



SAP Australian User Group Inc.

ABN97983361500

Sponsorship Opportunities for:

Brisbane Plenary – March 21st 2012
Canberra Public Sector Forum - May 2nd 2012

SAP Australian User Group Inc. (SAUG) Overview

Mission:

To provide a unified voice to influence SAP and enable the community to leverage SAP for success

Vision:

By 2015, we will be a strategic partner of the Australian SAP community to help each other achieve our business goals by gaining the insights and influence required to utilise and improve SAP and close the gap between strategy and execution.

Who is the SAP Australian User Group?

The SAP Australian User Group Inc. (SAUG) is a “Not for Profit” organisation whose membership is open to organisations in Australia and New Zealand within the SAP community.

Starting as a small group of customers with a single purpose in 1997, the group has swelled to almost 400 companies with a vested interest in SAP software and solutions. Members represent all industry sectors, solutions sets and regions across Australia, New Zealand and beyond.

The SAUG is a year- round community whose cores objective is to represent and support the best interests of our members, every day, all year.

Many of the individuals that make up our collective number have involved themselves by volunteering, speaking, sponsoring and generally supporting this strong community.

What does “Not for Profit” really mean in the big scheme of things?

Being a “Not for Profit” group means that our core objectives are not commercially driven. The **90** educational programmes and other touch points we run throughout the year are driven by our members’ needs. One way that we address these needs is with low cost, hard hitting, high quality events.

What do SAUG members need?

Filling the knowledge gap

Throughout the year, we collect information from our members on key issues and areas where they just aren’t gaining enough information to make critical decisions.

To help our members with this knowledge gap, we continually look for thought leaders and individuals with experience and insightful information to share.

This is where you come in. You and your team hold a quantum amount of this information.

Events that focus on Business Intelligence, NetWeaver, Support, Archiving, Portals, HR, Financial solutions, Corporate Governance, Retail, BusinessObjects etc are all part of the SAUG yearly agenda. There is no solution area that is not covered by the SAUG at some stage during the year.

How can I get involved?

As a “Not for Profit” organisation – your support is even more crucial to the success of this ecosystem.

- Get involved with an event through sponsorship
- Share your customers and success stories with our members
- Enquire about ways to build additional events and seminars around current topics
- Extend your reach by listing in our online Solutions Directory
- Attend SIG meetings and contribute to discussions
- Join as an SAUG member

We invite you to join us in building this community.



Plenary & Forums

In 2012, we will hold the SAUG 39th Plenary in Brisbane. This event is well attended by local members and the SAP community **with 213 delegates** in March 2011 over the two days.

The Canberra PS forum will once again be held in May offering government agencies a key annual event to exchange information and network with their contacts. In 2011 we were pleased to welcome **155 attendees** at this event.

Typically, delegates join sessions to suit their interests resulting in a rotation of delegates over the two days.

Plenaries incorporate a diverse range of presenters, educational sessions, networking sessions and keynotes.

Our speakers are sourced from global presentations, local customer speakers, SAP and other solution providers within the SAP community.

Venues are chosen carefully to ensure the environment compliments the event in a comfortable and organic manner.

All lunches and breaks are served in the exhibition area.

Proposed Jan 2012 - June 2012 Activity

- **21 – 22 March 2012**, 2 day SAUG 39th Plenary, Brisbane
- **2 May 2012**, 1 day SAUG PS Forum, Canberra

SAUG is continually expanding and improving the support we offer our members. Throughout the year, new initiatives will be developed which service our member's needs.

