



SAP UK & Ireland User Group Conference

## **The Knowledge Matrix Adding Value Through Collaboration**

20-21 November 2006 Hilton Birmingham Metropole

### Exhibitor Sponsorship Packages

Please find within this document detailed information regarding the SAP UK & Ireland User Group Conference 2006 exhibitor packages.

Offered at four levels Platinum, Gold, Silver and Bronze packages, each is designed to maximise your investment and thus exposure to this audience at this event.

The Exhibition Hall in the Kings Suite of the Hilton Metropole Birmingham is adjacent to the plenary room and central to the syndicate rooms used throughout the two days.

The Exhibition Hall will feature an Internet Café and 'Ask the Expert' from SAP UK. Continuous Conference Up-dates will feature on plasmas screens in the Exhibition Hall, all food and beverage will be served throughout the 2 days here in addition to Gala Dinner welcome presentation and pre-dinner drinks.

For further information, to book these Exhibitor Packages and accommodation contact Laura Dibble at [conference@sapusers.org](mailto:conference@sapusers.org) or call on 01789 765932 1

## Terms & Conditions

### **Eligibility**

SAP UK & Ireland User Group reserves the right to allow companies to exhibit at their own discretion. SAP UK & Ireland User Group reserves the right to revoke an Exhibitor's privileges and terminate the exhibitor agreement.

Partners are affiliated members of SAP UK & Ireland User Group, and as such are given special privileges. For more information about becoming a Partner, please contact Craig Dale at [support@sapusers.org](mailto:support@sapusers.org) or call 0870 7706664

### **Payment Terms/Assignment of Space**

To confirm exhibition space and/or sponsorship please complete a Booking Form, found at the end of this document. You will be offered the opportunity to pay by company credit card, or invoiced for the total sum immediately. Should payment not be received within 30 days of the invoice date, SAP UK & Ireland User Group reserves the right to revoke and terminate the exhibitor agreement.

Exhibition space and the location of the same will be prioritised on a first-come first-serve basis. SAP UK & Ireland User Group reserves the right to exercise its sole discretion in the acceptance or refusal of applications.

The preferences requested for booth space location are for guidance and not guaranteed. SAP UK & Ireland User Group does not represent that any space will be available to any applicant. SAP UK & Ireland User Group will refund all payments received with the Booking Form to any applicant for whom space is not available or to whom exhibition privileges are not extended.

### **Cancellation Policy**

Cancellations will be subject to the full cost of the booking. SAP UK & Ireland User Group will not accept cancellation or withdrawal of any application once it has been made. The full cost of stand space booked is due irrespective of non-attendance. No refunds will be given.

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## Platinum Exhibitor Package

### Platinum Sponsorship Fee:

**£20,000 Partner Rate**

**£22,000 Non-partner**

Shell scheme stand space 18m Sq, 6 x 3m (open 2/3 sides)

### Included:

- 6 spot lights
  - 2x500w socket
  - Fascia
  - Furniture (literature stand, table and 2 x chairs)
1. *4 Conference Passes:* May be used for stand personnel, the buffet lunch on both days and to attend the Conference Dinner
  2. Acknowledge on the SAP UK & Ireland User Group Conference dedicated website and with a logo and link
  3. Leading sponsor logo and link in Exhibition area of SAP UK & Ireland User Group Conference website
  4. Leading sponsor logo and link in Conference Registration area of SAP UK & Ireland User Group Conference website
  5. 50 word Listing with logo and link in exhibition area of SAP UK & Ireland User Group Conference website
  6. 50 word listing with logo in the Conference Handbook
  7. Logo by way of Gobo in the main Conference Hall
  8. Logo on plenary session opening slide
  9. Logo featured on front cover of the delegate Conference Handbook (alongside SAP UK & Ireland User Group logo)
  10. One customer speaker slot at a breakout session. This may increase to two slots (at the discretion of SAP UK & Ireland User Group) approximately 25 mins/slot \*
  11. Lead sponsor of Conference Dinner
  12. Host a table at dinner (at the discretion of SAP UK & Ireland User Group)
  13. Insert (provided by the sponsor) in delegate bag \*\*
  14. Named in pre-event email mailing (should applications be received before email invitations are sent)
  15. Post event analysis feed-back
  16. Services of SAP UK & Ireland User Group Conference Office
  17. Opportunity to provide information for the press office

Continues ...

