

A photograph of a woman and a young boy looking at a screen. The woman is in the foreground, resting her chin on her hand, looking towards the camera with a slight smile. The boy is in the background, looking down at the screen.

**Enable Your Network  
Empower Your Business**

Welcome to the Human Network.

**Cisco Expo  
2008**

Saudi Arabia  
10<sup>th</sup> May, 2008 - Riyadh  
King Fahad Cultural Center

## Sponsorship Opportunities

**Cisco Expo  
2008**



## Platform



*"Cisco's vision reflects the transition from today's networks, which are primarily focused on transporting bits, to an Intelligent Information Network that connects users to the applications and services they need or want. Cisco's strategy is to effectively create new capabilities, and to be the best at creating the infrastructure that allows these applications to take place."*

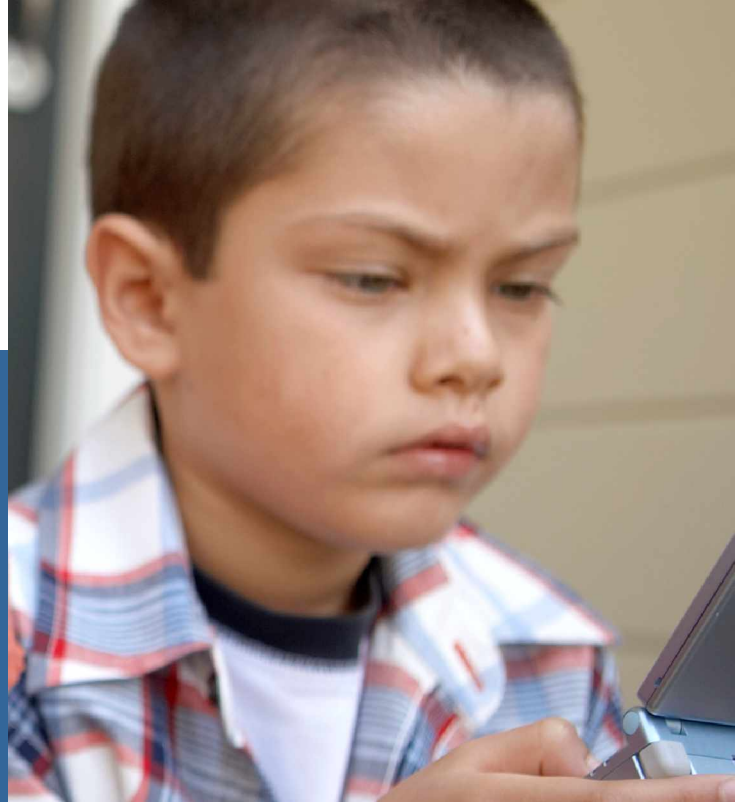
Cisco has a vision that extends beyond the company's established leadership in networking infrastructure to address the evolving role of the network and how it can benefit enterprises, government agencies, small and medium-sized businesses and service providers. As organizations shift their focus to building an infrastructure that helps meet strategic objectives through business process re-engineering and optimization, Cisco's vision of intelligent networking provides a roadmap and foundation for a network that directly supports these new, increasingly business-driven objectives.

Cisco Expos will feature this innovation and technology vision throughout the event with all presentations being focused on building the Secure Intelligent Information Network (IIN).



# Platform





# Plan

## **Target Audience**

Technical and Business decision makers in Organisations within Enterprises, Local and Central Governments, Service Providers & Small and Medium Businesses