SAUG 39th Plenary - Brisbane
21 – 22 March 2012
Hilton Hotel Brisbane

Platinum Sponsor (available)

Booth Size: 2m x 2m prefab booth
Investment: \$6,930 (excl. GST)
Availability: 1 opportunity per Plenary maximum (dependant on # of Major sponsors)

Inclusions:

- Exhibition Booth with counter and three stools
- Exhibition Booth identified as “Platinum Sponsor”
- Three full delegate registrations for staff including entry to SAUG evening event
- Three full complimentary “prospect” registrations to event for non-SAUG members
- Access to all sessions unless restricted to Ordinary Members only
- Second priority on speaking opportunities in sessions based on submitted content (suggestions must be submitted to the SAUG)
- Access to delegate list including company, name and title (where no restrictions apply)
- Full colour company logo in Day Agenda as a Platinum Sponsor
- Acknowledgement of contribution in key sessions
- 10 personal invitations sent to SAUG member attendee companies prior to event upon request

Other Event Opportunities:

- Special Interest Group meetings
- SAUG Forums, seminars and workshops

Supporting Sponsor (limited availability)

Booth Size: 2m x 2m
Investment: \$4,840 (excl. GST)
Availability: Variable

Key Inclusions:

- Exhibition Booth with counter and two stools
- Two full delegate registrations for staff including entry to SAUG Cocktail party
- Access to all sessions unless restricted to Ordinary Members only (cont'd)
- Possible speaking opportunities in sessions based on submitted content (suggestions must be submitted to the SAUG)
- Access to delegate list including company, name and title (where no restrictions apply)

Communications/Media

- Full colour company logo inserted in Event Guide as supporting sponsor
- Full colour logo on Summit event/exhibitors page

Canberra Public Sector Forum
2nd May 2012
Ridges Lakeside

Supporting Sponsor (limited availability)

Booth Size:	2 x 2 space
Investment:	\$1,890 (excl. GST)
Availability:	6 opportunities

Key Inclusions

- Counter only plus one stool (Sponsor is responsible for signage and additional furniture)
- Two full delegate registrations for staff including entry to SAUG evening event
- Access to all sessions unless restricted to Ordinary Members only
- Access to delegate list including company, name and title (where no restriction apply)

Communications/Media

- Full colour company logo inserted in Event Guide as supporting sponsor
- Full colour logo on Summit event/exhibitors page

Notes:

All prices in Australian dollars.

The above SAUG events will hold a varying number of booths according to demand.

Terms and conditions outlined in this document apply to all SAUG Events.

Our Sponsor Pack ("The Action Pack") providing full details and requirements, will be distributed prior to each Event.

39th Plenary & Canberra Forum extra opportunities

Chair drops in main auditorium – one per Keynote session

Acceptable material for chair drops include brochures, white papers or single page advertisements subject to SAUG approval. Material (# copies tbd for each particular event) to be provided to SAUG team prior to event to enable them to schedule chair drops by staff. No additional sponsorships or promotional items will be accepted. Total quantity to be advised closer to the date.

Cost per event: \$500 per meeting (excl. of GST)

Application Process

- Complete the signed SAUG Sponsorship Submission Form and return via email or fax - this is an application only and must be reviewed and accepted by the SAUG Committee.
- Signatures are required in all areas relevant to the Events you would like to participate in. Your signed submission form constitutes the contract for these Events.
- Each booth is available to ONE company only. No co-boothing will be allowed.
- The SAUG will provide notice of acceptance of submitted Exhibitor applications via email. Submissions are accepted on a first come first serve basis.
- Following acceptance of signed submission form, an initial deposit of 50% of the sponsorship fee will be invoiced. Balance of payment due 120 days prior to Summit and/or 90 days prior to Plenary.
- Current proof of current Public Liability insurance must be supplied.
- Once your booth space has been confirmed, the SAUG will then supply you with the SAUG Action Pack, which will cover general information on the venue, logistics and technical arrangements for the Event. Included you will also find floor plans and forms to assist you in catering your sponsorship package to the needs of your company.
- Only confirmed choices are included in this contract. Any “expressions of interest” for other events will be subject to availability. It is the responsibility of the sponsor to follow up and confirm these booths when they are able to commit to them although the SAUG will endeavour to send updates when possible.

