



Cisco Networkers 2008

January 21–24 Barcelona, Spain

Ignite Innovation

Platinum Sponsor: €82,750 + Spanish VAT (16%) List Price

Early Bird Opportunity

Early Bird Rate of €78,750 + Spanish VAT (16%) offered to Partners who sponsored Cisco Networkers 2007 and if booked before August 17, 2007

- Opportunity to choose and secure your stand location
- Early posting of your company to promote your services on the Cisco Networkers website
- Early Bird conference rate for the duration of the event (for any additional full passes purchased)

Exhibition Opportunities

New 2008

Exhibition Space	<ul style="list-style-type: none"> – 80 sqm – Platinum Sponsors have the opportunity to provide their own company stand. This is a unique offer only to Platinum Partners and the Cisco Networkers Team would work closely with you and your exhibit company to advise on the regulations and restrictions around the stand installation. – 2 Additional World Exhibition stands in 2 different worlds of your choice 	
Exhibition Stand	<ul style="list-style-type: none"> – Stand architecture (new stand design) – Graphics with new stand branding opportunities – 10 stools and 2 high tables, 1 meeting table and 4 chairs – Plasma screen to use as theatre tool or as branding opportunity – Option to include your private meeting area on your stand 	<ul style="list-style-type: none"> Not Included if providing own stand ✓ Not Included if providing own stand ✓ Not Included if providing own stand Not Included if providing own stand Not Included if providing own stand
Services	<ul style="list-style-type: none"> – 6 x power points (6 x 4 ways) – 6 x internet connections – 3 x lead retrieval devices - questions can be customised 	✓

Advertisement Opportunities

New 2008

Event Website	<ul style="list-style-type: none"> – 200 word description on event website – Hyperlink from event website to sponsor website – Pre-book meeting facility via link from event website – Logo branding on event website – Logo on homepage of event website – Microsite on event website, linked from logo on exhibitor listing page (sponsor to design/deliver site) 	
Venue and World of Solutions	<ul style="list-style-type: none"> – Logo placed throughout the venue, on digital signage, on World of Solutions entrance banner, on exhibition map, on catering area banner (catering banner new to Cisco Networkers 2008) – 2 advertisement pages on the World of Solutions sponsor digital signage – Additional brand visibility on platinum stand – Participation in World of Solution Quiz game organised for Platinum and Gold sponsors only – Logo featured in the opening sting of the Cisco Networkers Keynote – Logo placed on all pre-event direct marketing materials – 3 floor tiles (approx 80cm x 80cm) to be positioned around your stand – Drinks station positioned next to your stand during the World of Solutions opening cocktail reception 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓
Event Guide	<ul style="list-style-type: none"> – Promotion in exhibitor listing in the Event Guide – Full colour page advertisement in the Event Guide – 200 word description in the Event Guide 	
Message Delivery	<ul style="list-style-type: none"> – Option to provide 25 press kits for Press Room – Custom e-mail to pre-registered attendees – One insert to be included in the delegate bag (one A4 page or CD) – Exposure in the event video to be posted on the event website, and a DVD copy will be sent for your use – One post mailing to delegates via Cisco Networkers Event Team 	✓

Conference Opportunities

New 2008

Speaking Opportunity	<ul style="list-style-type: none"> – One hour breakout session during the event 	
Conference Passes	<ul style="list-style-type: none"> – 15 x Full Conference Passes - Includes full conference access (except techtorials) – 16 x Exhibitor Passes - Includes access to keynote and exhibition floor – 10 x Day Passes - Includes full conference for 1 day (except techtorials) – 2 x VIP Partner Day Passes -VIP event tailored for an executive audience (SVP/CEO/GM/VP from Partners) – Access to Customer Appreciation Event given for all badge types (Full Conference/Exhibitor Staff/VIP) 	✓
CAE – VIP Reception	<ul style="list-style-type: none"> – 20 passes for 45 min VIP reception, opportunity to network before Customer Appreciation Event start 	