## **Promotional Campaign**

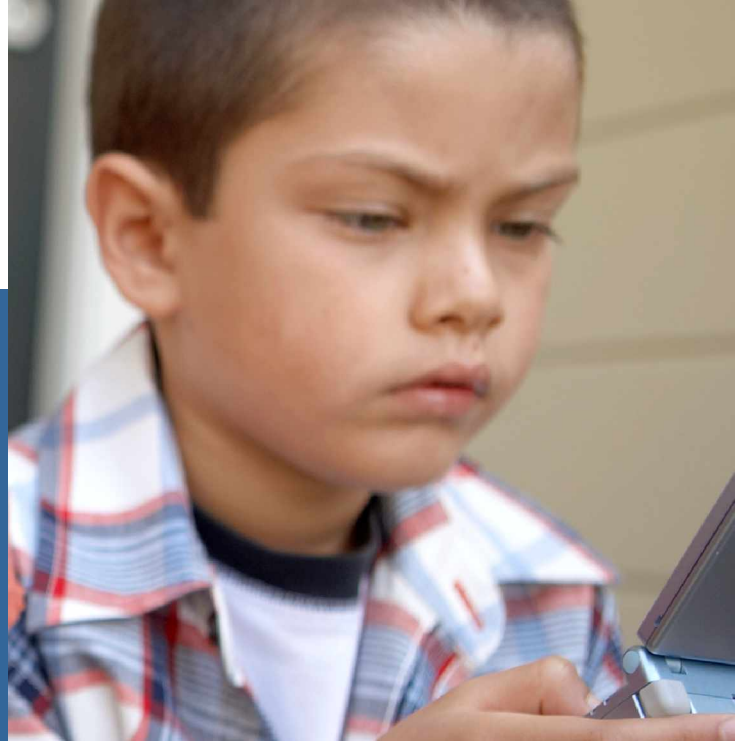
Email Invitations and Reminders will be sent to over 100,000 contacts  
Dedicated Registration website will have information on the event, Sponsors, Venue, etc  
Advertisements in Local press  
Banners on Websites

## **Expected Attendees**

1,500-1,800 Key decision makers

## **Event Format**

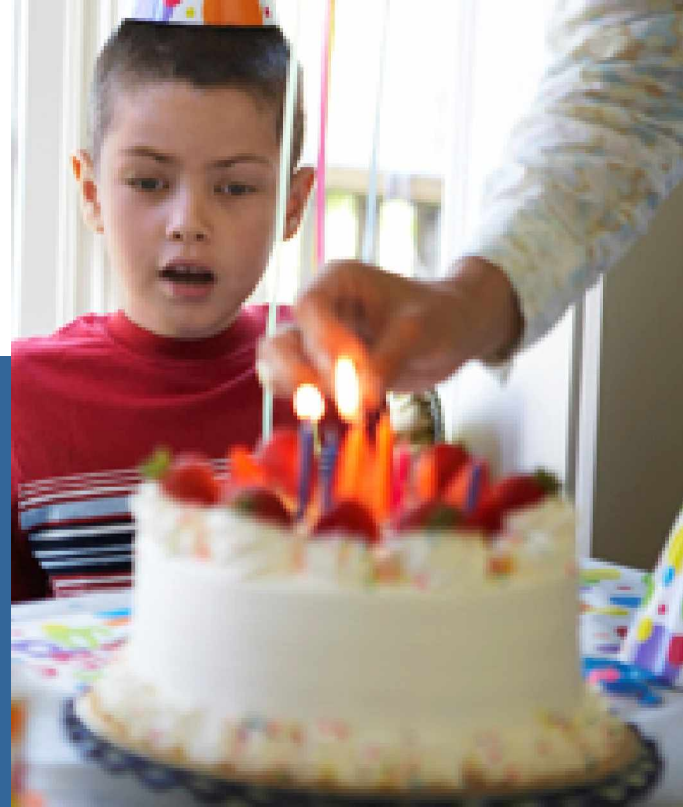
- Conference & Exhibition – presentations, lunch and dedicated expo area
- Keynote presentations
- Panel discussion with Industry leaders and experts
- Focus discussions on Key technology areas



