



March 9-11, 2020
Atlanta

Sponsorship Opportunities

Produced by



The **BI+Analytics Conference** is North America's premier networking event for SAP customers in business intelligence and analytics.

The 2020 BI+Analytics Conference is focused on sharing success stories that lead to meaningful change and profitable growth. Topics will range from on-demand analytics and self-serve tools; to navigating the complexities of on-premise, cloud, and hybrid analytics.

The BI+Analytics Conference is your best opportunity to network with customers and prospects who are leveraging the full range of SAP analytics and reporting tools.

For more information, contact
Tony.Rados@eventfulconferences.com
or call 914.509.5354.

2019 by the Numbers

100+ Companies Attended



Job Titles in Attendance

CIO | CTO | Analyst | Developer | Director/Manager of IT
President of Analytics | Senior SAP BI Developer



Speakers from Crocs, Benjamin Moore, Callaway Golf, and many more shared how they are leveraging cloud, on-premise, and hybrid analytics as well as dashboards, visualizations, and reporting.

6 tracks 35 sessions
with a variety of educational opportunities

Sponsorship at a Glance

LEVEL	PLATINUM	GOLD	SILVER	ASSOCIATE
PRICE	\$40,000	\$26,000	\$15,000	\$8,000
Booth Style¹	Turnkey	Turnkey	Turnkey	
Booth Size	20' x 20'	10' x 10'	8' x 8'	
PASSES				
Staff Passes	8	5	3	2
Additional Staff Passes	Please refer to the Partner Enablement Program			
SPEAKING				
Track Presentations	Ability to submit a customer case study to the committee			
Track Chairperson	Opportunity to nominate for selection			
EXHIBITION AND NETWORKING				
Branding Wall, Monitor, Table, and Furniture	●	●	●	
Monitor	40"	32"	32"	
Lead Retrieval App	●	●	●	
Dedicated Meeting Room	Included based on venue availability	Available to purchase based on Platinum selection and venue availability		
MARKETING				
Conference Website	Logo + URL + 150 words	Logo + URL + 100 words	Logo + URL + 75 words	Logo + URL + 50 words
Conference App	App banner + URL			
Official Sponsor of the Networking Reception	First right to sponsor	Ability to sponsor based on availability		
Projected Logo	●			
Dedicated On-Site Signage	●			
Shared On-Site Signage	●	●	●	●
Conference Gift Branding	●			
Sponsored Pre- or Post-Conference Attendee Email¹	First right to sponsor	Second right to sponsor		
Sponsored Text or Image Ad in Promotional Emails²	First right to sponsor	Second right to sponsor		
Pre-Conference Audience Overview³	●	●		
Post-Conference Website Branding	●	●	●	●
Post-Conference Networking List⁴	●	●	●	●

¹ One sponsored pre or post-conference attendee email is available. Email will send separately from planned conference communications; date to be agreed upon with sponsor and Eventful. Sponsor provides content and imagery. Eventful is entitled to make adjustments for branding and style. Final email will be formatted into existing conference template and branding. Sponsor is entitled to metrics 24 hours after email sends. Additional instructions and specs will be provided under separate cover.

² Four sponsored text or image ads are available in pre-conference promotional emails. Sponsor provides content and imagery. Eventful is entitled to make adjustments for branding and style. Sponsor is entitled to metrics 24 hours after email sends. Additional instructions and specs will be provided under separate cover.

³ The Pre-Conference Audience Overview contains the company names and job titles for all currently registered customer delegates. Sponsors will have the opportunity to enrich this information onsite by using the Conference and Lead Retrieval apps.

⁴ The Post-Conference Networking List contains the company name, name, job title, email address and phone number for registered customer delegates who opted in to receive communications from sponsors.

Upgrades

(Available to All Sponsors and Based on Availability)

Official Networking Reception	\$30,000	Room Key Card	\$7,500
Speakers' Café	\$20,000	Bags	\$10,000
Welcome Reception	\$12,000	Water Bottle	\$5,000
Dedicated Breakfast Session - Partner Presenter	\$7,500	Wi-Fi	\$5,000
Dedicated Breakfast Session - Customer and Partner Presenters	\$5,000	Pen	\$2,500
Projected Logo	\$3,500	Sponsored Text or Image Ad in Promotional Email	\$2,000
Private Meeting Room	\$3,000	Sponsored Pre- or Post-Conference Attendee Email	\$5,000
Keynote Seat Drop	\$2,000	ASUG Webcast	\$13,000
Lanyard	\$7,500	Customer Survey	\$16,000
Notebook	\$10,000	White Paper	\$15,000
Charging Station	\$7,500		

Women Connect ASUG

The **Women Connect Networking Reception** is one of the conference's most anticipated events. ASUG Women Connect exists to help women in SAP technology visualize and inspire success. We recognize that each woman's career path is worthy of visibility. The event hosts a panel discussion and covers topics shared to ASUG by its member base. These topics include resilience, rewards, and challenges of an equitable workplace, and sharing pivotal moments in careers.

As the exclusive sponsor, featured entitlements include:

- Welcome/opening remarks
- Ability to invite a thought leader as a potential panelist
- Two emails sent to conference registrants with mention of sponsorship*
- Social posts surrounding the event
- Pre-event branding on conference website and dedicated landing page
- On-site branding on signage, app, and walk-in slides
- Attendee list contains the company name, name, job title, email address and phone number for registered customer delegates who opted in to receive communications from sponsors.

* Email content may include other event updates

**Exclusive
Sponsorship
\$15,000**

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 network to ensure a healthy audience mix requires ongoing program evolution and careful management in conjunction with all our sponsors.

