

# Possibilities

**CISCO** *Live!*

February 9-11, 2021 • EMEAR

# Contents

03

Welcome to Cisco Live EMEAR 2021

04

Event at a Glance

05

Why Attend?

06

Sponsorship Packages

11

Package Comparisons

12

Book Your Sponsorship Package Today



# Welcome to Cisco Live EMEAR 2021

We are really excited to be presenting the Cisco Live EMEAR 2021 digital event.

The way we are connecting has changed, but our focus on inspiring and providing world-class training and education remains the same.

This year's digital experience will reflect the Cisco Live you've come to know and love, including high level content as well as deep-dive technical sessions with some fun and entertainment mixed in.

Cisco Live is the digital platform to connect with participants looking for the latest technologies and solutions from Cisco and our partners.

**Join us to build the foundation for your digital future.**

## Discover the possibilities for Cisco Live EMEAR 2021



**Influence**  
through speaking opportunities



**Connect**  
with IT professionals and decision makers



**Amplify**  
your company brand alongside Cisco



**Engage**  
with your customers and prospects

# Event at a Glance

\*May be subject to change

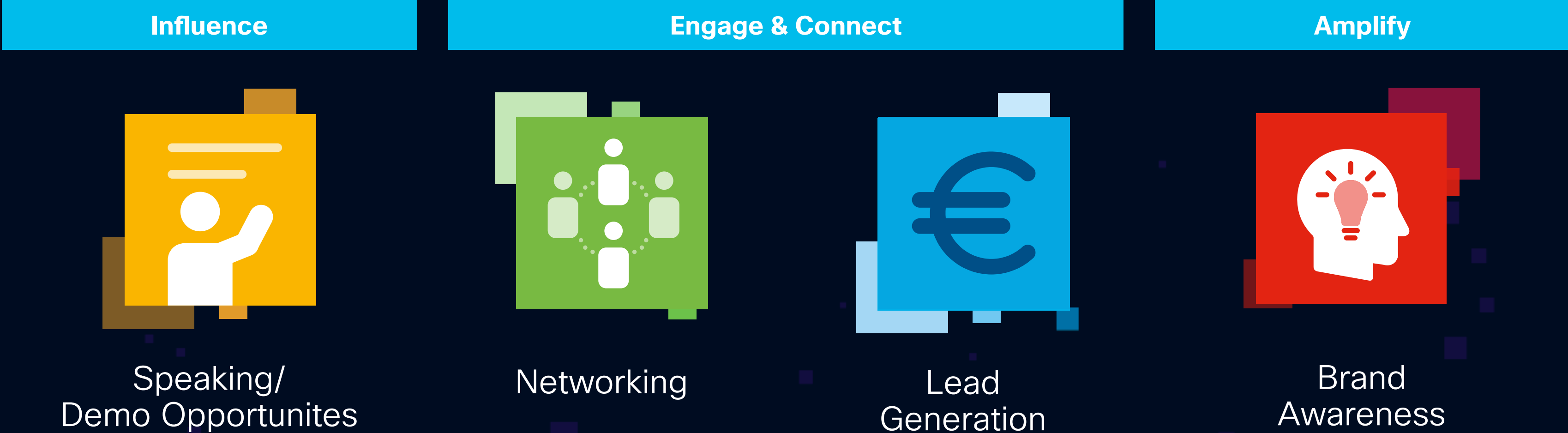


\* Day 1 Free event for all to attend. Day 2, 3 and post event activities paid for event.

# Why Attend?

Cisco Live EMEAR 2021 is a fantastic event that will give you the opportunity to make meaningful connections through participant engagement.

The partner event experience has been designed to ensure you achieve your objectives by providing you with a place on the main stage, maximizing brand exposure, connecting with your target audience and acquiring new leads.





