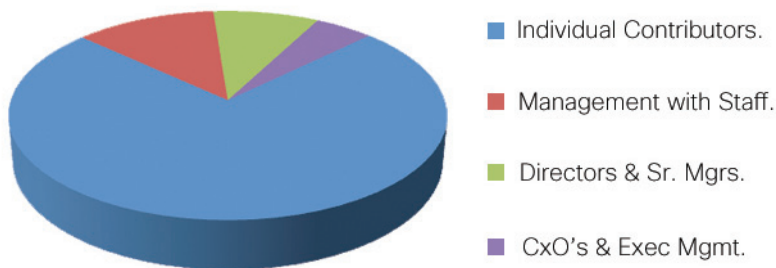
Last year's event in Toronto welcomed 1,500 loyal Cisco customers. They all came to see Partners, together with Cisco, demonstrate Our Combined Visions Made Possible!

## Still wondering if Cisco Connect is your best investment?

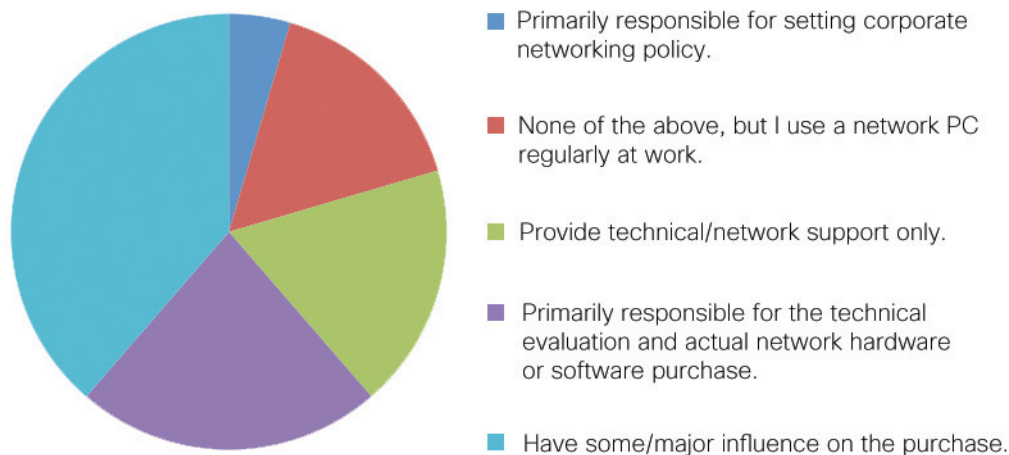
Absolutely, because it is:

- The perfect venue to showcase your services and solutions to a target audience under one roof
- This audience's primary goal for participating is to learn from others on how to solve common industry/technology problems, and you could provide them with solutions
- A large segment of the 2012 audience were in a position to influence the purchase of new technology, or primarily responsible for technical evaluation and actual hardware/software purchase
- 90% of 2012 attendees rated their exchange with Exhibitors as good or excellent.

## Attendees by Job Level



## Attendees by Responsibility for the Purchase/Use of Network Hardware/Software



# World of Solutions Sponsorship Packages

## Which package is right for you?

We have exhibition packages to suit every marketing budget, offering various ways to maximize return on your investment at the event and obtain the right visibility for your company.

Sponsorships are limited to the participation of companies whose relationship with Cisco is:

- A registered partner (DVAR, Global, Certified or Reseller, Learning Partner) or
- Maintains a technological strategic alliance or
- Belongs to Cisco's ecosystems-partners program