For further information, to book these Exhibitor Packages and accommodation 3  
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\* SAP UK & Ireland User Group reserves the right to accept or reject speakers without prejudice. All sponsors will be given a presentation title, theme, timing and an idea for the content of their presentation slot/s. Presentations must be available to SAP UK & Ireland User Group for approval no later than Friday, 6 October. Any such approvals will not be unreasonably withheld or delayed.

\*\* Guidelines for the insert in the bag will be provided by SAP UK & Ireland User Group on request

**Note:** Accommodation, expenses, travel and subsistence other than the conference dinner and buffet lunches are not included in this package



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## Gold Exhibitor Package

### Gold Sponsorship Package Fee

**£12,000 Partner Rate**

**£14,000 Non-partner**

Shell scheme stand space 12m sq, 4 x 3m

#### Included:

- 4 spots
  - 2x500w socket
  - fascia
  - furniture (literature stand, table and 2 x chairs)
1. *4 Conference Passes:* May be used for stand personnel, the buffet lunch on both days and to attend the Conference Dinner
  2. 50 word Listing with logo and link in exhibition area of SAP UK & Ireland User Group Conference website
  3. 50 word listing with logo in the Conference Handbook
  4. One customer speaker slot at a breakout session. This may increase to two slots (at the discretion of SAP UK & Ireland User Group) approximately 25 mins/slot \*
  5. Insert (provided by the sponsor) in delegate bag \*\*
  6. Named in pre-event email mailing (should applications be received before email invitations are sent)
  7. Post event analysis feed-back
  8. Services of SAP UK & Ireland User Group Conference Office
  9. Opportunity to provide information for the press office

\* SAP UK & Ireland User Group reserves the right to accept or reject speakers without prejudice. All sponsors will be given a presentation title, theme, timing and an idea for the content of their presentation slot/s. Presentations must be available to SAP UK & Ireland User Group for approval no later than Friday, 6 October. Any such approvals will not be unreasonably withheld or delayed

\*\* Guidelines for the insert in the bag will be provided by SAP UK & Ireland User Group on request

Note: Accommodation, expenses, travel and subsistence other than the conference dinner and buffet lunches are not included in this package

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## Silver Exhibitor Package

### Silver Sponsorship Package Fee:

**£8,000 Partner Rate**  
**£10,000 Non-partner**

Shell scheme stand space 6m sq, 3 x 2m

### Includes:

- 3 spots
  - 1x500w socket
  - fascia
  - furniture (literature stand, tall table and 2 x chairs)
1. *3 Conference Passes:* May be used for stand personnel, the buffet lunch on both days and to attend the Conference Dinner
  2. 50 word Listing with logo and link in exhibition area of SAP UK & Ireland User Group Conference website
  3. 50 word listing with logo in the Conference Handbook
  4. One customer speaker slot at a breakout session. This may increase to two slots (at the discretion of SAP UK & Ireland User Group) approximately 25 mins/slot \*
  5. One piece of A4 collateral (provided by the sponsor) in delegate bag
  6. Named in pre-event email mailing (should applications be received before email invitations are sent)
  7. Post event analysis feed-back
  8. Services of SAP UK & Ireland User Group Conference Office
  9. Opportunity to provide information for the press office

\* SAP UK & Ireland User Group reserves the right to accept, or reject speakers without prejudice. All sponsors will be given a presentation title, theme, timing and an idea for the content of their presentation slot/s. Presentations must be available to SAP UK & Ireland User Group for approval no later than Friday, 6 October. Any such approvals will not be unreasonably withheld or delayed.

Note: Accommodation, expenses, travel and subsistence other than the conference dinner and buffet lunches are not included in this package.