SAUG 39th Plenary Details and Deadlines

1. Event Name: SAUG 39th Plenary
2. Date: 21 – 22 March 2012 (39th)
3. Location: Hilton Hotel Brisbane
4. Exhibitor Arrangements: One Exhibitor Booth as per Sponsorship Package
5. Exhibition Fee (excl. GST): Refer Submission Form
6. Application Deadline: Applications will be accepted on a first come first serve basis
7. Payment Terms:
 - a) Initial deposit 50% of the Sponsorship Fee is payable upon receipt of invoice from SAUG following the acceptance of the signed Submission Form.
 - b) Final deposit 50% of the Sponsorship Fee is payable 90 days prior to the Event Date.
 - c) All fees under this agreement are payable within 30 days of invoice.
 - d) If the Submission Form is accepted within 60 days of the Event Date, the Sponsorship Fee is payable in full, with the payment due upon receipt of invoice.
8. Cancellation by the Exhibitor:
 - a) Cancellation must be by notice in writing to SAUG.
 - b) A refund of 50% of the initial deposit will be issued to the Exhibitor if cancellation is received in writing more than 90 days prior to the Event.
 - c) No refund will be issued in respect of any notice of cancellation received within 90 days of the Event Date. In these circumstances, the Cancellation Charge will be 100% of the Sponsorship Fee.
 - d) SAUG reserves the right to refuse participation by the Exhibitor if any part of the Sponsorship Fee remains in arrears 60 days prior to event date.
9. Company Logo -to be provided in both jpg and eps format by: 1 February 2012

How to submit your application:

Please forward a signed Submission Form to the SAUG via fax on 02 9935 4555 or email to ben.english@saug.com.au

Note: This document must be read as a whole. Terms and Conditions of the Exhibitor Agreement must be taken into consideration before signing your Sponsorship Submission Form. For full details on Cancellation Terms please refer to item 5 of the Exhibitor Agreement.

SAUG Canberra Forum 2012 Dates and Deadlines

1. Event Name: SAUG Canberra Forum '12
2. Date: 2 May 2012
3. Location: Canberra
4. Exhibitor Arrangements: One Supporting Sponsor Booth
5. Exhibition Fee (excl. GST): Refer Submission Form
6. Application Deadline: Applications will be accepted on a first come first serve basis
(Applications past this date will be considered on available space)
7. Payment Terms:
 - a) Initial deposit 50% of the Sponsorship Fee is payable upon receipt of invoice from SAUG following the acceptance of the signed Submission Form.
 - b) Final deposit 50% of the Sponsorship Fee is payable 90 days prior to the Event Date.
 - c) All fees under this agreement are payable within 30 days of invoice.
 - d) If the Submission Form is accepted within 60 days of the Event Date, the Sponsorship Fee is payable in full, with the payment due upon receipt of invoice.
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SAUG Sponsorship Submission form

Company Name: _____

Full Name: _____

Title: _____

Address: _____

State: _____ Post/Zip Code: _____

Country: _____

Phone: _____

Fax: _____

Email: _____

Sponsor's Purchase Order Number: _____

*Signed on behalf of _____
(Company Name)

I have read the terms of the Exhibitor Agreement in this document and accept the inclusions outlined in the dates and deadlines pages.

Signed: _____

Date: _____

**PLEASE COMPLETE AND FAX to 02 9935 4555
OR EMAIL TO ben.english@saug.com.au**

Select sponsorship choices

<i>Events Sponsorship</i>	<i>Yes I would like a booth</i>
<i>Platinum Sponsorship SAUG 39th Plenary</i>	
<i>Supporting Sponsorship SAUG 39th Plenary</i>	
<i>Canberra PS Forum 2012 Supporting Sponsorship</i>	

Only confirmed choices will be included in this contract. Any "expressions of interest" for other events will be subject to availability. It is the responsibility of the sponsor to follow up and confirm these booths when they are able to commit to them although the SAUG will endeavour to send updates when possible.

