

A person is sitting on a rocky outcrop, looking down at a laptop. In the background, a city skyline is visible under a blue sky with wispy clouds. The sun is low on the horizon, creating a warm glow over the city.

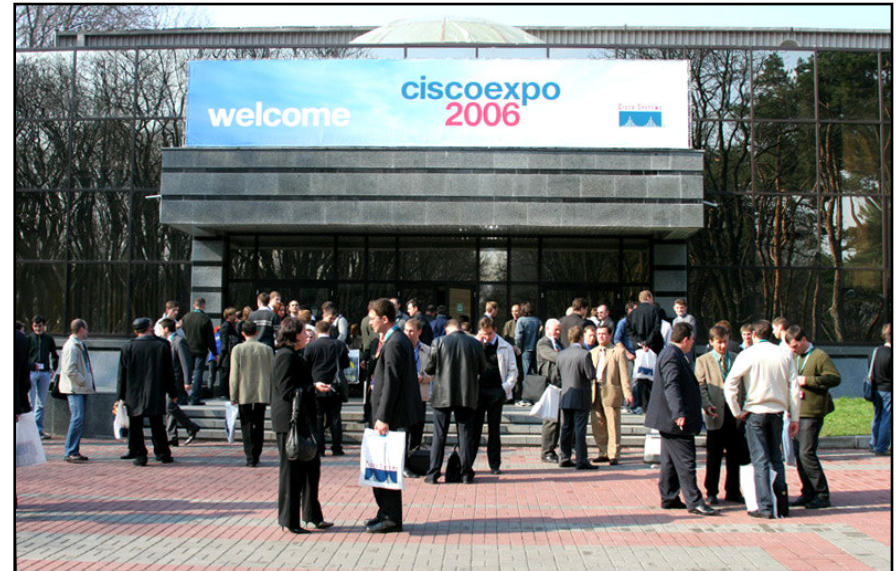
ciscoexpo 2006

CiscoExpo 2006 Annual IT Conference

18-19 April 2006
ACCO INTERNATIONAL EXHIBITION CENTER
Kiev, Ukraine

What is CiscoExpo

- Key event, annually run by Cisco Systems throughout the world
- IT conference on latest Cisco technologies: keynotes, power sessions, informal technical discussion
- Exhibition area / Cisco showcase
- CiscoExpo 2006 is the 4th conference in Ukraine and 14th conference in CIS



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Key objectives

- Promote Cisco advanced technologies
- Position Cisco as a leader in Internet networking technologies
- Maintain customer loyalty
- Business development
- Lead generation



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Agenda

- Welcome speech: Oleg Bodnar, Cisco Systems Ukraine Country Manager
- Keynote: Building Intelligent Information Networks, Andrew Elder, Director, Advanced Technology & Digital Media, Emerging Markets Theatre
- 2005 Best Projects Awards (14 awards in 12 nominations)
- 4 sections, 27 Cisco technical seminars and 6 partner presentations, 45 hours in total
- 3 informal technical discussions
- Cisco Networking Academies session
- Exhibition area: Cisco Systems, Incom, APC, Linksys, Nokia, Systimax, &T Soft Tronik, Teligent
- Cisco Challenge competition
- Lottery, evening party, VIP party



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Main Results

Total web registrants:	1319
Total web registrants, who attended the event:	756
Total registrants on-site:	202
Total number of attendees:	958
VIP reception guests:	30
Press:	62
Sponsors:	12
Demo booths:	8
Conference evaluation (on a grade 1 to 5)	4,2
Leads	147

