

CISCO Connect

Cisco Connect Canada Sponsorship Opportunities

Event Date: Wednesday, October 21, 2026

Sponsorship Sales Open on July 14, 2026



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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 2027
June 6-10, 2027

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 in 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 Connect

Cisco Connect defines regional customer education by 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 attend Cisco Connect events, free of charge. This is the largest 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.

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 this 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 11.

Required for Partner Participation

Cisco Connect Canada is a customer focused event.

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.

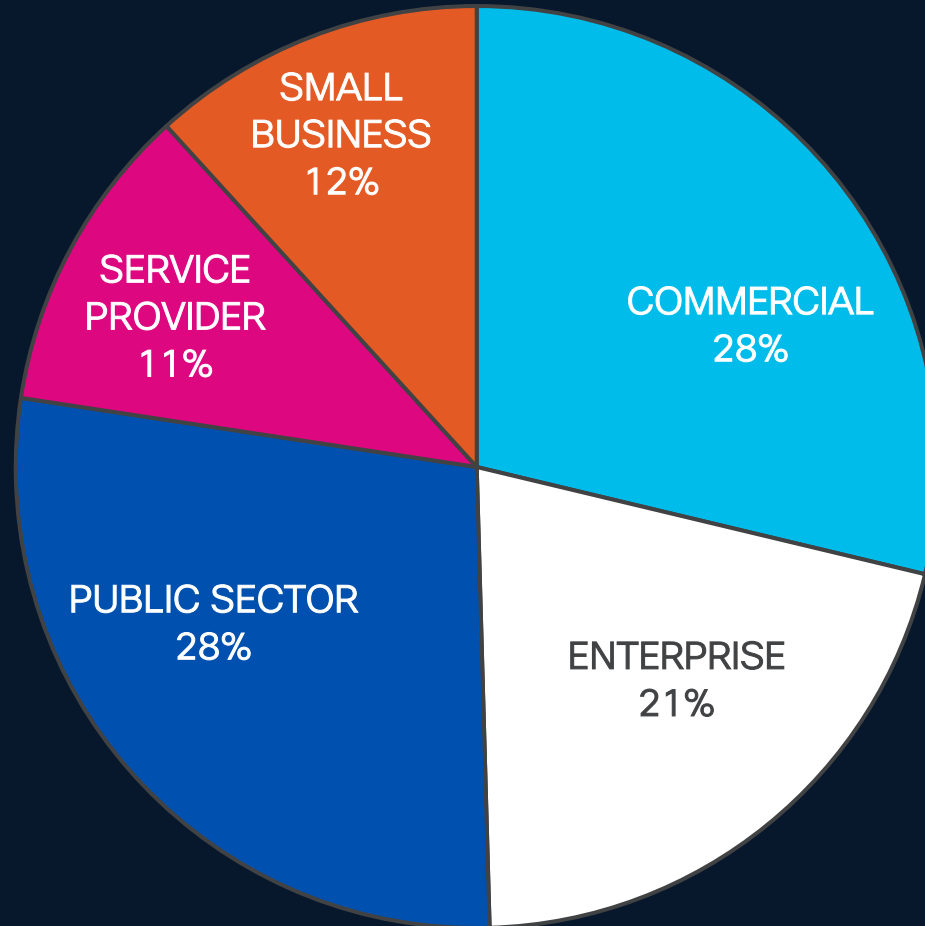
Cisco Partners:

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.

Customers Attendance by Segment



Breakdown is based on 2025 Cisco Connect Canada customer attendance.
Actual 2026 customer attendance breakdown may vary.

Cisco Connect Canada Event Details

Event Date	Wednesday, October 21, 2026 8:00am to 6:00pm
Sponsor Set-Up	Tuesday, October 20, 2026 12:00pm to 6:00pm
Location	<u>Metro Toronto Convention Centre</u> North Building, Level 100 255 Front Street West Toronto, Ontario M5V 3L9 Canada

