

Cisco Connect US Sponsorship Prospectus



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Cisco 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
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
Multiple events across the US

What is Cisco Connect?

Cisco Connect delivers regional customer education programs that bring the latest Cisco technologies directly to customers.

Bringing together customers and prospects from across Cisco's key market segments including Americas Service Provider, Global Enterprise, U.S. Commercial, U.S. Public Sector and SMB and Mid-Market, Cisco Connect events offer complimentary access to the latest technology insights and networking opportunities. They are the largest Cisco-led technology events in the U.S. beyond Cisco Live with attendees representing a wide range of industries and job levels.

Cisco Connect events offer exclusive access to:

- Strategic insights from Cisco leadership on the company's vision, priorities, and key partnerships.
- Expert-led educational content covering current technologies and emerging trends that will shape the future.
- Hands-on exposure to Cisco's newest products and solutions, built to support business goals and empower technology teams.
- Cisco partners showcasing integrated solutions that help organizations maximize the value of their technology investments.

While many technology events serve broad audiences, Cisco Connect is tailored for Cisco customers and organizations that value Cisco as a trusted technology partner.

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 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 10 and 11.

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.

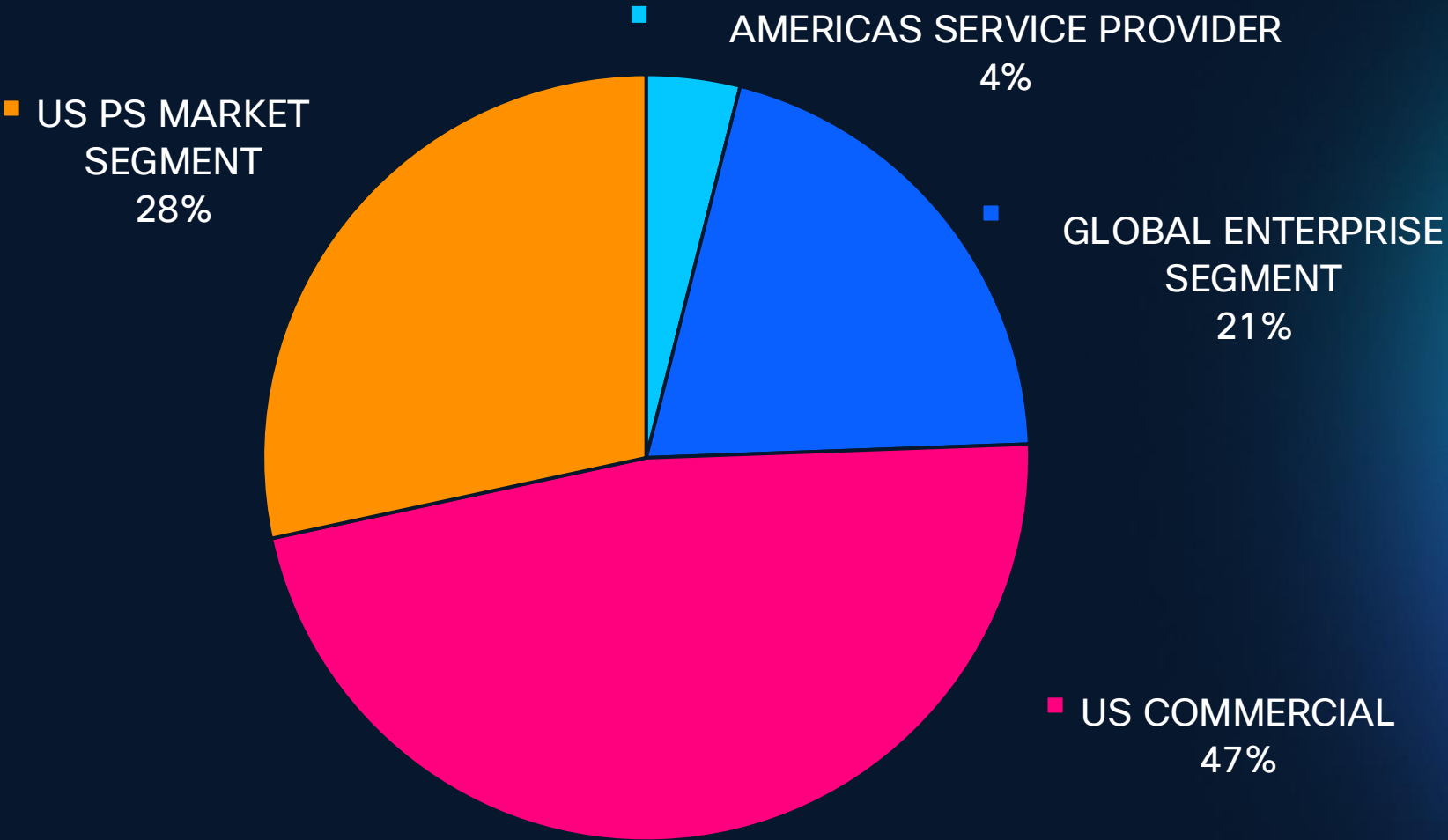
Cisco Partners:

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 attendance of 4 last Cisco Connect US events.
Actual customer attendance will vary by city.

