



 **BI+Analytics**
Conference

 **SAP-Centric**
Financials

March 11-13
2019

The Westin Dallas Park Central,
Dallas, TX

Sponsorship Opportunities

Produced by

eventful
CONFERENCES
an OSUG company

In collaboration with





Welcome to the new North American **Financials** and **Analytics** Community

When we looked back at SAP-Centric Financials and BI+Analytics in 2018, we saw progress. We saw two communities growing in knowledge and passion. We saw two communities that congregated experts, users, solutions and culminated with strong relationships, inspiration and solutions. But, we want more than just progress.

This is your chance to be part of something very special.

In today's world, data and analytics isn't left to just one team. There isn't a data guru in the back that magically understands all facets of a business and spits out insights that suddenly make a business more profitable. It's just not that simple. We need more people at the table and that starts today with the co-location of SAP-Centric Financials and BI+Analytics.

With the growing demands in the finance industry and its value-added role in business environments, there isn't an area where we've seen more progress in data, analytics, and business intelligence. That's why we've brought these two prestigious events under one roof giving users the opportunity to deep-dive into 75+ co-located sessions, keynotes, workshops and discussions. While you – as a sponsoring partner – will gain uncanny insights into what issues your customer and prospect organizations are grappling with.

This past spring, across both programs, we welcomed over 600 technology super users, experts, thought-leaders, solution providers, influencers and most importantly customers. In total, over 150 organizations from multiple key industry sectors were represented throughout the two conferences.

In March 2019, #SAPFIN and #BIAconf attendees will get exactly what they need by having access to more information through a conference experience that makes sense for their SAP journey. 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.

We're excited to share that passion and we welcome you to join us at SAP-Centric Financials and BI+Analytics. Let's ignite these communities together!

Tony Rados
Alliances Manager



Bryanna Trainham
Alliances Manager



Lindsay Wickham
Producer



Katie Walker
Producer



**In today's
world, data
and analytics
isn't left to
just one team.**

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unparalleled **content.** unrivaled **opportunities.**

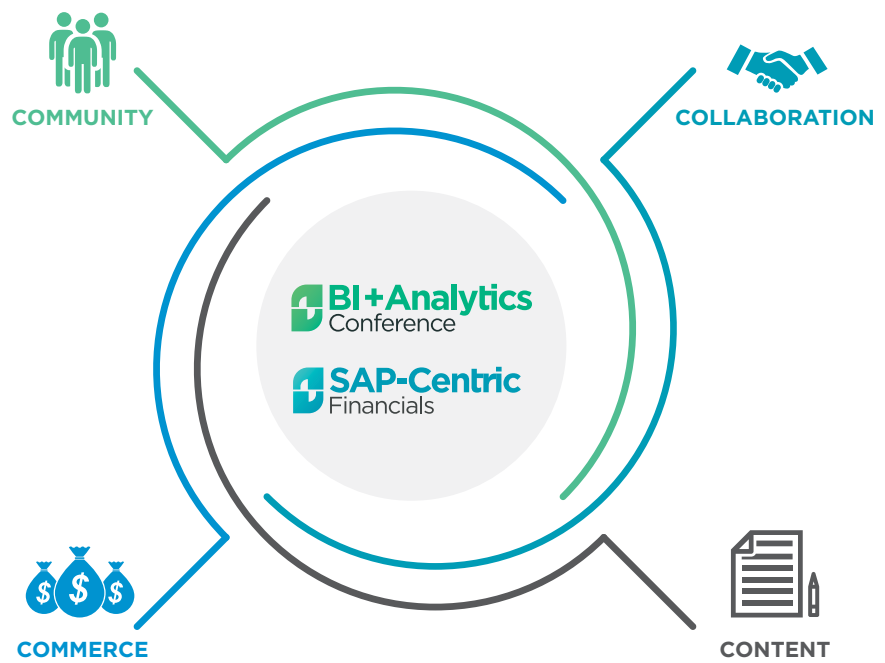
Leverage the tight collaboration of **Eventful Conferences**, **ASUG** and **SAP** to elevate your brand, reach new consumers, and grow your profits.

Why unparalleled?

Months of research, hours of conversations and the involvement of organizations like yours. The analytics and financials community ecosystem is ready to plug in to today's latest technology solutions. What can your organization bring to the table?

Why unrivaled?

Because the conference is built by the community, its foundation rests on the issues they deal with every day. They have the questions. You have the answers. This conference is the nexus where it all comes together.