# Sponsorship Packages

# Package Highlights

\*For full package details please read on

## Platinum

- Speaking session within the agenda\*
- Partner panel session day 2/3 with Cisco host\*\*
- Inclusion in the On-Demand Library
- 1x Sponsored Brain Break
- Logo on event website
- Inclusion in event marketing communications
- 1x Commercial advert
- Call to action link from session abstract in the Content Catalog to partner environment
- Branded area within the World of Solutions Partner Environment to include instant messenger, demo area and 1:1 meeting feature
- Digital social event
- Access to leads generated throughout the event from opt in attendees

## Gold

- Partner panel session day 2/3 with Cisco host\*\*
- Inclusion in the On-Demand Library
- Logo on event website
- Branded area within the World of Solutions Partner Environment to include instant messenger, demo area and 1:1 meeting feature
- Access to leads generated throughout the event from opt in attendees

## Silver

- Inclusion in the On-Demand Library
- Branded area within the World of Solutions Partner Environment to include instant messenger, demo area and 1:1 meeting feature
- Logo on event website
- Access to leads generated throughout the event from opt in attendees



# Platinum Sponsor Package - Limited availability - €60,000

## Influence

- Speaking session within the agenda\*
- Partner panel session, day 2/3 with Cisco host\*\*
- Inclusion in On-Demand Library
- 1x Sponsored Brain Break
- Pre-recorded interview to tease sessions
- Digital advert to be played prior to speaking session
- Joint demo with Cisco to be hosted in the partner environment

## Connect

- World of Solutions Partner Digital Environment
  - Digital demo area
  - Opportunity to upload documents, videos, articles, blogs, news
  - Instant messenger feature
  - 1:1 meeting feature

- Access to leads generated throughout the event from opt in attendees
- Logo on event website
- Call to action link from session abstract in the Content Catalog to partner environment
- 15x Digital Full Conference passes

## Amplify

- Rotating banner pointing to partner digital environment
- Logo and company description on:
  - Sponsor listing on event website
  - Partner digital environment
- Inclusion in email campaign:
  - Logo inclusion in pre-event email
  - Logo inclusion in post event email
  - 1x pre-event email blast to opt-in attendees

- Dedicated posts on social media Plan:
  - 1x pre-event
  - 1x during the event
  - 1x post event
- Marketing Toolkit
- 1x Commercial advert during session breaks
- Banner on event website in the lead up to the event

## Engage

- Digital social event
- List of opt-in attendees (Company and job title)
- Webex Team space to network post speaking session
- Gamification Experience
- Digital Grab Bag

\* Subject to be agreed with the Cisco Live team

\*\* Pending availability and Cisco Live requirements



# Gold Sponsor Package – Limited availability – €30,000

## Influence

- Partner panel session, day 2/3 with Cisco host\*
- Inclusion in On-Demand Library

## Connect

- World of Solutions Partner Digital Environment
  - Digital demo area
  - Opportunity to upload documents, videos, articles, blogs, news
  - Instant messenger feature
  - 1:1 meeting feature
  - Access to leads generated throughout the event from opt in attendees
- Logo on partner listing area
- Call to action link from session abstract in the Content Catalog to partner environment
- 10x Digital Full Conference passes

## Amplify

- Logo and company description on:
  - Sponsor listing on event website
  - Partner digital environment
- Inclusion in email campaign:
  - Logo on post-event email
- Call out of Gold Sponsors on social media campaign:
  - 1x during the event
  - 1x post event
- Marketing Toolkit
- Rotating banner on event website

## Engage

- List of opt-in attendees (Company and job title)
- Webex Team space to network post speaking session
- Gamification Experience
- Digital Grab Bag

\* Pending availability and Cisco Live requirements

# Silver Sponsor Package – Limited availability – €15,000

## Influence

- Inclusion in On-Demand Library

## Connect

- World of Solutions Partner Digital Environment
  - Digital demo area
  - Opportunity to upload documents, videos, articles, blogs, news
  - Instant messenger feature
  - 1:1 meeting feature
  - Access to leads generated throughout the event from opt in attendees
- Logo on partner listing area
- 5x Digital Full Conference passes

