

Sage ERP X3

Global Convention 2014

Lisbon 12-15 May



Sponsoring and Exhibiting opportunity

Contents

Welcome	3
Target audience	4
Agenda highlights	5
Packages - Exhibitors	6
Packages - Sponsors	8
Terms and conditions	11
Follow us on the web	12

Welcome

Become a sponsor or an exhibitor



Dear partners,

The Sage ERP X3 Global Convention is a unique event which brings together our worldwide ecosystem every year. Designed to support business development and knowledge sharing, the Sage ERP X3 Global Convention allows business partners, alliances, Sage employees, executives and experts to learn and share through keynote addresses, conferences, workshops and breakout sessions.

The 2 days Partner Village, our exhibition area, provides an ideal platform for a face to face international networking.

The Sage ERP X3 Global Convention has gone from strength to strength over the years. After the successful 2013 event in Berlin, it is Portugal which will welcome us in the beautiful city of Lisbon in 2014. This year is an exceptional and very exiting edition as it will host the official Global Launch of the Sage ERP X3 Version 7.

Be part of this major event and seize the unique opportunity for you and your company to ensure visibility before, during and after the Convention by taking advantage of various packages tailored specifically for sponsors and exhibitors. Read on to get more information on the various proposals.

We look forward to welcoming you as either a sponsor or as an exhibitor along with your customers and prospects at our 4th Sage ERP X3 Global Convention in Lisbon.

Yours Sincerely

Christophe Vanackère

COO, Sage ERP X3

Target audience

Who is the event aimed at ?

Sage ERP X3 Ecosystem

- Strategic alliances
- System integrators
- ISVs
- Development partners
- Authorized and potential Sage ERP X3 resellers

Sage employees and experts

from, Sales, Marketing, Support and Consulting departments, R&D and Executives

Media, Journalists and Analysts, influencers and trusted advisors

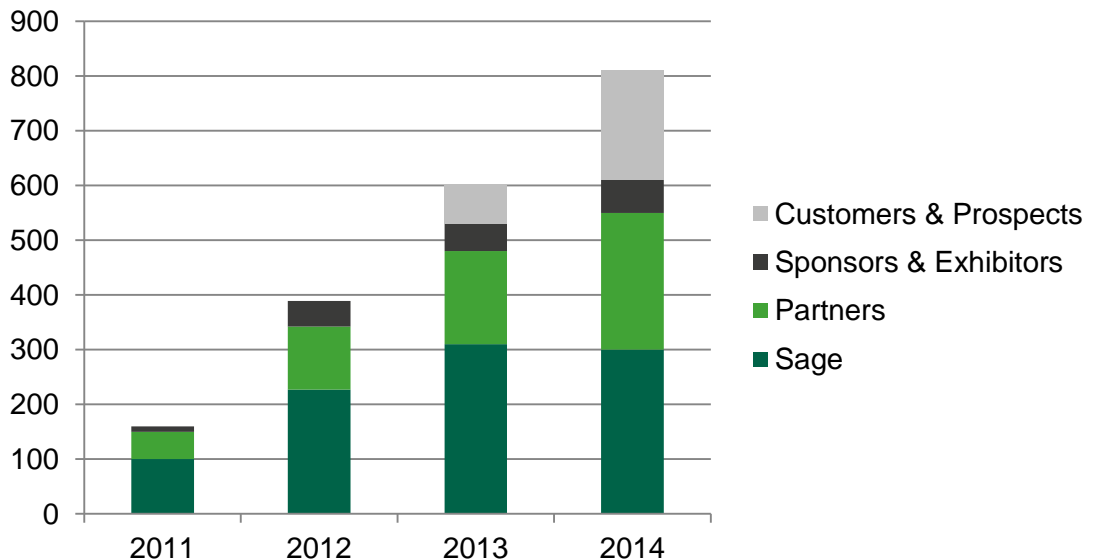
Customers and prospects

With more customer and prospects expected in 2014 than ever before

Last year more than 600 participants took part in the Sage ERP X3 Convention in Berlin .

