

A dark grey silhouette of a city skyline with various building shapes, including houses and skyscrapers, set against a background of green grass.

**YOUR
TIME IS
NOW**

**SPONSOR AND
EXHIBITOR OPPORTUNITIES**

MARCH 5-7, 2017
SOUTH AFRICA



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WHAT IS CISCO CONNECT?

Focusing on accelerating digital transformation, the event will take place from
5-7 March 2017.

Cisco Connect is the premier must-attend event for showcasing the latest IT industry trends, products and solutions, attracting the best and the brightest technology professionals around.

The **2017 Cisco Connect** will be held at Sun City, in the newly renovated conference and exhibition area.

93%

of Cisco Connect
South Africa 2014
attendees would
recommend the event

Sponsors who exhibit at the World of Solutions will make a lasting impression on industry decision-makers and will also have the opportunity to:

- Generate new leads and interact with many loyal Cisco customers
- Increase brand awareness and position your organisation as one of Cisco's premier partners
- Showcase your company as a thought leader in line with Cisco's future direction

We look forward to hosting you at this exciting event, where you will connect with technology's most influential audience.



WHO ATTENDS?

“I thoroughly
enjoyed the event.
Thank you Cisco!”

*Cisco Connect South Africa
2014 delegate*

We are targeting over 1 000 key technical and business decision-makers across the region, inviting attendees from enterprise organisations, local and central service providers, and small and medium businesses.

Cisco Connect audiences are traditionally made up of the following job levels:

- CEO/Managing Directors
- CIO/IT Directors
- Director/Senior Managers
- Network Administrators
- Development and Operational Teams
- CXO Executives
- CFO/Finance Directors
- Managers with Staff
- Network Architects

Cisco Connect South Africa 2014 hosted **944** guests.

The event attracts delegates across all industries including:

- Aerospace
- Banking, Financial Services & Insurance
- Engineering and Construction
- Food/Beverages/Tobacco
- Healthcare
- Media, Publishing and Entertainment
- Mining
- Real Estate
- Telecommunications
- Utilities and Energy
- Automotive
- Chemicals/Pharmaceuticals
- Education
- Government – Central & Local
- IT (Hardware and Software)
- Manufacturing
- Retail
- Service Providers
- Travel and Tourism



WHAT IS THE WORLD OF SOLUTIONS?

Home to over 30 exhibiting Cisco partners in 2014, the World of Solutions is more than the exhibition and interactive learning area of Cisco Connect – it is the heartbeat of the conference.

A key opportunity for Cisco partners to showcase their products and meet with hundreds of technology innovators and loyal Cisco customers.

- **Engage** potential customers face to face on how you compliment Cisco solutions
- **Network** with IT professionals and executives
- **Enhance** your company brand alongside Cisco

WHY SPONSOR?

97%

of delegates at Cisco
Connect 2014 indicated
a positive view of the
World of Solutions

- **NETWORK** with this influential community of customers and partners including technical innovators and purchasing decision-makers
- **STRENGTHEN** relationships with existing partners and **CONNECT** with potential customers by showcasing your solutions with a stand in the World of Solutions
- **ENHANCE** your message using our social media channels and website, connecting you to many of Cisco customers and **GENERATE** sales leads
- **INCREASE** brand visibility with an audience looking for the latest technologies and solutions



THE WORLD OF SOLUTIONS

Welcome to the Digital City and your chance to be part of it!

Each stand will emulate a part of a real-life town – be it a shop, a doctor’s room or a home. Like any multi-faceted city, Digital City will be made up of residential areas, educational facilities, retail areas and the like.

The City of the Future - Smart and Connected

The world is moving towards smart cities for better management of services and resources. A smart city is an urban development vision to integrate multiple information and communication technology and the Internet of Things solutions. This is done in a secure way to manage a city’s assets, which include, but are not limited

to, local department information systems, schools, libraries, residential areas, etc. According to ABI Research, \$39.5 billion is projected to be spent on smart cities technologies in 2016. From public transportation to shopping, the city of the future has the potential to significantly transform urban living – and this might be closer than we think.

Cisco has been helping cities to be smarter and has successfully done this for countries like India, Dubai and Netherlands, to name a few. Each stand will emulate a part of areal-life town and

technology impacts on each of these places as well as every person who interacts with them. The smart city will house a key IT solution in each area.

To help you choose the option that's right for you, we've created a number of packages and our dedicated Cisco Connect sponsorship team will help you select the one that best suits your company's needs.

As always, our team will manage all elements of the stand – from set-up, power and furniture to final breakdown.



