



SAP
Australian
User
Group



2021 SPONSORSHIP PROSPECTUS

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Note:

- Terms and Conditions of the Sponsor Agreement must be taken into consideration before signing your Sponsorship Submission Form.
- Terms and conditions outlined in this document apply to all SAUG Events.
- An Exhibitor Pack providing full details & requirements will be provided prior to each Event.
- All sponsorship prices are in Australian dollars.

The SAP Australian User Group (SAUG)

The SAP Australian User Group (SAUG) is an independent not-for-profit industry association that provides information, access and advocacy for SAP customers and professionals (including SAP acquired companies - SuccessFactors, Ariba, BusinessObjects, Concur, Hybris and Fieldglass). Our mission is to provide a unified voice to influence SAP and enable the Community to leverage SAP for success.

With a member base of over 5,500 individuals from 300+ companies, SAUG is the only SAP-endorsed user group in Australia.

Since 1998, SAUG has shared insights and leveraged SAP to achieve its members' business goals. SAUG members include small-to-medium sized public and private organisations, associations and some of Australia's largest companies. Currently, SAUG represent a significant portion of SAP's Australian customer base.

Our membership continues to expand as we strive to deliver industry leading, high value services that cater for the current and future requirements of SAP professionals. SAUG members are a proactive community seeking to improve returns on their organisations' SAP investment and achieve personal growth. SAUG provides an independent platform for our members and the broader ecosystem to network, learn and influence SAP to create positive change.

Why Partner with SAUG?

Whether you are looking to create a short-term impact in a specific target market or seeking to establish a stronger brand presence across the broader SAP ecosystem, SAUG is well positioned to help achieve your objectives in the following ways;

- Authentic Communication - be a part of the community's only independent and unfiltered conversation that has tangible user influence on SAP's products and strategy.
- Connect through SAUG, with leading SAP practitioners, influencers and decision makers from the entire SAP ecosystem
- Accelerate Marketing and Sales Cycles - boost existing sales opportunities and develop future sales leads by building a marketing database of qualified prospects.
- Build a Trusted Brand - only SAUG offers the ability to engage the SAP community regularly and on their terms to build lasting relationships.
- Further your Channel Development Initiatives - SAUG has an impressive list of partner companies in its' member base, who participate as sponsors or consultant members.
- Strengthen your SAP Alliance - SAUG works closely and directly with SAP to ensure our members' voices are heard and our content is of the very highest quality. SAP executive and technical staff are highly accessible at our events, enabling you to cultivate key contacts and strengthen your SAP alliance.
- Network with SAP Community Influencers - meet and engage with the extensive external influencer network.
- Up-skill your Team. SAUG events and activities are an incredibly rich source of information and insights into new technology and best practices.

Year-Round Sponsorship Opportunities

Activity	Timing	Description	Sponsorship Opportunity
SAUG National Summit	August 2021	Australia's largest SAP-Centric event, attracting over 600 delegates.	A wide variety of options including exhibition booths and speaking slots
SAUG Regional Conferences	March, May & November 2021	Held in Canberra, Brisbane and Melbourne. Each event attracts 200-300 delegates and focuses on strategic and topical updates	A wide variety of options including exhibition booths and speaking slots
SAUG Executive Council	April, August & November 2021	SEC meetings create engagement opportunities with Senior Executives of SAUG member companies for knowledge sharing, networking and key influence activities	Options include speaking opportunities and event sponsor recognition
Webinars	Monthly (excluding July)	SAUG hosts monthly webinars on a wide variety of SAP related topic areas.	Webinars are free to members and are a popular and well-supported activity
Special Interest Groups (SIG)	Throughout 2021	25+ active SIGs are supported by SAUG and run by members. They cover a wide variety of SAP related topic areas.	As our SIGs are run by Ordinary members, sponsorship of a specific SIGs requires a collaborative approach with the SIG lead and SAUG.
Solutions Series Webinars	Monthly (excluding July)	A shorter version of the successful SAUG monthly webinars with topics focussing on SAP customer solutions.	Webinars are free to members and are a popular and well-supported activity
Website & eDM Banners	Monthly	Banner advertising opportunities are offered on a monthly basis	SAUG Website home page, and monthly eNEWS to members offer a great opportunity for exposure

Sponsorship Opportunities for 2021

SAUG National Summit

Location: International Convention Centre, Sydney

Date: Monday 30 August + Tuesday 31 August 2021

Typical Delegate numbers: 650+ SAP Users, experts and influencers

Held over two days at the International Convention Centre, Sydney, the SAUG National Summit will feature the very latest strategy, technology and industry content and will attract senior executives, IT decision makers, influencers and business managers from across Australia and Asia Pacific.