We are expecting over 800 participants in Lisbon.

Breakdown of previous participants



Agenda highlights

Monday, May 12th: Welcome and Strategy

- Morning: Registration
- Afternoon: Keynote address by the Executive team: strategic review and outlook
- Networking dinner

Tuesday, May 13th: Sage ERP X3 V7

- Keynote addresses
- Break-out sessions
- Introducing 1h30 break-out sessions in 8 main languages
- Awards ceremony dinner

Wednesday, May 14th : Sage ERP X3 V7 Launch Event

- Morning: Expert sessions (Presented by our Sponsors) and Village opening
- Afternoon: Customers & Prospects welcome on the Village
- Sage ERP X3 V7 Global Launch event - Keynote addresses
- Cocktail reception in the village
- Country specific dinners

Thursday, May 15th : Customers day

- Morning: Keynote session in English, French and Portuguese, and Village opening
- Afternoon: Round table in English, French and Portuguese and closing session
- Cocktail reception in the village
- Closing party for Partners and Sage only.

Exhibitor packages

The partner village will be located in the heart of the Conference Center. For two whole days, attendees will be passing through the exhibition area to network and develop new and existing business opportunities. Benefit from the Launch Event and welcome both customers and prospects to your event stand.

	STANDARD	PREMIER	PRIVILEGE
Price	2 500 €	4 000 €	5 500 €
Number of packages available	11	22	2
EXHIBITION SPACE			
Booth size	2x3m	2x4m	2x5m
Roll-up banner	1	1	1
leaflet rack	1	1	1
table	1	1	1
chairs	2	3	4
internet connection	1	1	1
plasma screen	not available	1	1
computer stand and 1 high chair	not available	1	1
Number of Village pass⁽¹⁾ included	1	2	4
Upgrade to exhibitor full pass: € 1.350	In addition	In addition	In addition
EXPOSURE			
Your company logo and a short description in the Convention Guide and on website	✓	✓	✓

Services provided to you by Sage

- Planning and exhibition space set-up
- Transportation and rental of furniture (as described in package)
- Rental of base area for your exhibition space
- Design and print of totem
- Common storage area (to be shared with other exhibitors)
- Exhibition space cleaning following first exhibition day

¹⁾The village pass includes access on May 14th and 15th 2014 to the conference and partner village, coffee breaks and lunches. It doesn't include evening programs, accommodation or travel expenses.

Exhibitor Package

Good to know: exhibitor full pass at a special rate!

Sage recommends that exhibitors attend the entire Sage ERP X3 Global Convention. You may convert your pass(es) to the village, included in your Exhibitor Package, into a full pass which will allow you to attend all events for the duration of the convention. We have put together a cost-efficient package that covers your entire stay.

Exhibitor full pass: € 1.350,- per person⁽¹⁾

Fee for additional staff / participants

– Participant full pass ⁽²⁾	€ 1.900,-
– Convention pass ⁽³⁾	€ 1.250,-
– Village pass ⁽⁴⁾	€ 770,-
– Accommodation only (single room occupancy per person per night):	€ 165,-
– Evening program (price per evening program and person)	€ 200,-

Please note: Prices do NOT include VAT @ 20%

Not included in your package

- Hardware and other equipment not mentioned in the package outlined
- Insurance for personal goods
- Travel and accommodation



Images from Partner Village 2013



⁽¹⁾ Exhibitor full pass allow exhibitors to convert the village pass included in the Exhibitor Package into a full pass. It includes 4 night's accommodation and breakfast from May 12th to 15th, 2014 included (single room occupancy), 3 dinners and access to all presentations. It does not include any additional food, beverages or travel expenses.

⁽²⁾ Participant full pass includes 4 nights accommodation from May 12th to 15th, 2014 included, access to all presentations, breakfast, lunches and 3 dinners. It does not include any additional food, beverages or travel expenses.

