



# Biz.ONE Conference

Formerly the ASUG Business One Conference

## Sponsorship Opportunities

**eventful**  
CONFERENCES

Supported by:

**ASUG**  
Americas' SAP Users' Group

**SAP**

# The Ultimate Business One Event Has Arrived!

**The launch of the reinvigorated and reimagined ASUG Business One conference – rebranded as Biz.ONE – will build on five successful years of bringing together Small & Medium Sized Business' (SMB's) that use SAP's Business One platform to drive their organizations.**

At Eventful Conferences, we power like-minded people by connecting them to a network of peers experiencing the same business challenges and triumphs. We do this by crafting world-class experiences that are rich in unparalleled content, researched with a passion not seen anywhere else, and we are beyond thrilled to bring this formula to the Business One ecosystem. This space has never seen an opportunity such as this, and we're determined to make Biz.ONE the premier gathering for small businesses across North America.

As you know, the community is desperate to learn from you

## Technology & Industry Thought Leaders

Today's brightest Business One voices delivering workshops and hands-on tutorials, focused on maximizing the solutions you already own.

## Training Tips & Tricks

In-depth sessions highlighting the "nuggets of gold" - simple tactics with powerful impacts that many users might not even realize they can access.

## SAP Product Managers

Customers want to engage directly with SAP, to understand pipeline enhancements, what the roadmap looks like, and offer feedback to shape the direction of future offerings.

## Add Ons

Effective best practices for leveraging additional solutions that bolt-on or plug-in to Business One.

# They Asked. We Listened.

To date, we have interviewed over 50 customer organizations and they are all saying the same thing: “I don’t want to reinvent the wheel and I do want to fast track my learnings and my initiatives.” These customers are hungry for content and success stories from peer organizations and by solution providers - like you - to show them what’s possible today.

Whether their need is in one of the areas below, or something much more specific, every customer we spoke with is looking to tap into the community to improve their use of technology and to streamline their processes for maximum business benefit. The below topics represent the Business One community’s most pressing issues.

1. Reporting & Business Intelligence
2. Financials & Banking
3. Procurement & Purchasing
4. Inventory, Warehouse Management, Bin Management
5. Sales, CRM, & Accounts Receivable
6. Manufacturing & MRP
7. Or the “Softer Side” – setting up COEs, training, education, reseller liaison relationships, getting the best support from your add-on supplier, planning your next upgrade, and organizational change management.

# It's a "Who's Who" in the Business One Ecosystem!

Network and build relationships with the best in the business. 500 Business One users and ecosystem members met in 2016 becoming part of the nearly 1500 attendees that have participated in our community since 2014. This year promises to be even larger as Biz.ONE takes a huge leap forward!

From companies such as:

