



Cisco Networkers 2009

January 26-29 Barcelona, Spain

The Power of Collaboration



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What is Cisco Networkers?

Now in its 18th year, Cisco Networkers 2009 is one of the “must attend” events for IT Networking professionals.

Cisco Networkers offers an extensive breadth of high quality technical training and education, with over 200 technical sessions providing delegates with the knowledge they need to stay at the cutting edge of the very latest technologies. Cisco Networkers also gives delegates the tools to advance their careers by offering on-site certification exams and preparatory courses.

As a result, Cisco Networkers provides unparalleled sponsorship opportunities for organisations with products and/or services targeted at technical and business professionals within the Cisco community.



Who attends?

Cisco Networkers attracts over 4,000 delegates from more than 70 countries. The target audience includes architects, engineers, technicians, technical and business decision makers, IT project managers, finance directors, executives and the media.

In 2008:

- 4,067 delegates attended from 76 countries (an increase of 13% on 2007)
- 52% End Users / Customers; 44% Cisco Partners
- Over 85% of delegates who attended in 2008 said they intended to return in 2009 - demonstrating both the quality of the event and the high degree of delegate loyalty

Who attends?

Organisation Size - All Delegates

Organisation Size	2008 actuals	2008 (%)
Service Provider	729	17.9
Enterprise (>999 empl.)	2396	58.9
Mid Market (250-999 empl.)	535	13.2
Medium Business (100-249 empl.)	256	6.3
Small Business (10-99 empl.)	114	2.8
Small Office (3-9 empl.)	11	0.3
Home Office (0-2 empl.)	20	0.5
Not Indicated	6	0.1
Grand Total	4067	100.0

Delegate Job Levels 2008

Job Level	2008 Delegates	%age
Not indicated	6	0.1
Administrator	806	19.8
CEO/Managing Director	86	2.1
CFO/Finance Director	7	0.2
CIO/IT Director	119	2.9
CXO/Executive	55	1.4
Director/Senior Manager	326	8.0
Individual Contributor	627	15.4
Management with Staff	730	17.9
Management without Staff	524	12.9
Other	781	19.2
Grand Total	4067	100.0

Attendee Industries

Defence	23	0.6%
Government - Central	214	5.3%
Government - Local	112	2.8%
Non-Profit	18	0.4%
Education	239	5.9%
Healthcare	57	1.4%
Banking - Investment	140	3.4%
Banking - Retail	131	3.2%
Insurance/Financial Services	76	1.9%
Business/Professional Services	57	1.4%
Aerospace	25	0.6%
Automotive	47	1.2%
Chemicals/Pharmaceutical	48	1.2%
Food/Beverages/Tobacco	10	0.2%
Utilities/Energy	89	2.2%
Logistics/Distribution	38	0.9%
Manufacturing	102	2.5%
Engineering/Construction	38	0.9%
Media/Publishing/Entertainment	51	1.3%
Retail	47	1.2%
Travel/Tourism	41	1.0%
Agriculture	4	0.1%
Service Provider	332	8.2%
Telecommunications	815	20.0%
IT (Hardware & Software)	674	16.6%
Other	633	15.5%
Not indicated	6	0.1%
Grand Total	4067	100.0%



Why exhibit?

Due to the unique profile of the Cisco Networkers conference and delegates, the event is an excellent sales and marketing platform for Cisco Partners wishing to showcase their brand, products and/or services. In 2008, for example:

- 92% said they believe “Cisco is the leading technology innovator or one of the top three suppliers of IT and Communications products and solutions”
- 80% of delegates reported a positive impact on their preference for Cisco technology after attending the event
- 81% of delegates agreed that “Cisco Networkers is a leading event for Networking professionals”

It’s hardly surprising therefore that Cisco Networkers is regularly quoted as the most important user conference for Networking professionals, with benefits for sponsors including:

- An exclusive presence at a highly regarded international conference attracting thousands of IT professionals and technical innovators
- A platform through which to reach delegates with key roles in purchase decision making
- Unparalleled opportunities for networking and relationship building – including the development of new business relationships with other Cisco Partners

Some of the quotes we received from exhibitors at Cisco Networkers 2008 highlighting these benefits included:

“It basically gets everyone we want to talk to - customers, technology partners, channel partners - in one place at one time.”

