

Amsterdam | February 10-14, 2025



Cisco Live 2024 Amsterdam

At-A-Glance

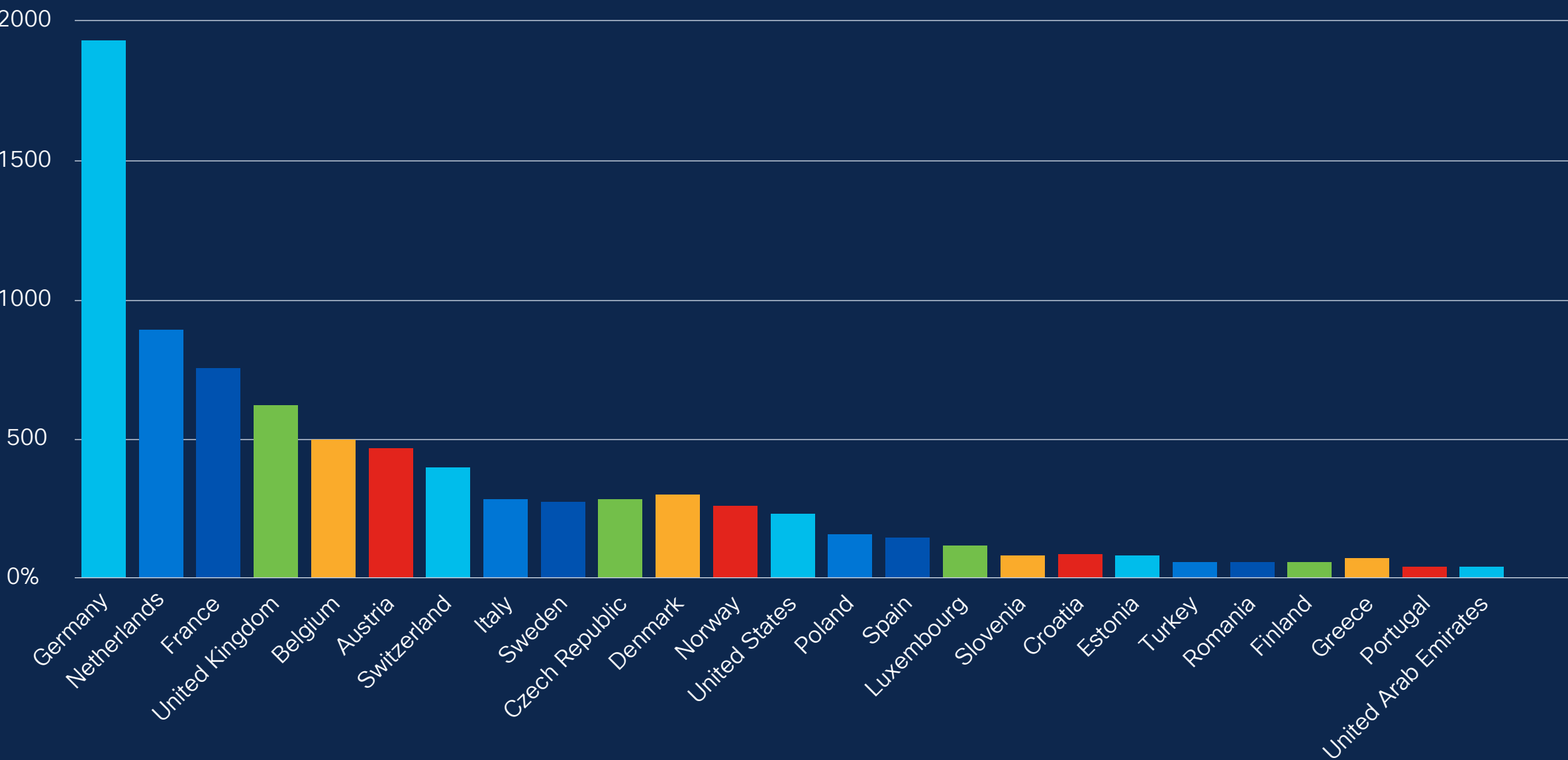


“ One of the **best tech conferences** available ”