ASUG | Accellos Inc. | Ace Hardware Corp. | Achieve IT Solutions | Achievement Centers for Children & Families | Amazon Web Services | American Payment Solutions | Artsyl Technologies, Inc. | Assay Technology Inc | AnswerRocket | Aurora Corp. of America | Avalara | B1 Fixed Assets LLC | BABCOR Packaging | BatchMaster Software | BCNU | Beas Group AG | BizNet Software | Boyum IT | Carbitex Inc | Caterpillar, Inc. | Center for Business Innovation, Inc. | Century Business Solutions | CIS Configurator | Cornerstone Consulting, Inc. | Cottonwood Trading Inc | Crave Infotech | DadeSystems | DiCentral | Edward Don & Company | Effective Computer Solutions | Enprise Software | Espresso Supply | EvoShield LLC | Fisher Technology, LLC | Global Software Inc. | HighJump | Huawei Technologies Co | humboldt mfg | Huntington Ingalls Industries-Newport News Shipbuilding | Hypertec Systems Inc. | I Business Network | IBM Corporation | IC-Fluid Power, Inc. | Illumiti | Imerchandise LLC | IMM | Infocus Technologies, LLC | Inland Industrial Supply Ltd. | INTEGR8 | Integr8software | Intersteel Corporation | iUC | Jacobs Farm | Jacob's Farm / Del Cabo, Inc. | JN SystemPartners Co.,Ltd. | Johnny Mac's Sporting Goods | Johnson Controls Inc. | Josie Maran Cosmetics | K-eCommerce | Laser Scientific, LLC | LaunchWorks | Lazzara & Company, PC | LBSi | Legend Brands | Lime Crime | Lincoln Learning Solutions | Lockheed Martin | Lodging Kit Company | LOFA Industries, LLC | Logo Brands | Long Business Systems, Inc. | Made4Net | MGC Pure Chemicals America, Inc. | Mogul South Carolina Navigator Business Solutions | Nonwovens Corp | Nella Cutlery & Food Equipment Inc. | New Roots Herbal | Nextep | Nichirei USA LLC | Nikkei MC Aluminum America, Inc. | Nissan North America, Inc | N'ware Technologies | Orchestra Software | Oxford Industries Inc. | oXya Corp | Pacific Energy fireplace Products Ltd. | Panna Foods | Paul Reilly Company | ProcessWeaver | Produmex | RFgen Software | Sana Commerce | SkyOne Cloud Solutions | Smart Printing Solutions LTD | Solver, Inc. | SPS Commerce | SSAB | Staub Electronics | Stellar One Consulting | Stratis Global | Sumika Electronic Materials, Inc. | Sunset Healthcare Solutions | Support One, Inc | SWT Group | Synesis International Inc. | Tama Corporation | Tank Truck Service & Sales, Inc | The Abreon Group | Third Wave Business Systems | Thompson Industrial Services | Thunderbird School of Global Management | Tiger Sheep | TopManage | Valogix, LLC | Vantree | Vision33 | VZ Grips | Western United Electric Supply Corporation | Woodward, Inc. | Wyndham Group | Yash Technologies Inc. | zedSuite | Zeltiq | Zerion360

# Customer & Partner Presentation Opportunities

All participating partners of the conference are highly encouraged to submit abstracts for consideration in this year's agenda.

Presentation types sought are:

1. Client success stories that involve Business One technology, best practices in business process enhancements or both, and should relate in some way to the Hot Topics mentioned previously in this pack. (this is what the customers who participated in this research asked for) . Solution provider presentations which are co-presented with a customer (customer must present at least 80% of the content) are preferred. As an added incentive, if your presentation is selected, all customer speakers get the VIP treatment - free conference admission, plus flights and accommodation.
2. Demonstrations of add-on technologies delivered by SSP's (preferably in conjunction with customer) - these could feature in the SSP add-ons pavilion or in the main body of the program.
3. Training tutorials or workshops - these will run for 90 minutes.
4. SAP Roadmap sessions - delivered by SAP on topics requested by customers
5. Round Table Discussions - these are 60 minute sessions where a moderator facilitates a discussion led by the audience, on a topic suggested by the moderator. Topic should align with the research report.

All partners are encouraged to submit, however, only sponsoring solution providers - at any level - will be considered by the conference steering committee. The conference steering committee is made up of (predominantly) customers. They will vet and select submissions.

If you are interested in submitting an abstract or have any other questions, please contact Erick Randolph, the Biz.One Conference Producer, at [erick.randolph@eventfulconferences.com](mailto:erick.randolph@eventfulconferences.com) or phone +1 914 509 5354.

# Partner Commercial Opportunities

One of the key lessons we have learned from running conferences for over 20 years is that despite world class content being presented, immense value occurs outside the sessions and around the exhibition and meeting areas when people get together, network and share ideas and critical insights.

