

18/21 MARCH 2014 MARRIOTT RIVE GAUCHE HOTEL & CONFERENCE CENTER PARIS FRANCE



# V6 World

CONGRESS 2014

SPONSORING AND EXHIBITION OPPORTUNITIES

## V6 World Congress 2014: The Business Case

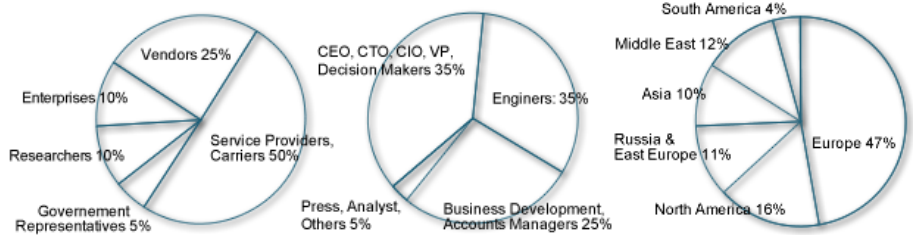


The Fourth Edition of V6 World will take place in Paris from 18 to 21 March 2014. The V6 World Congress will once again bring together ISPs, Enterprises, equipment vendors, and industry leaders to share their experiences, skills, and knowledge of deploying IPv6 worldwide.

### V6 World Delegates: 50% Service Providers, 10% Enterprises

Figures demonstrate that 50% of the delegates were service providers, 25% vendors, 10% enterprises, 5% government representatives and 10% researchers.

Moreover, 47% of the delegates came from the European Union countries, 12% from the Middle East, 11% from Russia and non EU countries, 16% from North America, 10% from Asia, and 4% from South America.



### The 2014 agenda: Internet of Things, SDN and Enterprise Deployments

The 2014 edition will place particular emphasis on Internet of Things, SDN issues and Enterprises deployments.

Indeed, the Internet of Things area is ramping up in terms of hype. Even if the Internet community doesn't yet believe that the IoT is going to matter or the IoT world doesn't believe they want to connect to Internet, both share IPv6. While the IPv6 Internet deployment ramps up, the IoT world starts to move to IPv6.

Other sessions will cover in detail BYOD and SDN issues.

Finally, enterprise deployments will receive significant focus in the conference agenda.

### An IPv6 Connection for the Delegates

Delegates at V6 World and the collocated MPLS & SDN World will be given the opportunity to experience demonstrations of IPv6 applications, delivered through the Marriott Paris Rive Gauche.

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

To get more info: <http://www.eantc.de/showcases/mplsewc2013/intro.html>



## Sponsorship and Exhibition Opportunities

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

SPONSORING PACKAGES	PLATINUM	GOLD	SILVER	OFFICIAL
<b>Company logo on:</b>				
V6 World Congress 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>€ 19,900</b>	<b>€ 9,900</b>	<b>€ 6,900</b>	<b>€ 5,900</b>

### Exhibition Option (see floor plan below)

Sponsoring + 9m <sup>2</sup> Ready Made + € 3,000	€ 22,900	€ 12,900	€ 9,900	€ 8,900
Sponsoring + 18m <sup>2</sup> Bare space + € 5,600	€ 25,500	€ 15,500	€ 12,500	€ 11,500

### 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

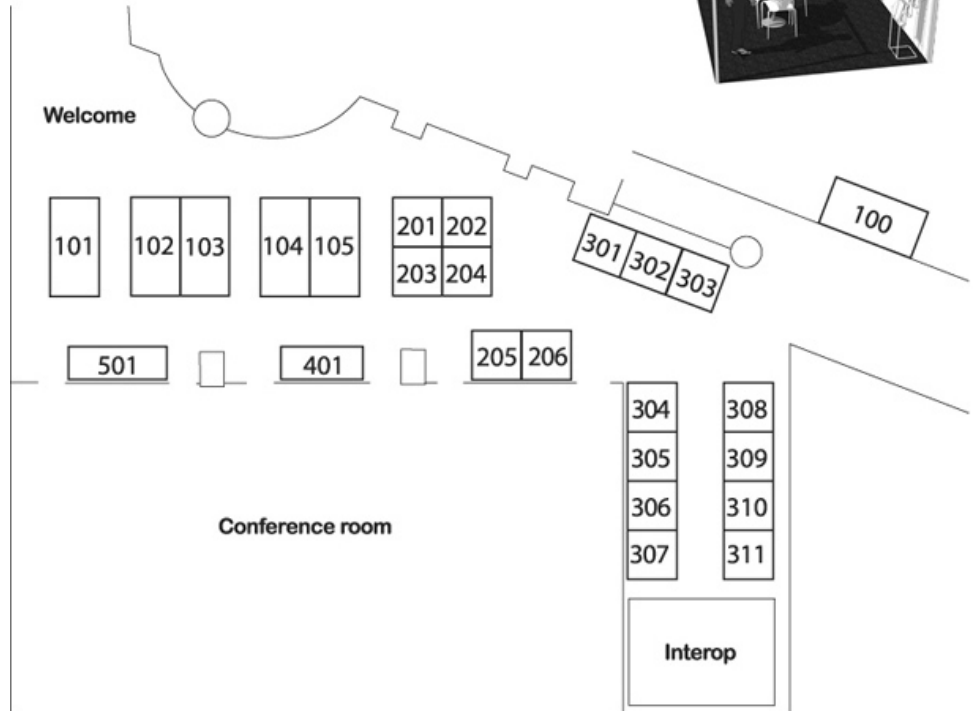
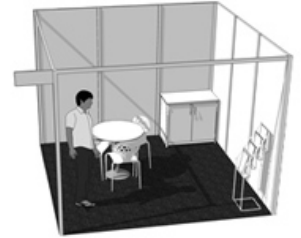
The 'Conference Bag inserts' will be given to delegates along with conference bag at the moment of collecting their badge.  
Logo positioning and linkage on the Website.

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.



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.



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