

**SAP UK & Ireland User Group Conference**  
**Manchester Central Convention Complex**  
**23<sup>rd</sup> – 24<sup>th</sup> November 2009**



## **Marketing Sponsorship Opportunities 2009**

These marketing opportunities have been selected to support both sponsors and smaller investors in their quest to effectively raise awareness for their brand, goods and services at this conference.

In this document you will find marketing opportunities that complement the mainstream sponsorship branding throughout the event, enabling investors to make a lasting impression on the hundreds of delegates including SAP customers, prospects and over 80 speakers attending this event.

- Sponsorship is available on a 'first come, first served' basis
- You do not have to be an exhibitor to invest in any of the marketing opportunities
- You may sponsor as many opportunities as you like based on availability, unless noted otherwise. A special discount will be offered to all sponsors wishing to take three or more sponsorship opportunities, please contact Jayne Coxon by emailing [Jayne.Coxon@sapusers.org](mailto:Jayne.Coxon@sapusers.org) for more details
- Dimensions for all banners, posters etc. can be obtained from the User Group conference office please contact Katie Farr by emailing [Katie@ama-limited.co.uk](mailto:Katie@ama-limited.co.uk) for further details
- Unique marketing ideas not listed should be submitted as an outline proposal to Katie Farr by emailing [katie@ama-limited.co.uk](mailto:katie@ama-limited.co.uk)
- Customers currently exhibiting at the 2009 User Group Conference & Exhibition qualify for the exhibitor rate. Partners are affiliated members of SAP UK & Ireland User Group and as such are given special privileges. For more information on becoming a partner, please contact Jayne Coxon at [support@sapusers.org](mailto:support@sapusers.org) or call 08707 706664

## Terms and Conditions of Booking

1. The full marketing sponsorship fee quoted (plus VAT) is payable at the time of booking.
2. Selected deliverables will not be executed until full payment is received.
3. Acceptance of your signed Marketing Sponsorship Booking Form (generated during the application process) is contingent on SAP UK & Ireland User Group approval. SAP UK & Ireland User Group may reject any booking at any time in its sole judgement.
4. Under no circumstances will SAP UK & Ireland User Group produce any advertisement, or any other deliverable designed for use on site, until a final approved version of the advertisement has been provided. Any such approval will not be unreasonably withheld or delayed. The final proof is required prior to the published deadline.
5. If a sponsor's proof or final artwork is not received in the required format prior to the published deadline, the opportunity is automatically cancelled without refund.
  - a. **Important:** Each applicant is responsible for ensuring their team meet the imposed deadlines necessary for marketing sponsorship deliverables such as proofs, final artwork, samples, etc.
6. Once SAP UK & Ireland User Group are in receipt of a signed marketing sponsorship booking form, the sponsorship requested may not be cancelled and no refunds will be given. Under such condition, the applicant agrees that SAP UK & Ireland User Group is entitled to retain payments made, not as penalty, but as liquidation damage.
7. SAP UK & Ireland User Group reserves the right to refuse or cancel any applicant's participation.

## Advertising – Conference Handbook

The Conference Handbook will be given to all attendees, delegates, speakers and exhibitors alike at the point of registration. Perfect bound, with over 48 pages and in full colour, this is the guide to all taking place at this event including exhibitor profiles, the programme, speaker profiles and more. This will be retained post event by the majority of attendees as a reference guide.

### Inside Front cover

**£800 Exhibitor rate**

**£1000 Partner rate**

**£1200 Non-partner rate**

Sponsorship of 1 full colour, full page advertisement on the inside front cover, artwork to be provided by the sponsor as a high resolution pdf./high resolution eps. by print deadline, 30<sup>th</sup> September 2009

### Back Cover

**£1150 Exhibitor rate**

**£1350 Partner rate**

**£1500 Non-partner rate**

Sponsorship of 1 full colour, full-page advertisement on the outside back cover, artwork to be provided by the sponsor as a high resolution pdf./high resolution eps. by print deadline, 30<sup>th</sup> September 2009

### Full-page advertisement

**£600 Exhibitor rate**

**£750 Partner rate**

**£900 Non-partner rate**

### Two full pages

**£1000 Exhibitor rate**

**£1200 Partner rate**

**£1350 Non-partner rate**

### Half page advertisement

**£350 Exhibitor rate**

**£400 Partner rate**

**£480 Non-partner rate**

### Quarter page advertisement

**£200 Exhibitor rate**

**£250 Partner rate**

**£300 Non-partner rate**

Sponsorship of a full colour, half page and quarter page advertisements in the Conference Handbook, artwork to be provided by the sponsor as a high resolution pdf./high resolution eps. by print deadline, 30<sup>th</sup> September 2009

## Advertising – Conference Website – Exclusive



**£1500 Exhibitor rate**

**£1750 Partner rate**

**£2000 Non-partner rate**

Advertising on the NEW official conference website [www.sapusers.org/conference2009](http://www.sapusers.org/conference2009); accessed by potential delegates and registering delegates and designed to attract visitors, repeat visits and encourage dwell time.