With that in mind, this conference 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	\$22,000 (see page 7)
Gold	\$10,000 (see page 8)
Silver	\$5,000 (see page 9)

# Platinum Partner Package

NOTE: Limited to two sponsors

- Prominent double-size Kiosk on exhibit floor
- 10 full complimentary staff conference passes – additional passes are available through the Partner Enablement Program
- 2 full complimentary customer delegate passes
- A chance to submit an abstract (or abstracts) of a presentation for review by the conference steering committee. (See page 5 of this proposal pack to assess the various sorts of presentations being considered).
- Exclusive Branding on conference gift
- Opportunity to Participate in the Partner Enablement Program – details on page 11
- Opportunity to nominate a representative as Track Chair - you are entitled to nominate a representative to moderate a conference track (subject to collaboration between you, the conference producer, and committee)
- Involved in the conference welcome
- Involved in the keynote panel
- 1 track presentation
- 1 customer track presentation
- 1 training workshop
- Private Meeting Room for duration of conference – Subject to availability
- Prominent Banner on Website
- Pre-conference Email blast to conference attendees
- Meter Board – Exclusive 8' x 48" Sign
- Projected Company Logo in exhibition area
- Logo recognition and branding – logo and company description in conference website and brochure as well as a banner ad in mobile conference app
- Lead Tracking App – complimentary app to track leads on your mobile device



# Gold Partner Package

- Kiosk on exhibit floor
- 5 full complimentary staff conference passes – additional passes available through Partner Enablement Program
- 1 full complimentary customer delegate pass
- A chance to submit an abstract (or abstracts) of a presentation for review by the conference steering committee. (See page 5 of this proposal pack to assess the various sorts of presentations being considered).
- Sponsorship of either conference lanyard, keycard, lunch sponsor for a day or water bottle – choice as available
- Projected Company Logo in exhibition area
- Logo recognition and branding – logo in conference brochure
- Logo recognition and branding – logo and description on conference website
- Company link on mobile app
- Logo on shared exhibitor meter board
- Lead Tracking App – complimentary app to track leads on your mobile device





# Silver Partner Package

- Functional kiosk with storage unit, graphics, power and table.
- 3 full complimentary staff conference passes - additional passes available through Partner Enablement Program
- A chance to submit an abstract (or abstracts) of a presentation for review by the conference steering committee. (See page 5 of this proposal pack to assess the various sorts of presentations being considered).
- Logo recognition and branding - logo 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 onsite
- Lead Tracking App - complimentary app to track leads on your mobile device



# Partner Enablement Program

The Partner Enablement Program (PEP) is designed to help sponsors meet their sales and marketing objectives, while at the same time ensuring customers experience a world-class conference. Nurturing each conference and community to ensure a healthy audience mix requires ongoing program evolution and careful management in conjunction with all our exhibiting partners.

When sponsoring an Eventful Conferences event, a sponsor receives a fixed number of Complimentary Staff Passes based on their sponsorship level.

By marketing and supporting the event and their presence at it, sponsors can earn an additional Complimentary Pass (maxed at 10) – to be used by the partner for an additional staff member or to give away to a customer – for every five (5) customers that enter a Sponsors’ organization name when answering the registration question, “How did you hear about the conference?” Eventful Conferences will monitor registrations, confirm these additional passes, and work with the sponsor to register the new staff member.

# Kiosk Program

Kiosk availability is limited. Contact Eventful Conferences immediately to secure your spot!

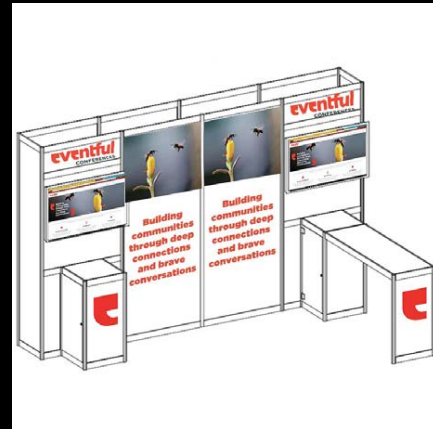
Our unique Kiosk Program is a great way to maximize your marketing dollars! This highly effective and all-inclusive marketing platform has been designed to help you spend less money and generate more business. Don't miss this chance to secure your spot on the show floor because these will sell out!

