



**SAP-Centric
Financials**

Sponsorship Opportunities



The conference will unite hundreds of industry professionals – senior leadership, decision-makers, business process owners, analysts, super users, support teams and solution providers.

A collaboration of *SAP*, *ASUG* and *Eventful Conferences*, SAP-Centric Financials is an interactive experience rather than a sit-and-listen conference. Specifically designed for you to showcase innovative solutions, fresh ideas and best in class strategies to improve your organization's overall business performance.

Bringing together the largest SAP Financials community in North America, this unique event provides you with the perfect environment to gain unparalleled visibility to this core SAP Financials audience. Don't miss your chance to network with key SAP customers who are looking for new solutions, upgrades and the latest technologies and services available to them.

Content:

Presentations are delivered by local and international speakers, and thought leaders. Content is carefully researched via interest groups and vetted by an advisory team of industry experts allowing you to leverage this extensive research to showcase solutions, which you know the participants are after.

Commerce:

Partner opportunities are limited at each conference. The majority of our sponsors and exhibitors return year after year for productive lead generation, an interactive environment to showcase new products and services, and membership of a platform for reinforcing and maintaining existing market share.

Community:

The Eventful Conferences is more than just an event company. Participating at an Eventful conference is partnering with a knowledge-rich team close to industry professionals, speaking to them every day, knowing them and what they want.

It's a "Who's Who" in SAP's Financial Community

SAP-Centric Financials Conference attracts business managers from all parts of the finance community to hear best-practice solutions for their individual roles.

VP Operations

Directors of IT, HR, Engineering,

Consolidation & Reporting Managers

SAP Finance Team Leads

Senior Finance Managers

Management Accountant

Executive Manager Finance

BPC Business Analyst

Finance Unit Manager

Support Lead FI/CO

CEO / CTO / CFO

Business Process Analysts

Businesss Solutions Manager

SAP Support Leads

Hot Topics

The conference will dive into the community's most pressing challenges and opportunities including Master Data Management, Moving to S/4 HANA Finance, Financial Reporting and Analysis, Treasury and Risk, Governance, Risk and Compliance, Training and Development, Change Management, BPC, Integrated Business Services and Cloud Services and the long-term road map for SAP Financials.



Partner Commercial Opportunities

One of the key lessons we have learned from running events over the years is that despite useful information being presented, the real value happens outside the sessions and around the exhibition and meeting areas - when people get together, network and share information and ideas.

And so the event has been designed around achieving maximum 'contact time' between sponsors, exhibitors, delegates and speakers. All conference refreshment breaks, lunches and the networking cocktail parties are designed to occur in and around the exhibition booths.

Sponsorship Opportunities:

Platinum	\$40,000 (see page 5)
Gold	\$25,000 (see page 6)
Silver	\$12,500 (see page 7)
Associate	\$6,500 (see page 8)



Platinum Partner Package

- **Kiosk on exhibit floor** (details on our Kiosk Program on page 10)
- **Eight full complimentary staff conference passes** (additional passes available through the Partner Enablement Program)
- **Exclusive Branding on conference gift**
- **Opportunity to Participate in the Partner Enablement Program** (details on page 9)
- **Opportunity to nominate a representative as chairperson** - you are entitled to nominate a representative to moderate a conference track (subject to collaboration between you, the conference producer, and committee)
- **Private Meeting Room** - for duration of conference
- **Prominent Banner on Website**
- **Email blast to conference attendees**
- **Meter Board** - Exclusive 8' x 48" Sign featuring your company logo
- **Logo recognition and branding** - logo and company description in conference brochure
- **Logo recognition and branding** - logo and company description on conference website
- **Primary visibility** - on the conference app
- **Ad in mobile event app**
- **Pre/Post conference delegate list** (excluding email addresses)
- **Lead Tracking App** - complimentary app to track leads on your mobile device