With keynote speakers, customer presentations and transformation stories, this event is the ideal setting for delegates to collaborate with industry peers and discover how SAP solutions can help businesses run better.

SAUG, sponsors and exhibitors will host a networking cocktail function in the exhibition space on the evening of Monday 30 August for all registered SAUG National Summit delegates.

The SAUG National Summit offers an outstanding opportunity to meet with SAP customers, partners, SAUG members and delegates. Join a wide variety of exhibitors and share your solutions offerings to this substantial and targeted audience.

	Stream A	Stream B	Stream C	Stream D
Day 1	Digital Transformation <ul style="list-style-type: none"> IT & Business Transformation Cloud Migration Digital Core UX Intelligent Tech. 	Data & Analytics <ul style="list-style-type: none"> Governance & MDM Cloud & Cyber Security SAP Analytics Cloud Predictive Analytics Data Strategy Business Intelligence 	Business Functions <ul style="list-style-type: none"> Financials HR & Payroll Digital Supply Chain Procurement Customer Experience Change Management 	SAP Innovation <ul style="list-style-type: none"> Platforms S/4HANA SAP Cloud Platform WorkZone RPA & Automation
Day 2	S/4HANA <ul style="list-style-type: none"> Conversion options New Functionalities Integration Fiori & UX Automation 	Optimisation <ul style="list-style-type: none"> Upgrades Testing DevOps & Agile Performance Speed & Efficiency 	Technology <ul style="list-style-type: none"> Databases & HANA Development Programming User Interfaces App Creation 	SAP Innovation <ul style="list-style-type: none"> SAP Roadmaps Financials SuccessFactors Education & Training Maintenance

Note; stream topics are subject to change, in line with the needs and requirements of SAUG and its' members

Sponsorship Opportunities

Platinum, Gold, Workshop, Supporting, Event Essentials

Details for each sponsorship opportunity are provided on the following pages...

SAUG National Summit PLATINUM Sponsor

- SAUG Member rate: \$36,100 (ex GST)
- Non- Member rate: \$39,400 (ex GST)
- Availability: 1 x Day One Plenary
1 x Day Two Plenary

Key Inclusions	Promotional Coverage
<ul style="list-style-type: none"> • One Plenary speaking session at SAUG National Summit 2021 for selected day (subject to content approval by SAUG*) • Exhibition booth: 6m x 3m turnkey booth including counter, three stools, Canton setting (table + 4 chairs). See image pg.22 • Booth identified as 'Platinum Sponsor' (booth branding is at sponsors own cost) • Four full delegate registrations for staff, including entry to the Networking Cocktail Function • Three full complimentary prospect registrations to the event • Acknowledgement of sponsorship in opening and closing addresses • Access to all sessions (unless session restricted to Ordinary Members only) • Opportunity to provide prizes for event promotions 	<ul style="list-style-type: none"> • Company logo and link to website included in all event-related email communication • Company logo and link to website on SAUG National Summit event web page • Company logo on screen in main auditorium • Company logo featured in printed event guide • One brochure (max 4 pages) to be included in satchel. Must be provided to SAUG prior to event • Access to delegate list including company, name and title (subject to privacy policy) • Right to use SAUG logo in promotion of the event (subject to SAUG creative Guidelines)

*Refer to Process and Conditions for Speaker Opportunities on page 25



SAUG National Summit GOLD Sponsor

- SAUG Member rate: \$24,100 (ex GST)
- Non- Member rate: \$28,300 (ex GST)
- Availability: Limited to one sponsor per stream

Sponsor a dedicated stream at the SAUG National Summit 2021;