## Key benefits include:

- Fixed cost solution (included in the price of your package)
- No booth to set up or tear down
- Clean, effective, secure design
- Graphic design & branding flexibility

## Deluxe Platinum Kiosk

- 2 x 32" Monitors
- 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
- 4 stools, one wastebasket, literature rack and daily carpet cleaning service



## Gold Kiosk

- 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
- 4 stools, one wastebasket, literature rack and daily carpet cleaning service



## Silver Kiosk

- Functional kiosk with storage unit, graphics, power and table.

*\*These are example of kiosks and may not be identical.*



# 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 appears on the conference notebook distributed at registration to all attendees. This reinforces your brand during and after the conference

**\*Pricing on page 14, 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 an "Espresso Bar" for the duration of the conference. (Subject to venue approval)

**\*Pricing on page 14, only participating partners qualify**

# Reserve Your Place

Company Name: .....

Contact Name: .....

Job Title: .....

Email: .....

Phone: .....

Signature: .....

 Please reserve the following opportunity for my organization

<b>Platinum Partner Package</b>	<input type="checkbox"/> <b>\$22,000</b>	<b>Limited Availability</b>
<b>Gold Partner Package</b>	<input type="checkbox"/> <b>\$10,000</b>	
<b>Silver Partner Package</b>	<input type="checkbox"/> <b>\$5,000</b>	

## Additional Partner Opportunities

<b>Evening Reception</b>	<input type="checkbox"/> <b>\$15,000</b>
<b>Opening Reception</b>	<input type="checkbox"/> <b>\$5,000</b>
<b>Conference Water Bottle</b>	<input type="checkbox"/> <b>\$5,000</b>
<b>Room Key Card</b>	<input type="checkbox"/> <b>\$5,000</b>
<b>Lanyard</b>	<input type="checkbox"/> <b>\$7,500</b>
<b>Conference Notebook</b>	<input type="checkbox"/> <b>\$5,000</b>
<b>Room Drop</b>	<input type="checkbox"/> <b>\$3,000</b>
<b>Conference Pen</b>	<input type="checkbox"/> <b>\$3,500</b>
<b>Wireless Internet</b>	<input type="checkbox"/> <b>\$5,000</b>
<b>Private Meeting Room</b>	<input type="checkbox"/> <b>\$3,000</b>
<b>Keynote Session Seat Drop</b>	<input type="checkbox"/> <b>\$2,000</b>
<b>Projected Logo</b>	<input type="checkbox"/> <b>\$2,500</b>

Once you have completed your form, please send to:

**Email:** [sponsorsales@eventfulconferences.com](mailto:sponsorsales@eventfulconferences.com) **Fax:** +1 914-509-5374

For More information, please contact Sarah Carr

**Email:** [sarah.carr@eventfulconferences.com](mailto:sarah.carr@eventfulconferences.com) **Phone:** + 1 914 509 5354

# Rules, Regulations & Additional Conditions

## Acceptance

This contract shall be deemed accepted by Eventful Conferences when received by an authorized member of the Eventful Conferences staff, either in person or by another delivery method and confirmed by Eventful Conferences with an official contract acceptance.

## Cancellation of Contract

In the event of a Sponsor cancelling their signed agreement to sponsor the Conference no refunds will be made. The Sponsor agrees that they are responsible for the total contract fee, which shall be retained or paid to Eventful Conferences as liquidated damages per this schedule. If Eventful Conferences, its officers, directors, employees and agents cancel the Conference, a full refund to the Sponsor will be made. This refund is the sole and exclusive remedy of Sponsor against Eventful Conferences and Eventful Conferences shall not be responsible for any other direct or indirect losses of the Sponsor.

## Exhibition Attendees

General admission to the exhibition will be available to all registered attendees. Eventful Conferences makes all reasonable attempts to attract quality attendees to its Conference, however does not guarantee a specific volume or level. Traffic by any given booth is a function of that exhibit and not the responsibility of Eventful Conferences.

## Subletting Exhibition Space

The Sponsor may not assign, sublet or share their exhibition space with another business or firm unless approval has been obtained in writing from Eventful Conferences.