Gold Partner Package

- **Kiosk on exhibit floor** - (details on our Kiosk Program on page 10)
- **Five full complimentary staff conference passes** - (additional passes available through the Partner Enablement Program)
- **Opportunity to Participate in the Partner Enablement Program** (details on page 9)
- **Keycard or Lanyard or Breakfast/Lunch sponsor for a day** - choice as available
- **Logo recognition and branding** - logo and company description in conference brochure
- **Logo recognition and branding** - logo and company description on conference website
- **Company link** - on mobile app
- **Logo on shared exhibitor meter board**
- **Pre/Post conference delegate list (excluding email addresses)**
- **Lead Tracking App** - complimentary app to track leads on your mobile device



Silver Partner Package

- **Kiosk on exhibit floor - (details on our Kiosk Program on page 10)**
- **Three full complimentary staff conference passes - (additional passes available through Partner Enablement Program)**
- **Opportunity to Participate in the Partner Enablement Program - (details on page 9)**
- **Logo recognition and branding - logo in conference brochure**
- **Logo recognition and branding - logo and company description on conference website**
- **Company link - on the mobile app**
- **Logo on shared exhibitor meter board**
- **Post conference delegate list (excluding email addresses)**
- **Lead Tracking App - complimentary app to track leads on your mobile device**



Associate Partner Package

- **Two full complimentary staff conference passes** - (additional passes available through the Partner Enablement Program)
- **Opportunity to Participate in the Partner Enablement Program** - (details on page 9)
- **Shared Sponsorship of Breakfast / Lunch Session** - (subject to availability)
- **Logo recognition and branding** - logo in the conference brochure
- **Logo recognition and branding** - logo and company description on conference website
- **Company link** - on the mobile app
- **Post conference delegate list (excluding email addresses)**

NOTE - This Package does not include an Exhibition Kiosk

Partner Enablement Program

In Eventful Conferences quest to continually improve our conference experiences and deliver even greater value to our sponsors, we're introducing the Partner Enablement Program. Based on your sponsorship level, you will receive a fixed number of staff passes to attend the conference, however, as a sponsoring company, you have an opportunity to earn additional staff passes through this program.

How It Works:

- Sponsors will receive one complimentary staff pass for every customer pass purchased at the current pricing available on SAP-Centric Financials website
 - The purchased customer pass must be for an SAP customer organization (not used by a business partner or SAP employee)
 - Once sponsors have registered and paid for the customer pass(es), simply email enablement@eventfulconferences.com to receive your complimentary staff pass(es)
- Additionally, for every 3 paid Customer registrations, where the customer records the Sponsor company as their chosen partner (selected at the time of registration), the Sponsor will receive 1 complimentary pass for their use. Eventful Conferences Alliances team will monitor the registration reports and confirm any complimentary passes.
- Sponsors cannot purchase additional staff passes, they are only accrued through this program

NOTE - SAP Business Partners who are not sponsoring the conference will be limited to purchasing a maximum of two delegate passes at the standard customer pricing.

Kiosk Program

Our unique Kiosk Program is a great way to maximize your marketing dollars! This highly effective and all-inclusive marketing platform has been designed to help you spend less money and generate more business. Don't miss this chance to secure your spot on the show floor because these will sell out!

Key benefits include:

- Fixed cost solution
- No booth to set up
- No booth to tear down
- Save on shipping & drayage costs
- Clean, effective, secure design
- Graphic design & branding flexibility on left wall and front counter; your logo above the monitor

Each kiosk includes:

- 32" Monitor
- Functional workstation with storage unit
- Full color branding and information panels with front graphics (artwork to be provided by sponsor)
- Electrical and power with a power strip
- Four stools, one wastebasket, literature rack and daily carpet cleaning service



**This is an example of the kiosk and may not be identical.*

Kiosk availability is limited. Contact our Alliances Manager immediately to secure your spot!