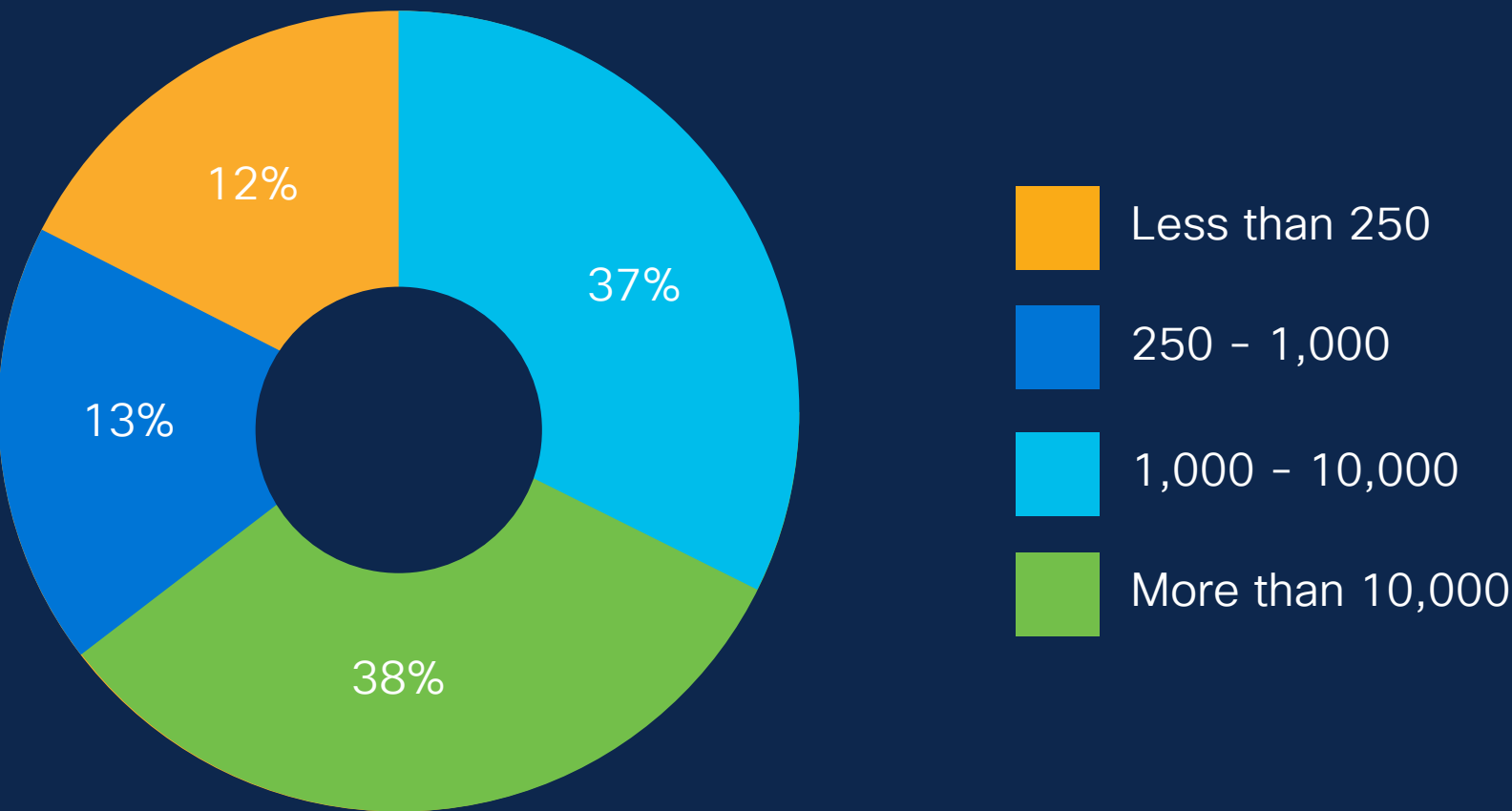


Demographics and Audience Profile

Top 25 Countries

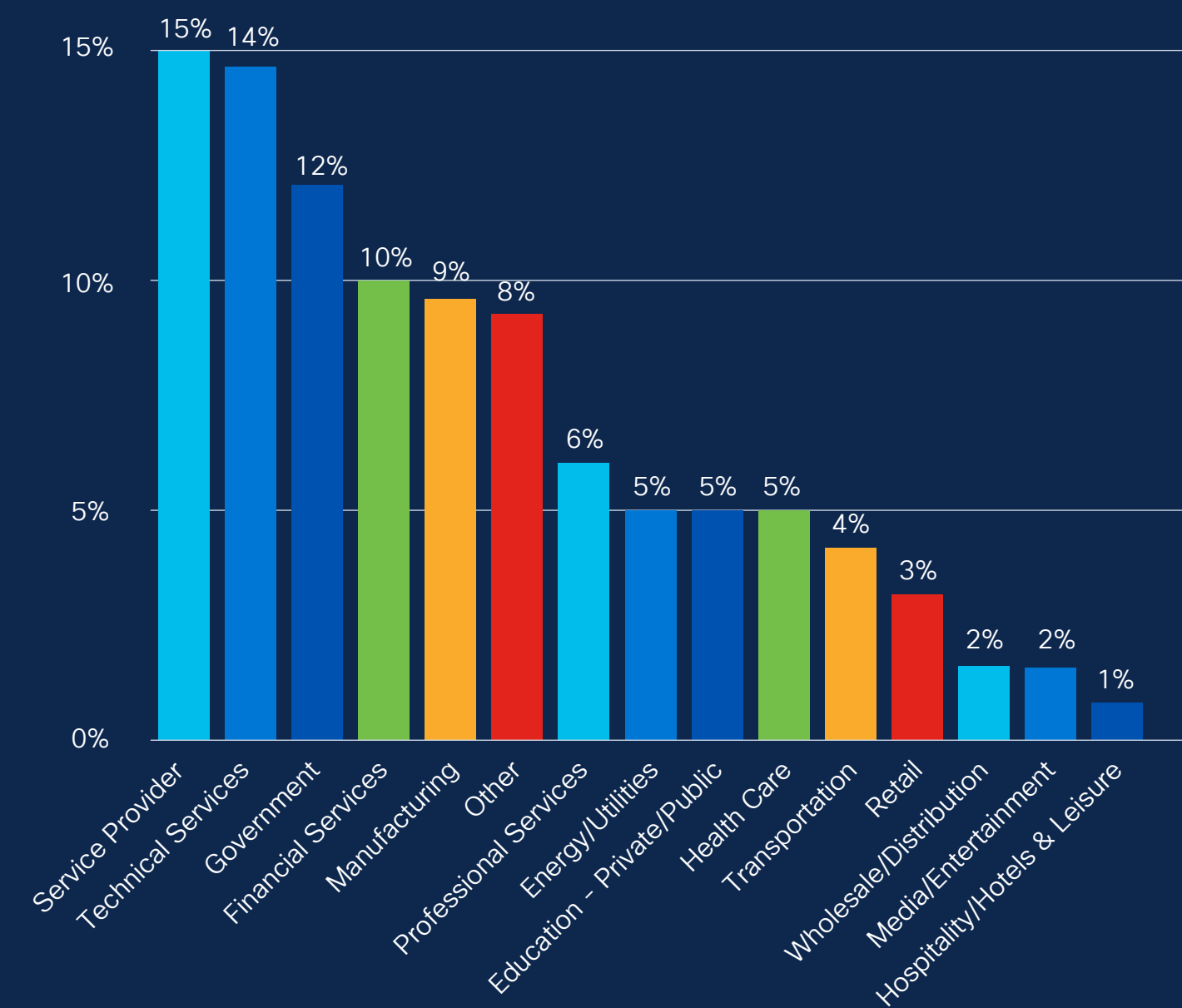


Company Size

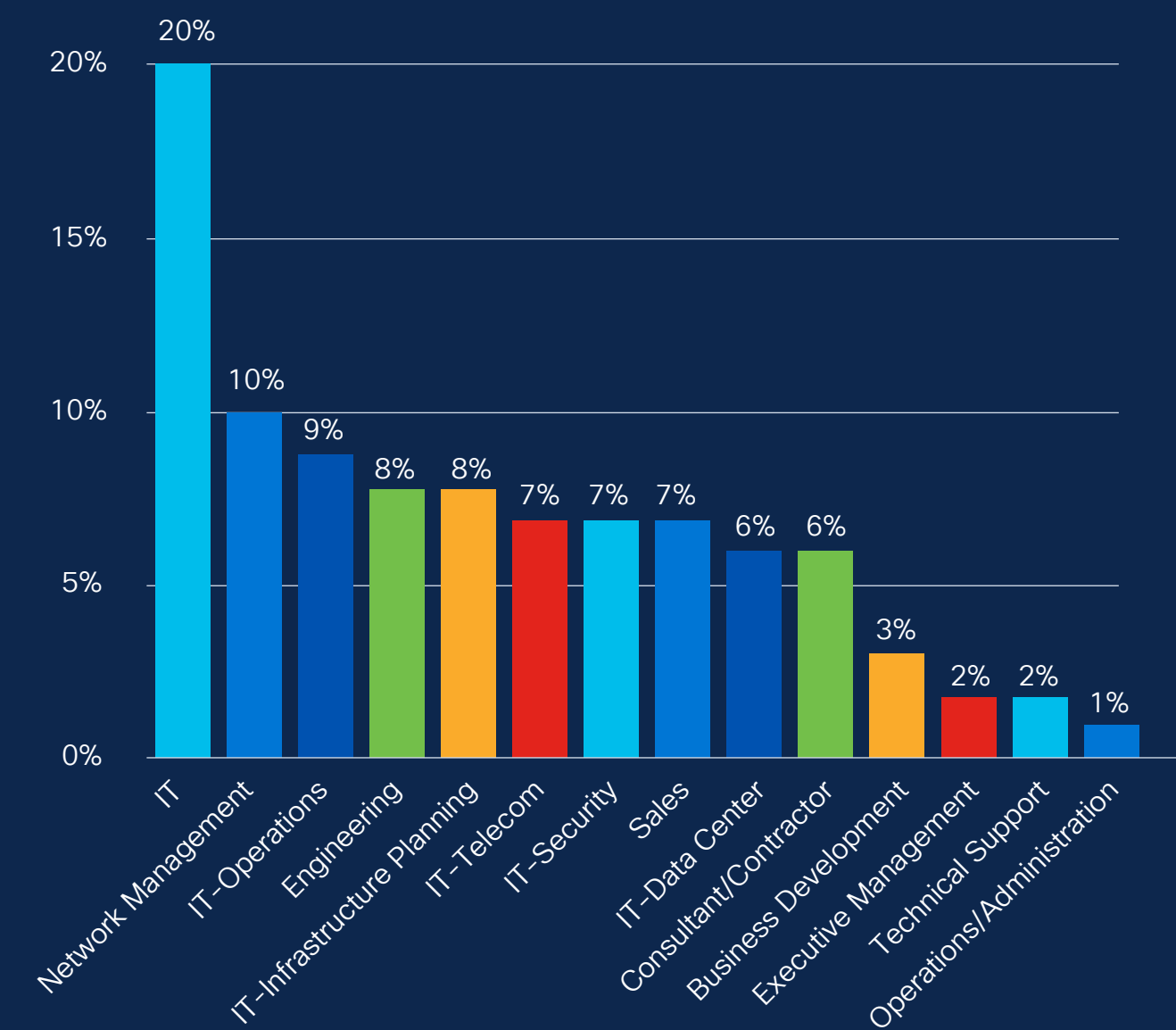