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## Bronze Exhibitor Package

### **Bronze Sponsorship Package Fee:**

**£6,000 Partner Rate**

**£8,000 Non-partner Rate**

Shell scheme stand space 6m sq, 3 x 2m

### **Includes:**

- 3 spots
  - 1x500w socket
  - Fascia
  - Furniture (literature stand, tall table and 2 x chairs)
1. *3 Conference Passes:* May be used for stand personnel, the buffet lunch on both days and to attend the Conference Dinner
  2. 50 word Listing with logo and link in exhibition area of SAP UK & Ireland User Group Conference website
  3. 50 word listing with logo in the Conference Handbook
  4. Acknowledged in the Conference Handbook
  5. Named in pre-event email mailing (should applications be received before email invitations are sent)
  6. Post event analysis feed-back
  7. Services of SAP UK & Ireland User Group Conference Office
  8. Opportunity to provide information for the press office

Note: Accommodation, expenses, travel and subsistence other than the conference dinner and buffet lunches are not included in this package.

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## EXHIBITOR SPONSORSHIP BOOKING FORM

**I agree to book exhibitor sponsorship at the SAP User Group UK & Ireland Conference to be held at the Hilton Metropole Hotel, Birmingham 20<sup>th</sup> – 21<sup>st</sup> November 2006**

**Please tick the exhibitor sponsorship level and rate you would like to purchase**

	Platinum	Gold	Silver	Bronze
<b>Partner Rate</b>	£20,000 <input type="checkbox"/>	£12,000 <input type="checkbox"/>	£8,000 <input type="checkbox"/>	£6,000 <input type="checkbox"/>
<b>Non-Partner Rate</b>	£22,000 <input type="checkbox"/>	£14,000 <input type="checkbox"/>	£10,000 <input type="checkbox"/>	£8,000 <input type="checkbox"/>

**Company name**

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Contact name

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Position in company

---

**Address**

---

Postcode

---

**Phone**

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**Fax**

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**Email**

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***Pay by Purchase Order***

**Purchase Order Number**

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**\*Signed**

**Date**

**\*I hereby declare that I am authorised to place orders and purchase on behalf of the above named company.**

**Continues 1 of 2 pages Booking Form ...**

For further information, to book these Exhibitor Packages and accommodation 8  
 contact Laura Dibble at [conference@sapusers.org](mailto:conference@sapusers.org) or call on 01789 765932

**Pay by Credit Card**

VISA  Switch/Maestro  Mastercard  American Express

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**Credit Card Number**

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**Credit Card Issue Number:** <sup>1</sup>

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**Last three digits on Signature Strip:** <sup>2</sup>

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**Credit Card Start Date:** <sup>3</sup>

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**Credit Card Expiration Date:**

<sup>1</sup> - Issue Number required for Switch/maestro only.

<sup>2</sup> - Last three digits on Signature Strip required for Mastercard [3 digits], Visa [3 digits], Switch/Maestro [3 digits] American Express [3 digits] only.

<sup>3</sup> - Start Date required for Mastercard, Visa only.

**\*Signed**

**Date**

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**\*I hereby declare that I am authorised to place orders and purchase on behalf of the above named company.**

If you have any questions or wish to discuss any aspect of the exhibition please telephone Laura Dibble on +44 (0)1789 765932

Please return this form to: Laura Dibble at conference@sapusers.org FAX: +44 (0)1789 766193 A MacCulloch Associates LTD 3 Arrow Court Adams Way Springfield Business Park Alcester B49 6PU	<b>APPLICATIONS</b> Applications may be made by telephone or fax on a first-come, first-serve basis. Places are not confirmed until payment is received in full	<b>CANCELLATIONS</b> SAP UK & Ireland User Group will not accept cancellation or withdrawal of any application once it has been made. The full cost of stand space booked is due irrespective of non-attendance. No refunds will be given
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**Do not forget to keep a copy for your records**

For further information, to book these Exhibitor Packages and accommodation 9  
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