Email sponsors@eventfulconferences.com or call [Doug Hay](tel:914-509-5354) at 914-509-5354 x121 or 415-755-3501 (m)



Additional Partner Opportunities*

Evening Reception

The networking event that everyone looks forward to and "It's yours!" Great food, lots of drinks, conversation, networking... this is where deals are made. Be the company that this is all about, and grab some microphone time while you're at it!

Opening Reception

Host the welcome reception to break the ice and get the show on the road.

Conference Water Bottle

A branded water bottle will be provided for each conference attendee. Each water bottle will be printed with your company logo and the conference logo. In addition, water stations will be placed in the exhibition area allowing attendees to fill up during the conference.

Room Key Card

Your company logo appears on the hotel's key cards and is handed out to all conference attendees staying at the conference venue. This reinforces your brand each time attendees access their rooms.

Lanyard

Your company logo will be printed in conjunction with the conference logo on the lanyard worn by all attendees.

Conference Notebook

Your company logo will appear on the conference notebook distributed at registration to all attendees.

Conference USB's

Your company logo will appear on the USB that holds all the conference presentations. It will be handed out to each attendee at the end of the event.

*Pricing on page 13, only participating partners qualify



Additional Partner Opportunities* (Continued)

Room Drop

After a night of networking, imagine delegates going back to their rooms and having your special note, invitation, cookies or a gift on their pillow. (Gift supplied by sponsor)

Conference Pen

Brand the pen that every attendee will be using and have extras available at the registration desk. You are sure to have your name in front of every attendee long after the program ends.

Wireless Internet

With your brand on all our materials thanking you for providing the wireless internet access, you'll get an "incredible connection" with every attendee.

Private Meeting Room

A private room for deals and meetings located close to conference activities.

Keynote Session Seat Drop

Everyone is attending the keynote. Make it count with a great marketing piece or giveaway.

Projected Logo

Have your company logo projected at the venue for all delegates to see throughout the conference.

Coffee Sponsor

Become the center of attention on the exhibition floor by sponsoring the "Espresso Bar" for the duration of the conference, a great way to make your mark amongst your peers. (Subject to hotel approval)

*Pricing on page 13, only participating partners qualify

Reserve Your Place

Company Name:

Contact Name: **Job Title:**

Email: **Phone Number:**

Signature:



Please reserve the following opportunity for my organization

Platinum Partner Package	<input type="checkbox"/> \$40,000	Exclusive
Gold Partner Package	<input type="checkbox"/> \$25,000	
Silver Partner Package	<input type="checkbox"/> \$12,500	
Associate Partner Package	<input type="checkbox"/> \$6,500	



Additional Partner Opportunities

Evening Reception	<input type="checkbox"/> \$20,000	
Opening Reception	<input type="checkbox"/> \$10,000	
Conference Water Bottle	<input type="checkbox"/> \$5,000	
Room Key Card	<input type="checkbox"/> \$5,000	
Lanyard	<input type="checkbox"/> \$7,500	
Conference Notebook	<input type="checkbox"/> \$7,500	
Conference USB's	<input type="checkbox"/> \$5,000	
Room Drop	<input type="checkbox"/> \$3,000	
Conference Pen	<input type="checkbox"/> \$3,500	
Wireless Internet	<input type="checkbox"/> \$5,000	
Private Meeting Room	<input type="checkbox"/> \$3,000	
Keynote Session Seat Drop	<input type="checkbox"/> \$2,000	
Projected Logo	<input type="checkbox"/> \$2,500	
Coffee Sponsor	<input type="checkbox"/> Price Subject to availability	

Once you have completed your form or if you need more information, please contact Doug Hay:

Email: doug.hay@eventfulconferences.com

Office: +1 914-509-5354 x121

Fax: +1 914-509-5374

Mobile: +1 415-755-3501

Rules, Regulations & Additional Conditions

Offer and Acceptance: Exhibitor's or Sponsor's submission of Eventful Conferences' Sponsorship agreement form, with or without a deposit, shall constitute an offer from Sponsor to enter into such Agreement with Eventful Conferences, LLC ("Conference Management"). Such offer can only be accepted by Eventful Conferences, LLC, signing such Agreement. After signing, Eventful Conferences, LLC will send to Exhibitor/Sponsor a fully signed copy of the Agreement document, which sending shall constitute Eventful Conferences, LLC acceptance and cause the Agreement as a whole to become effective.

