

4<sup>TH</sup> EDITION

# STANDARDS OR OPEN SOURCE?

NFV &  
SDN  
SUMMIT 2015

EXHIBITION/SPONSORING

17/20 MARCH 2015 HOTEL MARRIOTT RIVE GAUCHE PARIS

# NFV & SDN SUMMIT 2015

17/20 MARCH 2015 HOTEL MARRIOTT PARIS RIVE GAUCHE PARIS FRANCE



## NFV & SDN Summit 2015: Standards or Open Source?

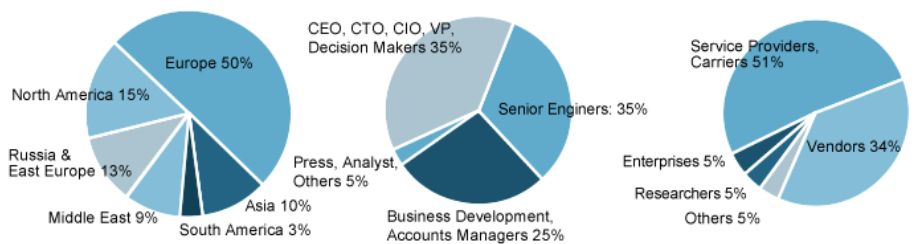
Standards versus open source: which is better for quickly getting products to market? What is the role of openstack and opendaylight in network orchestration/control/management? The fourth edition of the NFV & SDN Summit, to be held in Paris in March 2015, will respond to these crucial questions (among others).

As it was the case this year, the Summit will be jointly organized with the 17th Edition of MPLS SDN World. 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.

### 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 MPLS SDN World Congress

As was the case in 2014, NFV & SDN Summit and the collocated MPLS SDN World Congress 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 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 NFV & SDN Summit which will be organised alongside the MPLS SDN World Congress 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!

### NFV & SDN Summit Sponsoring Packages

	PLATINUM	GOLD	SILVER	OFFICIAL
<b>Company logo on:</b>				
NFV & SDN summit website	■	■	■	■
Front cover of the note book	■	■	■	■
Displays at the main entrance of the show	■	■	■	-
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	-35%	-30%	-25%	-20%
<b>Sponsor Value</b>	<b>€ 21,900</b>	<b>€ 11,900</b>	<b>€ 8,900</b>	<b>€ 7,900</b>

#### Exhibition Option (see floor plan)

Sponsoring + 9m <sup>2</sup> ready-made + € 3,000	€ 24,900	€ 14,900	€ 11,900	€ 10,900
Sponsoring + 18m <sup>2</sup> bare-space + € 5,600	€ 27,500	€ 17,500	€ 14,500	€ 13,500

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

*Full Simple Conference-Pass gives access to the NFV & SDN 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
<b>Company logo on:</b>				
MPLS SDN World + NFV & SDN Websites	■	■	■	■
Front cover of the note books	■	■	■	■
Displays at the main entrance of the show	■	■	■	-
Delegate's bag	■	-	-	-
<b>Exhibition Booth (see floor plan)</b>				
18m <sup>2</sup> bare-space (6 m x 3 m)	■	-	-	-
9m <sup>2</sup> ready-made (3 m x 3 m)	-	■	■	-
<b>Full 4-day Event Passes</b>	<b>2x10</b>	<b>2x5</b>	<b>2x3</b>	<b>2x2</b>
Preferential Conference registration fees	-35%	-30%	-25%	-20%
Free Exhibition Invitations	80	60	40	
<b>Co-sponsoring package value</b>	-	-	-	-

Prices on demand.

Feel free to contact us by email: [contact@uppersideconferences.com](mailto: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): **€ 3,000**

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

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## Exhibition only



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.

For French companies only, VAT 20% is applicable to these amounts. See below.  
 Full Simple Conference-Pass gives access to the NFV & SDN Summit 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](mailto: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).