⁽³⁾ Convention pass include access to the convention from May 12th to 15th, 2014: conference and partner village, coffee breaks, lunches and 3 dinners. It doesn't include accommodation, any additional food, beverages or travel expenses.

⁽⁴⁾ The village pass includes access on May 12th and 15th 2014 to the conference and partner village, coffee breaks and lunches. It doesn't include evening programs, accommodation, any additional food, beverages or travel expenses

Become a Sponsor

By participating at the Sage ERP X3 Global Convention as a sponsor you will have unparalleled access to the Sage ERP X3 ecosystem.

Everyone shares a common goal: to discover new ways to improve business productivity and results.

We have designed our packages based on a range of options in order to offer a tailored sponsorship opportunity for every budget. From Bronze to Platinum sponsorships, you can benefit from exposure including or select additional options that put your company's name in a prominent location on key conference materials.

It should be noticed that this goes on a first come first served basis and that we are often over solicited.



Sponsorship packages

Please note that prices do NOT include VAT @ 20%

	BRONZE	SILVER	GOLD	PLATINUM	Options Price
Package price	5 000 €	7 000 €	15 000 €	25 000 €	
Number of packages available	6	4	2	1	
EXHIBITION SPACE					
<u>STANDARD</u>					
2mx3m Exhibition space including 1 Roll-up banner, 1 leaflet rack, 1 table and 2 chairs, internet connection	optional	optional	optional	optional	2 000 €
<u>PREMIER</u>					
2mx4m Exhibition space including 1 roll-up banner, 1 plasma screen, 1 computer stand and 1 high chair, 1 leaflet rack, 1 table and 3 chairs, internet connection	optional	optional	optional	optional	3 000 €
<u>PRIVILEGE</u>					
2mx5m Exhibition space including 1 roll-up banner, 1 plasma screen, 1 computer stand and 1 high chair, 1 leaflet rack, 1 table and 4 chairs, internet connection	optional	optional	optional	✓	4 000 €
SPEAKING OPPORTUNITIES					
1 Concurrent session in breakout rooms for Sage & Partners (30 minutes)	✓	✓	✓	✓	
1 Concurrent session in breakout rooms for customers (30 minutes)	not available	optional	✓	✓	2 500 €
Participation to the customers round table (6 opportunities maximum)	not available	optional	optional	optional	1 500 €
PARTICIPANTS FEES					
Number of full passes ⁽¹⁾ included	2	2	3	4	
Additional participant full pass ⁽¹⁾	optional	optional	optional	optional	1 900 €
2 days pass (including accommodation) ⁽²⁾	optional	optional	optional	optional	1 050 €
Convention pass ⁽³⁾	optional	optional	optional	optional	1 250 €
Village pass ⁽⁴⁾	optional	optional	optional	optional	770 €
Accommodation only (single room occupancy per night)	optional	optional	optional	optional	165 €
Dinner only (per dinner)	optional	optional	optional	optional	200 €

⁽¹⁾ Full pass includes 4 nights accommodation from May 12th to 15th, 2014 included, access to all presentations, breakfast, lunches and 3 dinners. It does not include any additional food, beverages or travel expenses.

⁽²⁾ 2 days pass includes 2 nights accommodation between May 12th and 15th, 2014, access to presentations, breakfast, lunches and 2 dinners. It does not include any additional food, beverages or travel expenses.

⁽³⁾ Convention pass includes access to the convention from May 12th to 15th, 2014: conference and partner village, coffee breaks, lunches and 3 dinners. It doesn't include accommodation, any additional food, beverages or travel expenses.