Arrangement of Exhibits/Demos: Exhibits/Demos shall be so arranged as not to obstruct the general view nor hide the exhibits/demos of others.

- Unightly kiosks/booths. Any unsightly kiosks will be sighted by show management and must be rectified immediately upon request.
- Aisles. All aisles must be clear of exhibits. Interviews, demonstrations and distribution of literature must be inside Exhibitor's kiosk space.
- Signs. No signs are allowed beyond what is supplied.
- Installation. All Exhibitor materials must be completely installed within the time designated for this purpose.

Soliciting: Exhibitor/Sponsor is prohibited from distributing literature, souvenirs, or other items from outside the boundaries of Exhibitor's booth, unless Exhibitor Sponsor has obtained Show Management's prior written approval. This prohibition includes canvassing other exhibits before, after, or during Show hours. Canvassing in exhibit/demo area or distribution of advertising matter, souvenirs, or any other items whatsoever by anyone who is not a paid exhibitor is strictly forbidden. Exhibitor is prohibited from taking Photographs of other exhibits or other aspects of the show, without Show Management's prior written approval. Exhibitors may photograph only their own booth/demo area. Promotion and executing of activities that involve selling or buying of sub-sponsorships, tickets, registrations or other items of value (cash or otherwise) are not permitted without written approval from Eventful Conferences, LLC.

Exhibitor Personnel and Other: Booths/Demos must be manned by technical specialists, qualified to discuss engineering and technical aspects of their products as they relate to SAP, Microsoft or the signed conference solutions. Show Management reserves the right to prohibit an exhibit or demo or part of an exhibit or demo which in Show Management's sole discretion may detract from the character or nature of the signed conference(s). Eventful Conferences reserves the right to immediately shut down (cease operation of) the kiosk or exhibition of any exhibitor/sponsor with unauthorized and/or unregistered personnel on the exhibitor floor at any time, unless the sponsor has written permission from Show Management to be on premise. All delegates entering the show space, exhibit floor, sessions, meeting space must be registered with Show Management and be badged appropriately. Appropriately badged means fully registered in show managements system, wearing a legitimate and visible conference badge (as determined by show management) and abiding by all conference rules and regulations as set by show management. Any person not badged appropriately as defined above, will be asked to leave the conference areas immediately.

Labor: Rules and Regulations for labor are governed by the specific cities and venues the conferences are held within and the surrounding Municipalities. Rules and regulations for union labor are made by the local union and the regulations may be changed at any time. Where union labor is required, because of building contractor requirements, it may be necessary for the exhibitor to comply with the regulations.

Moving Pictures, Sound Devices and Lighting: If moving pictures are used, the exhibitor agrees to comply with union requirements for the operation of the equipment. Sound movies will be permitted if tuned to conversational level and if not objectionable to neighbouring exhibitors/demos. If loud speakers or sound devices are used, they should be tuned to conversational level and must not be objectionable to neighbouring exhibitors. The Show Management reserves the right to restrict the use of glaring lights or objectionable lighting effects. Exhibitor/sponsor is prohibited from taking photographs or video without Show Management's prior written approval.

