

17TH EDITION

THE MIGRATION SCENARIO.

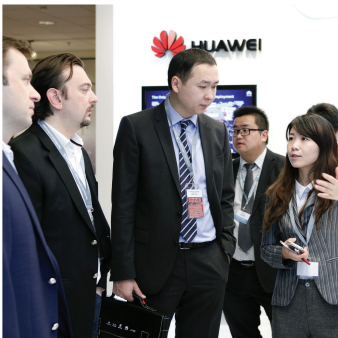
MPLS
SDN **TF**
WORLD CONGRESS

EXHIBITION/SPONSORING

17/20 MARCH 2015 HOTEL MARRIOTT RIVE GAUCHE PARIS

MPLS SDN 15

WORLD CONGRESS



The First Worldwide Event on the MPLS and SDN Market

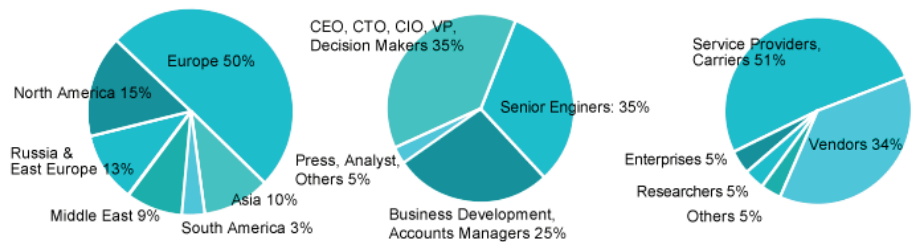
The MPLS SDN World Congress has always been an event that worked hard to bring industry icons and mavericks together to exchange ideas about the latest emerging networking technologies. The 17th Edition, which will take place in Paris in March 2015, won't disappoint. The objective set by Uppside Conferences is to confirm the success of the 2014 edition. MPLS SDN World Congress, together with the collocated NFV & SDN Summit, attracted 1400 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 (see figures) confirms MPLS SDN World Congress as the first worldwide event in the MPLS & SDN area.

More than 65 countries represented

The profile of the Congress delegates demonstrates a growing internationalization and a very strong presence of service providers.

Representatives from the EU were 50%, followed by North America (15%), Russia (13%) and Middle East (9%). With carriers coming from more than 65 countries, the NFV & SDN Summit and the MPLS SDN World Congress can claim to be the first international event in this realm.



Co-located with the NFV & SDN Summit

As was the case this year, the 17th Edition of MPLS SDN World will be jointly organized with the NFV & SDN Summit, whose 2014 edition attracted more than 400 participants, making this event the largest in Europe. The growing interest in this new technology should attract about 1500 attendees for the 2015 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.

The Interop Platform

The European Advanced Networking Test Center (EANTC) in collaboration with Uppside Conferences will invite industrials to a multi-vendor MPLS SDN & NFV interoperability test in January 2015, that will be demonstrated during the Congress.

In 2014, Cloud delivery and orchestration were the major focus of the interop along the topics of:

- Software Defined Networking (SDN): OpenFlow and PCE
- IPv6 Migration Scenarios
- MPLS and Ethernet Transport
- Data Center Interconnection

During the congress, EANTC will present results in regular guided tours to conference attendees. The showcase will be open for the full four days of the conferences (Tuesday to Friday).

Sponsorship and Exhibition Opportunities

Sponsorship opportunities represent a unique means to enhance your visibility to decision-making attendees and industry professionals at the upcoming MPLS SDN World Congress which will be organised alongside the NFV & SDN Summit and the V6 World Congress.

Some of the principal reasons why clients sponsor our conferences are:

- To enhance corporate image in a specific market
- To set up contacts from major target organisations
- To announce major launches
- To accelerate market penetration.

They offer an exceptional value for money by driving increased traffic into your corporate website as well as to your exhibitor stand. Sponsorship opportunities signify increased brand awareness and provide invaluable face-to-face interaction with industry peers where delegates can network and exchange ideas, and forge new contacts from across the globe.

Depending on your specific business objectives, we propose several sponsorship opportunities to be recognized as either a Platinum, Gold, Silver or Official Sponsor.

Platinum and gold options are reserved to 6 companies. Both include a large exhibition booth and an attractive number of Full Conference-Pass.

Moreover a set of complementary options offers the possibility to efficiently showcase your company's visibility during the event (conference room, lanyards, evening event sponsor, lunch...).

Sponsorships and booths will be assigned on a first-come, first served basis!

MPLS SDN World 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	■	■	■	-
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	-35%	-30%	-25%	-20%
Free Exhibition Invitations	50	40	30	
Sponsor Value	€ 34,900	€ 20,900	€ 14,900	€ 9,900

For French companies only, VAT 20% is applicable to these amounts. See below.

Full Simple Conference-Pass gives access to the MPLS SDN World conference room and exhibition, proceedings, coffee breaks & luncheons during the 4-day event. Value/pass: € 2,994.00 (Tax included)

MPLS SDN World + NFV & SDN Summit Sponsoring Packages

	PLATINUM	GOLD	SILVER	OFFICIAL
Company logo on:				
MPLS SDN World + NFV & SDN Websites	■	■	■	■
Front cover of the note books	■	■	■	■
Displays at the main entrance of the show	■	■	■	-
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	2x10	2x5	2x3	2x2
Preferential Conference registration fees	-35%	-30%	-25%	-20%
Free Exhibition Invitations	80	60	40	
Co-sponsoring package value	-	-	-	-

Prices on demand.

Feel free to contact us by email: contact@uppersideconferences.com or by telephone: ++33 1 53 46 63 80.

Full Simple Conference-Pass gives access to the MPLS SDN World or NFV & SDN Summit conference room and exhibition, proceedings, coffee breaks & luncheons during the 4-day event. Value/pass: € 2,994.00 (Tax included)

Other Sponsorship Opportunities

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): **€ 5,000**
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): **€ 5,000**
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): **€ 2,500**
Banners 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): **€ 1,500**
Materials to be supplied by the sponsor

COFFEE BREAKS SPONSOR

Promotional banners in coffee-breaks 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

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.

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): **€ 1,000**
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): **€ 1,000**
Inserts to be supplied by the sponsor.
Please check with event manager to confirm type, size & weight of inserts

MPLS SDN 15

WORLD CONGRESS



Exhibition only



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.

For French companies only, VAT 20% is applicable to these amounts. See below.
 Full Simple Conference-Pass gives access to the MPLS SDN World conference room and exhibition, proceedings, coffee breaks & luncheons during the 4-day event. Value/pass: € 2,994.00 (VAT 20% included).

The ready-made booths include:
 Partitioning, Carpeting, Company Sign, Spotlights, 1 round table + 3 chairs, 1 lockable storage cabinet, 1 rack for literature

Pre-book online your sponsorship and exhibition package

To get more information, feel free to contact us by email: contact@uppersideconferences.com or by telephone: ++33 1 53 46 63 80.

VAT INFORMATION

Exhibition and Sponsoring
 VAT 20% is applicable for French companies only.

For foreign exhibitors and sponsors, VAT is not applicable.
 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.

Delegate's Registration
 VAT 20% is applicable for all companies (foreign, from the European Community and French).



upperside conferences