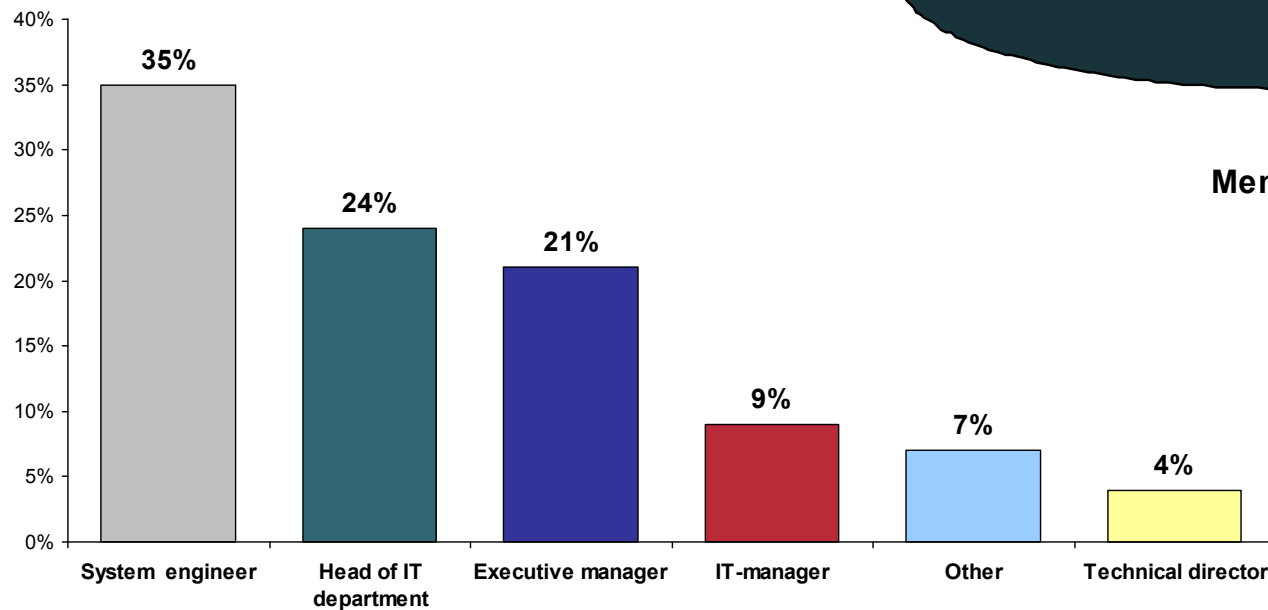
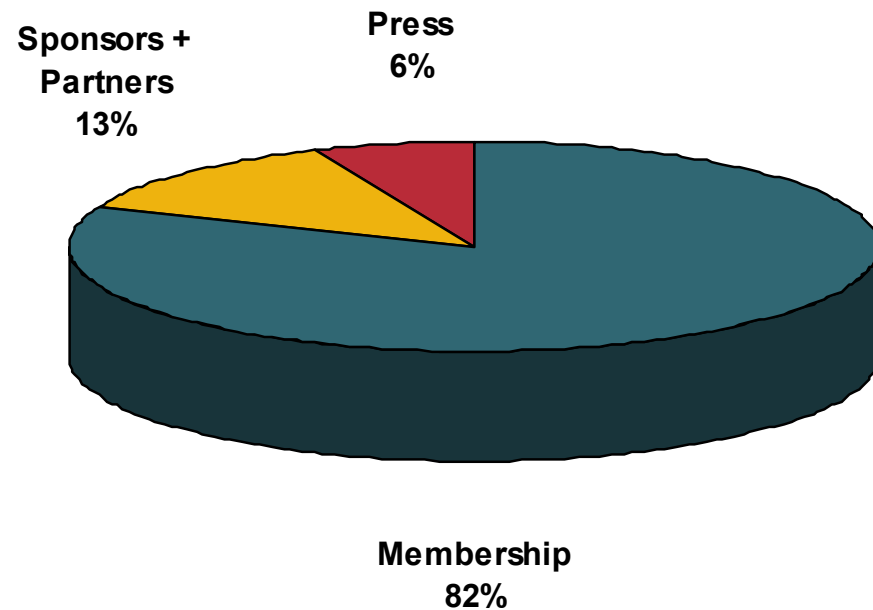


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Participants

Total: 958

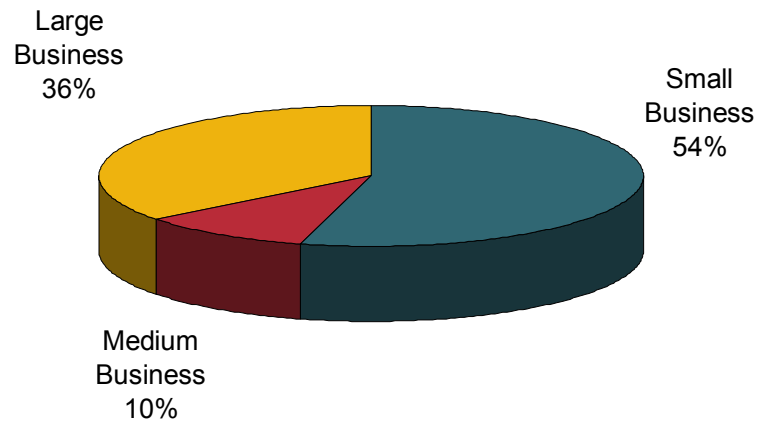
Conference Participants	778
Sponsors+ Partners	118
Press:	62



