

sponsoring and **exhibition** opportunities

MPLS
(S)ID)INI
WORLD CONGRESS 2014

18/21 MARCH 2014 MARRIOTT HOTEL & CONFERENCE CENTER PARIS FRANCE



Confirming the Congress as the First Worldwide Event in the MPLS/Ethernet Area

The 16th edition of the MPLS World Congress will take place in Paris in March 2014. What was until now known as MPLS & Ethernet World Congress will become the MPLS SDN World Congress in 2014.

The objective set by Upperside Conferences is to confirm the success of the 2013 edition. MPLS SDN World Congress, together with the collocated NFV & SDN Summit, attracted 1350 participants last March. This figure represents a new record number of participants attending this conference.

A strong presence of service providers (more than 50% of the audience) as well as a growing internationalization (more than 65 countries represented) confirms MPLS SDN World Congress as the first worldwide event in the MPLS area.



MPLS SDN World Congress will once again allow us to benefit from the enlightenment of the precise stakes involved in the convergence of the MPLS protocols, particularly their respective roles in the access networks.

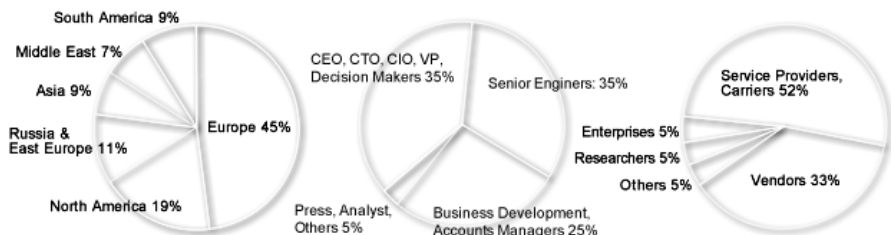
2014 Edition - The Union of MPLS SDN World and NFV & SDN Summit: 1500 participants

As was the case this year, the 16th edition of MPLS World will be jointly organized with the NFV & SDN Summit, whose second edition of 2013 attracted more than 400 participants, making this event the largest in Europe (Upperside Conferences was the first to organize an event around the SDN theme in June 2012). The growing interest in this new technology should attract about 1500 attendees for the 2014 edition of MPLS SDN World Congress and the NFV SDN Summit.

The two events will have a common first day and will conclude with a panel discussion made up of key players (manufacturers and operators) from these technologies.



More than 50% of Service Providers, a Growing Internationalization



The profile of the Congress delegates demonstrates a growing internationalization and a very strong presence of service providers. Representatives from the EU were 45 %, followed by North America (19%), Russia (11%) and South America (9%). With carriers coming from more than 65 countries, the MPLS & Ethernet World Congress can claim to be the first international event in this realm.

Sponsorship Opportunities

| SPONSORING PACKAGES | PLATINUM | GOLD | SILVER | OFFICIAL |
|---|-----------------|-----------------|-----------------|----------------|
| Company logo on: | | | | |
| MPLS SDN World Congress website | ■ | ■ | ■ | ■ |
| Front cover of the note book | ■ | ■ | ■ | ■ |
| Displays at the main entrance of the show | ■ | ■ | ■ | - |
| USB card | ■ | ■ | - | - |
| Delegate's bag | ■ | - | - | - |
| Exhibition Booth (see floor plan) | | | | |
| 18m ² bare-space (6 m x 3 m) | ■ | - | - | - |
| 9m ² ready-made (3 m x 3 m) | - | ■ | ■ | - |
| Full 4-day Event Passes | 10 | 5 | 3 | 2 |
| Preferential Conference registration fees | -25% | -20% | -20% | -20% |
| Free Exhibition Invitations | 50 | 40 | 30 | |
| Sponsor Value (1) | € 34,900 | € 20,900 | € 14,900 | € 9,900 |

CONFERENCE ROOM SPONSOR

Promotional banners in the conference room
Broadcast of company logo in the conference room before the session begins.
Logo positioning and linkage on the Website

Sponsorship Value (1): **€ 5,500**
Banners to be supplied by the sponsor

LANYARDS SPONSOR

For guaranteed visibility, your logo will appear on the lanyards of the badges worn by all attendees and visitors throughout the event.
Logo positioning and linkage on the Website.

Sponsorship Value (1): **€ 5,500**
Lanyards to be supplied by the sponsor

EVENING EVENT SPONSOR

Opportunity to give a very brief introduction before the evening reception.
Promotional banners in the reception area
Broadcast of company logo in the conference room.
Logo positioning and linkage on the Website.

Sponsorship Value (1): **€ 4,500**
Banners to be supplied by the sponsor

CONFERENCE PEN SPONSOR

The 'Conference Pen' will be given to delegates along with conference bag.
Logo positioning and linkage on the Website.

Sponsorship Value (1): **€ 1,900**
Conference Pens to be supplied by the sponsor

LUNCHEON SPONSOR

Promotional banners in the lunch room
Promotional Items (napkins, flags, brochures...) on each table
Broadcast of company logo in the conference room
Logo positioning and linkage on the Website.

Sponsorship Value (1): **€ 2,900**
Materials to be supplied by the sponsor

MORNING REFRESHERS SPONSOR

Promotional banners in the morning coffee-break area for 4 days
Broadcast of company logo in the conference room
Logo positioning and linkage on the Website.

Sponsorship Value (1): **€ 1,900**
Banners to be supplied by the sponsor

AFTERNOON REFRESHERS SPONSOR

Promotional banners in the afternoon coffee-break area for 4 days
Broadcast of company logo in the conference room
Logo positioning and linkage on the Website.