Cancellation Policy:

The Exhibitor will be liable to pay liquidated damages of 100% of the exhibition Fee if exhibitor participation is cancelled after the Cancellation Date as outlined in the dates and deadlines pages. It is agreed that this is a reasonable pre-estimate of the SAUG's loss. All cancellation notices must be received either in writing by the SAUG or to the email address stated in the dates and deadlines pages. The SAUG reserves the right to refuse participation by the Exhibitor should any part of the exhibition Fee remains in arrears at the Event date.



Overview of Solutions

The SAUG Committee would like to ensure that products and services at exhibitor booths are in line with the needs and interests of our members. Our preference is to have exhibitor booths with information that aligns with the theme/content of each Event when known. Please outline your product/service briefly as per outline below.

If you want present on a specific topic at an event be sure to add this information. You may submit this information on a separate attachment and include the following information:

1. Are you an accredited SAP Partner? (please list type)
2. Category of SAP Services/Solutions offered (i.e. CRM /Supply Chain/GRC)
3. Brief overview of services/solutions
4. List any potential presentations/case studies that you may bring to an SAUG Event

Selection Criteria

1. Company overview. The assigned SAUG team will review information received. Although we will not finalise agenda content until 6- 8 weeks before each event, we will focus on accepting sponsors who offer solutions that we have found to be of interest to the members. Our event content often has a component of 5 - 20% based on this consideration. Other active sponsors may be contacted closer to the date to assist with speaking spots once the agenda is firmed up. This applies primarily to Supporting and Platinum Sponsors as Major Sponsors are involved in content building all year round.

2. Long term relationships. The SAUG Committee appreciates the sponsors who have an ongoing commitment to our members. These sponsors understand the primary objective of the group and are always solicitous in how they interact with our members. We would like to continue to work closely with these valued sponsors.

3. Variety. To offer our members a snapshot of what new and innovative solutions are available to them, it is important that new sponsors/solution providers also exhibit at our events. To ensure this, we may receive applications for a number of events from a sponsor where the applicant will be approved for only 1 event.

If this is the case, first considerations will go to sponsors who fill the above criteria, then to other sponsors.

Other considerations may include:

- Scope of solutions a sponsor has to offer
- Willingness to assist the group in its objectives
- Responsiveness to financial and other deadlines
- Timeliness of application