FY27 US Cisco Connect Dates & Locations

Event Name	Event Date	Event Time	Venue	Event Tier
Cisco Connect Boston	September 23, 2026	8:00 AM – 5:00 PM	Gillette Stadium	Tier 2
Cisco Connect Atlanta	September 30, 2026	8:00 AM – 5:00 PM	Westin Peachtree	Tier 1
Cisco Connect St. Louis	October 13, 2026	8:00 AM – 5:00 PM	Ritz Carlton St. Louis	Tier 2
Cisco Connect Los Angeles	November 17, 2026	8:00 AM – 5:00 PM	JW Marriott LA Live	Tier 1
Cisco Connect Columbus	November 19, 2026	8:00 AM – 5:00 PM	Ohio State University	Tier 2
Cisco Connect Denver	December 2, 2026	8:00 AM – 5:00 PM	Hyatt Regency at the Colorado Convention Center	Tier 2
Cisco Connect Twin Cities	April 15, 2027	8:00 AM – 5:00 PM	St Paul River Centre	Tier 2

Additional cities to be announced soon, which include the following:

- Bay Area
- Miami
- New York City
- Houston
- D.C.
- Nashville
- Philadelphia
- Seattle

*The DC Connect event is under review for potential expansion - sponsorship options may change as a result. We expect to announce more details regarding DC Connect ~ September 2026.

View updates and the latest confirmed event list here:

[Cisco Connect Website](#)

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-1:00pm Lunch
 - 1:00pm- 1:30pm Solutions Expo
 - 1:30pm-2:30pm Technical Breakout Sessions
 - 2:45pm-3:45pm Technical Breakout Sessions
 - 3:45pm-4:30pm Solutions Expo Happy Hour & Reception

US Sponsorship Opportunities – Tier 1 Events

Cities: Bay Area, Los Angeles, Houston, New York City, Washington DC & Atlanta

Base Sponsorship Level (Must Select 1)	Cost
Silver One 6’ exhibit table in the solutions expo. Small display of your logo in signage, keynote slide and Know Before You Go Communications to attendees. Wireless internet and basic electric power included. Lead scanner. Also, receive opt-in customer registration data, which will include name, title, company, email and phone as well as opt-out customer registration list which will include only title & company. <i>Sponsoring partner will be responsible for table drape, signage, marketing material, give-a-ways, AV equipment, and anything else you would like to bring for your setup.</i>	\$7,500
Gold Two 6’ exhibit tables in the solutions expo foyer. Medium display of your logo in signage, keynote slide and Know Before You Go Communications to attendees. Wireless internet and basic electric power included. Lead scanner. Also, receive opt-in customer registration data, which will include name, title, company, email and phone as well as opt-out customer registration list which will include only title & company. <i>Sponsoring partner will be responsible for table drape, signage, marketing material, give-a-ways, AV equipment, and anything else you would like to bring for your setup.</i>	\$10,000
Platinum (1 available per event) Two 6’ exhibit tables in the solutions expo foyer with priority location selection choice. Large display of your logo in signage, keynote slide and event communications. Wireless internet and basic electric power included. Lead scanner. Also, receive opt-in customer registration data, which will include name, title, company, email and phone as well as opt-out customer registration data which will include only title & company. <i>Sponsoring partner will be responsible for table drape, signage, marketing material, give-a-ways, AV equipment, and anything else you would like to bring for your setup.</i>	\$15,000