EXHIBITOR SPONSORSHIP PACKAGES	PLATINUM	GOLD	SILVER	BRONZE
COST (EXCLUDING 13% HST)	\$40,000 + HST	\$30,000 + HST	\$20,000 + HST	\$10,000 + HST
An opportunity to introduce and co-present with Cisco at a Technical breakout session.	✓			
Option to include a Meeting/Lounge area within the booth footprint.	✓			
TOTAL SPONSORSHIPS AVAILABLE	2	4	6	
<b>Exhibition Booth</b>				
Booth dimensions (Measured in feet)	20' x 30'	20' x 20'	20' x 10'	10' x 10'
Exhibit Space with 8 foot-high back wall & 4 foot-high side walls, black draping	✓	✓	✓	✓
Draped 8 foot table with 2 chairs	✓	✓	✓	✓
Standard Electrical Outlet (1 x 20 amp or 2 x 15 amp circuit). Additional power outlets can be ordered at a fee.	✓	✓	✓	✓
Hard line internet connection (512KB each). Additional internet drops can be ordered at a fee.	1	1	1	1
Full Carpeting in World of Solutions Technology Showcase area	✓	✓	✓	✓
Security for World of Solutions Technology Showcase is provided by Cisco on Set-up & Show day.	✓	✓	✓	✓
Exhibitor booth carpet cleaning services is provided.	✓	✓	✓	✓
Insurance for event site paid by Cisco. It is the Exhibitor's responsibility to acquire insurance for all equipment used at the conference.	✓	✓	✓	✓
MEALS PROVIDED: Breakfast , Lunch , Breaks	✓	✓	✓	✓
Dock Master fees	✓	✓	✓	✓
Exhibitor Name Sign (Company logo in high resolution JPEG or EPS format must be provided by Exhibitor )	✓	✓	✓	✓
<b>Complimentary Conference Passes (valued at \$179.00/pass)</b>				
Complimentary Exhibitor passes	10	8	6	4
Complimentary Full Delegate passes (will be associated with special code)	6	4	3	2
<b>Brand Exposure - Pre Event</b>				
Your Logo on Cisco Connect Home Page linked to preferred URL	✓	✓	✓	
Your Logo on Cisco Connect Sponsors Page linked to preferred URL	✓	✓	✓	✓
<b>Brand Exposure - Onsite</b>				
Special Mention in the opening keynote and increased brand awareness via the inclusion of dynamic video content. Sponsor to provide high-res video.	✓			
Special Mention in the opening keynote, and brand signage included in breakout session of choice.		✓		
Logo included on all onsite digital signage	✓	✓	✓	✓

# Additional Sponsorship Packages

## Maximize your presence at the event.

Marketing and promotional opportunities include a wide range of exciting ways to make the most of your presence at Cisco Connect Toronto and to increase your visibility throughout the event.

The requests for access to these opportunities will be processed on a first in, first served basis, so the sooner you send your Sponsorship Commitment Form and payment, the better your chances to obtain the sponsorship you desire.

These special sponsorships have been classified by the following categories:

- Food and Beverage
- Complimentary promotional options

Maximize your presence in the meal and break areas. Over 1,500 attendees will see your logo on the meals table settings, and included on our Main Agenda board/digital signage.

*\*Live technology demonstration integrations are exempt from the below sponsorships.*