Sponsorship Value (1): **€ 1,900**
Banners to be supplied by the sponsor

LITERATURE DISTRIBUTION SPONSOR

The Literature distribution will take place during the show. Mostly as a 'hand-out' by event hostess when entering conference room.
Logo positioning and linkage on the Website.

Sponsorship Value (1): **€ 2,500**
*Literature to be supplied by the sponsor.
Please check with event manager to confirm type, size & weight of material planned*

CONFERENCE BAG INSERTS SPONSOR

The 'Conference Bag inserts' will be given to delegates along with conference bag at the moment of collecting their badge.
Logo positioning and linkage on the Website.

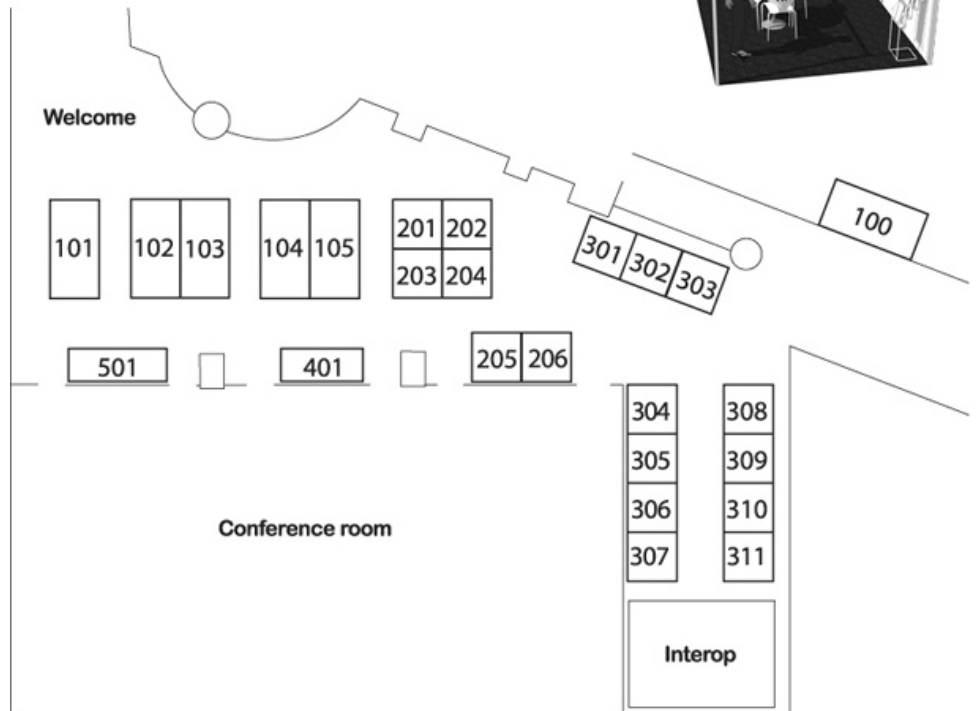
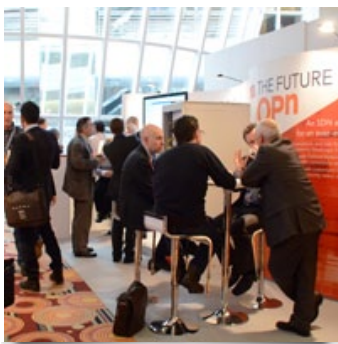
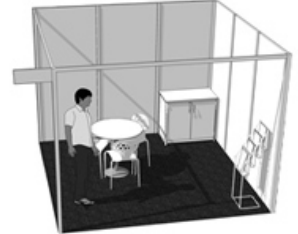
Sponsorship Value (1): **€ 1,900**
*Inserts to be supplied by the sponsor.
Please check with event manager to confirm type, size & weight of inserts*

OFFICIAL T-SHIRT SPONSOR

Company's logo on official conference t-shirt – to be given to all full conference attendees.
Logo positioning and linkage on the Website.

Sponsorship Value (1): **€ 3,900**
Please check with event manager to confirm type, color, size & weight of material planned.

The Exhibition



| SIZE | LOCATION | READY MADE | BARE SPACE | FULL PASSES |
|----------------------------|-------------------|------------|------------|--------------|
| 18m ² (6m x 3m) | 101 to 105 | - | € 11,250 | 3 Pass incl. |
| 12m ² (6m x 2m) | 501 | € 8,250 | € 7,850 | 3 Pass incl. |
| 10m ² (5m x 2m) | 401 | € 6,750 | € 6,350 | 2 Pass incl. |
| 9m ² (3m x 3m) | 201-206 301-311 | € 6,250 | € 5,850 | 2 Pass incl. |

VAT 19,6 % not Included. See (1) and (2) below.

The ready-made booths include:

Partitioning, Carpeting, Company Sign, Spotlights, 1 round table + 3 chairs, 1 lockable storage cabinet, 1 rack for literature

Full Conference-Pass gives access to the conference room and exhibition, proceedings, coffee breaks & luncheons during the 4-day event. Value € 2,590 (VAT not included).

Booths will be assigned on a first-come, first served basis!

To book your sponsoring package or your booth, **Please fill in the order form online.**

If you have any questions feel free to contact **Mrs Vijee Djega**, email: vijee@upperside.fr, telephone: ++33 1 53 46 63 80.

(1) For French companies only, VAT 19.6% is applicable to this amount.

(2) Due to changes in the VAT legislation we will send invoices to foreign exhibitors without value added tax. **For companies from the European Community**, please provide us your **VAT number**. If the client company does not have a VAT number or the VAT number has not been indicated, the invoices will be sent inclusive of VAT according to French tax law regulations.



upperside conferences