Add On Packages (must select base sponsorship level to add)		
Customer Lanyards & Breakfast Sponsor (1 available per event) \$10,000 Be the exclusive sponsor of customer lanyards and breakfast hosting all attendees. Your logo will be displayed on customer lanyards along with the Cisco Connect brand. Also, receive sponsor recognition signage at breakfast hall entrance with ability to include logo and short call to action message. <i>Sponsorship contract & payment must be submitted 4 weeks in advance of event date.</i>	Lunch Speaking Sponsor (1 available per event) \$20,000 Be the exclusive sponsor of lunch hosting all the attendees with ability to speak for 20 minutes. Content must be educational in nature and reviewed/approved by Cisco. Sponsor recognition signage at lunch hall entrance with ability to include logo and short call to action message.	Solutions Expo Reception + Mobile App Sponsor (1 available per event) \$17,500 Be the exclusive host sponsor of the solutions expo reception as well as the official Mobile App sponsor. Receive sponsor recognition signage at the expo hall entrance with ability to include logo and short message. Receive sponsor thank you recognition announcement from Cisco Leadership during Passport to Prizes occurring at conclusion of the event. Receive upgrade to large display of your logo in signage and event communications. Have your branding and call to action prominently featured within the event app, which provides attendees their personalized agendas, session information, and event updates throughout the day. Historically, greater than 50% of Cisco Connect attendees have used the mobile app. Your sponsorship includes a custom logo placement and link to your website, landing page, or virtual booth within the app.

US Sponsorship Opportunities – Tier 2 Events

Cities: Seattle, Denver, Boston, Nashville, St. Louis, Twin Cities, Philadelphia, Columbus

Base Sponsorship Level (Must Select 1)		Cost
Bronze (5 available per event) One 6’exhibit table in the solutions expo. Small display of your logo in signage, keynote slide and Know Before You Go Communications to attendees. Wireless internet and basic electric power included. This option does not include a lead scanner or pre-registration data. <i>Sponsoring partner will be responsible for table drape, signage, marketing material, give-a-ways, AV equipment, and anything else you would like to bring for your setup.</i>		\$3,500
Silver One 6’exhibit table in the solutions expo. Small display of your logo in signage, keynote slide and Know Before You Go Communications to attendees. Wireless internet and basic electric power included. Lead scanner. Also, receive opt-in customer registration data, which will include name, title, company, email and phone as well as opt-out customer registration list which will include only title & company. <i>Sponsoring partner will be responsible for table drape, signage, marketing material, give-a-ways, AV equipment, and anything else you would like to bring for your setup.</i>		\$5,000
Gold Two 6’ exhibit tables in the solutions expo foyer. Medium display of your logo in signage, keynote slide and Know Before You Go Communications to attendees. Wireless internet and basic electric power included. Lead scanner. Also, receive opt-in customer registration data, which will include name, title, company, email and phone as well as opt-out customer registration list which will include only title & company. <i>Sponsoring partner will be responsible for table drape, signage, marketing material, give-a-ways, AV equipment, and anything else you would like to bring for your setup.</i>		\$7,500
Platinum (1 available per event) Two 6’ exhibit tables in the solutions expo foyer with priority location selection choice . Large display of your logo in signage, keynote slide and event communications. Wireless internet and basic electric power included. Lead scanner. Also, receive opt-in customer registration data, which will include name, title, company, email and phone as well as opt-out customer registration data which will include only title & company. <i>Sponsoring partner will be responsible for table drape, signage, marketing material, give-a-ways, AV equipment, and anything else you would like to bring for your setup.</i>		\$12,500
Add On Packages (must select base sponsorship level to add)		
Customer Lanyards & Breakfast Sponsor (1 available per event) \$7,500 Be the exclusive sponsor of customer lanyards and breakfast hosting all attendees. Your logo will be displayed on customer lanyards along with the Cisco Connect brand. Also, receive sponsor recognition signage at breakfast hall entrance with ability to include logo and short call to action message. <i>Sponsorship contract & payment must be submitted 4 weeks in advance of event date.</i>	Lunch Speaking Sponsor (1 available per event) \$17,500 Be the exclusive sponsor of lunch hosting all the attendees with ability to speak for 20 minutes. Content must be educational in nature and reviewed/approved by Cisco. Sponsor recognition signage at lunch hall entrance with ability to include logo and short call to action message.	Solutions Expo Reception + Mobile App Sponsor (1 available per event) \$15,000 Be the exclusive host sponsor of the solutions expo reception as well as the official Mobile App sponsor. Receive sponsor recognition signage at the expo hall entrance with ability to include logo and short message. Receive sponsor thank you recognition announcement from Cisco Leadership during Passport to Prizes occurring at conclusion of the event. Receive upgrade to large display of your logo in signage and event communications. Have your branding and call to action prominently featured within the event app, which provides attendees their personalized agendas, session information, and event updates throughout the day. Historically, greater than 50% of Cisco Connect attendees have used the mobile app. Your sponsorship includes a custom logo placement and link to your website, landing page, or virtual booth within the app.

Sponsorship & Payment Due Dates

What is the process to sign up for a sponsorship?