Sponsors logo will appear on all the pages of the conference website.

### Benefits of sponsorship:

- Placement of sponsor's advertisement on all conference web pages, live until April 2010
- Advertisement design and artwork supplied by sponsor. Specification for advertisement supplied by SAP UKI User Group
- Acknowledgement in the Conference Handbook with company logo

## Bottled Water

**£2050 Exhibitor rate**

*2 opportunities*

**£2250 Partner rate**

**£2400 Non-partner rate**

Sponsorship of water bottles placed at five high traffic locations throughout the venue site. Water stations will be available throughout the two day conference in the Exhibition Hall and the foyer area leading to both the exhibition hall and auditorium.

### Benefits of sponsorship:

- Sponsor's artwork (as supplied by sponsor) will feature on over 1000 water bottles (supplied by SAP UKI User Group)
- Acknowledgement in the Conference Handbook with company logo

\*If you would like to exclusively sponsor all bottled water at the event please contact Katie Farr by emailing [Katie@ama-limited.co.uk](mailto:Katie@ama-limited.co.uk) to discuss special discounts.

## Coffee/Lunch Service Area

**£1000 each - Exhibitor rate**

*4 opportunities*

**£1250 each - Partner rate**

**£1500 each - Non-partner rate**

Sponsorship of any one of four available refreshment service areas within the Exhibition Hall for both days of the conference. Each banner will hang adjacent to catering areas, and each banner can be @2 meters wide X 3 meters long.

### Benefits of sponsorship:

- Opportunity to have branded cups (supplied by sponsor) at all coffee points in the Exhibition Hall (subject to confirmation by venue)
- Opportunity to have up to four branded hanging banners above refreshment areas in the exhibition hall (supplied by SAP UKI User Group)
- Opportunity to place flyers on tables in close proximity to the catering area within the exhibition hall over the two days (supplied by sponsor and pre-approved by SAP UKI User Group)
- Acknowledgement in the Conference Handbook with company logo

\*If you would like to exclusively sponsor the coffee/lunch service areas please contact Katie Farr by emailing [Katie@ama-limited.co.uk](mailto:Katie@ama-limited.co.uk) to discuss special discounts.

## Conference Pack Notepad - Exclusive



**£1650 Exhibitor rate**

**£1850 Partner rate**

**£2050 Non-partner rate**

Sponsorship of the conference notepad included in every conference pack handed to all delegates, speakers and exhibitors at registration.

### Benefits of sponsorship:

- Sponsor's logo to appear on the conference notepad (front cover, inside pages and back cover with sponsors address) along with the logo of SAP UKI User Group. The notepad will be supplied by SAP UKI User Group
- Acknowledgement in the Conference Handbook with company logo

## Conference Syndicate Streams

**£1500 Exhibitor rate**

*12 Opportunities*

**£1750 Partner rate**

**£1900 Non-partner rate**

Sponsorship of one of 12 breakout streams taking place on both Monday 23<sup>rd</sup> and Tuesday 24<sup>th</sup> November. You have the opportunity to brand the relevant syndicate room with your corporate identity and literature for two full days.

### **Benefits of sponsorship:**

- Sponsor's logo appears on the presentation screen at the start of each session over the two days
- Opportunity to place literature in the room, on the seats and/or at a distribution point at the back of the room
- Opportunity to place a banner blind (supplied by the sponsor) within the allocated syndicate room (placement subject to change from SAP UKI User Group)
- Acknowledgement in the Conference Handbook with company logo

## Directional Signage - Exclusive

**£2500 Exhibitor rate**

**£2750 Partner rate**

**£2950 Non-partner rate**

Sponsorship of the free-standing directional signage to be used on both floors of the conference venue as a means of finding the auditorium, and one of the 12 break-out rooms and exhibition hall.

### **Benefits of sponsorship:**

- Sponsor's logo appears all around the venue in high traffic locations
- Acknowledgement in the Conference Handbook with company logo

## Entrance Foyer Hanging Banner - Exclusive



**£1000 Exhibitor Rate**

**£1250 Partner Rate**

**£1500 Non-partner Rate**

Sponsorship of a hanging banner @1.5m X 3.5m located in plain view from the entrance foyer and as you mount the escalators to the auditorium/exhibition hall and break-out stream rooms.

### Benefits of sponsorship:

- Hanging banner (Banner and artwork supplied by sponsor and subject to approval from the SAP UKI User Group) clearly visible from the registration/help desk area where all delegate, speaker and press traffic will pass
- Acknowledgement in the Conference Handbook with company logo

## Escalator Hanging Banner - Exclusive



**£800 Exhibitor Rate**

**£1050 Partner Rate**

**£1250 Non-partner Rate**

Sponsorship of a hanging banner @1.5m X 3.5m located above the escalator best seen from the upper foyer (main thoroughfare to the auditorium and exhibition hall) and as you descend to visit the help desk, cloaks and exit the venue.