“It’s a highly specialised, very targeted audience - which is why we attend.”

“It’s the beginning of the year, it’s the right people, the right place, at the right time.”



Sponsor packages and additional opportunities

Cisco Networkers offers four main sponsor packages – Platinum, Gold, World Exhibitor Plus and World Exhibitor – full details of which are on pages 8&9.

Whichever package you choose, you will benefit from an exhibition stand in the conference's World of Solutions interactive learning area. The World of Solutions will be located in the Centre Convencions Internacional Barcelona (CCIB's) impressive exhibition hall located on the ground floor and immediately behind the registration area making it easily accessible to delegates.

The exhibition hall will also include Cisco Demonstrations and Design Clinics, special features and promotions, and the main delegate refreshment and dining area. This makes the exhibition hall as attractive as possible for delegates to visit during the four-day conference - increasing footfall and duration of stay, and helping you maximise your exposure, opportunities for lead generation, and return on your investment.

Your stand will give you the freedom to focus on brand awareness, product demonstrations or launches, data capture, or relationship building with delegates. In choosing your sponsorship package, it will also help you to maximise your investment by considering your objectives and the space / facilities required. Our experienced exhibition team will be happy to provide you with guidance in this – as well as supporting you through the planning stage and onsite, personalising your sponsorship package, and explaining the benefits of additional sponsorship opportunities such as communicating your brand outside the show floor.

We also have sponsorship opportunities available to become either the Official TelePresence partner or Cable partner for Cisco Networkers 2009. For further details please contact Godwin Joseph (godwin.joseph@gpj.com)

Sponsor packages comparison chart

World of Solutions 2009 Sponsor Packages				
Items/Description	Platinum	Gold	World Exhibitor Plus	World Exhibitor
Package Cost (excluding 16% VAT)	Euro 86,900	Euro 41,500	Euro 19,200	Euro 10,800
Early Birds* (excluding 16% VAT)	Euro 82,750	Euro 39,500	Euro 18,250	Euro 10,250
Exhibition Opportunities				
Exhibit space	80 sqm	36 sqm	18 sqm	9 sqm
Stand architecture	✓	✓	✓	✓
Graphic panels	✓	✓	✓	✓
Furniture	✓	✓	✓	✓
Internet connections	6	4	4	3
Power points	6 x 4 ways	4 x 4 ways	3 x 4 ways	2 x 4 ways
Lead retrieval	✓	✓		
Plasma screen (50")	✓			
Opportunity to bring your own stand	✓			
Advertising Opportunities				
Event Website				
Word description on event website	200 words	100 words	50 words	50 words
Breakout session abstract on event website	✓			
Hyperlink from event website to sponsor website	✓	✓	✓	✓
Pre-book meeting facility	✓	✓		
Logo branding on event website	✓	✓		
Logo on homepage of event website	✓			
Microsite on event website	✓			
Venue and World of Solutions				
Logo placed throughout the venue	✓	✓		
Logo in your breakout session room	✓			
Advertisement on sponsor digital signage	2 pages	1 page	1 page	
Participation in the new interactive World of Solution Quiz game	✓	✓		
Participation in the new Passport Program	✓	✓	✓	✓
Logo on keynote sting	✓			
Logo on all pre-event direct marketing materials	✓			
3 Floor tiles	✓			
High visibility at the World of Solutions cocktail reception	✓			