## Deliverables

### Why participate?

- Cisco Expos give you the remarkable opportunity to reach several hundreds of IT
- and Business professionals who have specific needs and plans for deployment
- of various Cisco solutions. These professionals play a significant role in their
- company's purchasing decisions, creating an arena of a powerful marketing
- impact for your organization.
- Since the event has been designed to provide excellent educational and networking opportunities, your participation gives you the opportunity to achieve critical marketing objectives such as:
  - **Generating New Leads**
  - **Increasing Brand Awareness**
  - **Positioning your Company as Cisco's Integral Partner**
  - **Promoting Awareness of your Company's Capabilities**
  - **Reaching High Quality Prospects**



## Key Sponsorship Packages

### Platinum

#### Benefits:

- Keynote Speech in the main keynote sessions.
- Logo on Email Invite and Registration Website
- Logo on Conference Program
- Logo on Conference Folder
- Two A4 brochure for inclusion in Conference Folder
- Company Profile & material included in Cisco Expo CD
- Exhibition space in most prominent location of event exhibition venue and provided with stand booth in size 6X4m.
- Branding on Banners in registration area and conference room
- Acknowledgement in Cisco Keynote & Closing presentation
- Event Attendee List (post event)
- Exclusive Sponsorship of post-event Networking Reception held in Exhibition Area
- One ad on the Main Screens in the Exhibition area.

**Sponsor fees: \$ 30,000**



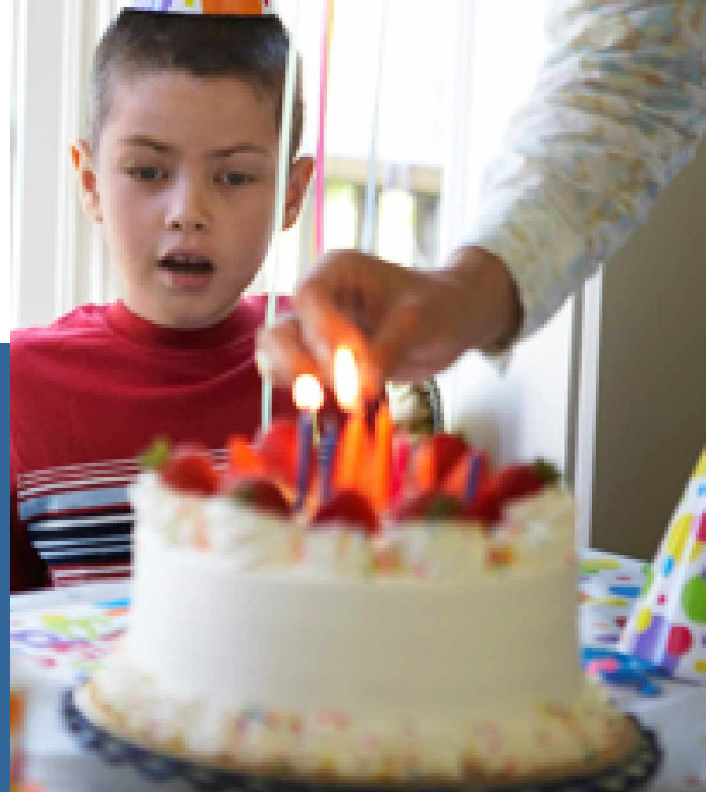
## Key Sponsorship Packages

### Gold

#### Benefits:

- Logo on Email Invite and Registration Website
- Logo on Conference Program
- Logo on Conference Folder
- One A4 brochure for inclusion in Conference Folder
- Company Profile & material included in Cisco Expo CD
- Exhibition space in prominent location of event exhibition venue and provided with stand booth in size 4X3m.
- Branding on Banners in registration area and conference room
- Acknowledgement in Cisco Keynote & Closing session
- One ad on the Main Screens in the Exhibition area

**Sponsor fees: \$ 20,000**



## Key Sponsorship Packages

### Silver

#### Benefits:

- Logo on Email Invite and Registration Website
- Logo on Conference Program
- Logo on Conference Folder
- Company Profile & material included in Cisco Expo CD
- Exhibition space in event exhibition venue and provided with stand booth in size 3X2m.
- Branding on Banners in registration area and conference room
- One ad on the Main Screens in the Exhibition area.

