



Your
UK & Ireland
SAP User Group
Conference
Manchester
2010

Helping you put the sparkle into your business!

JOIN US AT OUR 2010 CONFERENCE

21-23 November | Manchester Central



2010 UK & IRELAND SAP USER GROUP CONFERENCE SPONSORSHIP OPPORTUNITIES

Do you want to raise your profile and advertise your goods & services to over 600 SAP Users across 3 days?

Are you already exhibiting at the conference and want to promote your presence at the event?

If so, then the sponsorship opportunities detailed in this document are a perfect way for you to complement your presence in the exhibition or advertise your brand if you are not able to join us in November.

Each marketing opportunity complements 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
- A special discount will be offered to sponsors wishing to take multiple sponsorship opportunities, please contact Katie Farr by emailing Katie@ama-limited.co.uk 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 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
- All 2010 UK & Ireland SAP User Group Conference **exhibitors will receive substantial discounts** on all sponsorship opportunities; this is the 'Exhibitor Rate.'
- Partners are affiliated members of UK & Ireland SAP User Group and as such are given special privileges. For more information on becoming a partner, please contact Jayne Coxon at support@sapusers.org or call +44 (0)1642 343411

ADVERTISING

Conference Handbook

A comprehensive guide for the event, this publication details all the sessions, speakers and exhibitor information for the three days and is a valuable source for delegates on-site and post-event.

Marketing Opportunity	Exhibitor Rate	Partner Rate	Non-Partner Rate
Inside Front cover	£850	£1050	£1250
Outside Back Cover	£1050	£1350	£1550
Full-page advertisement	£600	£750	£900
Half page advertisement	£350	£450	£550
Quarter page advertisement	£200	£250	£300



Benefits:

- Prominent opportunity to raise the profile of your brand/service, in a conference & exhibition guide which will be given to over 800 attendees (inc. Delegates, visitors, speakers and exhibitors)
- Recognition of sponsorship in the Conference Handbook
- All adverts are full colour advertisement

NOTE: Artwork to be provided by sponsor and subject to approval from UK & Ireland SAP User Group; all artwork must be supplied as a high resolution pdf. or a high resolution eps. by Friday, 30th September 2010.

Email Marketing – *Exhibitors Only*

10 opportunities available

Advertise your attendance at the conference to all delegates registered for the UKI SAP User Group Conference; emails will be sent out in the few weeks running up the conference.

This opportunity is available exclusively to exhibitors in order to support and raise their profile at the event.

Sponsorship Opportunity	Exhibitor Rate	Partner Rate	Non-Partner Rate
Email	£500	N/A	N/A

Benefits:

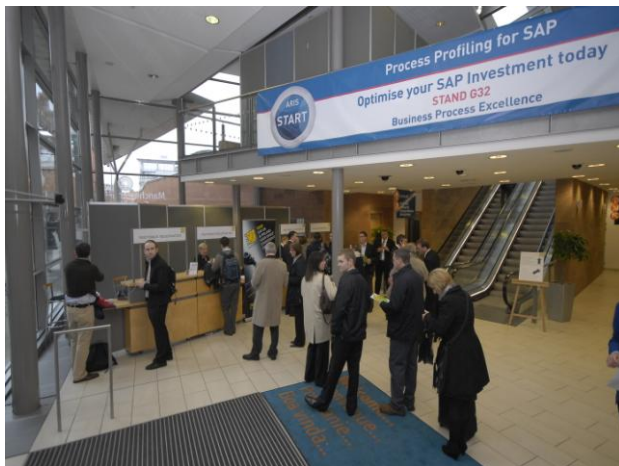
- Raise your profile pre-event to all User Group members
- Recognition of sponsorship in the conference handbook

NOTE: Email dates will be offered on a 'first-come, first-served' basis.

Hanging Banner(s)

Sponsorship Opportunity	Exhibitor Rate	Partner Rate	Non-Partner Rate
Hanging Banner – overlooking the foyer	£950	£1150	£1250
Hanging Banner – overlooking the escalators	£695	£895	£1195
Hanging Banner – Suspended from the exhibition hall ceiling	£200	N/A	N/A

Upper foyer, overlooking the foyer



A high profile advertising opportunity, visible to all attendees across two and a half days as they enter and exit the conference venue and as they mount the escalators to the plenary room, exhibition hall and breakout rooms.

