

Cisco Connect Sponsorship Opportunities

Partner Sponsorship Opportunities

Cisco Connect Canada – November 19, 2025





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Cisco Event Tiers

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 2025

June 8-12, 2025

San Diego, CA

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

1 event in Canada every 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

Cities & Dates driven

by Local Teams



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

Customers and prospects representing Cisco's Commercial, Enterprise, Service Provider and Public Sector segments are all invited to participate to Cisco Connect events, free of charge. This is the largest Canada Cisco led tech event 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.



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 pages 9-12.

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 \$250 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 customers from Enterprise, Public Sector, Commercial and SMB attend Cisco Connect events. Customers attending Cisco Connect include networking, data center, security and collaboration buyers and influencers..

Cisco Connect Canada Details



Event Date:	Wednesday, November 19, 2025
Event Time:	8:00am to 6:00pm ET
Sponsor Set-Up Time:	<i>Tuesday, November 18 from 2:00-6:00pm ET Wednesday, November 19 from 7:00am-8:00am ET</i>
Location:	<u>Metro Toronto Convention Centre</u> , South Building 222 Bremner Boulevard Toronto, Ontario M5V 3L9 Canada

Level 800



FLOORPLAN:
The floorplan for the Solutions Expo at Cisco Connect Canada will be released 2 months prior to the event date. We will grant access to pick booth location based on the order of contracts signed.

Cisco Connect Canada

High-Level Agenda

CISCO *Connect*

GO **BEYOND**

●	8:00am-9:30am	Registration, Breakfast & Solutions Expo
●	9:30am-10:30am	Keynote
●	10:45am-11:45am	Technical Breakout Sessions
●	11:45am-1:00pm	Lunch & Solutions Expo
●	1:00pm-2:00pm	Technical Breakout Sessions
●	2:15pm-3:15pm	Technical Breakout Sessions
●	3:30pm-4:30pm	Technical Breakout Sessions
●	4:30pm-6:00pm	Solutions Expo Reception



Sponsorship Level

Price (USD)*

Silver

Small display of Partner logo in Know Before You Go customer email. 6' exhibit table in the solutions expo area. Space dimensions are 10' wide, 10' deep by 10' height. Booth requirements: Free standing elements only, no hanging elements permitted. 15 partner attendee passes. Additional partner passes can be purchased for \$250 USD/person. Lead scanner, wireless internet and basic electric power included. Customer Registration list inclusive of titles & company only. *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. 20 professional photographs for your partner executives. 45 second video (partner provided) displayed between sessions.*

\$18,500 – Early Bird (contract signed by Aug 1, 2025). 7 available

\$20,000 – 8 available

Gold

Medium display of Partner logo in Know Before You Go customer email. Two 6' exhibit tables in the solutions expo area. 6' exhibit table in the solutions expo area. Space dimensions are 20' wide, 10' deep by 10' height. Booth requirements: Free standing elements only, no hanging elements permitted. 25 partner attendee passes. Additional partner passes can be purchased for \$250 USD/person. Lead scanner, wireless internet and basic electric power included. Customer Registration list inclusive of titles & company only. *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. 20 professional photographs for your partner executives. 60 second video (partner provided) displayed between sessions.*

\$30,000 – Early Bird (contract signed by Aug 1, 2025). 3 available

\$35,000 – 3 available

Platinum

Large display of Partner logo in Know Before You Go customer email. Three 6' exhibit tables in the solutions expo area. 6' exhibit table in the solutions expo area. Space dimensions are 30' wide, 10' deep by 10' height. Platinum sponsors will have a Premium booth location on the show floor. Booth requirements: Free standing elements only, no hanging elements permitted. 40 partner attendee passes. Additional partner passes can be purchased for \$250 USD/person. Lead scanner, wireless internet and basic electric power included. Customer Registration list inclusive of titles & company only. *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. 20 professional photographs for your partner executives. 1 minute, 30 second video (partner provided) displayed between sessions.*

\$45,000 – Early Bird (contract signed by Aug 1, 2025). 2 available

\$50,000 – 2 available

*This sponsorship cost is quoted in USD. The Canadian dollar cost may slightly fluctuate due to exchange rate fluctuations during the credit card transaction.



Sponsorship Add-Ons (available to Gold & Platinum sponsors only)

Price (USD)*

Breakfast Speaking Slot

Be the exclusive sponsor of breakfast hosting all the Cisco Connect Canada attendees with ability to present 15 minutes of content during breakfast hours. Also, includes dedicated sponsor signage with logo in the meal area. Content must be reviewed & approved by Cisco.