Marketing and Promotional Opportunities		
FOOD AND BEVERAGE SPONSORSHIPS	# OF SPONSORSHIPS AVAILABLE	STANDARD PRICE + 13% HST
<p><b>Coffee Breaks Brand Presence - The Essential Traffic Creator</b>  <b>2 sponsorships available (1 Morning and 1 Afternoon sponsor)</b></p> <p>The sponsorship package includes:</p> <ul style="list-style-type: none"> <li>• 1 free complimentary conference pass</li> <li>• 2 Banners (3 feet x 7 feet) with your company's logo, which will be exhibited next to the Coffee Break areas during the sponsored break</li> <li>• 1000 branded coffee cup sleeves with your company's logo next to the Cisco Connect logo</li> <li>• Mention of the sponsorship (highlighted logo) on:                             <ul style="list-style-type: none"> <li>» Website (sponsor page)</li> </ul> </li> </ul> <p><i>Promotional gifts - You can choose to produce and distribute a promotional gift to give to the attendees in the Coffee Break. This optional gift item will be purchased by the sponsor at their own cost. The item must be previously approved by Cisco.</i></p>	2	\$3,500 each
<p><b>Lunch Brand Presence</b></p> <p>Host the Cisco Connect Delegate Lunch and receive:</p> <ul style="list-style-type: none"> <li>• 4 free complimentary conference passes</li> <li>• Your corporate branding will be highlighted at the meal area doorway, announcing your generous sponsorship</li> <li>• 4 tables will be reserved for partner to host delegates over lunch.</li> <li>• Option to provide prize draw as a lead generation exercise. Sponsor must provide own scanners, scanning staff and prize</li> <li>• Mention of the sponsorship (highlighted logo) on:                             <ul style="list-style-type: none"> <li>» Website (sponsor page)</li> </ul> </li> </ul> <p><i>Promotional gifts - You can choose to produce and distribute a promotional gift to give to the attendees at the Lunch. This optional gift item will be purchased by the lunch sponsor at their own cost. The item must be previously approved by Cisco.</i></p>	1	\$15,000
<p><b>Candy Station by the Breakout Session Area</b></p> <p>Get the attendees buzzing with confectionery goodness as the exclusive sponsor of the "Candy Station"</p> <ul style="list-style-type: none"> <li>• Bags with your company's logo next to the Cisco Connect logo</li> <li>• 1 free complimentary conference pass with full access to the event</li> <li>• Generate leads by promoting your services/unique offers made available to conference delegates only</li> </ul>	1	\$8,000
<p><b>Popcorn Dispenser by the Breakout Session Area</b></p> <p>Easily generate traffic with delicious hot popcorn in branded bags for your booth</p> <ul style="list-style-type: none"> <li>• Bags with your company's logo next to the Cisco Connect logo</li> <li>• 1 free complimentary conference pass with full access to the event</li> <li>• Generate leads by promoting your services/unique offers made available to conference delegates only</li> </ul>	1	\$7,500

COMPLIMENTARY PROMOTIONAL OPTIONS:	# OF SPONSORSHIPS AVAILABLE	STANDARD PRICE + 13% HST
<b>Wireless Internet Café Station &amp; Mobile Recharge Station</b> Branding the Internet Cafe & Mobile Device Recharge station is a great way to gain exposure away from your stand. Be smart and drive traffic back to you with a call to action incentive to your booth. • Inclusion of your Company Logo on surrounding Digital Signage promoting your sponsorship	2	\$8,000 each
<b>Bean Bag Chair (5 bean bag chairs with your logo and your Booth #)</b> Attendees are always looking for a place to relax and rest. Have your logo featured on bean bags at the conference.	4	\$4,000 each
<b>Digital Signage Video Advertisements</b> Digital signage will be dispersed throughout the conference venue. Sponsor is required to supply a 2 mins video in MPEG4 format	6	\$2,000 each
<b>Private Meeting Point Boxes</b> Conveniently located in the Main Conference Foyer GREAT opportunity for brand exposure OUTSIDE of the World of Solutions hall • Exclusively branded private meeting point boxes - the hub of delegate activity • Option to create a lead generation activity to drive traffic back to stand	2	\$3,500 each
<b>Footprints</b> *Available to Exhibitor Sponsors Only* The path to the World of Solutions will be marked with "footprints" printed with your logo next to the Cisco Connect logo, and they will then proceed in the direction of your booth.	1	\$5,000
<b>Water Cooler Station</b> Support Cisco Connect's commitment to being green by sponsoring a water cooler station placed in a high traffic area where all attendees are sure to see your logo and booth number. Cisco Connect will save approximately 6000 plastic water bottles by offering biodegradable cups and water coolers at the conference. Join the effort and align your brand to our green commitment by transforming a water cooler into an effective high visibility billboard. Production Responsibility: Sponsors to provide logo in eps format	5	\$3,500 each
<b>Logo'd Carpet ... in the World of Solutions. *Available to Exhibitor Sponsors only *</b> Create awareness and visibility by displaying your company logo and booth number at the entrance to the show floor. Production Responsibility: Logo in eps format	Call for details	Call for pricing

## Additional Information

To reserve your Exhibitor space and/or Marketing & Promotional Sponsorship, please complete the attached Sponsorship Commitment Form and send to Rhoda Rosales by email to rhosale@cisco.com or via fax to 416.306.7099.

Sponsorships are available on a first-in, first-signed-contract-received basis.

Sponsorship prices listed exclude all applicable taxes (13% HST).