Demographics and Audience Profile

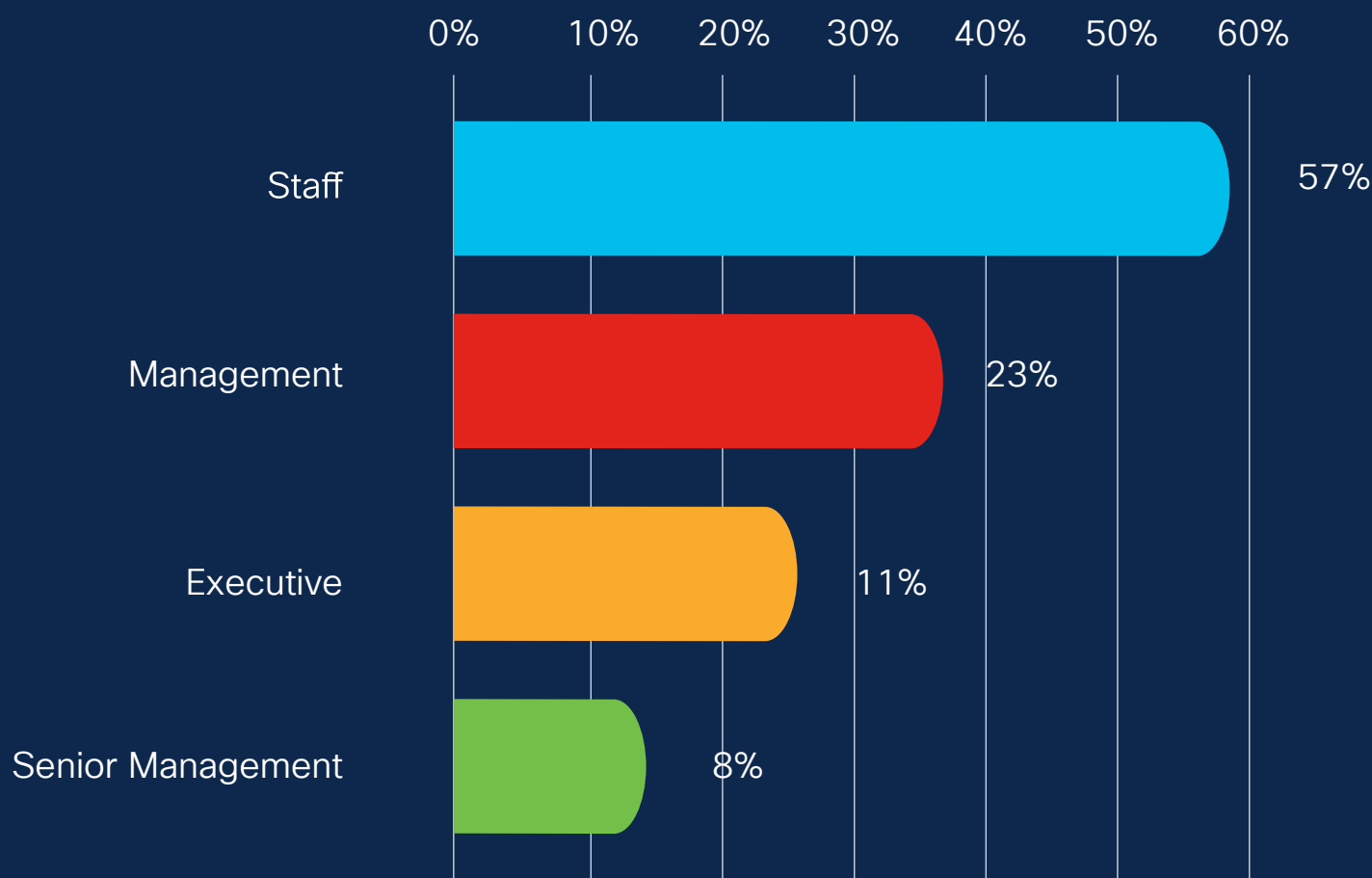
Industry



Job Function



Job Level



Join Us in Making a Positive Impact

An inclusive future is one that considers everyone, including future generations. At Cisco Live EMEA we demonstrate our dedication to sustainability year after year by embracing sustainable practices and conserving our resources to reduce our carbon footprint.