\$20,000

Lunch Speaking Slot

Be the exclusive sponsor of lunch hosting all the Cisco Connect Canada attendees with ability to present 15 minutes of content during lunch hours. Also, includes dedicated sponsor signage with logo in the meal area. Content must be reviewed & approved by Cisco.

\$25,000



Sponsorship Add-Ons (available to Silver, Gold & Platinum sponsors)

Price (USD)*

Branded Backpacks

Have your logo present on one of the most anticipated giveaways of the event: the official Cisco Connect Canada 2025 backpack, which will accompany each attendee during and after the event.

\$40,000 – 1 available

Event T-Shirts

Make your brand stand out at every moment: place your company logo on the official Cisco Connect Canada 2025 t-shirt. A unique opportunity to ensure visibility, even after the event

\$20,000 – 1 available

Badge & Lanyard

The badge and lanyard are indispensable during the event and your logo will accompany all attendees during the event.

\$20,000 – 1 available

Coffee Station

Offer Cisco Connect Canada 2025 attendees a moment of energy and connection with a delicious coffee, while your logo is displayed.

\$15,000 – 1 available

Food Station

Sponsor one of the three food stations (breakfast, lunch or solutions expo) during Cisco Connect Canada 2025 with your logo displayed.

\$10,000 – 3 available

Water Station

Be the official Cisco Connect Canada 2025 water station sponsor with your logo displayed.

\$10,000 – 1 available

Sponsorship Add-Ons (available to Silver, Gold & Platinum sponsors)

Price (USD)*

Chair Cover

Be one of the sponsors in the keynote room of Cisco Connect Canada 2025, with your brand on the chairs in the keynote room.

\$10,000 – 2 available

Charging Stations

Be the official Cisco Connect Canada 2025 charging station sponsor with your logo displayed

\$10,000– 1 available

Photo Booth

Be the official Cisco Connect Canada 2025 photo booth sponsor with your logo displayed

\$10,000 – 1 available

Pillar Wraps

A unique opportunity to ensure visibility as Cisco Connect Canada attendees are walking through the event

\$7,500 – 6 available

Wellness

Sponsor the wellness station at Cisco Connect Canada 2025.

\$10,000 – 1 available



Sponsorship & Payment FAQs

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. 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 Canada? Credit card payment is due between July 28, 2025, and October 31, 2025.

Is there a deadline to sign-up for Cisco Connect Canada? 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 Canada is October 31, 2025. The deadline to sign-up for Sponsorship Add-Ons is September 30, 2025.

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 \$250 USD per person. Stand alone partner attendee passes do not include any of the benefits of a partner sponsorship.

Can I use Marketing Velocity Funds (MVF) or Provider Market Development Funds (MDF) to pay for Cisco Connect sponsorship? No. Cisco rules do not allow the use of Marketing Velocity or MDF funds to be used to sponsor Cisco hosted events.

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



Booth Space FAQ's

What is included and what are the restrictions around the booth/table space?

All booth elements must fit within the booth dimensions:

Silver – 6' exhibit table in the solutions expo area. Space dimensions are 10' wide, 10' deep by 10' height.

Gold – Two 6' exhibit tables in the solutions expo area. 6' exhibit table in the solutions expo area. Space dimensions are 20' wide, 10' deep by 10' height.

Platinum – Three 6' exhibit tables in the solutions expo area. 6' exhibit table in the solutions expo area. Space dimensions are 30' wide, 10' deep by 10' height.

Booth restrictions: Free standing elements only, no hanging elements permitted.

What is included: One Lead Retrieval hand-held device with license. Lead Retrieval devices capture company name, contact name, email and phone number. The deadline to rent additional Lead Scanner devices is September 30, 2025.

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 September 30, 2025.

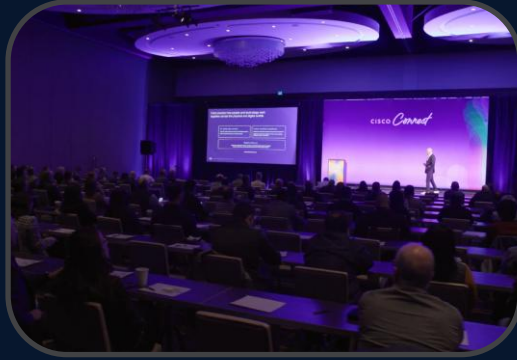
Sponsoring partner will be responsible for table drape, signage, marketing material, give-a-ways, and anything else you would like to bring for your setup. The exhibit hall area is carpeted. Sponsoring partner will be responsible for drayage, handling and shipping charges.

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.'



Contact

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

ciscoconnectus@external.cisco.com

Event website including list of upcoming Cisco Connect America Events:

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