Extensiveness of Customer base

Exhibitor Agreement

1. **SAUG.** The SAUG Event referred to in this Agreement is sponsored and managed by the SAP Australian User Group Inc. SAUG used herein shall mean the SAP Australian User Group Inc. and agents acting on their behalf regarding the Event.
2. **Application for Exhibiting.** Execution of this document by the party named as Exhibitor on the submission pages will constitute a binding offer by that party to become an Exhibitor of the Event(s) chosen. If the SAUG approves the offer of exhibiting, then this document will form a binding agreement between the Exhibitor and the SAUG from the date of approval of this application. Notification of exhibitor acceptance by the Committee will be sent via email.
3. **Qualification for Exhibiting.** Eligibility for exhibiting is generally limited to companies who have a channel or alliance partnership agreement with SAP or represent certified complementary products for SAP software. The SAUG reserves the right to reject any applicant from exhibiting for any reason.
4. **Payment.** The Exhibitor agrees to pay to the SAUG the exhibition Fee on or before the Payment Date noted in the dates and deadlines pages unless the Exhibitor holds the status of an SAUG Overall Sponsor and is current in the payment of their sponsorship fees. If the agreement is executed within 60 days of the Event date, the fee is payable in full upon execution, with payment due upon receipt of invoice.
5. **Cancellation.** The Exhibitor will be liable to pay liquidated damages of 100% of the exhibition Fee if exhibitor participation is cancelled after the Cancellation Date as outlined in the dates and deadlines pages. It is agreed that this is a reasonable pre-estimate of the SAUG's loss. All cancellation notices must be received either in writing by the SAUG or to the email address stated in the dates and deadlines pages. The SAUG reserves the right to refuse participation by the Exhibitor should any part of the exhibition Fee remains in arrears at the Event date.
6. **Taxes.** The Exhibitor agrees to pay GST and stamp duty if any arising out of this agreement.
7. **Exhibitor Entitlements.** In consideration of payment of the exhibition Fee, the SAUG agrees to provide to the Exhibitor the entitlements listed in the Event sponsorship outline in this document. Exhibitor may not sublet or assign these entitlements or any other provision of the Agreement to a third party without the SAUG's written consent. Any upgrades are subject to SAUG approval.
8. **Limitation of Liability.** To the fullest extent permitted by law, the Exhibitor shall release and indemnify the SAUG from and against all claims, losses or damages of any kind against the SAUG and its members, arising out of or in connection with this Exhibitor Agreement, including, but not restricted to, claims by the Exhibitor, its employees, agents and sub-contractors in relation to liability for failure to hold the Event as scheduled and any consequential losses.
9. **Installations and Dismantling.** Hours and dates for setup at the Event venue shall be those specified by the SAUG at its sole discretion. The Exhibitor shall be liable for all storage and handling charges resulting from failure to remove materials and products from the venue at the close of the Event. Information on bump in/out times, storage, delivery and other location details will be outlined in the "Action Pack" provided closer to the Event date following acceptance of all applications.
10. **Promotional Goods.** Any promotional goods brought to the Event must be kept within the area of the Exhibitor booth. All brochures/media must be cleared and removed from the venue by the end of the staff access time allotted. Any give-aways/ promotions that involve on site calling of winners must not interfere visually or acoustically with the normal operation of the sessions or breaks.
11. **Damage to Property.** Exhibitor is liable for any damage caused by it, its servants, agents or contractors to the Event venue or property, the SAUG property, other exhibitors' property or to property of any other third party. Exhibitor may not apply paint, lacquer, adhesive, or any other coating or material to building columns, floors or walls, or to standard booth equipment.
12. **Personal Injury.** The Exhibitor indemnifies the SAUG against all claims, damages, losses and costs that the SAUG may in any way be subject to as a result of any loss or injury arising to any person, including other exhibitors, members of the public, SAUG and Event staff, agents and contractors howsoever caused arising out of any act or default of the Exhibitor (including its officers, employees and agents) in connection with its participation in the Event.
13. **Alcohol.** The Exhibitor agrees to ensure that its personnel do not consume nor serve any alcohol at the Event venue (including but not limited to making arrangements for any third party to serve alcohol on their behalf) unless there is formal written approval to do so from the SAUG, or unless it is an SAUG staged Event.
14. **Insurance.** The Exhibitor is responsible for obtaining insurance including, but not restricted to, its personnel, material and equipment for the duration of the Event and all used to bump-in or bump-out of the Event venue, and including public liability, property damage, fire and theft. It is the right of the SAUG to sight this documentation on request. Failure to provide insurance documentation on request can result in cancellation of exhibition booth.