Cisco Live 2024 Amsterdam Sustainability Results:



Food Waste was kept to a **minimum** and **donations** were given to Dynamo Foundation, Soup Bus and Bosshardthuis with help from the Salvation Army



142% increase in reuseable carpet tiles which lead to a **16% reduction in single use carpet** from 2023 v 2024



7,036.9 CO2 emissions excluding hospitality and travel



100% of foam and fibreboard graphics **recycled**



Graphic vinyl from the event has been turned into bags which will be for sale at Cisco Live 2025 Amsterdam with **all proceeds going to charity**



0% to landfill for the second year running



Over **85%** of equipment and materials used to deliver Cisco Live 2024 Amsterdam were **rented** and the remaining 15% were produced to be repurposed.



100% of AV, lighting and rigging **rented**



100% of Cisco Live's power was from **renewable sources** including some from the **solar panels** on the roof of the venue.



99.3% furniture was **rented**

Our sustainability initiatives span a broad spectrum, encompassing energy efficiency, waste reduction, responsible sourcing and community engagement. With your support and by working together we can build upon our achievements from Cisco Live 2024 Amsterdam and create an event that fully embraces circular practices and benefits the community.

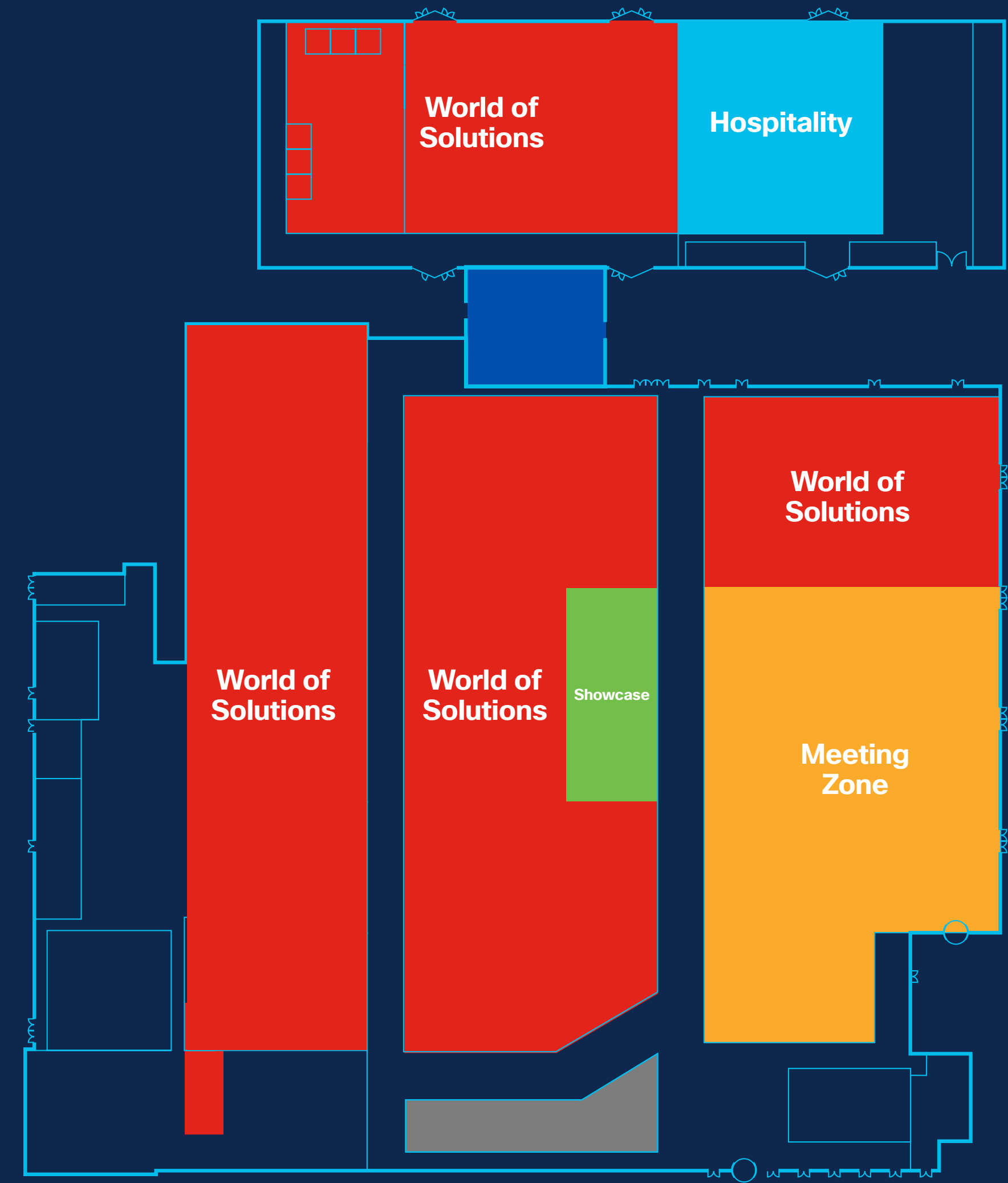


Data Source: The above sustainability metrics were gathered via Tracker+. An independent, third-party organization that enables us to provide an annual audit of our sustainability efforts at Cisco Live. Additional data has been sourced from the RAI, Amsterdam for energy, food donations and landfill waste.

Internal Sponsorship Packages



Floor Plan



*Subject to change



Internal Engagement Evolution

We are changing!

In 2025 we will be evolving the World of Solutions by creating a seamless integration between what was previously known as The Hub and the World of Solutions. This strategic fusion will amplify the participant experience across the show floor.



Internal Sponsorship Packages

Turnkey Package

- Choose the package that you wish to purchase
- Space, architecture and build included in the Turnkey Package
- Optional extras and customizations will incur an additional cost



Bespoke Package

- Design your own space with George P Johnson (GPJ)
- All inclusions and design build are at the Cisco Business Unit's own expense including GPJ management and creative fees, custom design and build, power, lighting, branding, IT equipment, AV, wired internet connectivity and lead retrieval devices
- Optional costs include Activations, F&B, Ambassadors, MPO's, Meeting Rooms, additional passes
- Stand passes provided based on cost (1 pass to every €5k spent)
- Package price will be charged at 10% of your total budget according to your required sqm
- Please note: You will be working with GPJ and GPJ associated suppliers