Just a few of Our Attendees



American Airlines	American Red Cross
American Hotel Register Company	Autodesk, Inc.
Cargill, Inc.	Baylor College of Medicine
Carter's Oshkosh B'gosh	Berkeley
City of Dallas	Blue Cross Blue Shield Associate
Discovery Communications	Bombardier Inc.
Dr. Pepper Snapple Group	Canadian National Railway Co.
Ford Motor Company	Caterpillar Financial
Fujitsu America, Inc.	City of Chicago
Georgia-Pacific LLC.	City of Portland, Oregon
Grand Valley State University	Crocs, Inc.
Hill-Rom	Deere & Company
Honeywell International	Eli Lilly and Company
Houghton Mifflin Harcourt Publishing	Evergreen Packaging
Kimberly-Clark Corporation	FedEx Corporation
Kubota	Harley Davidson
Lennox International	Hasbro, Inc.
Lincoln Electric System	Hollister Inc.
Love's Travel Stops & Country Stores	Jazz Aviation LP
Michael Kors	Lockheed Martin
Microsoft Corporation	MillerCoors LLC
Newmont Mining Corporation	NASA
PepsiCo	NASA Langley Research Center
Salt River Project	NHL
The Home Depot	Nature's Way Products
Toyota North America	Royal Canadian Navy
Verizon	ULTA Beauty



20+ Industries in Attendance in 2018

1 Aerospace & Defense	12 Insurance
2 Arts & Entertainment	13 Manufacturing
3 Automotive	14 Non-Profit
4 Chemicals	15 Oil & Gas
5 Consulting & Support Services	16 Pharmaceuticals & Bioengineering
6 Consumer Products	17 Public Sector
7 Engineering & Construction	18 Retail
8 Food & Beverage	19 Wholesale
9 Health Care	20 Software & IT Services
10 Higher Education & Research	21 Transportation & Logistics
11 Industrial Machinery	22 Utilities



It's a great conference

and it's a great place for managers
and those making strategy decisions...

It brings together a mixture of
Finance and IT folks talking about
where they are going and the strategies
and products they're looking at.



Rob Hickman, IT Manager, Corporate Finance,



BI+Analytics

by the numbers

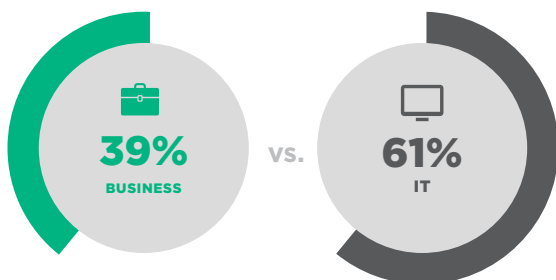
10 Hot Topics Covered



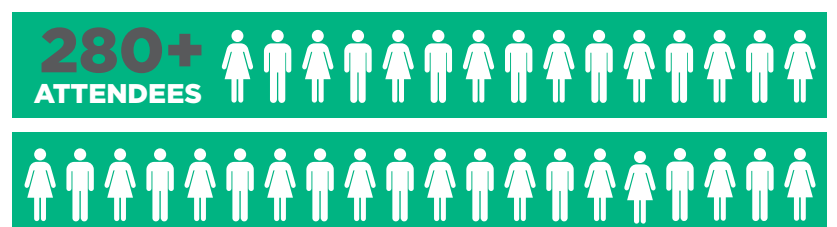
Attendee **breakdown**



Business **vs.** IT?



Attendee **numbers**



SAP-Centric Financials

by the numbers

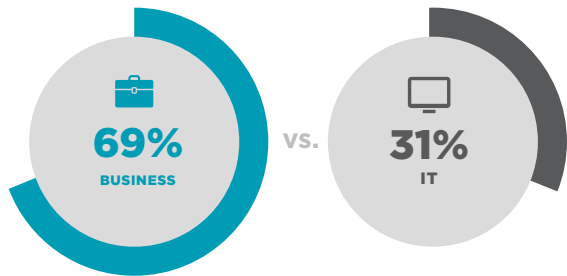
10 Hot Topics Covered



Attendee **breakdown**



Business **vs.** IT?



Attendee **numbers**





Top 3 Industries in Attendance

1



Software & IT Services

2



Retail

3



Higher Education & Research

Our Customers **Loved** the Event



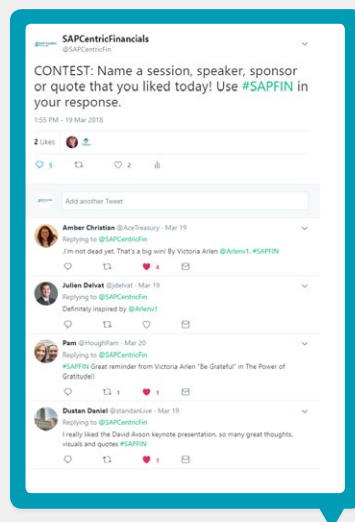
4.4 out of 5
Customer
Satisfaction
Rating