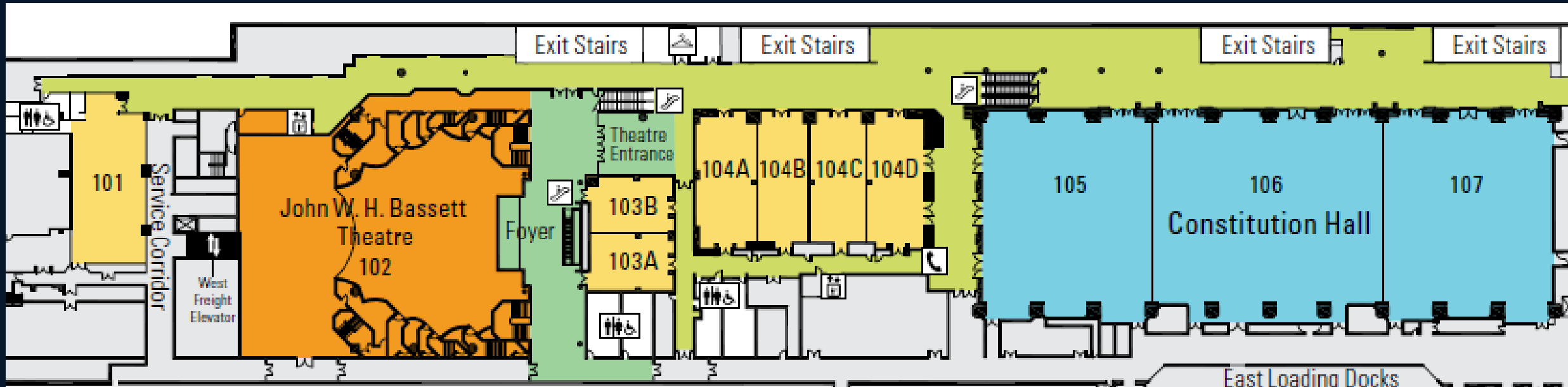


Cisco Connect Canada Sample Agenda



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

Cisco Connect Canada Floorplan



Detailed Floorplan:

The detailed 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 and sponsorship level.

CISCO Connect Canada Sponsorship Opportunities

Sponsorship Level	Price (USD/CAN):**
Bronze – 4 available Available to First-Time Cisco Connect Canada sponsors only. 6’ exhibit table in a Breakout Hallway (less traffic than Solutions Expo Area). Space dimensions are 6’ wide, 6’ deep by 6’ height. 2 partner attendee passes. Lead scanner, wireless internet and basic electric power included. Inclusion in Passport to Prizes onsite activation. Customer Registration list inclusive of titles & company only.*	\$8,000/\$11,040 – Early Bird (contract signed by Aug 3, 2026) \$9,000/\$12,420 – Contract signed by Sept 21, 2026
Silver – 12 available 6’ exhibit table in the Solutions Expo area. Space dimensions are 10’ wide, 10’ deep by 10’ height. 4 partner attendee passes. Additional partner passes can be purchased for \$250 USD(~\$349 CAN) person. Lead scanner, wireless internet and basic electric power included. Inclusion in Passport to Prizes onsite activation. Customer Registration list inclusive of titles & company only. Small display of Partner Logo in ‘Know Before You Go’ customer email. This sponsorship level includes a \$2,500 USD credit towards Sponsorship Add-Ons.*	\$18,500/\$25,530 – Early Bird (contract signed by Aug 3, 2026) \$20,000/\$27,600 – Contract signed by Sept 21, 2026
Gold – 4 available Two 6’ exhibit tables in the Solutions Expo area. Space dimensions are 20’ wide, 10’ deep by 10’ height. 8 partner attendee passes. Additional partner passes can be purchased for \$250 USD(~\$349 CAN) person. Lead scanner, wireless internet and basic electric power included. Inclusion in Passport to Prizes onsite activation. Customer Registration list inclusive of titles & company only. Medium display of Partner logo in Know Before You Go customer email. This sponsorship level includes a \$4,000 USD credit towards Sponsorship Add-Ons.*	\$30,000/\$41,400 – Early Bird (contract signed by Aug 3, 2026) \$35,000/\$48,300 – Contract signed by Sept 21, 2026
Platinum – 2 available Three 6’ exhibit tables 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. 12 partner attendee passes. Additional partner passes can be purchased for \$250 USD(~\$349 CAN) person. Lead scanner, wireless internet and basic electric power included. Inclusion in Passport to Prizes onsite activation. Customer Registration list inclusive of titles & company only. Large display of Partner logo in Know Before You Go customer email. 60 second video (partner provided) played before the keynote. This sponsorship level includes a \$7,500 USD credit towards Sponsorship Add-Ons.*	\$45,000/\$62,100 – Early Bird (contract signed by Aug 3, 2026) \$50,000/\$69,000 – Contract signed by Sept 21, 2026

