

Cisco Engage Tech Days Sponsorship Opportunities

Partner Sponsorship Opportunities



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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 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 Tech Days

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

What Are Cisco Engage Tech Days?

Cisco Engage Tech Days are regional customer education events bringing the latest 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 Engage Tech Day events, free of charge.

Attendees represent a wide range of industries and job levels.

Cisco Engage Tech Day 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 Engage Tech Days are specifically geared towards Cisco customers and open to those who view Cisco as a trusted advisor.

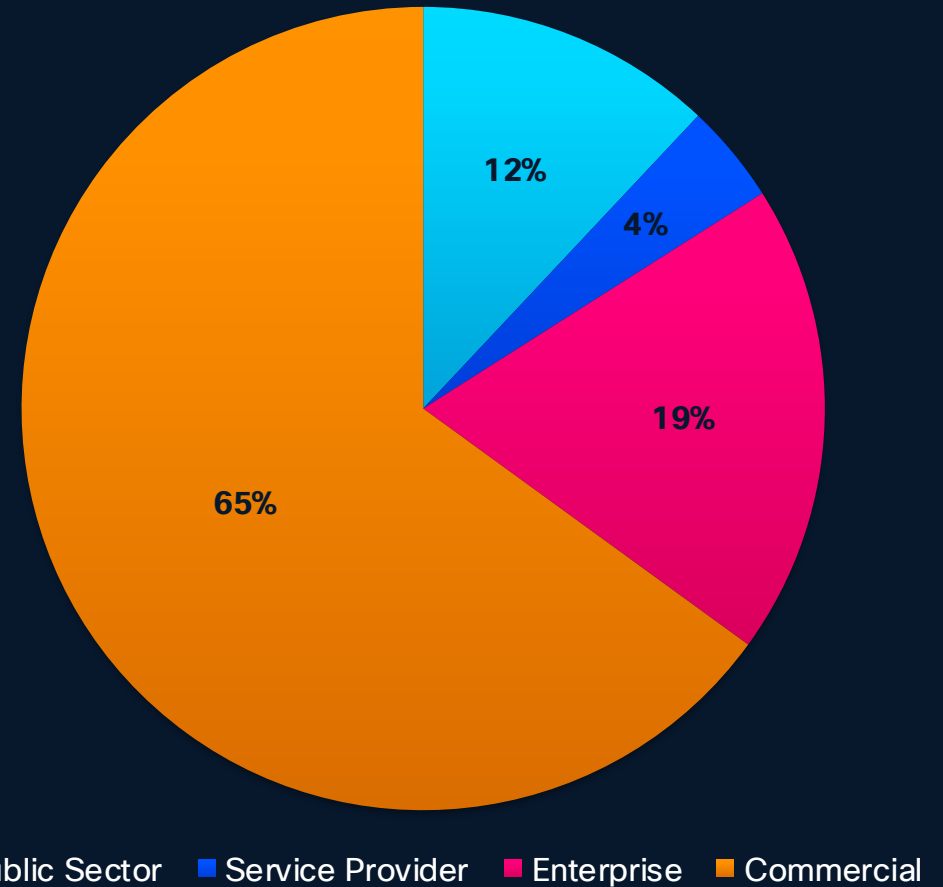
Why Sponsors & Who Attends?

Value

Cisco Engage Tech Day 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 Engage Tech Days are 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 Engage Tech Day 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.



Cisco customers from Enterprise, Public Sector, Commercial and Service Provider attend Cisco Engage Tech Day events. Customers attending include networking, data center, security and collaboration buyers and influencers.

Cisco Engage Tech Days Locations

Event	Date	Location
Engage Tech Day Ft. Lauderdale/Miami	Feb. 19, 2026	Hard Rock Stadium Miami Gardens, FL
Engage Tech Day New York	Mar. 4, 2026	Javits Center New York, NY
Engage Tech Day Los Angeles	Mar. 18, 2026	Westin Bonaventure LA, CA
Engage Tech Day Charlotte	March 31, 2026	Bank of America Stadium Charlotte, NC
Engage Tech Day Milwaukee	March 31, 2026	Baird Center Milwaukee, WI
Engage Tech Day Twin Cities	Apr. 16, 2026	Saint Paul RiverCentre St. Paul, MN