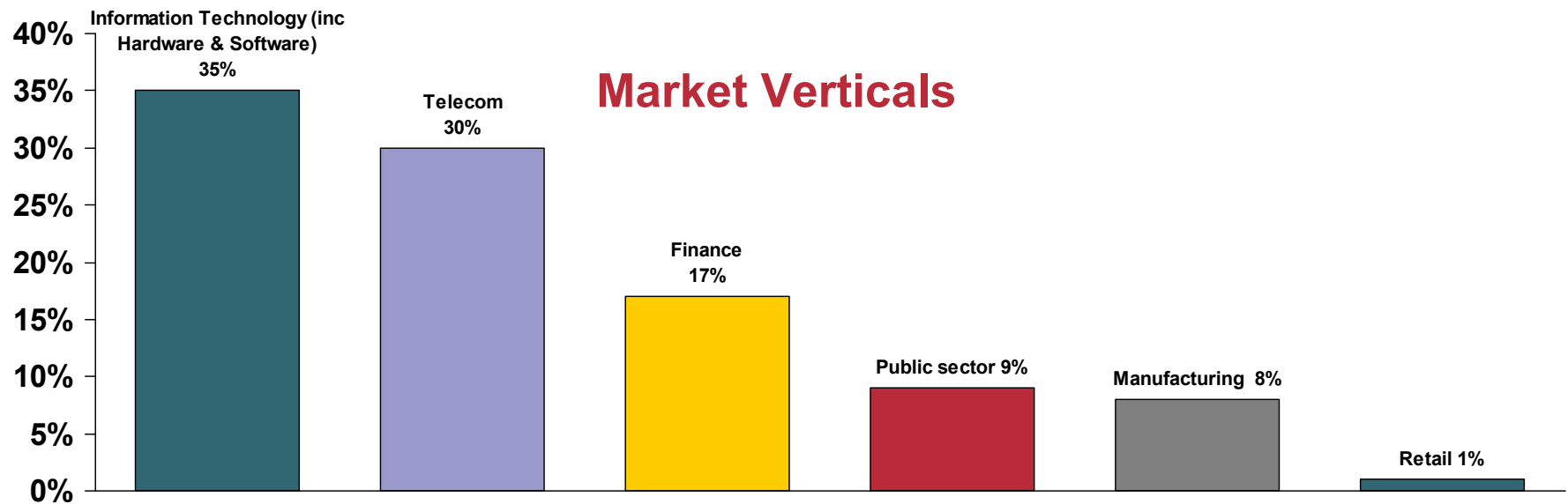
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Company profile

Company Size



Market Verticals



Press Events

- 4 news releases and 1 backgrounder to preload CiscoExpo
- 8 major publications recruited as media sponsors

4 April 2006

- Preloading press event

18 April 2006

- Press Q&A
- Cisco unified communications round table
- Security round table
- 7 interviews
- Social event and a quiz for press, the winner awarded a notebook



Social Event

CiscoExpo closing: April 19, 2006

Main objectives

- Show Cisco technology leadership
- Maintain customer loyalty

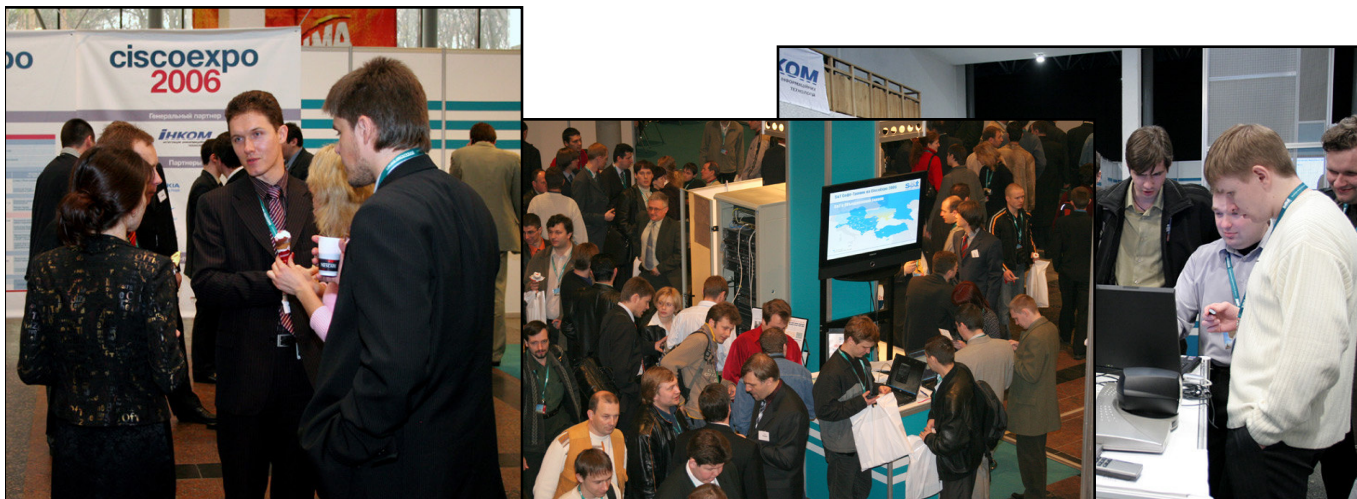
Program featured:

- Music, dance and sketch performance showing Internet, IP Communication, Self-Defending Network and Cisco leadership
- Cisco Challenge winners awards (Nokia phone, Linksys, 8 certificates on free e-labs access)
- Lottery (1 notebook, 3 UPSs, 5 MP3 players)



Conference Evaluation

Registration through www.ciscoexpo.ru	4,0
On site registration	3,1
Evaluation of ACCO International Exhibition Center as CiscoExpo venue	4,0
Catering	4,2
How convenient was the agenda?	4,2
How good was speaker selection?	4,4
Did the conference content fit your interests?	4,3
How informative and useful was the conference kit?	4,3
Overall conference evaluation	4,2



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Presentation Evaluation

27 technical presentations overall duration of 45 hours

Best speakers

Mikhail Kader	4,92
Alexander Felizhanko	4,90
Alexey Lukatsky	4,88
Ekaterina Feoktistova	4,83
Ben Ivanov	4,81



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Partners

Conference General Sponsor



Demo Partners



Media sponsors



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