

# Cisco Engage Tech Days Sponsorship Opportunities

Partner Sponsorship Opportunities



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# Cisco Event Tiers

CISCO *Live!*



**CISCO Live !**

Tier 1: Global, flagship events

CISCO *Connect*



**CISCO Connect**

Tier 2: Regional, large-scale events

CISCO *Engage*



**CISCO Engage**

Tier 3: Local, targeted, flexible events

**Cisco Engage delivers targeted education and inspiration to technology innovators at a more intimate local level.**

Cisco Engage events bring together technical education content, networking opportunities, and expert insight to communities to realize the impact and implications digital transformation has on local industries, businesses, and markets. You'll find it all at your nearest Cisco Engage.

12  
locations in  
FY26

# 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 Sponsor & 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 SMB attend Cisco Engage Tech Day events. Customers attending include networking, data center, security and collaboration buyers and influencers.*

# Cisco Engage Tech Days Planned Locations

Event	Estimated Date	Location	Event	Estimated Date	Location
Engage Tech Day Cleveland	Oct. 2, 2025	Rocket Arena, Cleveland, OH	Engage Tech Day Ft. Lauderdale/Miami	Feb. 19, 2026	Hard Rock Stadium Miami Gardens, FL
Engage Tech Day Dallas	Oct. 8, 2025	The Omni PGA Frisco Dallas, TX	Engage Tech Day New York	Mar. 4, 2026	Javits Center, New York, NY
Engage Tech Day Boston	Oct. 9, 2025	Gillette Stadium, Boston, MA	Engage Tech Day Los Angeles	Mar. 11, 2026	Westin Bonaventure Hotel and Suites Los Angeles, CA
Engage Tech Day San Jose	Dec. 11, 2025	San Jose Marriott San Jose, CA	Engage Tech Day Charlotte	2026	Charlotte, NC
Engage Tech Day St. Louis	Dec. 16, 2025	Ritz-Carlton St. Louis, MO	Engage Tech Day Milwaukee	Mar. 31, 2026	Baird Center Milwaukee, WI
Engage Tech Day Phoenix	Dec. 17, 2025	JW Marriott Camelback Inn Phoenix, AZ	Engage Tech Day Twin Cities	Apr. 16, 2026	Saint Paul RiverCentre, St. Paul, MN

# Event Agenda Example

7:30–8:30am Registration, Breakfast & **Solutions Expo**

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8:30–9:00am Keynote (One Cisco)

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9:15–10:30am Technical Breakout Sessions

- AI-Ready Data Centers: Unlock AI Potential: Build Scalable, Resilient, and Efficient Data Centers
  - Future Proofed Workplaces: Rethinking Connectivity with Wi-Fi 7, AI, and Location Services
  - Digital Resilience: Security: Achieving Breach Protection in the Age of Adversarial AI
  - Connecting & Protecting Global Events: Fireside Chat: Preparing Los Angeles for Global Events
- 

10:30–10:45am Break & **Solutions Expo**

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10:45–12:00pm Technical Breakout Sessions

- AI-Ready Data Centers: Seamless Operations and Observability: Powering Innovation
  - Future Proofed Workplaces: Webex and Cisco Spaces: Shaping the Office of the Future
  - Digital Resilience: Security: SOC of the Future
  - Connecting & Protecting Global Events: Protecting Critical Infrastructure for Major Events
- 

12:00–1:00pm Lunch & **Solutions Expo**

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1:00–2:15pm Technical Breakout Sessions

- AI-Ready Data Centers: Security from Ground to Cloud
  - Future Proofed Workplaces: Transforming Customer Experience with AI
  - Digital Resilience: AI & Data Resiliency: Secure Practices and Observability Insights
  - Connecting & Protecting Global Events: Cybersecurity Threat Intelligence Sharing Organizations
- 

2:15–2:30pm Break & **Solutions Expo**

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2:30–3:45pm Technical Breakout Sessions

- AI-Ready Data Centers: Accelerate Your AI-Ready Data Center with Cisco Services
  - Future Proofed Workplaces: Securing the Future: A Modern Approach to User Protection and Zero Trust
  - Digital Resilience: AI-Driven Network Assurance: Catalyst Center, Meraki AIOps, and ThousandEyes for Ultimate User and Application Experience
  - Connecting & Protecting Global Events: Connected Roads and Emergency Vehicles: Overcoming Bandwidth Limitations
- 

3:45–4:30pm **Solutions Expo** Reception

# Sponsorship Opportunities

Multiple-city purchase discount: \$500 per event  
All twelve cities purchase discount: \$1,000 per event

Sponsorship Level	Cost
<b>Silver (Multiple Available)</b> One 6' exhibit table in the solutions expo foyer. Lead scanner. Wireless internet and basic electric power included. 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
<b>Gold (Multiple Available)</b> Two 6' exhibit tables in the solutions expo foyer. Lead scanner. Wireless internet and basic electric power included. 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
<b>Platinum (1 Available)</b> Two 6' exhibit tables in the solutions expo foyer with priority location selection choice. Logo inclusion in pre and post event communications. Lead scanner. Wireless internet and basic electric power included. 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
<b>Lunch Sponsor (1 Available)</b> 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.	\$10,000
<b>Solutions Expo Reception (1 Available)</b> 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.	\$10,000

Email [ciscotechdays@cisco.com](mailto:ciscotechdays@cisco.com) for Sponsorship Sign Up



# 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](mailto: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.

*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.

*Is there a discount for sponsoring multiple cities or locations?* Yes. Sponsor 2 or more cities and receive \$500 off each sponsorship. Sponsor all 12 cities and receive \$1,000 off each event sponsorship.

Email [ciscotechdays@cisco.com](mailto: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:

- **Silver** –6' exhibit table in the solutions expo area.
- **Gold** –Two 6' exhibit tables in the solutions expo area.
- **Platinum** –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. Lead Retrieval devices captures 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 usually carpeted. Sponsoring partner will be responsible for drayage, handling and shipping charges.*

**Email [ciscotechdays@cisco.com](mailto:ciscotechdays@cisco.com) for Sponsorship Sign Up**

# Event Photos



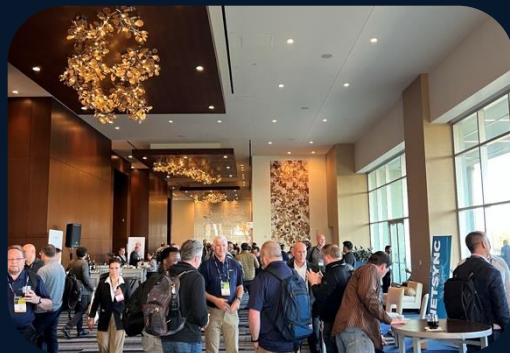
Keynote Audience



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](mailto:CiscoTechDays@cisco.com)

Thank you