*See Booth Space Details for more information

**Local Tax will be added to sponsorship cost. Sponsorship cost is billed in CAD. The CAD listed above and on the next page are approximate and is based on a 1.38 USD to CAN conversion

Sponsorship Level (Available to Silver, Gold & Platinum Sponsors)	Price (USD/CAN):**
Food Station Tabletop signage displayed on serving tables at Cisco Connect Canada 2026	\$5,000/\$6,900 – 4 available
Giveaway Sponsor Co-branded Cisco Connect & partner logo on the customer giveaway at Cisco Connect Canada 2026	\$5,000/\$6,900–1 available
Canvas Bag Co-branded Cisco Connect & partner logo on the canvas bag at Cisco Connect Canada 2026	\$5,000/\$6,900 – 1 available
Professional Headshot Station Tabletop signage displayed at professional headshot station welcome table at Cisco Connect Canada 2026	\$5,000/\$6,900– 1 available
Pillar Wraps 4-foot pillar wrap of partner logo. Includes printing & signage placement. Pillar location will be picked based on date of contract signing.	\$5,000/\$6,900– 5 available
Customer Lanyard Co-branded Cisco Connect & partner logo on customer lanyards at Cisco Connect Canada 2026	\$10,000/\$13,800 – 1 available
Espresso Bar Co-branded Cisco Connect & partner logo at the espresso bar at Cisco Connect Canada 2026	\$10,000/\$13,800 – 1 available
SMB Speaking Slot Be the exclusive sponsor of the SMB session with your logo displayed outside the room. Co-develop the session content with the local SMB leader and choose a representative from your company to co-present this session alongside a Cisco speaker. All content will be provided by Cisco.	\$10,000/\$13,800 – 1 available
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.	\$15,000/\$20,700 – 1 available
Track Sponsor with limited speaking opportunity Display your partner logo outside one of the four session tracks at Cisco Connect Canada 2026: AI-Ready Data Centers, Future-Proofed Workplaces, Digital Resilience, or Security. Within your designated track, you may select one session to co-develop with the local Cisco Solutions Engineering Leader. A representative from your company will have the opportunity to co-present this technical session alongside the Cisco speaker. All content will be provided by Cisco.	\$20,000/\$27,600 – 4 available
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 /\$34,500 – 1 available

What is the process to sign up for a sponsorship? Once you are ready to sign-up, the first step is to complete [this form](#). If the sponsorship is available, the Cisco Connect team send the contract via DocuSign to the Designated Contract Signor with a copy to Primary Marketing Contact. The Cisco Connect team will counter-sign the contract. Payment will be billed via Cisco Invoice. Cisco has a net-30 payment term. Sponsorship sales open on July 14, 2026.

When is the payment due for Cisco Connect Canada? Payment is due between July 26, 2026, and September 21, 2026.

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. Sponsorship is first come first serve. Once sponsorship spots are sold out, we will no longer accept additional sponsors. The final deadline to sign-up for Cisco Connect Canada is September 21, 2026. The deadline to sign-up for Sponsorship Add-Ons is September 15, 2026.

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 Canada is a customer focused event.

Is there a deadline to use, purchase or transfer Sponsor passes? Yes, the deadline to use, purchase or transfer Sponsor passes is Oct 7, 2026. This is a hard deadline. Any Sponsor passes that are included in your Sponsorship that are not used by this time will be forfeited.

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.