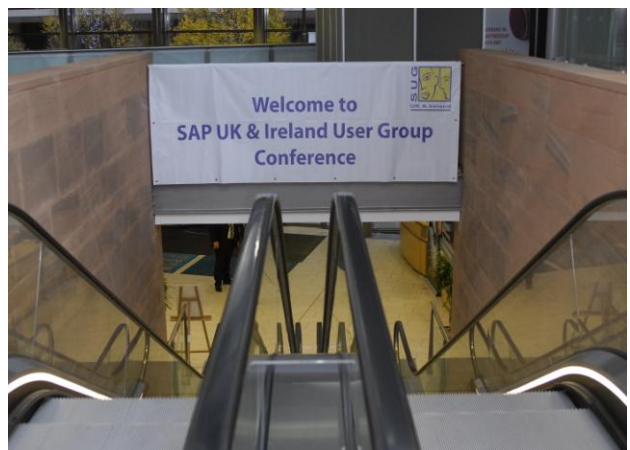
Benefits:

- Instant brand recognition supporting your attendance at the event
- Recognition of sponsorship in the Conference Handbook

NOTE: Banners can be up to 9m (width) x 1.6m (height); banner and artwork to be supplied by sponsor, at sponsor’s expense and artwork subject to approval from the UKI SAP User Group.

Upper foyer, overlooking the escalators

A focal point for all delegates, exhibitors and speakers on the upper foyer; this is the main thoroughfare from the plenary room, exhibition hall and break out room, branding also visible as you descend/ascend the escalators.



Benefits:

- Prominent brand presence in a high traffic location
- Recognition of sponsorship in the Conference Handbook

UK & IRELAND SAP USER GROUP CONFERENCE

Manchester Central

21–23 November 2010

NOTE: Banners can be up to 3.5m (width) x 1.5m (height); banner and artwork to be supplied by sponsor, at sponsors expense and artwork subject to approval from the UKI SAP User Group.

Exhibition Hall – Hanging Banner



Guide delegates to your stand using this prominent advertising opportunity; make your brand/product offer/service stand out above all the rest.

Banners can be up to 2m (width) x 3m (height); banner and artwork to be supplied by sponsor, at sponsors cost and artwork subject to approval from the UKI SAP User Group.

NOTE: The price for banners does NOT include rigging, which will need to be paid directly to the external supplier; position of banners to be arranged with the conference organisers. For further details contact Katie Farr via email at Katie@ama-limited.co.uk.

LCD Presentation

5 opportunities available

Ability to provide three PowerPoint slides which will be on a rolling presentation, displayed for two and a half days on 5 LCD screens located in high traffic locations throughout the conference venue.

Sponsorship Opportunity	Exhibitor Rate	Partner Rate	Non-Partner Rate
LCD Presentation	£100	£195	£295



Benefits:

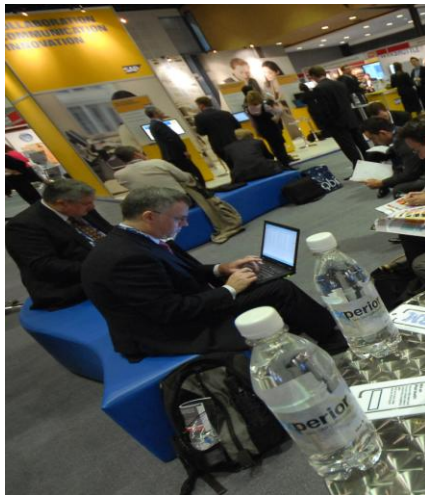
- Opportunity to add three PowerPoint slides (supplied by sponsor) to a rolling presentation (Slides will appear in a show reel amongst other sponsors and clips from the conference)
- Recognition of sponsorship in the Conference Handbook

BRANDING

Bottled Water

Sponsorship of 2500 water bottles placed in all seating areas and on all catering points throughout the exhibition hall. Water will be available throughout the two and a half day conference in the Exhibition Hall and the foyer area leading to both the plenary room and exhibition hall.