Event Agenda Example

CISCO Engage



- 8:00 AM – 9:00 AM ● Registration, Breakfast & Solutions Expo
- 9:00 AM – 9:30 AM ● Keynote
- 9:45 AM – 10:45 AM ● Technical Breakout Sessions
- 11:00 AM – 12:00 PM ● Technical Breakout Sessions
- 12:00 PM – 1:00 PM ● Lunch / Optional Fireside Chat
- 1:00 PM – 1:30pm ● Partner & Tech Expo
- 1:30 PM – 2:30 PM ● Technical Breakout Sessions
- 2:45 PM – 3:45 PM ● Technical Breakout Sessions
- 3:45 PM – 5:00 PM ● Solutions Expo Reception / Happy Hour

Sponsorship Opportunities

Sponsorship Level		Cost			
Bronze One 6’ exhibit table in the solutions expo foyer. Wireless internet and basic electric power included. <i>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. Non-discountable: Multi-city discount not applicable at bronze sponsorship level.</i>		\$2,500			
Silver One 6’ exhibit table in the solutions expo foyer. Wireless internet and basic electric power included. Lead scanner. Customer Registration list inclusive of titles & company only. <i>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.</i>		\$4,000			
Gold Two 6’ exhibit tables in the solutions expo foyer. Wireless internet and basic electric power included. Lead scanner. Customer Registration list inclusive of titles & company only. <i>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.</i>		\$6,500			
Platinum (1 available per event) Two 6’ exhibit tables in the solutions expo foyer with priority location selection choice. Prominent logo inclusion in pre and post event communications. Wireless internet and basic electric power included. Lead scanner. Customer Registration list inclusive of titles & company only. <i>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.</i>		\$10,000			
Lanyards & Promotional Merchandise Branding (1 available per event) Be the exclusive sponsor of lanyards and give-a-ways for customer attendees. Your logo will be prominently displayed and promoted along with the Cisco Engage brand. Must purchase Bronze, Silver, Gold or Platinum sponsorship to add this option. Sponsorship contract & payment must be submitted 4 weeks in advance of event date.		\$7,500			
Breakfast Sponsor (1 available per event)	\$10,000	Lunch Sponsor (1 available per event)	\$10,000	Solutions Expo Reception (1 available per event)	\$10,000
Be the exclusive sponsor of breakfast hosting all the attendees. Receive mention as sponsor during keynote including your partner logo on the keynote presentation, sponsor recognition signage at breakfast hall entrance and logo inclusion in pre and post event communications. Includes Gold level benefits.		Be the exclusive sponsor of lunch hosting all the attendees. Receive mention as sponsor during keynote including your partner logo on the keynote presentation, sponsor recognition signage at lunch hall entrance and logo inclusion in pre and post event communications. Includes Gold level benefits.		Be the exclusive sponsor of the solutions expo reception hosting all attendees. Receive mention as sponsor during keynote including your partner logo on the keynote presentation, sponsor recognition signage at expo entrance and logo inclusion in pre and post event communications. Includes Gold level benefits.	

Sponsorship & Payment FAQs

What is the process to sign up for a sponsorship? After you have picked your sponsorship of choice, email ciscotechdays@cisco.com with your requested sponsorship type & city. If available, our team will email you a contract to sign, complete and email back. Sponsorship is first come first serve.

When is the payment due? Payments will be due via Credit Card only and you will be emailed with required payment timing and processing details.

Is there a deadline to sign-up? 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. Certain sponsorship options have earlier deadline timelines, please refer to the options page for details.

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 use Demand Generation Incentive rewards to pay for Cisco Engage 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.

Is there a discount for sponsoring multiple cities or locations? Yes. Sponsor 2 or more cities and receive **\$500 off each** sponsorship.

Email ciscotechdays@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:

- **Bronze** – 6' exhibit table in the solutions expo area.
- **Silver** – 6' exhibit table in the solutions expo area.
- **Gold** – Two 6' exhibit tables in the solutions expo area.

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

What is included: One lead retrieval hand-held device with license is included with Silver and above level sponsorships. Bronze level sponsorship option does not include a lead scanner. Lead retrieval devices capture company name, contact name, email and phone number.

Basic wireless internet and basic electric power included.

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 ciscotechdays@cisco.com for Sponsorship Sign Up

Event Photos



Keynote Audience



Solutions Expo



Solutions Expo
Hours



Solutions Expo
Hours

Contact

For more information about sponsoring Cisco Engage Tech Days, please contact the Cisco Americas Marketing Team:

ciscotechdays@cisco.com

Event website:

<https://www.cisco.com/site/us/en/learn/events/cisco-engage-tech-days.html>