## Amplify

- Logo and company description on:
  - Sponsor listing on event website
  - Partner digital environment
- Call out of Silver Sponsors on social media campaign:
  - 1x during the event
  - 1x post event
- Marketing Toolkit

## Engage

- List of opt-in attendees (Company and job title)
- Gamification Experience
- Digital Grab Bag

# Package Comparisons

Packages	Platinum	Gold	Silver
<b>Standard Fee</b>	<b>€60,000.00</b>	<b>€30,000.00</b>	<b>€15,000.00</b>
<b>Influence</b>			
Speaking session within the agenda*	✓		
Partner panel session, day 2/3 with Cisco host**	✓	✓	
Inclusion in On-Demand Library	✓	✓	✓
Sponsored Brain Break	1		
Pre-recorded interview to tease sessions	✓		
Digital advert to be played prior to speaking session	✓		
Joint demo with Cisco to be hosted in the partner environment	✓		
<b>Connect</b>			
World of Solutions digital environment: <ul style="list-style-type: none"> <li>• Digital demo area</li> <li>• Platform to upload documents, videos, articles, blogs, news</li> <li>• Instant messenger feature</li> <li>• 1:1 meeting feature</li> <li>• Access to leads generated throughout the event from opt in attendees</li> </ul>	✓	✓	✓
Logo on Event Website	✓	✓	✓
Logo on partner listing area	✓	✓	✓
Call to action link from session abstract in the Content Catalog to partner environment	✓	✓	
Digital Full Conference passes	15	10	5
<b>Amplify</b>			
Logo and company description on: <ul style="list-style-type: none"> <li>• Sponsor listing on event website</li> <li>• Partner digital environment</li> </ul>	✓	✓	✓
Logo on pre-event email	✓		
Logo on post-event email	✓	✓	
1 pre-event email blast to opt-in attendees	✓		
Inclusion on Social Media plan	✓		
Call out on Social Media	✓	✓	✓
Marketing Toolkit	✓	✓	✓
Commercial advert during session break	1		
Banner advert space on your live stream	✓		
Rotating banner on event website	✓	✓	
<b>Engage</b>			
Digital Social Event	✓		
List of opt-in attendees (Company and job title)	✓	✓	✓
Webex Team space to network post speaking session	✓	✓	
Gamification Experience	✓	✓	✓
Digital Grab Bag	✓	✓	

\* Subject to be agreed with the Cisco Live team

\*\* Pending availability and Cisco Live requirements

# Book Your Cisco Live Sponsorship Package Today

To make your booking, or to discuss your requirements before making your decision, call or email a member of the team who will be happy to assist you.

**For all sponsorship packages,  
please contact:**

**Daniella Kuner**

Sales and Sponsorship Lead

**Mobile:** +44 (0) 7788 207667

**Email:** [Daniella.kuner@gpj.com](mailto:Daniella.kuner@gpj.com)

**For Cisco Partnership enquiries,  
please contact:**

**Marianna Raffaele**

Cisco Partner Relationship Manager

**Mobile:** +44 (0)7920 543340

**Email:** [marraffa@cisco.com](mailto:marraffa@cisco.com)



---

**Europe Headquarters**

Cisco Systems International BV Amsterdam,  
The Netherlands

**Asia Pacific Headquarters**

Cisco Systems (USA) Pte. Ltd.  
Singapore

**Americas Headquarters**

Cisco Systems, Inc.  
San Jose, CA

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at [www.cisco.com/go/offices](http://www.cisco.com/go/offices).



Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, go to this URL: [www.cisco.com/go/trademarks](http://www.cisco.com/go/trademarks). Third party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1110R)

---

**England and Wales**

United Kingdom, Place of Registration: England and Wales

---

**Scotland**

Cisco Systems (Scotland) Limited; Registration Number: SC 136888; Registration Address: MD Secretaries Limited, Prince Exchange,  
1 Earl Grey Street, Edinburgh EH3 9AQ, Scotland; Place of Registration: Scotland

---