Marketing Opportunity	Exhibitor Rate	Partner Rate	Non-Partner Rate
Water bottles	£2595	£2795	£3000



Benefits:

- Prominent branding on all official conference water bottles
- Recognition of sponsorship in the Conference Handbook

NOTE: Artwork to be supplied by sponsor (subject to UKI SAP User Group approval).

Cupcakes

2 opportunities available

Cupcakes are a brilliant way for you to raise your brand profile and give all delegates, exhibitors and presenters a sweet treat to remember you by.

Sponsorship Opportunity	Exhibitor Rate	Partner Rate	Non-Partner Rate
Cupcakes	£1600	£1750	£1950



Benefits:

- Prominent branding opportunity in one of the main coffee/tea breaks on Monday 22nd
- Recognition of sponsorship in the conference handbook

NOTE: 1000 cupcakes will be produced and distributed from the main catering points and from your stand in the exhibition hall. Price quoted is per opportunity.

Conference Lanyards & Badges

This high profile branding opportunity is one of most popular sponsorship opportunities available as it ensures your presence will be noticed during the entire event.

Marketing Opportunity	Exhibitor Rate	Partner Rate	Non-Partner Rate
Lanyards	£3500	£3750	£4000



Sponsored lanyards & badges will be provided to all delegates and presenters however, for the first time in 2010 a special User Group lanyard (which will have just their logo on) will also be offered to exhibitors ONLY.

Benefits:

- Prominent branding on all delegate, speakers and press lanyards
- Recognition of sponsorship in the Conference Handbook

Please note the lanyards will be blue and the logo text will be in white.

NOTE: The sponsor's logo will NOT appear on the front of the conference badge; sponsors logo will appear on the back of the conference badge alongside the SIG calendar of events.

Coffee/Lunch Service Areas

Display your brand to all delegates, speakers, exhibitors and press at high traffic catering points throughout the 21/2 day conference.

Marketing Opportunity	Exhibitor Rate	Partner Rate	Non-Partner Rate
Catering points	£1250	£1450	£1650



Benefits:

- Opportunity to brand hanging banners above the catering points in the exhibition hall (2m x 3m banners supplied by UKI SAP User Group)
- Opportunity to display promotional material in all seating areas around the exhibition hall (collateral supplied by sponsor and subject to approval from the UKI SAP User Group)
- Recognition of sponsorship in the Conference Handbook

NOTE: If you would like to provide cups you are welcome to do this at your own expense; these will be distributed from all catering points.

Conference Pack Notepad

The conference notepad will be included in every conference bag which will be handed to all delegates, speakers, press and exhibitors on registration; the notepad will be a valuable resource to all delegates both on-site and post-event.

Sponsorship Opportunity	Exhibitor Rate	Partner Rate	Non-Partner Rate
Notepad	£1650	£1850	£2150



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 UKI SAP User Group. (Notepad supplied by the UKI SAP User Group)
- Recognition of sponsorship in the Conference Handbook

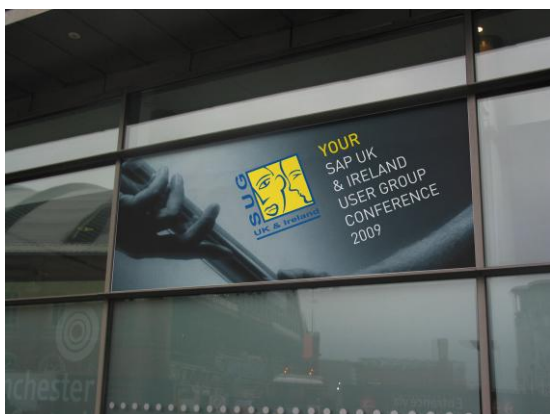
NOTE: Notepad will be wire bound to the left hand side.

Conference venue – Window Signage

4 opportunities available

Opportunity for you to brand the conference venue; the window signage will be visible on the Upper Foyer, which is a main thoroughfare to the plenary room, exhibition hall and breakout sessions.