## Cisco Connect Toronto Sponsorship Commitment Form ("Sponsorship Agreement")

Email to: Rhoda Rosales, rhrosale@cisco.com or Fax: 416.306.7099

**Please print legibly when filling out the form.**

Partner Name: (as it will appear in the Show Guide - Case Sensitive) \_\_\_\_\_

Partner URL: (as it will appear in the Show Guide - Case Sensitive) \_\_\_\_\_

Partner Address: \_\_\_\_\_

**Principal Contact:** \_\_\_\_\_ Title: \_\_\_\_\_

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

Email: \_\_\_\_\_

**Contact for Exhibition Logistics:** \_\_\_\_\_ Title: \_\_\_\_\_  
(will receive the Exhibitor Services Manual)

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

Email: \_\_\_\_\_

**Finance Contact:** \_\_\_\_\_

Billing Company & Address: \_\_\_\_\_

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

Email: \_\_\_\_\_

### METHODS OF PAYMENT

Please tick your preferred method of payment

- Cheque
- Wire Transfer
- Credit Card

### PAYMENT TERMS

- Payment is due 30 days from date of invoice.
- No sponsorship or exhibition space will be confirmed until full payment is received.
- Stand positions are held for 30 days after date of invoice.
- Exhibitors cannot attend Cisco Connect Toronto until full payment is received

**EVENT DATE:** Thursday, May 30, 2013

**EVENT LOCATION:** Toronto Congress Centre, North Building

**VENUE ADDRESS:** 650 Dixon Road, Toronto, Ontario, M9W 1J1





## Cisco Connect Toronto Sponsorship Commitment Form ("Sponsorship Agreement")

Email to: Rhoda Rosales, rhrosale@cisco.com or Fax: 416.306.7099

### SPONSORSHIP CONFIRMATION

Please tick the appropriate Exhibitor sponsor level:

- |                          |          |          |
|--------------------------|----------|----------|
| <input type="checkbox"/> | Platinum | \$40,000 |
| <input type="checkbox"/> | Gold     | \$30,000 |
| <input type="checkbox"/> | Silver   | \$20,000 |
| <input type="checkbox"/> | Bronze   | \$10,000 |

I wish to sponsor one of the following additional marketing and promotional opportunities:

#### Food and Beverage Sponsorships:

- |                          |  |          |
|--------------------------|--|----------|
| <input type="checkbox"/> | Coffee Breaks Brand Presence - Morning sponsor   | \$3,500  |
| <input type="checkbox"/> | Coffee Breaks Brand Presence - Afternoon sponsor | \$3,500  |
| <input type="checkbox"/> | Lunch Brand Presence                             | \$15,000 |
| <input type="checkbox"/> | Candy Station by the Breakout Session Area       | \$8,000  |
| <input type="checkbox"/> | Popcorn Dispenser by the Breakout Session Area   | \$7,500  |

#### Complimentary Promotional Options:

- |                          |   |                  |
|--------------------------|---|------------------|
| <input type="checkbox"/> | Wireless Internet Café Station & Mobile Recharge Station (2 sponsorships available) | \$8,000          |
| <input type="checkbox"/> | Bean Bag Chair Sponsor (4 sponsorships available)                                   | \$4,000          |
| <input type="checkbox"/> | Digital Signage Advertisements (6 sponsorships available)                           | \$2,000          |
| <input type="checkbox"/> | Private Meeting Point Boxes (2 sponsorships available)                              | \$3,500          |
| <input type="checkbox"/> | Footprints (available to Exhibitor Sponsors only)                                   | \$5,000          |
| <input type="checkbox"/> | Water-cooler Station (5 sponsorships available)                                     | \$3,500          |
| <input type="checkbox"/> | Partner Logo'd Carpet (2 sponsorships available)                                    | Call for pricing |

25 word description of products and technologies your company will be showcasing:

(Internal use only for competitive solution conflict management between partners. This information will not be published)

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#### PLEASE NOTE:

- 1) Applications will not be processed without 25 word description
- 2) No Cisco competitive products are to be showcased at any time. Please review Terms and Conditions
- 3) Channel partners are not able to utilize Cisco Marketing and Development Funds ("MDF") to finance sponsorship of Cisco Connect Toronto



## Cisco Connect Toronto Sponsorship Commitment Form ("Sponsorship Agreement")

Email to: Rhoda Rosales, rhrosale@cisco.com or Fax: 416.306.7099

### Limitations of Liability

Neither party shall have any liability for any indirect, incidental, special or consequential damages, including but not limited to reliance, damages or liability based on the other party's revenue, 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 Sponsorship 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 the monies paid by the Partner to Cisco under this Sponsorship Agreement.