Sponsor packages comparison chart continued

World of Solutions 2009 Sponsor Packages				
Items/Description	Platinum	Gold	World Exhibitor Plus	World Exhibitor
Package Cost (excluding 16% VAT)	Euro 86,900	Euro 41,500	Euro 19,200	Euro 10,800
Early Birds* (excluding 16% VAT)	Euro 82,750	Euro 39,500	Euro 18,250	Euro 10,250
Advertising Opportunities				
Event Guide				
Promotion in event guide exhibitor listing	✓	✓	✓	✓
Advertisement page in the event guide	One colour page	1/2 colour page		
Word description in the event guide	200 words			
Message Delivery				
Press kits for Press Room	25	15	10	10
Custom e-mail	✓	✓		
Delegate bag insert	✓			
Post Event Video	✓			
Post Mailing (pre-event)	✓			
Post Mailing (post-event)	✓			
Conference Opportunities				
Speaking Opportunity				
One hour breakout session during the event	✓			
Conference Passes				
Full conference passes	20	8	4	3
Exhibitor passes	18	10	4	2
Day passes	10	5		
VIP Partner Day pass	2	1	1	1
Customer Appreciation Event (CAE) free access	✓	✓	✓	✓
Customer Appreciation Event - VIP Reception				
20 passes for a 45 min VIP Reception before the Customer Appreciation Event start	✓			
Read more about the VIP Partner Day	Platinum package full specs	Gold package full specs	World Exhibitor Plus package full specs	World Exhibitor package full specs

*Early Birds rates offered to partners who sponsored Cisco Networkers 2008 and if booked before July 31, 2008



Barcelona

Barcelona is a modern, cosmopolitan city that has justly earned a reputation as one of Europe's leading conference destinations. The city has invested in quality venues; innovative, value-for-money boutique hotels; and modern transport facilities. On post-event evaluation forms, Barcelona has also consistently received high scores from delegates indicating a venue preference for future Cisco Networkers events.





The venue

Following its highly successful hosting of Cisco Networkers 2008, the Centre Convencions Internacional Barcelona (CCIB) has again been chosen as the venue for 2009.

Opened in 2004, the ultra-modern CCIB is formed by two buildings of architectural value, linked by an underground walkway. These are the remarkable Forum with its 3,200 seat auditorium; and the 67,000 m2 Convention Centre, which includes more than 11,000 m2 of uninterrupted exhibition space, together with meeting rooms, a banqueting room, patio areas and a 450 m2 terrace overlooking the sea.

Contrasting modernity and a rich cultural heritage, Barcelona and the CCIB are the perfect background for Cisco Networkers 2009.





VIP Partner Day

The VIP Partner Day is a highly prestigious, invitation-only event which will take place on Tuesday January 27, 2009 during Cisco Networkers.

As a Sponsor of Cisco Networkers 2009, you will have the opportunity to invite Senior Executives to the VIP Partner Day*. The number of passes are allocated as per your sponsorship package.

This exclusive one-day event will provide valuable insights from key Analysts on industry trends, issues and outlook, and guiding principles from Senior Cisco Executives on how our strategy and vision can enable continued business growth.

As well as keynote presentations, an interactive session, technology demonstrations and a private tour of the World of Solutions, there will be opportunities to network with Senior Executives from other organisations, key industry Analysts, and Cisco executives during the Executive Breakfast and Networking Lunch.

Please save Tuesday 27 January, 2009 in your Senior Executive's diary for this not-to-miss event.

* Subject to sponsorship level

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Contact

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Platinum Sponsor: € 86,900 + Spanish VAT (16%)

Early Bird Opportunity

Early Bird Rate of €82,750 + Spanish VAT (16%) offered to partners who sponsored Cisco Networkers 2008 and if booked before July 31st, 2008

Opportunity to choose and secure your stand location

Early posting of your company to promoting your services on the Cisco Networkers website

Early Bird conference rate fees for the duration of the event (for any additional full passes purchased)