Turnkey Packages

Cisco Live 2025 Amsterdam Package Inclusions

Package Inclusions	122 sqm	74 sqm	36 sqm	18 sqm	9 sqm
Rate	€162,000	€113,000	€76,000	€36,000	€22,000
INFORM					
Custom turnkey stand	✓	✓	✓	✓	✓
Lead retrieval license (BYOD)	6	5	4	3	2
Stand passes	32	22	15	7	4
Additional stand pass for speaker/s	4	3	1		
Access to dedicated sponsor lounge	✓	✓	✓	✓	✓

Cisco Live 2025 Amsterdam Package Inclusions

Package Inclusions	122 sqm	74 sqm	36 sqm	18 sqm	9 sqm
IMPACT					
Inclusion in Cisco Live gamification activation	2	2	1	1	1
Static digital advert to be displayed throughout the venue	1	1	1		
30-second video advert to be displayed on screens in various locations *No sound	1				
Logo and description to be included on the Exhibitor listing webpage on ciscolive.com/emea website as well as on the event Mobile App	✓	✓	✓	✓	✓
INTERACT					
Private meeting room for 5 days (exact location TBC)	✓	✓			
ACCOUNT MANAGEMENT					
Dedicated Webex announcement channel to keep you updated with important information and deadlines at all times	✓	✓	✓	✓	✓
NEW: Lunchtime grab and go option available in the Sponsor Lounge	✓	✓	✓	✓	✓
NEW: Pre-event Know Before You Go briefing	✓	✓	✓	✓	✓
Event Account Manager	✓	✓	✓		

Bespoke Packages

World of Solutions Bespoke Packages

This is a great opportunity to sponsor a bespoke package in the World of Solutions and personalize your space to fit your unique requirements. Our creative team will work with you to deliver an immersive and experiential environment to showcase your products and services to captivate and inspire our participants.

Contact a member of the team to discuss available options.

Price
Price on application

Deadline
September 30, 2024



Internal Booth Engagement Process Summary

APPLY - Cisco Internal groups may apply to exhibit (sponsor) at Cisco Live 2025 Amsterdam by contacting a member of the Cisco Live EMEA sales team via email

You will be able to choose between two package types: the turnkey booth and the bespoke packages (see page 9 for package inclusions)

- All bespoke requests must be received by **September 30, 2024**
- All Turnkey requests must be received by **December 6, 2024**

*We will only accept turnkey requests after this date

SOW - A SOW must be agreed and approved

PO - When the PO is received, you will be introduced to your GPJ Project Lead to begin the briefing and fulfillment process

DESIGN - Engagement can begin with the Cisco Live internal booth design team (GPJ). All design elements to be approved by **December 6, 2024**

EXECUTE - The GPJ team will assign a project lead who will work with you on all aspects of your booth design and build through the pre-event, onsite and post-event reporting

Marketing Promotional Opportunities

Brand Awareness

Branded Event Lanyards



Sponsor the event lanyards offering maximum visibility from participants point of entry. Your logo will be seen on 18,000 lanyards throughout the event.