STANDS - OFFICIAL SPONSOR



PLATINUM SPONSOR



SPORTS SHOP



PLATINUM SPONSOR



ELECTRONICS SHOP



PLATINUM SPONSOR



HOBBY SHOP



PLATINUM SPONSOR



CHEMIST



PLATINUM SPONSOR



DOCTORS ROOMS



GOLD SPONSOR



HOME OFFICE



GOLD SPONSOR



HOME ENTERTAINMENT



GOLD SPONSOR



PHOTO STUDIO



GOLD SPONSOR



HOME WORKSHOP



SILVER SPONSOR



SCHOOL



SILVER SPONSOR



UNIVERSITY



SILVER SPONSOR



- LED extension signs
- Structure: Octahorn with timber beam cladding and roof structure
- Arcade game graphics with layered CNC sections and LEDs
- Octahorn divisions
- Reception counter
- Printed graphic
- White melamine on 18mm chip with vinyl floor graphics

ARCADE



SILVER SPONSOR



LIBRARY



SILVER SPONSOR



TOY SHOP



BRONZE SPONSOR



NEWTOWN STREET



SPONSOR AND EXHIBITOR PACKAGES

Sponsorship offers many different and powerful ways to showcase your company to the highly qualified delegates attending the event.

CONFERENCE OPPORTUNITIES	OFFICIAL	PLATINUM	GOLD	SILVER	BRONZE
COST (EX VAT)	R 1 200 000	R 600 000	R 400 000	R 250 000	R 150 000
NUMBER OF SPONSORS	1	3	4	5	10
CONFERENCE PASSES (EACH)	6	4	3	3	2

CONFERENCE OPPORTUNITIES	OFFICIAL	PLATINUM	GOLD	SILVER	BRONZE
PRE-EVENT					
Logo on the homepage of the event website	X				
Logo and company profile on event website under Sponsors banner	500 Words	300 Words	200 Words	75 Words	50 Words
Sponsor logo on all online correspondence (HTML Invite, Confirmation email, Aide Memoires, post conference communication) - this will apply only from the time when the contract has been signed	X				
EVENT					
15-minute address at opening keynote	X				
Opening cocktail and networking party acknowledgement	X				
Co-branding with the Cisco Connect logo and competition details on all plasma screens	X	X	X	X	X
Co-branding with Cisco Connect logo on screensavers inside session rooms	X	X			
Co-branding with Cisco Connect logo on directional signage	X				
Co-branding with Cisco Connect logo on all lanyards	X				



SPONSOR AND EXHIBITOR PACKAGES

CONFERENCE OPPORTUNITIES	OFFICIAL	PLATINUM	GOLD	SILVER	BRONZE
EVENT					
Co-branding with Cisco Connect logo on notepads and pens	X				
Connected Women*		X			
Co-sponsor of Digital Hub / lounge pod*		X			
Co-sponsor of Photobooth*		X			
Co-branding with the Cisco Connect logo on all chair backs in opening keynote room	X				
Co-branding at Networking Party (6 March 2017)	X				
Co-branded signage on information desk/registration desk	X				
Co-branded Cisco Connect flags at bridge 1, every second flag at entrance	X				

* Available for Platinum sponsors only. Choice of one on a first-come-first served basis



CONFERENCE OPPORTUNITIES	OFFICIAL	PLATINUM	GOLD	SILVER	BRONZE
EXHIBITION STAND					
Shell scheme including logo on fascia and limited branded panels	6 by 6 m	5 by 5 m	4 by 4 m	3 by 4 m	3 by 3 m
Conference passes	6 Passes	4 Passes	3 Passes	3 Passes	2 Passes
Palace Hotel Accommodation (Saturday, Sunday, Monday)	2 Single Rooms				
Sun City Hotel Accommodation (Saturday, Sunday, Monday)	4 Single Rooms	4 Single Rooms	3 Single Rooms	3 Single Rooms	2 Single Rooms
MEDIA VALUE					
Opportunity to provide 1 x press kit / collateral in media room	X				
1 x quote in all Cisco Connect press releases	X				
Media round table hosted by Cisco (1 representative per Sponsor)	X				
Branding in the Media Room (1 x banner per Sponsor)	X	X	X		
Company logo / URL included in the list of Sponsors in all Cisco Connect press releases	X	X	X	X	X



MARKETING AND PROMOTIONAL OPPORTUNITIES

A wide range of additional marketing opportunities allow you to raise your company profile and visibility at the event.