**Sponsor fees: \$ 14,000**



## Host Sponsorship Packages

### Lunch

#### Benefits:

- Exclusive Sponsorship of Expo Lunch
- 10 Minute Opening Speech at the lunch venue
- 3 roll-up banners with your Company logo mentioned as Lunch Sponsor
- Opportunity to bring in 8 branded tent-cards (with your Company Logo) that will be placed around the buffet tables.
- Logo on Email Invite and Registration Website
- Logo on Conference Program
- Logo on Conference Folder
- Company Profile & material included in Cisco Expo CD
- Exhibition space in event exhibition venue and provided with stand booth in size 3X2m.
- Branding on Banners in registration area and conference room

**Sponsor fees: \$ 25,000**



## Host Sponsorship Packages

### Coffee Break

- Benefits:
- Sponsorship of Expo Coffee Break
- 3 roll-up banners with your Company logo mentioned as Coffee Break area
- Opportunity to bring in 8 branded tent-cards (with your Company Logo) that will be placed around the buffet tables.
- Logo on Email Invite and Registration Website

**Sponsor fees: \$ 6,000**



## Branding Sponsorship Packages

### **Expo Lanyard - \$ 7,000**

#### Benefits:

- Exclusive branding on Expo Lanyards
- Logo on Email Invite and Registration Website
- Logo on Conference Folder

### **Expo Buses - \$ 5,000**

#### Benefits:

- Exclusive branding on Expo Busses starting in two weeks before the event.
- Logo on Email Invite and Registration Website
- Logo on Conference Folder

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## Partner Information

### Please Note:

- Since availability is very limited, sponsorship confirmations will be given on a first come, first serve basis.
- ***Deadline for confirmations is Wednesday, 2<sup>nd</sup> April, 2008.***
- Sponsorship payments must be made on or before the 7th April, 2008. Failing to do so will result in the sponsorship opportunity being released.
- Along with confirmation, attached High resolution company logo and company profile, that no longer than 150 words.

### Cisco contacts:

Abdulmohsen Al-Obaid - +966 1 2182730 / +966 50 4410554

[aalobaid@cisco.com](mailto:aalobaid@cisco.com)

An Application Form is enclosed on the following page.  
for completion & return.