Remedies: If Exhibitor fails to make any payment or otherwise breaches any provision of the Agreement, and fails to cure within a reasonable time (as defined in the next sentence) after Exhibitor has received written notice from Show Management specifying the breach, Show Management shall have the right to exercise (without further notice) any one or more of the following remedies at any time after such reasonable time has passed: (i) cancel the Agreement in whole or in part; (ii) evict Exhibitor from any or all of the space being rented by Exhibitor; (iii) have any of the Agreement's violated provisions specifically enforced; and (iv) exercise any other remedy available by rule of law. By "reasonable time" is meant: (i) immediately, in the case of any breach occurring during the Show, (ii) 24 hours, in the case of any failed payment; and (iii) 5 days, in the case of any other breach. In addition, Show Management may keep any and all monies received from Exhibitor as liquidated damages, it being understood that Eventful Conferences, LLC losses and damages from Exhibitor's breach of the Agreement are difficult to ascertain and that the agreed liquidated damages are not intended as a penalty. Upon cancellation of the Agreement, Show Management may (without prejudice to any other available remedy) rent Exhibitor/Sponsor space/promotion opportunity to another Sponsor/Exhibitor, or use such space in any other manner as Show Management deems necessary, in its sole discretion, without any obligation to Exhibitor/Sponsor.

Unoccupied Space: If any Exhibitor/Sponsor space remains unoccupied on opening day, Exhibitor/Sponsor shall be deemed to have abandoned such space. Thereafter, Show Management shall have the right to rent such space to any other exhibitor, or use such space in any other manner as Show Management deems necessary, in its sole discretion, without any obligation to Exhibitor/Sponsor. This shall not be construed as affecting the obligation of Exhibitor/Sponsor to pay the full amount specified in the Agreement for space rental.

Liability: Neither Show Management nor its agents or representatives will be responsible for any injury, loss, or damage that may occur to Exhibitor or to Exhibitor's employees, invitees, licensees, or guest, or Exhibitor's property, from any cause whatsoever. Under no circumstances shall Show Management or its agents or representatives be liable for (i) any special, indirect, incidental, or consequential loss of damage whatsoever, or (ii) any loss of profit, loss of use, loss of opportunity, or any cost or damage resulting from any such loss. Exhibitor acknowledges that the risk allocations of this section are reasonable based on the understanding that Exhibitor shall obtain, at its own expense, adequate insurance against any such injury, loss or damage. Show Management shall not be liable for failure to perform its obligations under the Agreement as a result of strikes, riots, acts of God, or any other cause beyond its control. Anyone visiting, viewing, or otherwise participating in Exhibitor's booth or exhibit/demo is deemed to be the invitee, licensee, or guest of Exhibitor, and not the invitee, licensee, or guest of Show Management. Exhibitor assumes full responsibility to defend, indemnify, and hold Eventful Conferences, LLC and associated partners and affiliates, the exhibition,

and their respective privies, harmless from and against claims resulting directly or indirectly from the actions or omissions of Exhibitor and /or exhibitor's agents, employees, independent contractors, or representatives, whether within or without the scope of authority. There is no other agreement or warranty between Exhibitor and Show Management except as set forth in this document. The rights of Show Management under the Agreement shall not be deemed waived except through writing signed by an authorized officer of Show Management.

Insurance: For the term of the Agreement, Exhibitor shall at all times maintain insurance sufficient to cover the liabilities of Exhibitor under the Agreement. The amount and scope of such insurance shall be reasonably satisfactory to Show Management. Such insurance shall also provide coverage for Exhibitor's contractual obligation to defend, indemnify, and hold harmless, as stated in the Agreement. Show Management shall be added as an additional insured to such insurance. Exhibitor's insurer shall confirm to Show Management that such insurance cannot be cancelled or changed without thirty (30) days prior written notice to Show Management. Exhibitor agrees to provide Show Management a suitable certificate verifying that the required insurance is and will remain in force for the duration of the Show.

Force Majeure: In case the Exhibit hall is damaged or destroyed by fire, the elements, or any other cause, or if circumstances make it unreasonably difficult for Show Management to permit Exhibitor to occupy the assigned space during any or the whole off the period covered by the Show, then during such circumstances Show Management, the building management, and their respective privies will be released and discharged from the obligation to supply space, and Exhibitor will be reimbursed a proportionate share of the booth rental previously received by Show Management from Exhibitor.

