

**sponsoring** and **exhibition** opportunities

SOFTWARE DEFINED NETWORKS

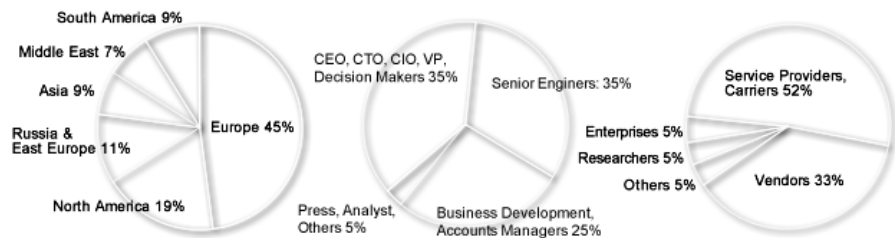
SDN  
SUMMIT  
2014

## SDN Summit 2013: More than 400 Participants

The second edition of the SDN Summit attracted more than 400 participants.

Together with MPLS World, the total audience reached 1350 people. Upperside targets +1500 participants for the 2014 edition.

### Carriers Coming from 65 Countries



### SDN Summit Agenda: Focus on Network Function Virtualization and Cloud Management

The 2014 program will pay particular attention to network function virtualization, cloud management platforms, open source software and overlays.

### Colocation with MPLS & Ethernet World Congress

As was the case in 2013, MPLS World and SDN Summit will have a common agenda during the first day of the event, and will end with a debate addressing the most important technical issues impacting service providers network architectures.

### The Interop Platform

The European Advanced Networking Test Center ( EANTC) in collaboration with Upperside Conferences will invite industrials to a multi-vendor MPLS & Ethernet interoperability test in January 2014, that will be demonstrated during the MPLS and Ethernet World Congress.

For the 2013 edition, the tests focused on the following scenarios:

- Software Defined Networking (SDN)
- Clock Synchronization
- Resilient Multicast VPN Services
- IPv6 Migration Scenarios
- Carrier Ethernet 2.0

The tests were performed and verified in detail at a closed doors hot staging at EANTC lab in Berlin.

The successful results of the tests were documented in a white paper released by EANTC during the congress.



## Sponsorship Opportunities

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

In addition, you can combine any of these sponsoring packages with an exhibition booth. The exhibition will take place on level 0 of the conference center. The SDN Summit will take place on level -1. SDN Summit will share a common exhibition & coffee-break area with MPLS & Ethernet and V6 World Congress events.

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

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

SPONSORING PACKAGES	PLATINUM	GOLD	SILVER	OFFICIAL
<b>Company logo on:</b>				
SDN Summit 2014 website	■	■	■	■
Front cover of the note book	■	■	■	■
Displays at the main entrance of the show	■	■	■	-
USB card	■	■	-	-
Delegate's bag	■	-	-	-
<b>Full 4-day Event Passes</b>	<b>10</b>	<b>5</b>	<b>3</b>	<b>2</b>
Preferential Conference registration fees	-25%	-20%	-20%	-20%
<b>Sponsor Value (1)</b>	<b>€ 20,900</b>	<b>€ 10,900</b>	<b>€ 7,900</b>	<b>€ 6,900</b>

### Exhibition Option (see floor plan below)

Sponsoring + 9m <sup>2</sup> Ready Made + € 3,000	€ 23,900	€ 13,900	€ 10,900	€ 9,900
Sponsoring + 18m <sup>2</sup> Bare space + € 5,600	€ 26,500	€ 16,500	€ 13,500	€ 12,500

### 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): **€ 3,500**  
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): **€ 3,500**  
Lanyards 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): **€ 1,500**  
Conference Pens 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): **€ 1,900**  
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.

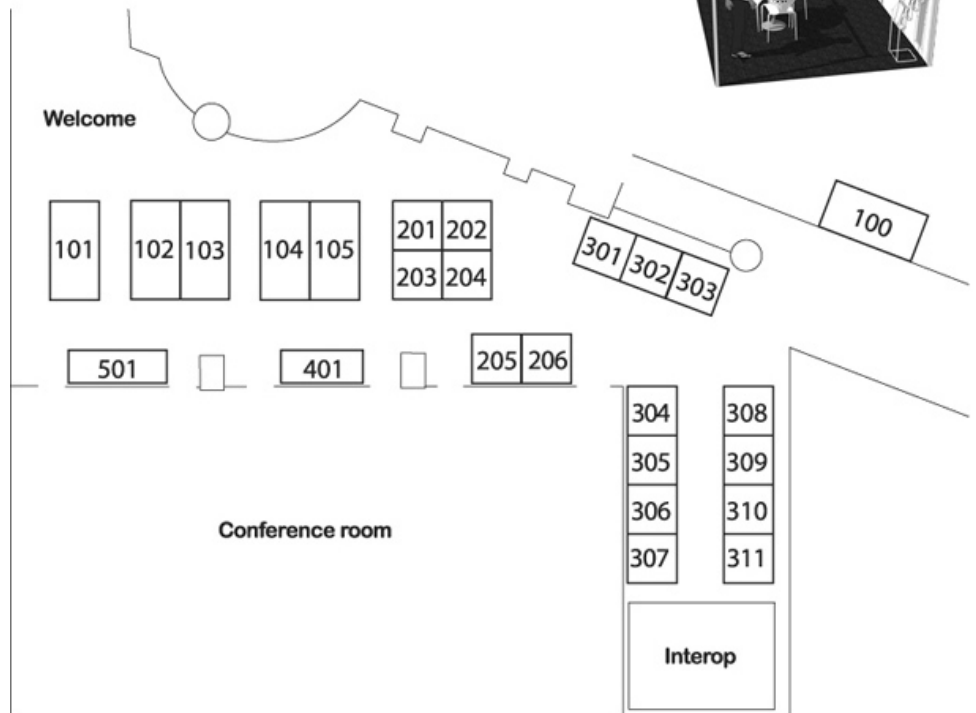
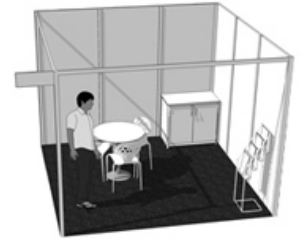
Sponsorship Value (1): **€ 1,500**  
Inserts to be supplied by the sponsor.  
Please check with event manager to confirm type, size & weight of inserts

### 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 <sup>2</sup> (6m x 3m)	101 to 105	-	€ 11,250	3 Pass incl.
12m <sup>2</sup> (6m x 2m)	501	€ 8,250	€ 7,850	3 Pass incl.
10m <sup>2</sup> (5m x 2m)	401	€ 6,750	€ 6,350	2 Pass incl.
9m <sup>2</sup> (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](mailto: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