**Cisco Expo  
2008**



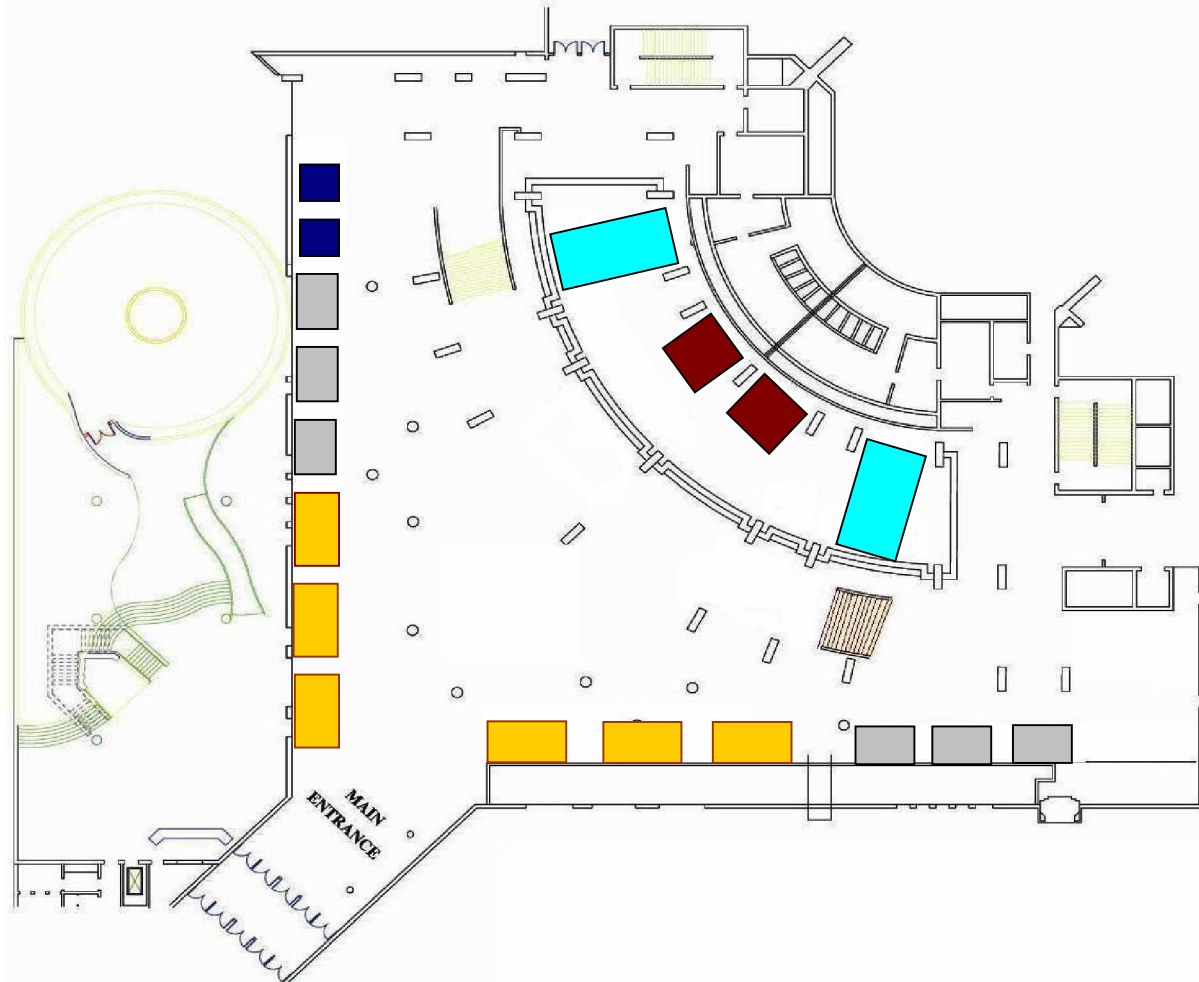
# Sponsorship Application form

<b>Sponsor Name + Co. Stamp</b>	<b>Contact Address</b>
	<u>Contact Person</u> Primary: Secondary:
	Telephone No:
	Fax No:
	Mobile Phone:
	<u>Email address</u> Primary: Secondary:
<b>Please Note:</b> <ul style="list-style-type: none"><li>• Since space is very limited, confirmations will be given on a First Come, First Serve basis.</li><li>• Deadline for confirmations is <i>Wednesday, 2<sup>nd</sup> April, 2008.</i></li><li>• Sponsorship payments must be made on or before the 7th April, 2007. Failing to do so will result in the space being released.</li><li>• Scan this application after filling all your information and send to : Ms. Rasha Pharaon – Tel; +966 (1) 2002722 Ext. 112 , Fax +966 (1) 2002721 Mobile+966 (53) 2857865, E-Mail: rasha@marcomarabia.net</li></ul>	
Type of Sponsorship Chosen:	
Signature of Primary Contact:	



# Floor Plan

## King Fahad Cultural Center



	Package	Quantity
	Platinum Sponsorship	2
	Gold Sponsorship	6
	Silver Sponsorship	6
	Lunch Sponsorship	1
	Coffee Sponsor	2
	Technical Sponsor	1
	Branded Lanyard	1
	Branded Cisco Expo Buses	1
	Cisco Stands	2