Jurisdiction and Attorney Fees: Should any legal action be commenced to resolve any dispute under the Agreement; (i) Exhibitor hereby consents to venue and jurisdiction in the federal or state courts located in the Syracuse, New York (Headquarters of Eventful Conferences, LLC), and agrees that no such action may be brought in a forum not located in Syracuse, New York, and (ii) the prevailing party shall be entitled to an award of litigation expenses, interest, and reasonable attorney fees, in addition to any other remedy obtained.

Taxes and Licenses: Exhibitor/Sponsor shall be responsible for obtaining any licenses, permits, or approvals required under local, state or national law applicable to Exhibitor's activity at Show. Exhibitor shall be responsible for obtaining any tax identification numbers and paying all taxes, licenses fees, or other charges that may become due to any governmental authority concerning Exhibitor's/Sponsor's activities at the Show.

Cancellations: In the event that Exhibitor/Sponsor wishes to cancel some or all of its allotted exhibit space or show-contracted promotional opportunities, Exhibitor/Sponsor may request and Show Management may grant such cancellation, but only under the following conditions: (i) All cancellations must be requested in writing and addressed to Eventful Conferences, LLC, 318 S. Clinton Street, Suite 300, Syracuse, NY 13202. (ii) Show Management is not required to refund any portion of monies (the 50% deposit, full fee, or otherwise) previously paid by Exhibitor/Sponsor. (iii) If Exhibitor's/Sponsor's cancellation request is received by Show Management after the Agreement has become effective, but before the final payment date, Exhibitor/Sponsor nevertheless agrees to pay the 50% deposit before such cancellation will become effective. (iv) if Exhibitor's/Sponsor's cancellation request is received by Show Management after the final payment date, Exhibitor/Sponsor nevertheless agrees to pay the full booth rental fee or promotional opportunity fee based on the original requirements, before such cancellation become effective.

Show Management assumes no responsibility for having included the name of Exhibitor/Sponsor in the Show catalog, brochure, news releases, or other materials. Without notice nor justification event management may exercise their right to cancel contract with said exhibitor, vendor or sponsor or otherwise classified as "customer" at will. In the event removal is necessary, event management must notify customer verbally or in writing immediately and will fully refund monies paid by "customer" within two weeks of the customer receiving removal notice. In the event a customer should warrant removal during or while physically displaying at said event no refund will be applied and customer will be given 24 hours to prepare necessary logistical arrangements to dismantle and remove their belongings from the event.

Changes: If Exhibitor/Sponsor requests an increase of its booth space or promotional opportunity after the Agreement has become effective, Show Management will use reasonable best effort to accommodate such requests, subject to space availability, additional fee payment, and other circumstances then prevailing. If Exhibitor/Sponsor requests a change that leads to a net reduction of booth space or promotional opportunity from the original requirements, such request shall be covered by "Cancellations" section above.

Payment: Full payment of booth rental or promotional opportunity must be received net 30 days from receiving contract. Partial payment (50% deposit) must be received upon receipt of the request from the Exhibitor in order for submission to be considered. Should an Exhibitor/Sponsor fail to comply with this requirement, the Show Management has full authority to cancel any or all space assignments to the applicant, and cancel any or all promotional opportunities assignments to the applicant, and to retain the initial deposit. In the event that it becomes necessary for Show Management to engage outside services for the collection of any outstanding payments, the exhibitor agrees to pay all legal fees incurred.

Other Matters: The Conference is owned and managed by Eventful Conferences ("Show Management") whose North American office is in Syracuse, NY 13202. You can reach us at +1 914-509-5354.

Please fill in the information below

Company Name: _____

Printed Name: _____

Title: _____

As a legal representative of the Sponsor Company, I have read The Rules, Regulations and Additional Conditions, and hereby acknowledge that I have read this agreement to be bound by its terms and conditions. Partnership Packages subject to change.

Signature: _____

Eventful Conferences, LLC

Printed Name: _____

Title: _____

Signature: _____