



FOG NETWORKING

FOG NETWORKING CONFERENCE 2016

10/11 MARCH 2016/MARRIOTT/PARIS/FRANCE

The Fog Networking Conference

Smoky concept or new paradigm? In any case, Fog Networking is a major R & D strand in 5G networking. The aim is to solve one of the main challenges with 5G: reducing latency to 1ms (vs 50ms currently). Achieving this goal demands a deep change of the Internet architecture. The Cloud cannot physically respond to latency necessity from applications such as IOT or emergency. It therefore comes down to equipment access level.

In this way the Cloud becomes Fog. Empowered by the latest chips, radios, and sensors, each client device today is powerful in computation, in storage, in sensing and in communication. Yet client devices are still limited in battery power, global view of the network, and mobility support. Most interestingly, the collection of many clients in a crowd presents a highly distributed, under-organized, and possibly dense network.

The Fog computing initiative

Today, there is no real industry work/specification on Fog networks. Cisco has launched a strong initiative with its Fog computing concept. In such an environment, much of the processing takes place in a data hub on a smart mobile device or on the edge of the network in a smart router or other gateway device. However it remains a single vendor initiative with no standard APIs. The proposed architecture is also focusing on Internet access. The other players involved in Fog networking are looking at integrating radio access.

As a result, Research Institutes and Industrials are working together to make this initiative a standard, especially within the 5GPPP.

**Is Fog networking suitable for mobile apps?
What about energy efficiency?
What are the industrial and research initiatives?
Is there a deployment roadmap?**

Answers will be given during the Fog Networking Conference to be held in Paris next 10 & 11 March 2016.

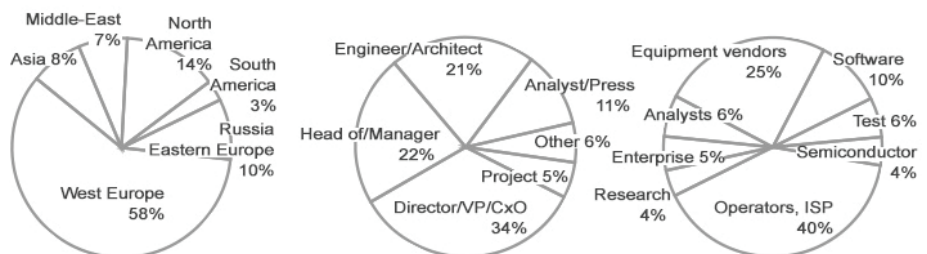
Co-located with the MPLS + SDN + NFV World Congress

With a record attendance of 1500+ people, coming from 65 countries, the 2015 edition has confirmed the Congress as the first worldwide event in the SDN, NFV and MPLS areas.

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With a record attendance of 1500+ attendees, coming from 65 countries, the 2015 edition has confirmed the Congress as, not only, the first Worldwide event in the SDN, NFV and MPLS market segments but the Congress has also retained awareness and priority within the Community.

With representatives from the EU (58%), followed by North America (14%), Russia (10%), Asia (8%) and Middle East (7%), the MPLS + SDN + NFV World Congress can claim to be the First International Event in this realm.



The Interop Platform

The European Advanced Networking Test Center (EANTC) in collaboration with Upperside Conferences will invite companies to a multi-vendor MPLS SDN & NFV interoperability test in January 2016, that will be demonstrated during the Congress

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 Fog Networking Conference which will be organised alongside the MPLS + SDN + NFV 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 targeted 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.

Most packages include 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!