By signing this Sponsorship Commitment Form, the individual signing this contract represents and warrants that they are duly authorized to execute this binding contract on behalf of the named Sponsor (hereinafter, Sponsor shall also mean "Partner").

**Please print legibly when filling out the form.**

Partner Name: _____
Contact Name: _____
Title: _____
Address: _____
City: _____ Postal Code: _____
Work Phone: _____ Cell Phone: _____
Email: _____
Signature: _____
Date: _____ Month                      Day                      Year

### Terms & Conditions

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.

## **TERMS AND CONDITIONS**

- 1.** Booth spaces are limited and will be allocated on a first-in, first-served basis.
- 2.** Your signed commitment and payment must be received by Cisco no later than April 26, 2013.
- 3.** Sponsorship fee(s) must be paid in full by April 26, 2013 to enable onsite setup.
- 4.** Exhibitors cannot display outside of the boundaries of their contracted booth space.
- 5.** Exhibitor booth space will be allocated by Cisco.
- 6.** Cisco will not provide any equipment in the Exhibitor 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.
- 7.** Exhibitor Sponsors must obtain their own Insurance for their demo equipment.
- 8.** Additional Internet, Power-drops, and any exhibitor booth rental requirements are available at an extra cost. It is the responsibility of the Exhibitor to place orders and make arrangements for these requests by the April 26, 2013.
- 9.** Each Exhibitor Booth will include one draped table (minimum 8 feet x 2 feet), two chairs, and a standard electrical outlet with a maximum of 5 amps of power.
- 10.** Partner agrees to display equipment and products that will conform to the limitations of the display space as stated above.
- 11.** The Partner 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.
- 12.** The Partner 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.
- 13.** The Partner 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 Partners or offend visitors to the show.
- 14.** The Partner agrees to comply with local fire and safety regulations and furnish any permits as may be required by local authorities.
- 15.** The Partner agrees to abide by set-up and removal times stated in the Sponsorship Guide provided by the Cisco Connect Canada conference organizers.
- 16.** Sponsorship Fees will be invoiced by Cisco Systems Canada Co. upon receipt of this contract. All payments must be received by April 26, 2013 in order to exhibit. Any deposit remitted will be credited toward full payment of Sponsorship Fees. However, if Partner 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. Partner 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.
- 17.** In the event the Partner cancels any or all of the exhibit space and/or the Marketing & Promotional opportunity contracted herein, the Partner must do so in writing on or before April 26, 2013. A Partner 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 Partner, promotion undertaken on behalf of the Partner, and other damages which cannot be accurately calculated.
- 18.** Failure to make full payment of fees by deadline of April 26, 2013 will be considered a cancellation by the Partner.
- 19.** No refunds will be given for failure to participate or cancellations.
- 20.** The Partner agrees Cisco, its agents and employees: (a) will not be responsible for any damages to or for the loss or destruction of the Partner’s property, such loss, damage, destruction or injury being expressly waived by the Partner, (b) will be exempt from or indemnified for any claims for injury to any of the Partner’s representatives, agents or employees.
- 21.** The Partner 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 Partner, its employees or representatives.
- 22.** 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.
- 23.** Cisco reserves the right to reject at any time any exhibit which in its opinion is objectionable to the attendees or other Partners. No liabilities or damages whatsoever against Cisco or any of its agents and employees shall be incurred because of such rejection.

# Contact

For more information about sponsoring  
Cisco Connect Toronto, please contact:

**Rhoda Rosales**  
**Marketing Manager, Event Marketing**  
**email: [rhrosale@cisco.com](mailto:rhrosale@cisco.com)**  
**Phone: 416.306.7535**  
**Fax: 416.306.7099**



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