Marketing Opportunity	Exhibitor Rate	Partner Rate	Non-Partner Rate
Window signage	£100	£250	£450



Benefits:

- Sponsor's artwork will be clearly visible to all delegates, speakers, press and exhibitors (Decal sticker and artwork to be supplied by sponsor, at sponsor's expense; artwork subject to approval by UKI SAP User Group)
- Recognition of sponsorship in the Conference Handbook

NOTE: Locations cannot be guaranteed and will be allocated on a 'first come, first served' basis.

Umbrellas

They say it rains on average around 185 days a year in Manchester, so why not shelter attendees from the rain and raise your brand profile by providing an official conference umbrella.

Sponsorship Opportunity	Exhibitor Rate	Partner Rate	Non-Partner Rate
Umbrella	£250	£350	£450

Benefits:

- Sponsor will have the ability to provide umbrellas which will be distributed to each attendee during registration in their conference bag
- Recognition of sponsorship in the Conference Handbook

NOTE: Provision of at least 650 conference umbrellas will be at sponsor's cost; the £250 is a cover charge for inserting all umbrellas provided by the sponsor in the conference bag. All umbrellas must be delivered to the conference organisers by the 8th October 2010.

If you would like for the conference organisers to arrange sponsored Umbrellas (with your logo and the User Groups) for you at cost please contact Katie Farr via email at Katie@ama-limited.co.uk.

SESSION SUPPORT AND NETWORKING

Cocktail Hour

1 opportunity per exhibition stand available

Network with delegates on your stand by participating in the ever-popular networking cocktail hour which takes place at the close of the conference day on Monday 22nd November.

Sponsorship Opportunity	Exhibitor Rate	Partner Rate	Non-Partner Rate
Cocktail hour	£150	N/A	N/A

Benefits:

- Redeem your tokens for cocktails, which you can distribute from your stand
- Cocktails enhance your networking ability by 'breaking-the-ice' before the gala dinner

NOTE: You will be responsible for ordering the table to hold the cocktails on your stand.

Conference Syndicate Streams

Sponsorship of one of 10 breakout streams taking place on Monday 22nd & Tuesday 23rd November. You have the opportunity to brand the relevant syndicate room with your corporate identity and literature for two full days.

Sponsorship Opportunity	Exhibitor Rate	Partner Rate	Non-Partner Rate
Syndicate Stream	£500	£750	£950

Benefits:

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

Gala Dinner Gift Boxes

The Gala Dinner attracts over 600 attendees, so make that night just that little bit more special by providing a small gift which will be placed at each place setting.

Sponsorship Opportunity	Exhibitor Rate	Partner Rate	Non-Partner Rate
Gift Boxes	£250	N/A	N/A

Benefits:

- Grab the attention of all attendees by providing each delegate with a little something to remember you by (gift provided at sponsors cost and subject to approval from UKI SAP User Group)
- Recognition of sponsorship in the Conference Handbook

NOTE: Gift dimensions can be no bigger 80mm height x 90mm width x 90mm depth

Casino

Back by popular demand the gala dinner casino will take place after dinner; entertain delegates and raise your profile by sponsoring this popular entertainment piece. Sponsorship of the fun casino; approximately 12 tables featured in the Point at Lancashire County Cricket Club.

Sponsorship Opportunity	Exhibitor Rate	Partner Rate	Non-Partner Rate
Casino	£2000	£2250	£2500

Benefits:

- Opportunity to place two banner blinds on the Upper Level of the Lancashire County Cricket Club (supplied by sponsor)
- Branded casino chips at every place setting in the gala dinner (supplied by UKI SAP User Group)
- Recognition of sponsorship in the Conference handbook

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 Sponsorship Booking Form (generated during the application process) is subject to approval by the UK & Ireland SAP User Group. The UK & Ireland SAP User Group may reject any booking at any time in its sole judgement.
4. Under no circumstances will UK & Ireland SAP 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 sponsorship deliverables such as proofs, final artwork, samples, etc.
6. Once the UK & Ireland SAP User Group are in receipt of a signed sponsorship booking form, the sponsorship requested may not be cancelled and no refunds will be given. Under such condition, the applicant agrees that UK & Ireland SAP User Group is entitled to retain payments made, not as penalty, but as liquidation damage.
7. The UK & Ireland SAP User Group reserves the right to refuse or cancel any applicant's participation.