Price
€25,000

Availability
1 *co-branded with Cisco Live logo

Deadline
August 30, 2024

Branded Drinking Cups



Keep participants hydrated! Be the official sponsor of the re-usable sustainable hot and cold branded drinking cups which will be placed in participant bags. Offering maximum exposure with your logo both during and long after the event has finished.

*Picture shown is a sample only - final drinking cup to be confirmed

Price
Price on application

Availability
1x sole sponsorship or 2x shared sponsorship *co-branded with Cisco Live logo

Deadline
August 30, 2024

Branded Charging Station



Sponsoring a branded charging station at Cisco Live offers a unique opportunity to engage with participants while providing a valuable service. With your messaging prominently displayed on the charging station, you can increase visibility and recognition while generating goodwill among participants who rely on their devices to stay connected throughout the event.

Price
€7,500

Availability
Multiple

Deadline
November 15, 2024

Brand Awareness

Evaluation T-Shirt Sponsorship

NEW
for 2025



Co-sponsoring the popular evaluation T-shirt at Cisco Live is a prime branding opportunity. Your logo will be featured on a coveted item worn by thousands of participants, ensuring prolonged visibility. It’s an effective way to align with participant engagement and feedback, demonstrating your commitment to quality and participant experience.

Our evaluation T-shirts are made from organic materials and printed in factories powered by renewable energy.

Price
Price on application

Availability
1 *co-branded with Cisco Live Logo

Deadline
October 18, 2024

Health and Wellbeing Sponsorship



Sponsor the Health and Wellbeing Lounge in the World of Solutions to showcase your commitment to community health and employee wellness. You will gain exposure to a diverse, engaged audience, enhancing your reputation as a leader in promoting healthier lifestyles. Join us in making a meaningful impact at Cisco Live.

Price
€25,000

Availability
1

Deadline
October 1, 2024

A-Frame Poster Package



Make a powerful impact with an A-Frame Poster Package. Grab the attention of participants as they navigate the event. Your messaging will be prominently displayed on eye-catching A-frame posters strategically placed throughout the venue in high-traffic areas.

Price
€6,250 for a pack of 8

Availability
2

Deadline
December 2, 2024

*All signage and branding will be collected for recycling after the event

Brand Awareness

Outside Hall - Large Branded Area



This site is just outside Hall 12, at the entrance to the Keynote. This is a large branded site, where we can run an effective and high-level advertising opportunity for your messaging.

Dimensions 5,900 x 2,600mm

*Cisco Groups only

Price
€16,000

Availability
1

Deadline
December 2, 2024

Entrance C Stair Riser



A bold branding opportunity for your journey to Cisco Live 2025 Keynote and content. Situated in a high traffic area this opportunity offers maximum exposure.

Dimensions: As per template

*Cisco Groups only

Price
€24,000

Availability
3 sets 10 available

Deadline
December 2, 2024

Entrance K Large Print Sites



Make a big statement, sponsor a large print site and capture the attention of participants. These impactful displays will feature your messaging prominently throughout the duration of the event, ensuring maximum visibility. Stand out from the crowd, and leave a lasting impression on a captive audience of industry professionals.

Price
€12,500

Availability
2

Deadline
December 2, 2024

*All signage and branding will be collected for recycling after the event

Brand Awareness

Entrance K Pillar Wraps



Command attention from the moment participants step foot into Cisco Live. Sponsor pillar wraps at the main entrance and make a grand impression. Your messaging will be showcased on eye-catching wraps covering prominent pillars, ensuring maximum visibility and brand exposure.

Price

€12,500

Availability

2 sets of 2 available

Deadline

December 2, 2024

Digital Signage



Digital signage is an effective way to get your message to all participants. A variety of screens are available to display custom brand assets and messaging across the venue. Your messaging will be rotated with event information and scheduling notices throughout the event. Don't miss this opportunity to make a lasting impression in the digital realm and elevate your presence at Cisco Live.

Price

Static €4,500 | Video €6,500

Availability

1

Deadline

December 6, 2024

Rolling Water Stations



Sponsor a package of branded rolling water stations, situated in high traffic areas throughout the venue ensuring maximum visibility and exposure. Promote your sustainability values by supporting a sustainable hydration solution for participants thus displaying your commitment to a greener world. Join us in this hydrating opportunity. Let's make a splash together.

Price

€10,000 for 10

Availability

3 sets of 10 available

Deadline

December 2, 2024

*All signage and branding will be collected for recycling after the event

Brand Awareness

Coffee Backpackers



Sponsor our 4 coffee backpackers who will be stationed near the registration area and Opening Keynote. Providing participants with coffee on arrival, your sponsorship will create a welcoming atmosphere and offer a memorable first touchpoint. Don't miss this chance to energize conversations and leave a lasting impression.