When sponsoring an Eventful Conferences event, a sponsor receives a fixed number of complimentary staff passes based on their sponsorship level. Sponsors can earn and purchase additional conference passes based on the following criteria:



Earn Complimentary Staff Pass

Sponsors can earn an additional complimentary staff pass for every three (3) customers that enter a sponsor's 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.



Purchase Additional Staff Pass

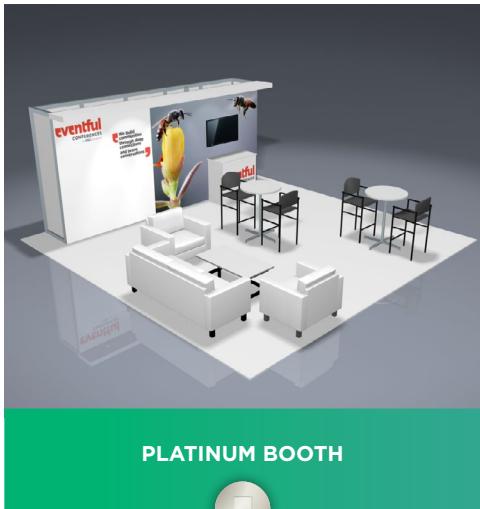
Sponsors can purchase additional staff passes. Each additional staff pass includes a bonus customer pass. These bonus passes are intended to enable sponsors to invite their key customers or prospects. Parameters around bonus customer passes are:

- ➊ Additional staff passes are available throughout the sales campaign at the prevailing discounted ASUG member rate.
- ➋ Bonus customer passes can only be used for customers.
- ➌ Bonus customer passes are not eligible to be used for customers who have already registered.
- ➍ To ensure alignment with Eventful Conferences' sales efforts, discount codes for bonus customer passes are issued by the Eventful Conferences sales team and must be agreed to prior to issuance.
- ➎ Eventful Conferences maintains the right to reject or cancel any additional staff passes or bonus customer passes if the spirit and intent of this program is not being followed.

Nonsponsoring partners are limited to purchasing a maximum of two (2) passes at the currently prevailing full price.

* This policy and all others are subject to change and remain subject to our terms of use page which is incorporated by this reference.
In addition, conference attendance may be subject to additional terms or restrictions of the venue or Eventful Conferences.

Booths



PLATINUM BOOTH



GOLD BOOTH



SILVER BOOTH



*Note that actual booths may vary slightly based on the local exhibition supplier used.

Contact Us

Sponsorship Opportunities



Tony Rados
Manager, Alliances
[e](mailto:tony.rados@eventfulconferences.com) tony.rados@eventfulconferences.com • 914.509.5354 [c](tel:315.372.6041) 315.372.6041

Speaking Opportunities for Your Customers



Lindsay Wickham
Conference Producer
[e](mailto:lindsay.wickham@eventfulconferences.com) lindsay.wickham@eventfulconferences.com • 914.509.5354 [c](tel:315.727.8708) 315.727.8708

ASUG is the world's largest SAP user group, serving 2,300-plus businesses via company-wide memberships. Our mission is to help people and organizations get the most value from their investments in SAP technology. The Chicago-based organization accomplishes this by connecting and educating people through in-person and virtual events, delivering customer feedback to SAP, and advocating for its members.

All SAP products are the trademarks or registered trademarks of SAP SE in Germany and in several other countries. All other brands, logos, and product names are registered trademarks or service marks of their respective owners. Americas' SAP Users' Group is a membership-driven organization that is independent of SAP SE.

Terms and Conditions

Acceptance

This contract shall be deemed accepted by Eventful Conferences when a signed copy is returned and countersigned by an authorized member of the Eventful Conferences staff, either in person or by another accepted delivery method.

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, 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. Sponsor acknowledges and agrees that all exhibits shall be constructed and maintained in accordance with the specifications set forth in the Sponsor Toolkit, and that Sponsor may not erect any exhibit, walls, partitions, signs, or other obstructions of its own outside of the design and approval process set forth in the Sponsor Toolkit. All exhibits shall be erected by Eventful Conference and/or its agents.

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 of the Eventful-hosted 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 with minimal coverage of \$1,000,000 for each occurrence 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.

Force Majeure

Eventful Conferences shall not be liable for any failure to deliver space to a Sponsor or for the loss of allotted space of Sponsor at the Conference, if non-delivery is due to destruction or damage to the building or the exhibit area by fire, or act of God, acts of public enemy, strikes, the authority of the law, or any other cause beyond the control of Eventful Conferences.

Waiver, Release and Indemnification

The Sponsor shall indemnify, defend, 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, hosts 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.
- Eventful Conferences shall have the right to exclude or to require modification of any display or demonstration at Sponsor's expense which, in Eventful Conference's sole discretion, it considers not proper or not otherwise in keeping with the character of the Conference. Sponsor shall be bound by the decisions of Eventful Conferences in all matters related to the Conference. Eventful Conferences reserves the right to remove any display that, because of noise or other objectionable features, detracts from the experience of the Conference for the attendees and guests. Notice will be provided prior to such removal.
- Sponsor shall be obligated to comply with all terms and conditions governing the use of the conference facility space, specially including, without limitation, all limitations with respect to the use of outside food and beverage, IT services, etc, as may be found in the terms of the contract by and between Eventful Conferences and the conference space provider, the terms and conditions of which are hereby incorporated by reference and made a part hereof.

General

These policies are subject to change from time to time, and remain subject to all Eventful Conferences policies governing conference sponsorship and attendance. No waiver of any provision hereof shall be effective unless made in writing and signed by the waiving party. The failure of any party to require the performance of any term or obligation of this contract, or the waiver by any party of any breach of this contract, shall not prevent any subsequent enforcement of such term or obligation or be deemed a waiver of any subsequent breach.