15. **Exhibitor Personnel.** All Exhibitor personnel and representatives must register on-line at the SAUG website at least 1 week prior to the Event. Exhibitor personnel and representatives are restricted to the number included in the Exhibition sponsorship package. These personnel are not interchangeable within a single day, however you may apply to have different personnel on following days. An application to the SAUG to expand this number may be made and could incur an extra charge, at the sole discretion of the SAUG. Some sessions may be restricted to members only. All Exhibitor personnel are responsible for checking access levels for all sessions on the Event Guide and adhering strictly to these limits.
16. **General Information.** Exhibitor will comply and will ensure that its personnel comply with the general information Guidelines provided by the SAUG to Exhibitor as part of the Action Pack.
17. **Event Agenda.** The Exhibitor shall not plan any activities that would conflict with the Event program. This includes breakfasts, receptions, hospitality suites or other events during opening hours of the SAUG Event. All exhibitor-planned activity surrounding the dates of the Event must be pre-approved in writing by the SAUG.
18. **Floor Plan Revisions.** The SAUG reserves the right to revise the Event area floor plan and/ or move assigned The Exhibitor as necessary. Requests for booth location can be made on the Exhibitor Representative form in the Action Pack once application is accepted. A floor plan will be provided at that time.
19. **Privacy.** The Exhibitor consents, under all relevant privacy legislation, to the disclosure of all Exhibitor contact information to contractors that are appointed by the SAUG to assist with the organisation of the Event, and the use of the Exhibitor contact information by the SAUG for the purpose of informing you of other products, services and events that are promoted by the SAUG and its related bodies corporate. If you would like to gain access to the information the SAUG holds about you, or if you do not wish the information to be used in this way, please contact the SAUG's privacy officer at the SAUG address nominated overleaf.
20. **General.** All matters and questions regarding the Event and the exhibition created by this Agreement, which are not covered in this Exhibitor Agreement, shall be determined by the SAUG in its sole discretion. This Exhibitor Agreement may be amended or supplemented at any time by the SAUG, and all amendments or additions shall, upon reasonable notice, be equally binding on all parties as the agreement created by this document.
21. **Advertising.** The SAUG holds the right to use pictures, media and content from the Event for the purposes of advertising and public relations. The Exhibitor may request the use of the media for a specific once only purpose by applying to the SAUG.
22. **Exhibitor Conduct.** All Exhibitor personnel are expected to act in a professional manner at all times. An awareness of our members right to attend SAUG run Events without making contact with The Exhibitor must be taken into consideration when planning their approach to sharing information on products and services with attendees.
Any behaviour the SAUG Committee deems to be overly aggressive or unacceptable could result in the Exhibitor being expelled from this and future Events.
The decision to expel an exhibitor is solely at the discretion of the SAUG, although they will consider all available information into consideration.
23. **Distribution of Marketing Material.** SAUG reserves the right to cease distribution of any materials at the SAUG Event which the SAUG in its sole discretion determines is contrary to the best interests of the SAUG or its members.
All marketing activities of each Exhibitor must be confined to the Exhibitor's allotted space. The Exhibitor agrees that, if the SAUG determines that an Exhibitor is marketing outside of its allotted space, the Exhibitor will lose the privilege of exhibiting at this and future SAUG Events. In addition, the SAUG reserves the right to immediately remove all exhibit materials if a violation occurs during the Event without issuing a refund. Distribution of promotional material to SAUG event attendees' hotel sleeping rooms, public areas, or in sessions is prohibited without prior written approval of the SAUG. Use of the SAUG hotel and conference-related facilities communication systems to promote The Exhibitor, their products/services, or any other of their activities are prohibited during SAUG Event dates.
Pre-event advertising
Material or invitations distributed prior to the Event must be first approved by SAUG offices.
Forward any content to ben.english@saug.com.au.
24. **Intellectual Property.** The Exhibitor agrees not to use any trade marks owned by the SAUG. Any SAUG intellectual property including copyright in the material distributed at or after an SAUG Event is considered the property of the SAUG and or the individual presenter and may not be used without permission of the SAUG and the presenter.
25. **Governing Laws.** This Agreement is governed by the laws applicable in New South Wales, Australia and both the Exhibitor and the SAUG submit to the exclusive jurisdiction of the courts of New South Wales, Australia.

SAUG do not support distribution or presentation of SAP competitive products or services at SAUG events

Definitions

“Action Pack” refers to logistical documents that will follow closer to Event date.

“Agreement” means this Exhibitor agreement plus any attachments and appendices pertaining to this document.

“Committee” in this agreement means the SAP Australian User Group Committee as a whole or sub-committee assigned to this task.

“Event” refers to specific Event(s) the Exhibitor has applied to sponsor.

“Exhibitor” will refer to person seeking to apply for a sponsorship package and the company they represent.