MARKETING PROMOTIONAL OPPORTUNITIES			
OPPORTUNITY	DESCRIPTION	NUMBER OF SPONSORS	COST (EX VAT)
Room drops	This is a great way for Sponsors to promote an activation or special that they have during Cisco Connect or after the event. The cost is to manage the room drop but does not include the item that is to be delivered, which is provided by the Sponsors. There will be one room drop per night, 2 Sponsor opportunities.	2	R 55 000
Sweetie jars	Co-branding with the Cisco Connect logo on a variety of sweets placed on the registration and information desk.	1	R 18 000

MARKETING PROMOTIONAL OPPORTUNITIES			
OPPORTUNITY	DESCRIPTION	NUMBER OF SPONSORS	COST (EX VAT)
Charity Fun Run / Walk	Fun Run / Walk to be hosted on Monday, 6 March 2017 hosted by a well-known sports personality. Over the past two Cisco Connects this event has become very popular. In 2017 there will be a charity spin to the event. The Sponsor will have co-branding with Cisco Connect at the start / finish of the race.	1	R 55 000
Beacons	Beacons placed on your stand can be used to scan contact information and data, and share documents with interested delegates. Beacons can also be incorporated into activations encouraging delegates to visit your stand.	1	R 12 500
Cellphone charging stations	Always something that is required at large conferences. We will be placing two locker charging stations in the conference area, allowing delegates to charge their devices during the course of the day. Sponsor's logo will be co-branded with Cisco Connect on these lockers.	1	R 40 000
Newspaper ad sale	On the second and third day of the conference ushers will hand out Cisco Connect newspapers with exciting news and feedback and pictures from the day before. Sponsors will have the opportunity to place an A5 portrait advert in the newspaper to promote elements at the conference or up and coming information.	10	R 10 500



MARKETING PROMOTIONAL OPPORTUNITIES			
OPPORTUNITY	DESCRIPTION	NUMBER OF SPONSORS	COST (EX VAT)
Meeting room	Sponsors will have the opportunity to book a meeting room for the duration of the event (Sunday, 5 March from 12:00 to Tuesday, 7 March until 12:00). The meeting room will be for the Sponsor's use only and will be managed by the Sponsor. A logo will be placed outside the room. Any special requests for this room need to be managed with the Cisco Connect organisers.	3	R 10 000
Water stations	Water stations will be placed around the conference venue (upstairs). The water containers will be co-branded with Cisco Connect.	1	R 25 000
Pop up snack shop	A pop up snack shop will be placed in the up area close to the conference rooms, this area will be open twice per day. There will be two sponsors per day and sponsors will have their logo placed on the outside of the snack shop.	4	R 18 000
Chill Pods	We are introducing Chill Pods, which have the objective of allowing delegates to take a small break and catch up on emails or phone calls. The Pods will be placed in the conference area and will be co-branded. The sponsorship will be for 1 Pod per Sponsor.	4	R 25 000



AGENDA

TIME	SUBJECT
SUNDAY, 5 MARCH 2017	
10:00 - 18:00	Registration
14:00 - 16:00	Connected Women
18:00 - 22:00	Welcome Function
MONDAY, 6 MARCH 2017	
06:00 - 07:00	Charity Fun Run / Walk
06:30 - 08:00	Breakfast at leisure
08:00 - 10:00	Opening Keynote
10:00 - 11:00	Refreshment Break
11:00 - 11:45	Sessions
12:00 - 12:45	Sessions
12:45 - 14:00	Lunch
14:00 - 14:45	Sessions



TIME	SUBJECT
15:00 - 15:45	Session
15:45 - 16:15	Refreshment Break
16:15 - 17:00	Sessions
18:30 - 19:00	Welcome Drinks
19:00 - 00:00	Dinner and Entertainment
TUESDAY, 7 MARCH 2017	
06:30 - 09:00	Breakfast at leisure
09:00 - 09:45	Sessions
10:00 - 10:45	Sessions
11:00 - 13:15	Closing Keynote and Lunch

Subject to change



ACT NOW

Exhibition space
is limited, so book
now to secure
your booth.



Benefit from discounted Early Bird Prices before 31 October, 2016



Secure a prime stand location on the World of Solutions show floor



Maximise your pre-event exposure (subject to exhibitor level)



Contact us now to benefit from all the package offers and start your experience at Cisco Connect. **Now is your time.**



CONTACT

For more information
about exhibiting at Cisco
Connect South Africa
2017, please contact:

Kerith Hulme

SPONSORSHIP MANAGER

Email: sponsors@ciscoconnect.co.za Cell: +27 82 882 9261

Enelra Booth

PROJECT MANAGER

Email: Enelra@mela.co.za Cell: +27 82 653 8411

Cathy Burns

CISCO PROJECT DIRECTOR

Email: caburns@cisco.com Cell: +27 83 616 6047

NOTES







www.ciscoconnect.co.za