Exhibition Opportunities

Exhibition Space	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.
Exhibition Stand	Stand architecture (new stand design) Not Included if providing own stand
	Graphics with new stand branding opportunities Not Included if providing own stand
	10 stools and 2 high tables, 1 meeting table and 4 chairs Not Included if providing own stand
	Plasma screen to use as theatre tool or as branding opportunity Not Included if providing own stand
Services	6 x power points (6 x 4 ways)
	6 x internet connections
	3 x lead retrieval devices – questions can be customised

Advertisement Opportunities

Event Website	200 word description on event website
	Breakout session to be advertised 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	Logo placed throughout the venue, on digital signage, on World of Solutions entrance banner, on exhibition map, on catering area banner
	Logo placed in your breakout session
	2 pages of advertisement on the World of Solutions sponsor digital signage
	Additional brand visibility on platinum stand
	Participation in the new interactive World of Solution Quiz game
	Participation in the new Passport Program
	Your logo will be featured in the opening sting of the Cisco Networkers Keynote
	Your logo will be placed on all pre-event direct marketing materials
	3 floor tiles (approx 80cm x 80cm) to be positioned around your stand
	Drink station positioned next to your stand during the World of Solutions opening cocktail reception
Event Guide	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	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 pre-event post mailing to delegates via Cisco Networkers Event Team
	One post-event post mailing to delegates via Cisco Networkers Event Team

Conference Opportunities

Speaking Opportunity	One hour breakout session during the event
Conference Passes	20 x Full Conference Passes – Includes full conference access (except techtorials)
	18 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 given for all badge type (Full Conference/Exhibitor Staff/VIP)
CAE – VIP Reception	Access to Customer Appreciation Event given for all badge type (Full Conference/Exhibitor Staff/VIP)

Gold Sponsor: €41,500 + Spanish VAT (16%) List Price

Early Bird Opportunity

Early Bird Rate of €39,500 + Spanish VAT (16%) offered to partners who sponsored Cisco Networkers 2008 and if booked before **July 31st, 2008**

Opportunity to choose and secure your stand location

Early posting of your company to promoting your services on the Cisco Networkers website

Early Bird conference fees rate for the duration of the event (for any additional full passes purchased)

Exhibition Opportunities

Exhibition Space	36 sqm
Exhibition Stand	Stand architecture (new stand design) Graphics 8 Stools and 2 high tables
Services	4 x power points (4 x 4 ways) 4 x internet connections 1 x lead retrieval devices – questions can be customised

Advertisement Opportunities

Event Website	100 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
Venue and World of Solutions	Logo placed throughout the venue, on digital signage, on World of Solutions entrance banner, on exhibition map, on catering area banner 1 pages of advertisement on the World of Solutions sponsor digital signage Additional brand visibility on Gold stand Participation in the new interactive World of Solution Quiz game Participation in the new Passport Program
Event Guide	Promotion in exhibitor listing in the Event Guide Half colour page advertisement in the Event Guide
Message Delivery	Option to provide 15 press kits for Press Room Custom e-mail to pre-registered attendees

Conference Opportunities

Conference Passes	8 x Full Conference Passes - Includes full conference access (except techtorials) 10 x Exhibitor Passes - Includes access to keynote and exhibition floor 5 x Day Passes - Includes full conference for 1 day (except techtorials) 1 x VIP Partner Day Pass -VIP event tailored for an executive audience (SVP/CEO/GM/VP from Partners) Access to Customer Appreciation Event given for all badge type (Full Conference/Exhibitor Staff/VIP)
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World Exhibitor Plus: €19,200 + Spanish VAT (16%) List Price

Early Bird Opportunity

Early Bird Rate of €18,250 + Spanish VAT (16%) offered to partners who sponsored Cisco Networkers 2008 and if booked before **July 31st, 2008**

Early posting of your company to promoting your services on the Cisco Networkers website

Early Bird conference fees rate for the duration of the event (for any additional full passes purchased)

Exhibition Opportunities

Exhibition Space	18 sqm
Exhibition Stand	Stand architecture Graphics with new stand branding opportunities 4 Stools
Services	3 x power points (3 x 4 ways) 4 x internet connections

