



**AVAYA** | ENGAGE<sup>SM</sup>

**EMEA & APAC**

**November 12 – 14, Dubai UAE**

**Sponsorship proposal**

**Save the Date**

# Avaya Engage

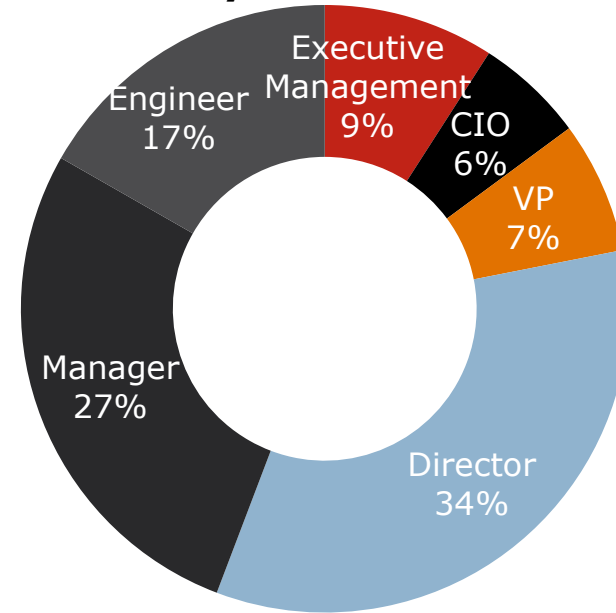
- Avaya ENGAGE is Avaya's premiere, thought leadership, must-attend event that brings together senior executives, industry leaders, technology innovators and key decision makers from across the Avaya International (EMEA and APAC) community of partners and End-Users.
- Avaya Engage Dubai is one of 3 major shows, which provides relevance to the International regions. The other 2 Avaya Engage Events take place in:
  - US (addressing attendance primarily from North America)
  - Mexico (addressing attendance primarily from Latin America)
- Avaya Engage Dubai combines will host Avaya Partner Summits for EMEA and APAC as well as Avaya Partner Advisory Council (PAC – semi annual meeting)



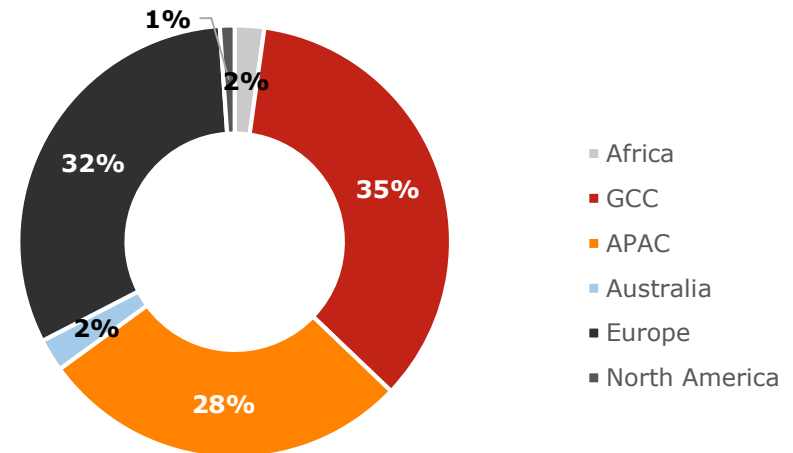
# At A Glance

- Total 1200 – 1500 attendees expected (800+ End Users/ 500+ Partners)
- Expo
- High impact speaker sessions (End Users, Avaya Executives, Industry Experts)
- Business relevant
- PAC/DAC
- Delegates from Europe, MEA & APAC
- Analysts & Media
- Innovation partner zone
- Partner & Customer Awards

### End-User breakdown by Job Level



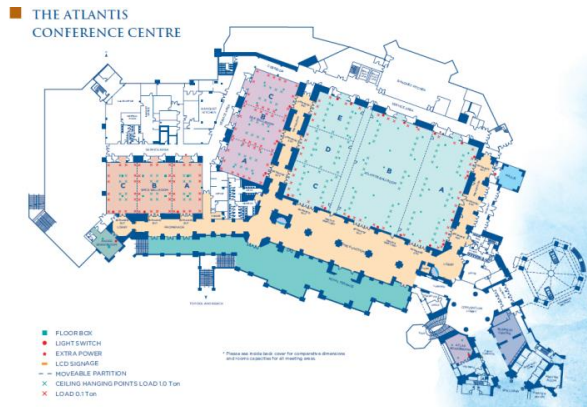
### Attendance Breakdown by Region



# High-level Format & Venue



Atlantis  
the Palm



**Nov. 12<sup>th</sup>**

Partner Summit  
& Awards  
(1:00 – 6:30 pm)  
Partner Only Session

Welcome  
Reception  
(6:30 – 9:30 pm)  
All Delegates

**Nov. 13<sup>th</sup>**

Engage  
Keynotes  
(9:00 – 1:30 pm)

Engage  
Breakouts  
(1:30 – 6:00)

Gala Dinner  
(6:30 – 9:30 pm)

EXPO

**Nov. 14<sup>th</sup>**

Engage  
Keynotes &  
CX Awards  
(9:00 – 2:30 pm)