## Sponsor Toolkit

Move-in and move-out dates and times, delivery details, furniture hire, security and all other relevant information pertaining to the Sponsors involvement will be published in the Sponsor Toolkit which is distributed to all contracted Sponsors prior to the Conference. The Sponsor Toolkit is incorporated into this agreement and is a part hereof.

## Photography and Videoing

Sponsors are encouraged to take photographs and videos throughout the conference, such that it does not become an impediment or distraction to conference attendees. In doing so, and in all subsequent Sponsor use of this photography and video for promotional purposes, Sponsor agrees to reference the Conference name, Conference logo, and give credit to Eventful Conferences as the event owners and producers.

The Sponsor also grants Eventful Conferences, its contractors, licensees and assignees the irrevocable right to take photographs and videos, reproduce, distribute, sell, transmit, display and publicly perform recordings, transcriptions and derivative works in any medium containing the image of the Sponsor's booth, equipment and/or image and statements of its officers, employees, agents and invitees at the Conference.

## Sponsor Entertainment

Eventful Conferences endeavors to use the event to build and nurture a community that is inclusive of everyone and sees all delegates participate in as many presentation and networking sessions as possible.

Eventful Conferences encourages Sponsors to arrange and host customer functions in the evenings however they must;

- Be outside the times of the Conference agenda.
- Commence at least 90 minutes after the start the Eventful hosted and sponsored evening function.

## Allocation of Space

Eventful Conferences operates space selection on a combination of a planned basis with the headline sponsor e.g. SAP, and a first-come, first-served basis.

## Exhibitor Insurance

The Sponsor shall, at its sole cost and expense, procure and maintain through the term of this contract comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased by Eventful Conferences. Such insurance shall name Eventful Conferences as an additional insured, and the Sponsor shall upon request provide Eventful Conferences with the certificate indicating so. Workers Compensation shall be in full compliance with all federal and state laws, covering all the Sponsor's employees engaged in the performance of any work for the Sponsor. All property of the Sponsor is understood to remain under its custody and control in transit to and from the confines of the conference hotel. All federal and state license and lottery fees associated with any promotions are the responsibility of the Sponsor not Eventful.

## Waiver, Release and Indemnification

The Sponsor shall indemnify, release and hold Eventful Conferences, its owners, officers, employees and agents, harmless from and against all claims, penalties, damages, losses, costs, charges and expenses whatsoever, including legal fees and costs, arising out of the Sponsor's participation in the Conference. Without limiting the foregoing, acts done or caused to be done by the Sponsor of its obligations hereunder including but are not limited to:

- Any loss, damage or destruction to property of the Exhibit Facilities caused by the Sponsor, its agents, employees guests or invitees; and
- Any loss, theft, misappropriation or otherwise, or damage or destruction of any property of the Sponsor or property of its guests or invitees brought into the Exhibit Facilities.

The Sponsor hereby agrees to waive the right of subrogation by its insurance carriers to recover losses sustained under its insurance contract for real and personal property, when permitted by its contracts with its carriers. This document is confidential and the property of Eventful Conferences. It is for the intended review of the receiver only and cannot be copied, saved, scanned or distributed.

## Character of Exhibits

The general rule of the exhibit floor is to be a good neighbor. No exhibits will be permitted which interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Booth personnel, including demonstrators, hostesses and models are required to confine their activities within the Sponsor's booth space. Apart from the specific display space for which an exhibiting company has contracted with Eventful Conferences, no part of the hotel and its grounds may be used by any organization other than Eventful Conferences for display purposes of any kind or nature without written permission of Eventful Conferences.

- Sound and video productions relating to the Sponsor's equipment will be permitted if tuned to a reasonable level and if not objectionable to neighboring Sponsors.
- Lighting. In the best interest of the Conference, Eventful Conferences reserves the right to restrict the use of glaring lights or objectionable light effects. The use of flashing electric signs, lights or lasers is not permitted without prior written approval from Eventful Conferences. 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:** \_\_\_\_\_