### Benefits of sponsorship:

- Hanging banner (Banner and artwork supplied by sponsor and subject to approval from the SAP UKI User Group) above the escalators on the upper foyer of the charter building. Banner will be clearly visible by all attendees moving in and out of the exchange building
- Acknowledgement in the Conference Handbook with company logo

## Lanyards – Exclusive



**£3000 Exhibitor rate**

**£3300 Partner rate**

**£3450 Non-partner rate**

Sponsorship of the lanyards used with the conference name badges and worn throughout the conference by delegates, speakers, exhibitors and SAP UKI User Group event staff.

### Benefits of sponsorship:

- Sponsor's logo (as supplied) positioned on lanyards along with SAP UKI User Group logo. (Lanyards supplied by SAP UKI User Group)
- Acknowledgement in the Conference Handbook with company logo

## LCDs



**£100 Exhibitor rate**

*12 opportunities*

**£200 Partner rate**

**£350 Non-partner rate**

Ability to provide three PowerPoint slides to a rolling presentation, which will be displayed throughout day 1 of the conference on the 5 LCD screens located in high traffic areas around the venue.

### Benefits of sponsorship:

- Opportunity to add three PowerPoint slides (as supplied by sponsor) to a rolling presentation which be displayed on day 1 of the conference, on 5 of the LCD screens located around the venue. (Slides will appear in a show reel amongst other sponsors)
- Acknowledgement in the Conference Handbook with company logo

## Registration/Help Desks - Exclusive



**£1150 Exhibitor rate**

**£1250 Partner rate**

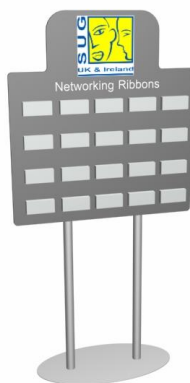
**£1400 Non-partner rate**

Delegate and speaker registration/help desks, which will be used throughout the conference visited by delegates, speakers and press and as general information and help desks.

### Benefits of sponsorship:

- Sponsors logo will be displayed on all header boards at registration and help desks (supplied by SAP UKI User Group) and opportunity to place up to two banner blinds either side of the desks (supplied by sponsor)
- Acknowledgement in the Conference Handbook with company logo

## Ribbon Displays - Exclusive



**£650 Exhibitor rate**

**£750 Partner rate**

**£850 Non-partner rate**

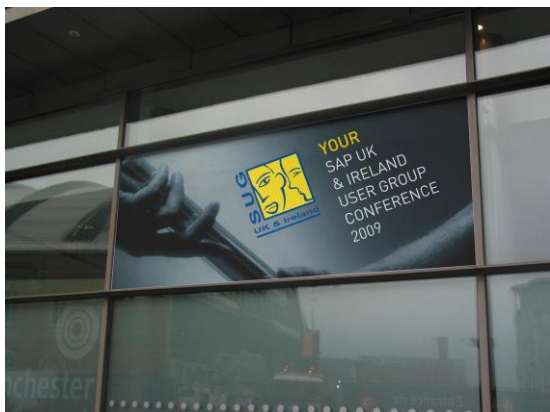
Sponsorship of three 'networking' ribbon displays situated both in and outside of the exhibition hall. These ribbons are designed to encourage all visitors to network by advertising their areas of interest.

These displays will be played in high foot traffic areas

### Benefits of sponsorship:

- Opportunity to have your logo prominently placed on three 'networking' ribbon displays (Stand supplied by SAP UKI User Group and subject to change)
- Acknowledgement in the Conference Handbook with company logo

## Window Signage



**£400 Exhibitor rate**      *10 opportunities*

**£500 Partner rate**

**£600 Non-partner rate**

Ability to add a window decal advertisement in the upper or lower foyer of the charter building, visible to all attendees for the duration of the conference.

### Benefits of sponsorship:

- Sponsor's artwork (as supplied by sponsor) displayed on a 'low stick' decal panel attached to one of the windows in the upper or lower foyer of the venue clearly visible at delegate entrances (Decal sticker supplied by SAP UKI User Group however, locations can't be guaranteed and will be allocated on a 'first come, first served' basis)
- Acknowledgement in the Conference Handbook with company logo

## Forecourt Posters



**£400 Exhibitor Rate**      *2 opportunities*

**£550 Partner Rate**

**£700 Non-partner rate**

Sponsorship of a poster which will be displayed in the forecourt outside the charter building.

### Benefits of sponsorship:

- Sponsor's artwork (artwork to be supplied by sponsor and poster supplied by and subject to approval of the SAP UKI User Group) will be displayed in the forecourt outside the charter building
- Acknowledgement in the Conference Handbook with company logo