Price
€10,000

Availability
1 package of 4 Backpackers for 3 days

Deadline
December 6, 2024

Beer Backpackers

NEW
for 2025



Sponsor our 4 beer branded backpackers who will be walking through the Cisco Live Celebration providing participants with a well deserved beer. Don't miss this chance to leave a lasting impression.

Price
€5,000

Availability
1 package of 4 Backpackers

Deadline
December 6, 2024

Networking

Large Coffee Bar



Sponsor one of our branded coffee bars and enjoy a unique opportunity to connect with thousands of participants. By keeping them energized and refreshed, your messaging will be at the forefront of their minds throughout the event. With prime visibility and a captive audience, this sponsorship opportunity will help you make a lasting impression and drive your business forward.

*Co-branded with Cisco Live logo

Price
€26,500

Availability
Multiple

Deadline
November 22, 2024

World of Solutions Welcome Reception



Maximize your exposure - become the exclusive sponsor of the World of Solutions Reception. Elevate your messaging to new heights and leave a lasting impression on participants. Don't miss this exceptional sponsorship opportunity to gain unparalleled visibility and engagement at Cisco Live.

This opportunity includes branding and dedicated use of the Partner Theater with drinks and snacks for you to host your own networking event during the times of the evening reception.

Price
€32,000

Availability
1

Deadline
December 8, 2024

Meeting Zone



Book a private meeting room to create the ideal VIP environment at Cisco Live. Meeting rooms are the ideal spaces for private meetings.

- Package includes:
- 1x Meeting Room Rental
 - 1x Boardroom Table
 - 10x Chairs
 - 1x Whiteboard Solution
 - Power
 - 1x 55" Free Standing Plasma Screen
 - Branded Meeting Room Sign

Price
Full Day Rental €2,100 | Monday - Thursday Rental €5,200

Availability
Multiple

Deadline
December 8, 2024

Networking

Branded Meeting Nooks



Elevate your presence at Cisco Live by sponsoring a branded Meeting Nook. These will be situated in various high traffic areas throughout the event offering a great branding opportunity.

*Not for exclusive use

Price
€10,000 for 1

Availability
Multiple

Deadline
December 6, 2024

Games Lounge



Be the exclusive sponsor of the Games Lounge and unlock unparalleled visibility and engagement. Drive traffic to your stand, foster meaningful connections, and leave a lasting impact on participants. Don't miss out on this unique sponsorship opportunity to level up your presence and make a lasting impression at Cisco Live.

*Lead generating

Price
€25,000

Availability
1

Deadline
October 28, 2024

Photo Booth in World of Solutions



Capture the moment at Cisco Live. Sponsor one of our branded photo booths to engage participants and drive traffic to your stand. With every snap, your logo and messaging will shine, creating lasting impressions and valuable exposure.

*Lead Generating

Price
€10,000

Availability
Multiple

Deadline
December 2, 2024

Networking

Cisco Live Celebration Photo Booth



Enhance your visibility by sponsoring a photo booth at the Cisco Celebration. Sponsor Logo integrated alongside party branding on the print and digital elements of photobooth and photos..

Price
€8,000

Availability
4

Deadline
December 3, 2024

Cisco Live Celebration Sponsor Lounge



Invite your customers, partners and colleagues to experience the Cisco Live Celebration and views of the main stage with your own exclusive bar and viewing lounge – includes Sponsor branded bar with staff, standard drinks menu, furniture and capacity of 40 pax.

Price
€50,000 Up to 3 cocktails per person, based on 40 pax.
Includes staffing & equipment.

Availability
1

Deadline
October 28, 2024

Fresh Juice or Orange Juice Bar



Sponsor a fresh juice or orange juice bar and provide participants with a refreshing freshly squeezed juice in one of the main event areas. With prime visibility and a captive audience, this sponsorship opportunity will help you make a lasting impression and drive your business forward. Join us in promoting a delicious and rejuvenating experience.

Price
€28,500

Availability
Multiple

Deadline
November 22, 2024

Networking

Networking Coffee Bar in the World of Solutions, Hall 2



Sponsor the Networking Coffee Bar in Hall 2. This coffee bar is situated in a prominent position thus allowing for maximum exposure.

By keeping participants energized and refreshed, your message will be at the forefront of their minds throughout the event. With prime visibility and a captive audience, this sponsorship opportunity will help you make a lasting impression and drive your business forward. *Co-branded with Cisco Live.

Price
€35,000

Availability
2

Deadline
October 31, 2024

Large Coffee Bar in the Meeting Zone



Sponsor the large coffee bar in the Meeting Zone. This high-traffic area will put your messaging in front of thousands of IT professionals, industry leaders, and potential clients. It's the perfect chance to increase visibility, foster engagement, and create lasting impressions with your target audience.

Price
€30,000

Availability
1

Deadline
September 30, 2024

Book Your Cisco Live Sponsorship Package Today



To make your booking or to discuss
your requirements, please find our
contact details below:

For all sponsorship packages, please contact:

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Sales and Sponsorship Lead

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