Cisco Connect US Sponsorship Opportunities

FY26 Partner Sponsorship Opportunities

Cisco Connect Atlanta – Oct 30, 2025
Cisco Connect D.C. – Dec 2, 2025
Cisco Connect Houston – Spring, 2026
Cisco Connect Nashville– Spring, 2026

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 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
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
Cities & Dates driven
by Local Teams

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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 Commercial, Enterprise, Service Provider and Public Sector segments are all invited to participate to 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.

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 8.
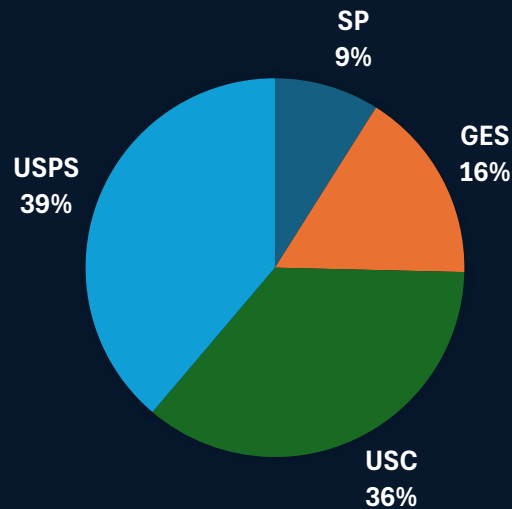
Required for Partner Participation

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.
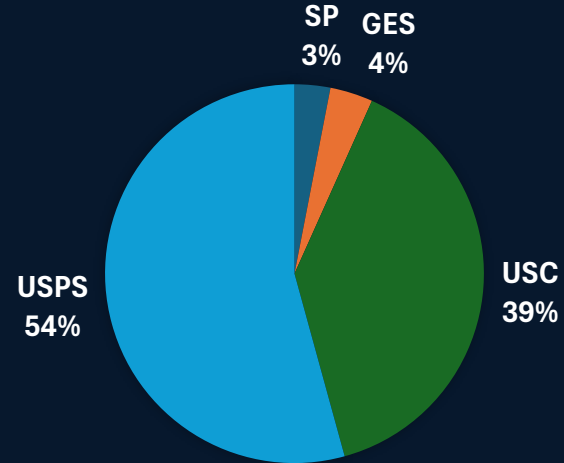
Who Attends?

Cisco customers from Global Enterprise Segment, Americas Service Provider, US Commercial and US Public Sector attend Cisco Connect events. Customers attending Cisco Connect include networking, data center, security and collaboration buyers and influencers.

Below is the attendance breakdown for FY25 Cisco Connect Events.
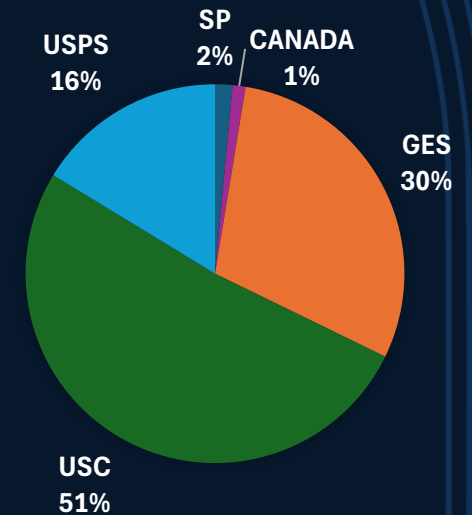

CISCO CONNECT DALLAS
- SP 9%
- GES 16%
- USC 36%
- USPS 39%

CISCO CONNECT LOS ANGELES
- SP 3%
- GES 4%
- USC 39%
- USPS 54%

CISCO CONNECT TWIN CITIES
- USPS 16%
- SP 2%
- CANADA 1%
- GES 30%
- USC 51%

Cisco Connect

FY26 Cisco Connect Dates & Locations

Event Name	Event Date	Event Time	Solutions Expo Set-Up Date & Time	Location	Venue
Cisco Connect Atlanta	Oct 30, 2025	7:30am–4:30pm	Oct 29, 4:00–6:00pm	Atlanta, GA	Westin Buckhead Atlanta
Cisco Connect DC	Dec 2, 2025	7:30am–4:30pm	Dec 1, 4:00–6:00pm	D.C.	Ronald Reagan Building
Houston, TX	Spring, 2026	7:30am–4:30pm	TBD	TBD	
Nashville, TN	Spring, 2026	7:30am–4:30pm	TBD	TBD	

Note: Cisco Connect Canada is on Nov 19, 2025, and follows a different pricing structure and process. The partner prospectus can be found here.   Please email ciscoconnectus@external.cisco.com if you are interested in sponsoring Cisco Connect Canada.

Cisco Connect Sample Agenda

Time	Session
7:30am-8:30am	Registration, Breakfast & Solutions Expo
8:30am-9:00am	Keynote
9:15am-10:30am	Technical Breakout Sessions
10:45am-12:00pm	Technical Breakout Sessions
12:00pm-1:00pm	Lunch & Solutions Expo
1:00pm-2:15pm	Technical Breakout Sessions
2:30pm-3:45pm	Technical Breakout Sessions
3:45pm-4:30pm	Solutions Expo Reception

Connect

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. 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.*	$7,500
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)	$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
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).	$25,000
Track Speaking Sponsor Be the exclusive sponsor of one of our 3 track options: AI-ready Data Centers, Future Proof Workplaces or Digital Resilience. Welcome session attendees and present 5 minutes of content prior to each session presentation beginning. Each track includes 4 sessions across the day. Also, includes dedicated sponsor signage with logo outside the session room. Includes Gold level benefits + 7 additional partner attendee passes (10 total passes). Content must be reviewed & approved by Cisco.	$30,000 per Track (3 Track Options)

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.

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 – Credit card payment is due between July 28, 2025, and September 30, 2025
- Cisco Connect D.C. – Credit card payment is due between July 28, 2025, and October 31, 2025
- Cisco Connect Houston– Credit card payment due dates will be shared once event date & city is confirmed
- Cisco Connect Nashville– Credit card payment due dates will be shared once event date & city is confirmed

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 – Final Day to sign up and pay is September 30, 2025
- Cisco Connect D.C. – Final Day to sign up and pay is October 31, 2025
- Cisco Connect Houston – Final Day to sign up will be shared once event date & city is confirmed
- Cisco Connect Nashville – Final Day to sign up will be shared once event date & city is confirmed

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:

• **Gold** –6' exhibit table in the solutions expo area. Space dimensions are 10' 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 captures company name, contact name, email and phone number. Additional Lead Scanners can be ordered up to one month prior to the event date.

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.

The floorplan for the Solutions Expo area at each Cisco Connect will be released 2 months prior to the event date

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 2 months prior to the event date.

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

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.'

2025 Cisco Connect Sponsors

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