CISCO Connect *Booth Space Details (1 of 2)

Sponsorship Level	Booth Size & Tables	Booth Location
Bronze	• 6' wide, 6' deep by 6' height • One 6-foot table	Breakout Hallway – less traffic than Solutions Expo Area
Silver	• 10' wide, 10' deep by 10' height • One 6-foot table	Solutions Expo Area
Gold	• 20' wide, 10' deep by 10' height • Two 6-foot tables	Solutions Expo Area
Platinum	• 30' wide, 10' deep by 10' height • Three 6-foot tables	Solutions Expo Area

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

CISCO Connect *Booth Space Details (2 of 2)

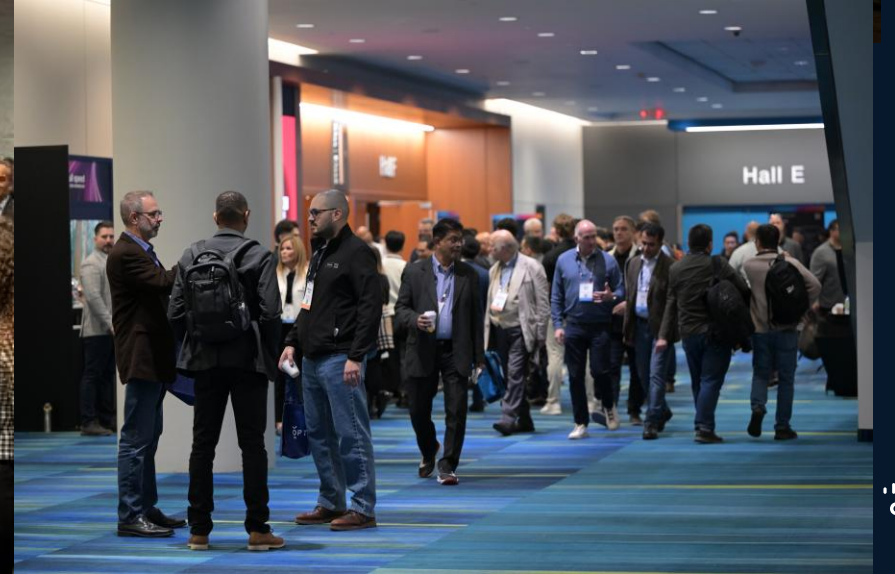
Category	What's Included with Sponsorship	What's not included with Sponsorship
Internet	Basic Wireless Internet	Additional Internet will be available to order
Power	Basic Electric Power	Additional power will be available to order
Carpet	Solutions Expo floor/Hallway is carpeted	Custom carpet will be available to order
Monitor	n/a	Monitors will be available to order
Lead Retrieval Device	1 Lead Retrieval Device	Additional Lead Retrieval Devices will be available to order
Passport to Prizes Onsite Activation	Inclusion of your partner logo in the Passport to Prizes Onsite Activation	Partner Raffle Item for Passport to Prizes Onsite Activation
Booth Set-Up	6-foot table (or more, depending on sponsorship level) - Pipe & Drape between booths	Partner should provide: - Table Drape - Backdrop to fit within Sponsorship Space - Pull-Up Banner - Giveaway Items OR order Custom booth. Custom booths, furniture & in-booth catering will be available to order
Shipping & Handling	n/a	Shipping, Labor & Drayage Fees

Cisco Connect Canada – Past Event Photos & Partner Feedback

*‘Very good event &
great level of
attendance’*



*“Wonderful support.
Thank you Cisco!”*





Contact

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

connectcanada@cisco.com

Once you are ready to sign-up, the first step is to complete [this form](#).

Cisco Connect Americas Website: <https://www.cisco.com/site/us/en/learn/events/cisco-connect-americas.html>

Cisco Connect Canada Overview



Registration

Registration Opens Aug 10



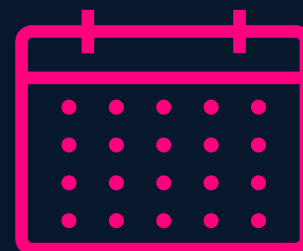
Location

Metro Toronto Convention Centre
North Building, Level 100
255 Front Street West
Toronto, Ontario, M5V 3L9, Canada



Event Highlights

Keynote
16 Technical Sessions – One Cisco
Partner & Cisco Booths in the World
of Solutions



Event Date:

Wednesday, Oct 21, 2026
(Cisco Connect)

NEW THIS YEAR - Prior to Cisco Connect:
One Cisco Enablement Day– Tuesday, Oct 20, 2026.
Audience: Partner & Cisco Sellers
Free to Attend