Advertisement Opportunities

Event Website	50 word description on event website Hyperlink from event website to sponsor website
Venue and World of Solutions	1 page of advertisement on the World of Solutions main digital signage Participation in the new Passport Program
Event Guide	Promotion in exhibitor listing in the Event Guide
Message Delivery	Option to provide 10 press kits for Press Room

Conference Opportunities

Conference Passes	4 x Full Conference Passes - Includes full conference access (except techtorials) 4 x Exhibitor Passes - Includes access to keynote and exhibition floor 1 x VIP Partner Day Pass -VIP event tailored for an executive audience (SVP/CEO/GM/VP from Partners) Access to Customer Appreciation Event given for all badge type (Full Conference/Exhibitor Staff/VIP)
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World Exhibitor: €10,800 + Spanish VAT (16%) List Price

Early Bird Opportunity

Early Bird Rate of €10,250 + Spanish VAT (16%) offered to partners who sponsored Cisco Networkers 2008 and if booked before **July 31st, 2008**

Early posting of your company to promoting your services on the Cisco Networkers website

Early Bird conference fees rate for the duration of the event (for any additional full passes purchased)

Exhibition Opportunities

Exhibition Space	9 sqm
Exhibition Stand	Stand architecture Graphics with new stand branding opportunities 2 Stools
Services	2 x power points (2 x 4 ways) 3 x internet connections

Advertisement Opportunities

Event Website	50 word description on event website Hyperlink from event website to sponsor website
Venue and World of Solutions	Participation in the new Passport Program
Event Guide	Promotion in exhibitor listing in World of Solution Guide
Message Delivery	Option to provide 10 press kits for Press Room

Conference Opportunities

Conference Passes	3 x Full Conference Passes - Includes full conference access (except techtorials) 2 x Exhibitor Passes - Includes access to keynote and exhibition floor 1 x VIP Partner Day Pass -VIP event tailored for an executive audience (SVP/CEO/GM/VP from Partners) Access to Customer Appreciation Event given for all badge type (Full Conference/Exhibitor Staff/VIP)
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Additional Sponsorship Opportunities

Sponsorship items	Description	Cost + VAT (16%) List Price
Exhibition and World of Solutions Opportunities		
Additional Presence in Worlds	Additional World Exhibitor stand	€7,800 each
3 Floor Tiles	To be used around additional world stands (80cm x 80cm)	€2,350
PC station Sponsor	Become the official sponsor of the event PC Stations and your logo will be placed on the screensavers as well as on the PC Stations architecture.	€7,500 per area (€12,000 for 2 area's)
Coffee Lounge Sponsor	1, 2 or 3 day options available	€5,000 per day or (€13,000 for 3 days)
Advertisement Opportunities		
Logo on Conference Lanyard	Your logo on each conference lanyard along with Cisco's logo	€14,000
Logo on Pocket Guide	Your logo will be printed on the back cover of the pocket guide distributed with each badge printed	€14,000
Advert on Digital Signage	Place your advert on a strategically positioned digital signage	€3,300
Additional Advert in Exhibit Guide	1/4 page colour advert	€3,300
Additional Advert in Exhibit Guide	1/2 page colour advert	€5,500
Additional Advert in Exhibit Guide	Full page colour advert	€8,500
Conference Opportunities		
Insert in Conference Bag	One A4 page (first come first served - total of 10 inserts accepted)	€5,800
Conference Notebook	Provide each delegate with a conference notebook branded with your company logo (placed in delegate bag). Notebook to be approved by Cisco, A5 or smaller, approx 150 pages.	€8,000
Attendee Pens	Provide each delegate with a pen branded with your company logo (placed in delegate bag). Pen to be approved by Cisco.	€5,000
Lunch Table Drop	Display a Marketing literature (format A4 Max) on each lunch table	€5,000 per day or (€13,000 for 3 days)
Customer Appreciation Event	Food and Beverage sponsor	€18,000



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