

FY26 Cisco Connect US Sponsorship Opportunities

Cities & Dates

Cisco Connect Atlanta – Oct 30, 2025 –
EVENT CONCLUDED

Cisco Connect Houston – Feb 5, 2026 –
EVENT CONCLUDED

Cisco Connect D.C. – Mar 24, 2026–
EVENT CONCLUDED

Cisco Connect Nashville– Apr 7, 2026–
EVENT CONCLUDED



Cisco Global Events

CISCO Live !

Global, Flagship Events

Our flagship live and digital experience with global reach. Focused primarily on global narratives, new technology announcements, education, thought leadership, and demand generation.

Cisco Live 2026
May 31 - June 4, 2026
Las Vegas

CISCO Connect

Mid-to-Large Regional Events

A 1:many, mid to large-scale event brand for theatre/country in local language. Focused on demand generation, education and brand awareness.

Cisco Connect
5-6 events in the
US & Canada each year

CISCO Engage

Smaller, Local Events

A smaller, flexible event brand for local use targeting selective audiences, industries, technologies or accounts. Focused on specific, sales-driven outcomes, in local language supporting local priorities.

Cisco Engage
i.e., Tech Days
Varies by region

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CISCO Connect

Cisco Connect defines regional customer education bringing the latest in Cisco technology directly to our customers.

Customers and prospects representing Cisco's Americas Service Provider, Global Enterprise Segment, US Commercial, Enterprise, Service Provider and US Public Sector segments are all invited to participate in Cisco Connect events, free of charge. These are the largest U.S. based Cisco led tech events outside of Cisco Live!

Attendees represent a wide range of industries and job levels.

Cisco Connect events offer exclusive access to:

- Insights from Cisco's leadership on our strategic direction and partnerships
- Educational content on the technologies our customers already use, and the technologies they will rely on in the future
- The latest and greatest products and solutions Cisco is introducing to assist attendees with their jobs and drive business outcomes
- Official Cisco partners and solutions

Unlike other technology events, Cisco Connect is specifically geared towards Cisco customers and open to those who view Cisco as a trusted advisor.

CISCO Connect

Why Sponsor?

Value

Cisco Connect events bring together the audience that you want to meet – technology innovators and decision makers. Becoming a sponsor offers you a unique opportunity to interact with an influential community. Cisco Connect is the perfect platform to gain customer leads and introduce your solution offerings.

Customer Engagement & Branding Opportunities

Continue conversations from Cisco Live! and other large industry events by engaging local customers in-person at Cisco Connect events. Dedicated solutions expo time opportunities are built into each event, providing your company opportunities to connect with local customers. A variety of sponsorship options are available inclusive of speaking and branding opportunities – see page 10.

Required for Partner Participation

As these events are customer focused, a sponsorship is required for partners to participate at Cisco Connect events. Partners who are not official Cisco Connect sponsors are required to purchase a \$150 non-transferrable pass for each individual registrant/attendee within your company. Cisco Connect partner sponsors are allocated attendee passes as part of each sponsorship package.

Who Attends Cisco Connect?

Technical Professionals:

Network engineers, architects, and IT managers seeking deep-dive technical education and hands-on training.

IT & Business Leaders:

CIOs, IT Directors, and decision-makers focused on strategy, technology roadmaps, and peer networking.

Cisco Partners:

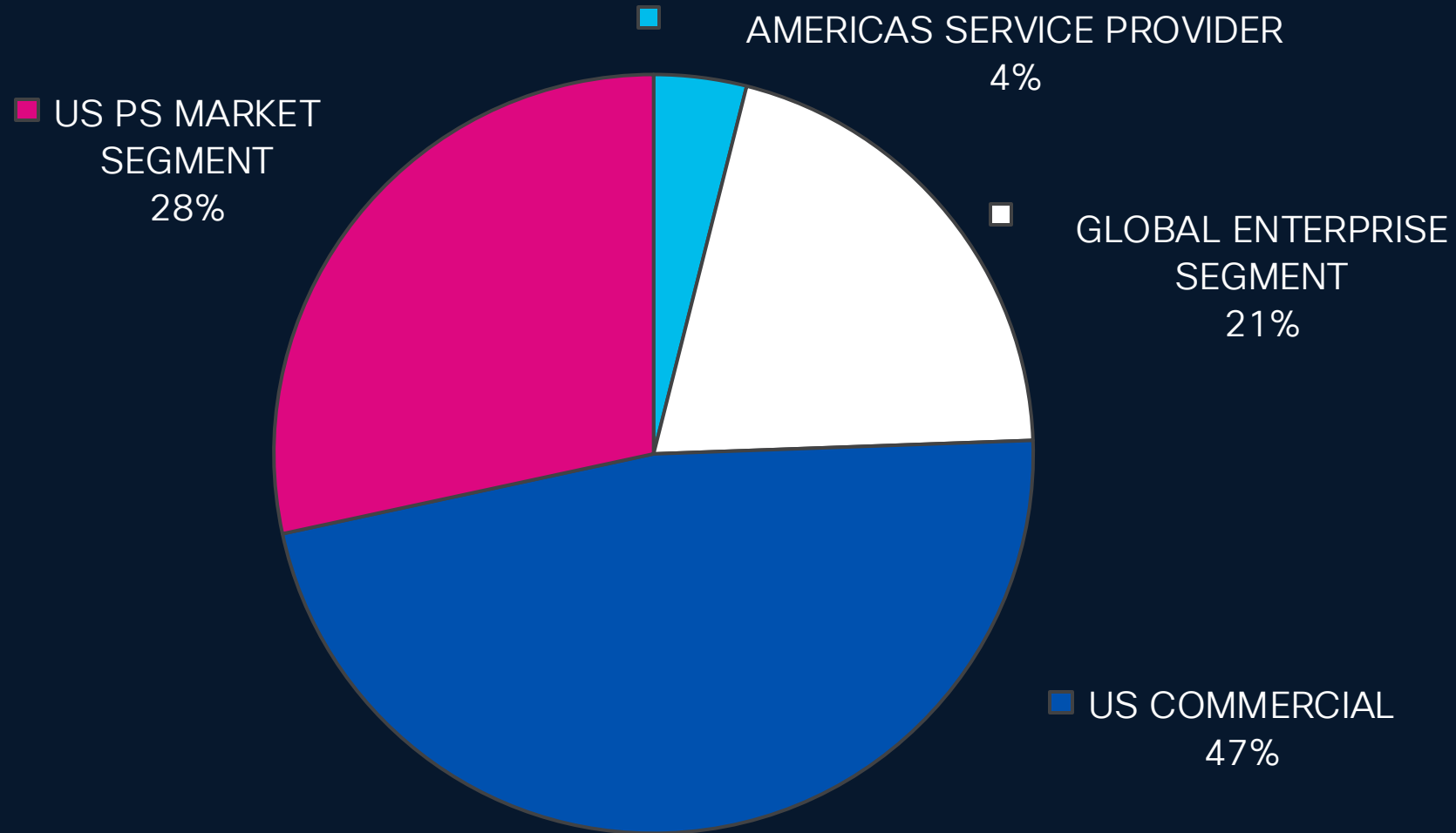
Sales, engineering, and consulting staff from partner organizations looking for training and customer engagement.*

Prospective Customers:

Organizations evaluating Cisco solutions to address their business and technology challenges.

*Sponsorship or fee to attend

Customers Attendance by Segment



Breakdown is based on attendance of 4 last Cisco Connect US events.
Actual customer attendance will vary by city.

FY26 US Cisco Connect Dates & Locations

Event Name	Event Date	Event Time	Sponsor Set-Up Time	Venue
Cisco Connect Atlanta	Oct 30, 2025- Event Concluded	7:30am-4:30pm	Oct 29, 4:00-6:00pm	Westin Buckhead Atlanta
Cisco Connect Houston	Feb 5, 2026 - Event Concluded	7:30am-4:30pm	Feb 4, 5:00-7:00pm	NRG Center
Cisco Connect DC	Mar 24, 2026 - Event Concluded	7:30am-4:30pm	Mar 23, 4:00-6:00pm	Ronald Reagan Building
Cisco Connect Nashville	Apr 7, 2026	7:30am-4:30pm	Apr 6, 4:00-6:00pm	Omni Nashville

Cisco Connect Sample Agenda



8:00am-9:00am	Registration, Breakfast & Solutions Expo
9:00am-9:30am	Keynote
9:45am-10:45am	Technical Breakout Sessions
11:00am-12:00pm	Technical Breakout Sessions
12:00pm-1:30pm	Lunch & Solutions Expo
1:30pm-2:30pm	Technical Breakout Sessions
2:45pm-3:45pm	Technical Breakout Sessions
3:45pm-5:00pm	Solutions Expo Happy Hour & Reception

CISCO Connect Sponsorship Opportunities

Sponsorship Level

Cost per City

Gold

6' exhibit table in the solutions expo foyer + 3 partner attendee passes. Lead scanner, wireless internet and basic electric power included.

Opt-In Customer Registration List. Includes: Name, Title, Company, Email Address, and Phone Number.

\$7,500

Opt-Out Customer Registration List. Includes: Title, Company.

Sponsoring partner will be responsible for table drape, signage, marketing material, give-a-ways, and anything else you would like to bring for your setup.

Mobile App Sponsor

Be the exclusive sponsor of the mobile app for all Cisco Connect attendees with your branding and call to action in the app. Includes Gold level benefits + 7 additional partner attendee passes (10 total passes)

\$10,000

Solutions Expo Reception

Be the exclusive sponsor of the solutions expo reception hosting all the Cisco Connect attendees. Receive mention as sponsor during keynote including your partner logo on the keynote presentation. Also, includes dedicated sponsor signage with logo in the solutions expo foyer. Includes Gold level benefits + 7 additional partner attendee passes (10 total passes).

\$15,000

Lunch Speaking Sponsor

Be the exclusive sponsor of lunch hosting all the Cisco Connect attendees with ability to present 15 minutes of content. Also, includes dedicated sponsor signage with logo in the solutions expo foyer. Includes Gold level benefits + 7 additional partner attendee passes (10 total passes). Content must be reviewed & approved by Cisco.

