

SPONSORING | EXHIBITION

MPLS **ETHERNET** | **World Congress** 2013

19 | 22 MARCH 2013 | MARRIOTT RIVE GAUCHE PARIS FRANCE



2013: Confirming the Congress as the First Worldwide Event in the MPLS/Ethernet Area

Upperside Conferences, independent events producer since 1994 based in Paris, has been organizing the MPLS & Ethernet World Congress every year in Paris for the last 14 years. The 15th edition of the MPLS & Ethernet World Congress will take place in Paris in March, 2013. The objective set by Upper Side is to continue the progression established during the 2012 edition.

MPLS over time has evolved and brings many benefits like Traffic Engineering, VPNs, and Layer 2 Transport. Ethernet meanwhile is becoming ubiquitous to IP. Today the Internet is dominated by end systems generating Ethernet traffic.

An appealing architecture is therefore a hybrid network that backs MPLS, Ethernet, and WDM. This allows operators to cut costs by using MPLS routers only as needed and use the services provided by the Ethernet network that provides a wide range of carrier-class operations and reliability.

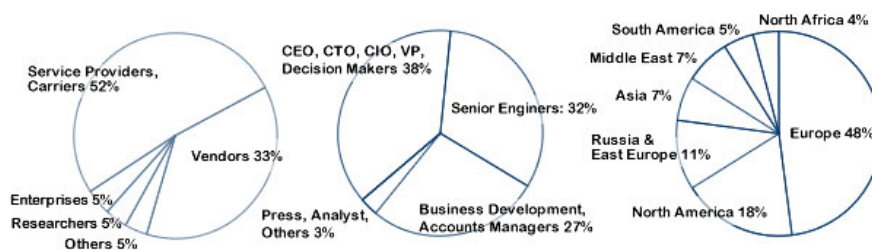
In 2012, the conference agenda focused on MPLS optical layer integration, Cloud services impact and Data Center Interconnection, Mobile Backhaul and Multicast issues. MPLS & Ethernet World 2012 attracted more than 1200 participants last February.

With service providers making up more than 50% of the audience and a growing international presence, where more than 70 countries participated in 2012, MPLS World proves that it is the first worldwide event in this area. MPLS World and Carrier Ethernet Workshop highlights the precise stakes involved in the convergence of the MPLS & Ethernet protocols, particularly their respective roles in access networks.

More than 50% of Service Providers, Robust Internationalization

The demographics of congress delegates demonstrate vigorous internationalization and a very solid presence of service providers. In 2012, representatives from the EU made up 48 %, followed by attendees from North America at 18% and 11% from Russia.

With carriers from more than 70 countries participating at the event, MPLS & Ethernet World Congress can claim to be the first international event in this realm.



Delegates will benefit from the confrontation between equipment vendors developers, standardization body representatives and service providers wishing to implement new services based on previous recommendations.

The Carrier Ethernet Workshop 2013

The seventh edition of the Carrier Ethernet Workshop will discuss technological and implementation detailed issues in parallel with the traditional MPLS Tutorial addressed by the Broadband Forum. The workshop will be addressed by MEF ambassadors for the standardization process review. Other sessions will welcome vendors for business models and solution descriptions and carriers for deployment reports.

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 2013, which will be demonstrated during the MPLS and Ethernet World Congress. For the 2012 edition, the tests focused on IPv6 Migration scenarios and Mobile Backhaul strategies making use of ERPS, advancements in MPLS-TP fault detection, and specific 1588 PTP synchronization roles throughout the network.

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 during the congress.

SPONSORSHIP OPPORTUNITIES

SPONSORING PACKAGES	PLATINUM	GOLD	SILVER	OFFICIAL
Company logo on:				
MPLS & Ethernet World Congress website	●	●	●	●
Front cover of the folder	●	●	●	●
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)	€ 34,500	€ 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.

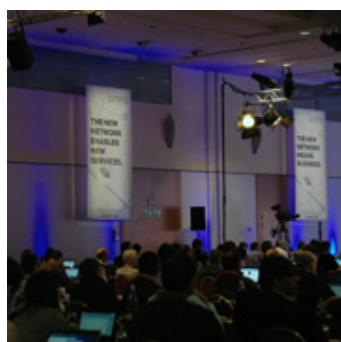
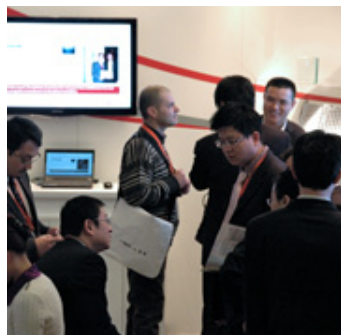
Please check with event manager to confirm type, size & weight of inserts

OFFICIAL T-SHIRT SPONSOR

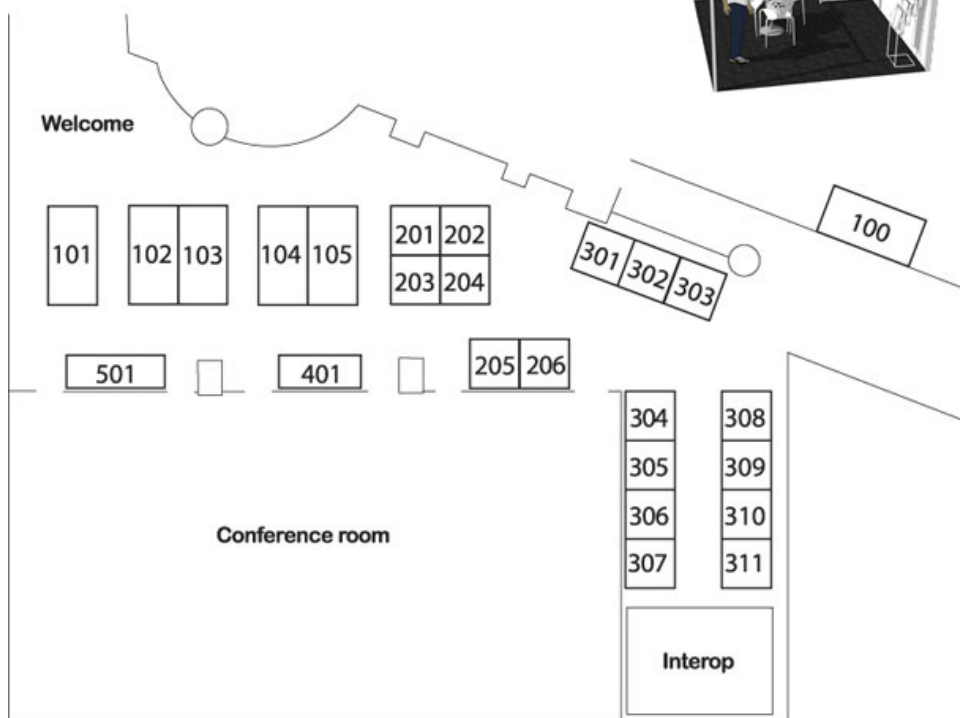
Company's logo on official conference t-shirt – to be given to all full conference attendees.
Logo positioning and linkage on the Website.

Sponsorship Value (1): **€ 3,900**

Please check with event manager to confirm type, color, size & weight of material planned.



EXHIBITION OPPORTUNITIES



SIZE	LOCATION	READY MADE	BARE SPACE	FULL PASSES
18m ² (6m x 3m)	101 to 105	€ 11,850	€ 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.



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