- When you're ready to proceed with your sponsorship selection, please complete [this form](#) to provide the details required for contracting. If the form is not accessible, email connectus@cisco.com. You will be notified via email regarding the availability of your selected sponsorship. If your selection is available, you will receive a contract to confirm your sponsorship. Contracts will be executed and counter-signed through DocuSign. Sponsorship opportunities are available on a first-come, first-served basis.

When is the payment due for Cisco Connect?

- Payment due dates will be outlined in your sponsorship agreement and communicated throughout the sponsorship process. Please refer to your contract for the specific payment terms and deadlines applicable to your sponsorship.

Is there a deadline to sign-up for Cisco Connect Cities?

- We can accept sponsorships up until **2 weeks before** the event date. With a limited number of sponsorship opportunities and space, it is recommended that partners sign up as soon as possible. Once sponsorship spots are sold out, we will no longer accept additional sponsors.

Multi-City Benefits

Interested in sponsoring more than one Fiscal Year 2027 Cisco Connect City?

- **Special Pricing:**
 - Sponsor all 15 planned US cities – Receive \$1000 off sponsorship fee for each city
 - Sponsor 2 or more cities – Receive \$500 off sponsorship fee for each city

Multi-City Benefits FAQs:

What is the process to take advantage of the Multi-City Benefit?

- Email connectus@cisco.com indicating which cities you would like to participate in. The Cisco Connect Team will check sponsorship availability for the requested cities. If your selected sponsorship is available, the Cisco Connect Team will send a contract via DocuSign for your signature. Once signed, the contract will be counter-signed. When it's time to submit payment, your applicable sponsorship rate, including any eligible discounts, will be applied, and we'll provide additional payment instructions at that time.

If I sign up for a FY27 Cisco Connect city and later decide to do additional FY27 Cisco Connect city/cities, can I get a retroactive benefit?

- No, the per city benefit will only apply to future FY27 Cisco Connect Cities and not past Cisco Connect cities.

FAQs

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 designed primarily for customers. Partners may register and attend with up to five team members. Registrations exceeding this limit may be removed from the attendee list. For additional partner attendees, we recommend participating in the Enablement Day, which is specifically designed for partner engagement and learning opportunities.

Is there a Partner deadline to register?

- Yes – Partners must complete their registration no later than **two weeks** prior to the event date.

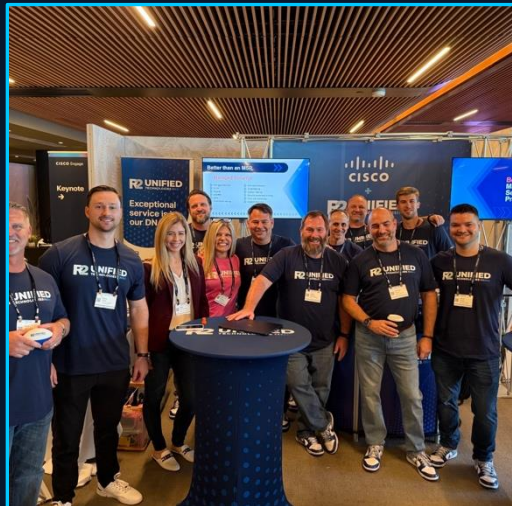
What are the requirements for the sponsor tables?

- The Cisco Connect Team will publish requirements and specific information including lead retrieval, shipping instructions, and more 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.

Cisco Connect – Past Event Photos



Customer Testimonials

"We're only at the beginning of what this network will be able to deliver to us. We work with Cisco weekly on looking at potential ways to bring new AI-based solutions into the network to deliver unique content, but more importantly, expand what the network will be able to do."

–[Michael Israel, Chief Information Officer](#)

"The partnership with Cisco has helped us modernize our data center infrastructure and advance our networking capabilities to support the bank's continued digital growth. With the recent updates, we've built an AI-ready foundation to power both traditional and AI workloads as data demand from cloud applications, AI, and big data environments continues to grow in the coming years."

–[Ana Carolina de Oliveira Christofaro, IT Team Manager](#)

"Knowing that we always have a person that we can call, and that level of engagement that we get when we interact with Cisco, is top-notch in the industry."

–[Matt Tice, VP, Network Services](#)

"Through our strong partnership with Cisco, we have been able to deliver a secure and resilient network delivering a significantly improved student experience, enabled a modern workplace, and delivered high-speed research networking capabilities."

–[Peter Seddon, Chief Information Officer](#)

"One of the great things about Cisco is the reliability. You know, we don't have to think about the equipment when we're deploying such a large festival such as BottleRock."

–[Matt Clair, EVP of Business Operations](#)

Contact



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

connectus@cisco.com



Event website:

[Cisco Connect](#)