\$30,000

Multi-City Discount

Interested in sponsoring more than one FY26 Cisco Connect City?

Discount:

Sponsor 2 or more cities – Receive \$1,000 off sponsorship fee for each city

Multi-City Discount FAQ's:

What is the process to take advantage of the Multi-City Discount? Email ciscoconnectus@external.cisco.com indicating which cities you would like to participate in. The Cisco Connect team will check sponsorship availability for the requested cities. If available, the Cisco Connect team will provide a contract to sign, complete and email back. The Cisco Connect team will counter-sign the contract. Once payment is due, Cisco Connect team will provide the appropriate discount code to use at check-out. See payment due dates on next slide.

If I sign up for a FY26 Cisco Connect city and later decide to do additional FY26 Cisco Connect city/cities, can I get a retroactive discount? No, the per city discount will only apply to future FY26 Cisco Connect Cities and not past Cisco Connect cities.

Sponsorship & Payment Due Dates

What is the process to sign up for a sponsorship? After you have picked your sponsorship of choice, email ciscoconnectus@external.cisco.com with your requested sponsorship type & city. See previous slide for multi-city discounts & process. If available, the Cisco Connect team will email you a contract to sign, complete and email back. The Cisco Connect team will counter-sign the contract. Sponsorship is first come first serve.

When is the payment due for Cisco Connect? A credit card payment is due as follows:

- Cisco Connect Atlanta – Event Concluded
- Cisco Connect Houston– Credit card payment is due between Dec 15, 2025, and Jan 29, 2026
- Cisco Connect D.C. – Credit card payment is due between Jan 1, 2026, and March 17, 2026
- Cisco Connect Nashville– Credit card payment is due between Jan 1, 2026, and March 31, 2026

Is there a deadline to sign-up for Cisco Connect Cities? With a limited number of sponsorship opportunities, it is recommended that partners sign up as soon as possible. Once sponsorship spots are sold out, we will no longer accept additional sponsors. The final deadline to sign-up & provide credit card payment for Cisco Connect Cities is as follows:

- Cisco Connect Atlanta – Event Concluded
- Cisco Connect Houston – Event Concluded
- Cisco Connect D.C. – Event Concluded
- Cisco Connect Nashville – Final Day to sign up & provide partner logo is March 24, 2026

Booth Space FAQ's

What is included and what are the restrictions:

- Gold sponsorship include One 6' draped exhibit table with 2 chairs in the solutions expo area. Space dimensions are 10' wide, 10' deep by 10' height. All booth elements must fit within the booth dimensions. Free standing elements only, no hanging elements permitted.
- One Lead Retrieval hand-held device with license. Lead Retrieval devices captures company name, contact name, email and phone number. Lead qualifiers are included and can be customized. Additional Licenses (no device) can be ordered for an additional charge through the Cvent portal.
- Basic wireless internet and basic electric power included. Additional internet & power can be ordered in advance. Monitors will be available to rent. The deadline to order additional internet, power or a monitor is one month prior to the event date.
- *Sponsoring partner will be responsible for table drape, signage, marketing material, give-a-ways, and anything else you would like to bring for your setup. Sponsoring partner will be responsible for drayage, handling and shipping charges.*

Booth Location: Sponsoring partners will pick booth location 2 weeks prior to the Cisco Connect event date via the Cvent portal.

Email ciscoconnectus@external.cisco.com for Sponsorship Sign Up

Additional FAQ's

Can I share or split a sponsorship with another partner? No. Sponsorships cannot be shared among partners. Each participating sponsor must have their own sponsorship agreement and space.

Can I attend without sponsoring the event? Cisco Connect events are customer focused events. Partners who would like to attend must sponsor or purchase a non-transferable partner attendee pass for \$150 per person. Stand alone partner attendee passes do not include any of the benefits of a partner sponsorship.

What are the requirements for the sponsor tables? The Cisco Connect Team will publish requirements and specific information including lead retrieval, shipping etc to help you get setup for event day. Please be on the lookout for those details 1 month prior to the event date.

Can I use Demand Generation Incentive rewards to pay for Cisco Connect sponsorships? The Demand Generation Incentive rewards partners for successful demand generation for Cisco. Partners have sole discretion over how they generate demand to meet the incentive requirements and how to use the payouts earned. Cisco does not direct the partner to perform specific activities or demand generation. Cisco does not direct how partners use the payouts earned with this incentive. Partners can use the payouts as they choose.

Email ciscoconnectus@external.cisco.com for Sponsorship Sign Up

Cisco Connect- Past Event Photos & Partner Feedback



Welcome Desk



Keynote



Keynote Audience

'We couldn't be more thrilled that Cisco Connects are back'



Solutions Expo



Solutions Expo Hours



Solutions Expo Hours

'Cisco Connect Dallas yesterday was a great use of our time. We met new customers. Win. Win. Win.'

CISCO Connect

Contact

For more information about sponsoring Cisco Connect, please contact the Cisco Americas Marketing Events Team:

ciscoconnectus@external.cisco.com

Event website: <https://www.cisco.com/c/en/us/training-events/events/cisco-connect-us.html>