⁽⁴⁾ The village pass includes access on May 12th and 15th 2014 to the conference and partner village, coffee breaks and lunches. It doesn't include evening programs, accommodation, any additional food, beverages or travel expenses

Sponsorship packages

Please note that prices do NOT include VAT @ 20%

	BRONZE	SILVER	GOLD	PLATINUM	Option Price
EXPOSURE BEFORE THE EVENT					
Add banner on the Mobile app	not availab.	optional	✓	✓	350 €
Add page on the Mobile app	not availab	not availab	optional	✓	750 €
Inclusion in Sage press release announcing the event	not availab	✓	✓	✓	
Mention in the Sage ERP X3 Insight newsletter	✓	✓	✓	✓	
Social media coverage (twitter, facebook, linkedIn group)	✓	✓	✓	✓	
Blog post on Sage ERP X3 blog	not availab	optional	✓	✓	500 €
Company logo on the Facebook page	not availab	optional	✓	✓	500 €
Company logo on the Convention website	✓	✓	✓	✓	
Company logo and 50-words description with a link to your company website included in the Global Convention website	✓	✓	✓	✓	
Inclusion in the Sage ERP X3 Partner portal page	✓	✓	✓	✓	
Joint press release or SMNR depending on level of announcement	not availab	not availab	optional	✓	500 €
Feature article in the Sage ERP X3 newsletter	not availab	optional	✓	✓	250 €
EXPOSURE DURING THE EVENT					
Company logo on convention badge	✓	✓	✓	✓	
Add banner on the Mobile app	not availab	optional	✓	✓	600 €
Add page on the mobile app	not availab	not availab	optional	✓	1 000 €
Record of a podcast interview (maximum time)	not availab	optional	2 minutes	3 minutes	1 500 €
Promotional material included in the convention bag	not availab	optional	✓	✓	250 €
Advertisement in Convention Guide for partners & Sage	1/4 page	1/3 page	1/2 page	1 page	
Advertisement in Convention Program for customers	1/8 page	1/4 page	1/3 page	1/2 page	
Social media coverage (twitter, facebook posts, linkedIn group)	✓	✓	✓	✓	
Blog post on Sage ERP X3 blog	not availab	optional	✓	✓	500 €
Company video scrolling on the convention screens	not availab	optional	✓	✓	500 €
Networking Dinner: dedicated table and possibility to invite guests	not availab	optional	optional	✓	500 €
Company logo on the Sage ERP X3 social media flyer	Optional	✓	✓	✓	250 €
EXPOSURE AFTER THE EVENT					
Article in Sage ERP X3 newsletter	not availab	optional	✓	✓	250 €
Social media coverage	✓	✓	✓	✓	
Blog post on Sage ERP X3 blog	not availab	optional	✓	✓	500 €
Podcast interview promotion on social media and homepage of the global website	not availab	not availab	✓	✓	
Material from the convention posted on the Sage ERP X3 Partner portal	✓	✓	✓	✓	
Additional promotional material posted on the Sage ERP X3 Partner portal	not availab	optional	✓	✓	500 €

Terms and conditions

All Sage business partners and partners' prospects are welcome to attend the Sage ERP X3 Global Convention 2014 (provided that they have signed a Non-Disclosure Agreement). All Exhibitors must be in good credit standing with Sage with no monies outstanding. Sage reserves the right to reject or cancel any application/agreement to exhibit.

Registration must be received prior to February 28, 2014 and payment must be received before March 11, 2014, if you wish to avail of early-bird pricing. Any registration received after this date will be considered to be a registration at the regular rate.

Please pay your registration fee(s) in Euro by bank transfer.

Only cheques drawn on a French bank account can be accepted. Foreign cheques are not accepted. Please make cheques payable to Sage France.

We will not be able to confirm your attendance until full payment has been received.

Sage France reserves the right to amend or cancel any event or event times and dates. This includes changes to speakers, content and program.

In registering for a Sage event, delegates grant permission to Sage, its agents and others working under its authority to take and to have full and free use of video/photographs containing their image/likeness. It is understood these images may be used for promotion, news, online/multimedia/ research and/or education purposes by Sage. Delegates agree that they are not entitled to remuneration, residuals, royalties or any other payment from Sage in respect of their image/ likeness or its use.

If a participant who has already registered is subsequently unable to attend, a substitute may be sent in their place. Sage must be notified of all substitutions prior to the event. Failure to attend will result in forfeiting the full event fee. No refunds will be given once services are booked and payment is made.

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