Fog Networking Conference 2016

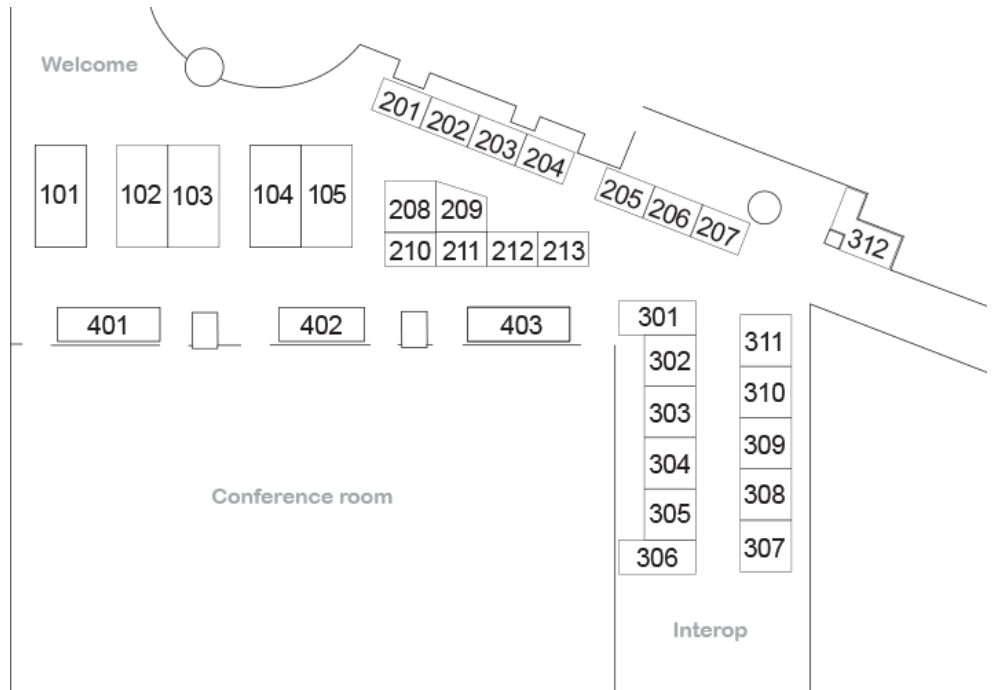
| | DIAMOND | PLATINUM | GOLD | SILVER | OFFICIAL |
|---|-----------------|-----------------|----------------|----------------|----------------|
| Company logo on: | | | | | |
| Official website | ● | ● | ● | ● | ● |
| Front cover of the note book | ● | ● | ● | ● | ● |
| Displays at the main entrance | ● | ● | ● | ● | - |
| Displays in the conference rooms | ● | ● | - | - | - |
| Delegate's bag | ● | - | - | - | - |
| 2-day Event Passes* | 15 | 10 | 5 | 3 | 2 |
| Preferential Conference registration fees | -35% | -30% | -25% | -25% | -20% |
| Sponsoring package value** | € 22,900 | € 18,900 | € 9,900 | € 7,900 | € 6,900 |

* The «Pass Fog Networking 2016» includes: Access to the Fog Networking Conference Room, access to the exhibition and interop event; coffee breaks, luncheons, cocktail reception and speakers' presentation slide-set. Value 1,550 €/pass (VAT 20% not included).

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



Exhibition only



| SIZE | LOCATION | READY MADE | BARE SPACE | CONF. PASS |
|-----------------------------|-----------------------|------------|------------|----------------|
| 18m ² (6m x 3m) | 101 to 105 | - | € 11,250 | 3 Passes incl. |
| 12m ² (6m x 2m) | 401 & 403 | € 8,250 | € 7,850 | 3 Passes incl. |
| 10m ² (5m x 2m) | 402 | € 6,750 | € 6,350 | 2 Passes incl. |
| 9m ² (3m x 3m) | 208, 302-305, 307-311 | € 6,250 | - | 2 Passes incl. |
| 9m ² (4.5m x 2m) | 301 & 306 | € 6,250 | - | 2 Passes incl. |
| 8m ² (3m x 3-2m) | 209 | € 6,150 | - | 2 Passes incl. |
| 6m ² (3m x 2m) | 201-207, 210- 213 | € 5,950 | - | 2 Passes incl. |

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The ready-made booths include:

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



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*

Book your sponsoring/exhibition package

To get more information and to reserve your package, 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).