Socially Engaged Audiences

#BIAconf
#SAPFIN



What our Attendees had to say



Sponsorship at a glance

LEVEL	PLATINUM		GOLD	SILVER	ASSOCIATE
PRICE	\$40,000		\$26,000	\$15,000	\$8,000
Booth Style ¹	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 on page 9				
SPEAKING					
Track Presentations	Ability to submit a customer case study to the committee				
Track Chairperson	Opportunity to nominate for selection				
Pre-Conference Webcast	1 joint customer webcast in the 3-month window leading up to the conference	\$2,000	\$2,000		
Post-Conference Webcast	1 joint customer webcast in the 9-month window following the conference	\$2,000	\$2,000		
EXHIBITION & NETWORKING					
Branding Wall, Monitor, Table & Furniture	<div></div>	<div></div>	<div></div>		
Monitor	40"	32"	32"		
Lead Retrieval App	<div></div>	<div></div>	<div></div>		
Dedicated Meeting Room	Included based on venue availability	Available to purchase based on Platinum selection & 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	Logo + URL			
Official Sponsor of the Networking Reception	First right to sponsor	Ability to sponsor based on availability			
Projected Logo	<div></div>				
Dedicated Onsite Signage	<div></div>				
Shared Onsite Signage	<div></div>	<div></div>	<div></div>	<div></div>	
Conference Gift Branding	<div></div>				
Pre-Conference Welcome Email	<div></div>				
Pre-Conference Audience Overview ¹	<div></div>	<div></div>			
Post-Conference Website Branding	<div></div>	<div></div>	<div></div>	<div></div>	
Post-Conference Networking List ²	<div></div>	<div></div>	<div></div>	<div></div>	

¹ 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.

² 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.

Optional Sponsorship **Upgrades**

(AVAILABLE TO ALL SPONSORS AND BASED ON AVAILABILITY)

Official Networking Reception	\$20,000	Room Key Card	\$7,500
Welcome Reception	\$15,000	T-Shirts	\$15,000
Dedicated Breakfast Session - Partner Presenter	\$7,500	Bags	\$12,000
Dedicated Breakfast Session - Customer + Partner Presenters	\$5,000	Water Bottle	\$7,500
Projected Logo	\$3,500	Wireless	\$5,000
Private Meeting Room	\$3,000	Pen	\$2,500
Keynote Seat Drop	\$2,000	Speakers Café	\$20,000
Lanyard	\$7,500	Coffee/Barista Station	Pending Pricing
Notebook	\$10,000		

New **Booth** Options for 2019



PLATINUM BOOTH



GOLD BOOTH



SILVER BOOTH





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 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 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.



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:

- Additional staff passes are available throughout the sales campaign for \$200 off the prevailing rate.
- Bonus customer passes can only be used for customers.
- Bonus customer passes are not eligible to be used for customers who have already registered.
- 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.
- 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.

Non-sponsoring 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 from time to time 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.

ASUG Partner Selling Solutions



As part of your sponsorship investment with SAP-Centric Financials and BI+Analytics, Eventful Conferences is excited to offer increased opportunities in collaboration with ASUG, The Americas' SAP Users' Group.

ASUG's Partner Selling Solution Model introduces a new way to take advantage of the deep connections created by the ASUG and Eventful Conferences collaboration. This will allow you to establish a leadership position in your industry, secure targeted leads, and create momentum as you build your pipeline in preparation for sponsoring at SAP for Utilities.

SURVEY

\$15,000

Unearth verified insights about a category relevant to your company's product offering. This can help with establishing thought leadership, driving product positioning, and prioritizing initiatives & support to customers.

WHITE PAPER

\$10,000

Take relevant industry learnings and insights gained from the ASUG Research Survey and create true thought leadership in your category. ASUG's goal is to bring relevant and helpful content to its community of members, so the white paper will always be positioned as additional strategic insight to help members do their jobs better.

ADVERTISING

\$1,500 - \$3,000 / month

Increase your SAP ecosystem reach by advertising your services and solutions on ASUG.com. Thousands of members visit the ASUG site monthly to register for events and webcasts, participate in discussion forums, and download content to get the most out of their SAP investment. Advertising with ASUG is a great way to gain exposure and, with an embedded direct link, create lead generation.

WEBCAST

\$12,500

ASUG Partner Webcasts are the perfect vehicle for getting your message out to the ASUG community. The partner achieves brand awareness through site listing and email marketing, thought leadership through the provision of impactful content, and lead generation in the form of a full contact data registration list.



INSIGHT



BRAND AWARENESS



THOUGHT LEADERSHIP



LEAD GENERATION

Contact us

Sponsorship Opportunities



Tony Rados

Alliances Manager

- e tony.rados@eventfulconferences.com
- o 914 509 5354



Bryanna Trainham

Alliances Manager

- e bryanna.trainham@eventfulconferences.com
- o 914 509 5354

Speaking Opportunities for Your Customers



SAP-Centric Financials

Katie Walker

Conference Producer

- e katie.walker@eventfulconferences.com
- o 914 509 5354
- c 315 415 3887



BI+Analytics

Lindsay Wickham

Conference Producer

- e lindsay.wickham@eventfulconferences.com
- o 914 509 5354
- c 315 491 3152

Delegate Opportunities



James Page

Community Director

- e james.page@eventfulconferences.com
- o 914 509 5354

ASUG Partner Selling Solutions



Cody Larriviere

Partner Success Manager

- e cody.larriviere@asug.com
- c 615 504 6779

Terms & 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 & 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 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 of 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 & 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, 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.
- 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' 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.



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www.biaconference.com

www.sapcentricfinancials.com