EXPO



# Sponsorship Packages

# Technology (OEM & DevConnect) Partner

Benefit	Details
3X3 Exhibition space in the Expo (booth design to be shared)	3X3 meter
5 AVAYA ENGAGE passes	5
Logo and description on Avaya ENGAGE Website	Yes
Presentation in Expo theatre	10 min
Customer Story in Panel discussion or Breakout Session (Subject to content approval)	Partner secures customer presentation and content (Subject to Content approval by Avaya)
Logo branding on conference branding	Yes
Acknowledgement in keynotes and opening	Yes
Email shot pre Avaya ENGAGE to registered database	Yes
Set up meetings with key resellers	Minimum 5
Social media post - including videos of demos and spokesperson	1 dedicated . Included in all partner posts
Live interview on Avaya Engage broadcast	1 interview
Name inclusion on Avaya event press release	Mention
Joint customer announcement / case study	In PDF and Press Release form (provided vendor guarantees customer approval)
Giveaways in delegate bags – giveaways provided by sponsor	Yes
<b>Sponsorship Package</b>	<b>\$15,000</b>

# Innovation (Avaya Edge) Partner

Benefit	Details
Meeting space in the Innovation Partner Zone for customer meetings (Space design to be shared)	Meeting Space for Customer Conversations with branding
Avaya Engage Customer Travel support with MDF*	5 customers
Customer Story in Panel discussion or Breakout Session (Subject to content approval)	Partner secures customer presentation and content (Subject to Content approval by Avaya)
Logo and description on Avaya ENGAGE Website	Yes
Logo branding on conference branding	Yes
Acknowledgement in keynotes and opening	Yes
Social media post - including videos spokesperson	Included as part of Innovation Partners Post
Joint customer announcement / case study	In PDF and Press Release form (provided partner guarantees customer approval)
Giveaways in delegate bags – giveaways provided by sponsor	Yes
<b>Sponsorship Package</b>	<b>\$5,000</b>

*\*MDF terms and conditions apply, profile of customers and titles need to be agreed with Avaya CAM/ AM. Legal and compliance process applies on Customer travel.*

# Distribution

Benefit	Details
MDF support to fly new partners	5 partners
Distributor to hand over Partner Award	1 award category
Logo and description on Avaya ENGAGE Website	Yes
Logo branding on conference branding	Yes
Acknowledgement in keynotes and opening	Yes
Email shot pre Avaya ENGAGE to registered partner database	Yes
Social media posts	Feature partner post
Raffle draw (gift provided by distributor)	1 or more raffle gift items
Choice of one of the extra branding benefits	<b>Choose 1 of the below:</b> <ul style="list-style-type: none"> <li>• Nov 12 Welcome Reception (2 spots available)</li> <li>• Partner Summit Awards (2 spots available)</li> <li>• Partner Summit gift items</li> <li>• Nov 12 Coffee Break (1 spot)</li> <li>• Nov 13 Coffee Break (1 spot)</li> <li>• Nov 13 Lunch Break (1 spot)</li> <li>• Nov 14 Coffee Break (1 spot)</li> <li>• Nov 14 Lunch Break (1 spot)</li> </ul>
Giveaways in delegate bags – giveaways provided by sponsor	Yes
<b>Sponsorship Package</b>	<b>\$15,000</b>



# Extra Branding Options

<b>Benefit</b>	<b>ADD-Ons</b>
Lanyards branding (exclusive – vendor logo printed with Avaya )	\$6,500
Customer and Partner Gala Dinner (2 spots available)	\$15,000
2X2 Exhibition space in the Expo	\$5,000
Gift Items for raffle draw to delegate item to be provided by sponsor	\$500
Conference bag branding	\$8,000
Conference Gift Item – Partner Summit (500 pc)	\$5,000
Conference Gift Item – Avaya Engage (1000pc)	\$10,000

# Previous Engage Feedback

*"The event firmly placed Avaya as a vendor that could integrate into our digital transformation work stream and offer new capabilities." - Chris Heath HealthcareAtHome, UK*

"It always gives me great pleasure to participate in your very well organized events. Avaya is a key partner and we will always be delighted to share our experience and thoughts with your customers." – Farid Farouq DWTC, UAE

*"I really enjoyed the entire experience. The entire Avaya team are so professional." - Melanie Sinton Racing and Wagering, Australia*

"It was such a fruitful event. It's always our pleasure to be partners with Avaya. Our cooperation will continue in benefit of both of our organizations." – Dubai Civil Defense, UAE

*"Thank you for your hospitality while in Dubai , it was my pleasure to attend Engage Dubai. We value our partnership with Avaya and we look forward to continuing to grow our business with Avaya being as one of our key strategic enablers and partner. The conference was excellent and well organized and the presentations as well as the networking opportunities with similar and like minded clients were invaluable.*

"On behalf of KDDI Evolva, I would like to thank you for the invitation to the AVAYA ENGAGE event the other day. We have found the experience to be most enjoyable and informative. We appreciate your global experiences and learning about Dubai to be very inspiring and have found the information to be of great benefit for us here at KDDI Evolva." – KDDI Evolva, Japan

*I look forward to our combined success in deploying Avaya's next generation contact centre platform and reaping the benefits of that. We have a lot of work, planned growth and innovation ahead of us and we are delighted to have Avaya as our key partner " – Farid Jerrar Stellar BPO, Australia*

"It is a good event, especially to our customer. They will get positive impression about Avaya" phintraco Technology, Indonesia

*"The event was well-executed and provided customers with great solutions" - Aboitiz Equity Ventures Inc., Phillipines*

***"As a first time attendee of an Engage event if found the experience amazing with great networking and insight into Avaya with future products and offerings." - Michael Mastnak, Reflex, South Africa***

# Contact Us!

If you are interested in sponsoring Avaya Engage, please contact:

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