Day 1
Digital Transformation
Data and Analytics
Business Functions

Day 2
S/4HANA
Optimisation
Technology

Key Inclusions

- One breakout speaking session in sponsored stream for selected day (subject to content approval by SAUG*)
- Opportunity to facilitate one session in sponsored Stream
- Exhibition booth: 5m x 3m turnkey booth including counter, three stools (booth is for duration of event). See image pg. 22
- Booth identified as 'Gold Sponsor' (booth branding is at sponsors own cost)
- Three full delegate registrations for staff, including entry to the Networking Cocktail Function
- Two full complimentary prospect registrations to the event
- Acknowledgement of sponsorship in opening and closing addresses
- Access to all sessions (unless session is restricted to Ordinary Members only)
- Opportunity to provide prizes for event promotions

Promotional Coverage

- Company logo included in all promotional communications as Gold sponsor
- Company logo and link to website on SAUG National Summit event web page
- Company logo and link to website included in all event-related email communication
- Company logo on screen in main auditorium
- Company logo featured in printed event guide
- One brochure (max 4 pages) to be included in satchel. Must be provided to SAUG prior to event
- Logo branding on holding slides in sponsored stream
- Access to delegate list including company, name and title (subject to [privacy policy](#))
- Right to use SAUG logo in promotion of the event (subject to SAUG creative Guidelines)

* Refer to Process and Conditions for Speaker Opportunities on page 25

SAUG National Summit WORKSHOP Sponsor

- SAUG Member rate: \$15,500 (ex GST)
- Non- Member rate: \$19,600 (ex GST)
- Availability: Limited to one sponsor per stream

Key Inclusions

- One workshop speaking session during breakout sessions for selected day (subject to content approval by SAUG*)
- Exhibition booth: 2m x 2m turnkey booth including counter, two stools and bar table (NB: booth branding is at sponsors own cost). See image pg. 22
- Two full delegate registrations for staff, including entry to the Networking Cocktail Function
- Access to all sessions (unless session is restricted to Ordinary Members only)
- Opportunity to provide prizes for event promotions

Promotional Coverage

- Company logo and link to website on SAUG National Summit event web page
- Company logo on screen in main auditorium
- Company logo featured in printed event guide
- Access to delegate list including company, name and title (subject to [privacy policy](#))
- Right to use SAUG logo in promotion of the event (subject to SAUG creative Guidelines)

* Refer to Process and Conditions for Speaker Opportunities on page 25

SAUG National Summit SUPPORTING Sponsor

- SAUG Member rate: \$9,700 (ex GST)
- Non- Member rate: \$13,900 (ex GST)
- Availability: Limited by number

Key Inclusions

- Exhibition booth: 2m x 2m turnkey booth including counter, two stools and bar table (NB: booth branding is at sponsors own cost). See image pg. 22
- Two full delegate registrations for staff, including entry to the Networking Cocktail Function
- Access to all sessions (unless session is restricted to Ordinary Members only)
- Opportunity to provide prizes for event promotions

Promotional Coverage

- Company logo and link to website on SAUG National Summit event web page
- Company logo on screen in main auditorium
- Company logo featured in printed event guide
- Access to delegate list including company, name and title (subject to [privacy policy](#))
- Right to use SAUG logo in promotion of the event (subject to SAUG creative Guidelines)



SAUG National Summit EVENT ESSENTIALS Sponsor

NETWORKING COCKTAIL FUNCTION SPONSORSHIP

A great branding opportunity...earn kudos as the 'cocktail function' sponsor!

Inclusions;

- Branding at the main bar + bar tables located throughout the exhibition floor
- Announcements in the last breakout sessions on Day 1 inviting all delegates to join the networking function and acknowledging your company as the function sponsor
- Company logo and link to your website on SAUG National Summit event web page
- Company logo featured in printed event guide + on screen in main auditorium

Availability;

- Exclusive to one sponsor

SAUG Member Rate:

- \$10,700 (ex GST)

BRANDED COFFEE CART SPONSORSHIP

Gain valuable brand exposure...over 1,000 coffees will be served!



Inclusions;

- Branded Coffee Cart | 1,000 branded cups | consumption | barista charges
- Coffee Machine panel: 690mm (w) x 160mm (h)
- Coffee Cart front panel: 1745mm (w) x 920mm (h)
- Coffee Cart side panels: 610mm (w) x 920mm (h)
- Option to display a pop-up banner behind cart (at sponsors' own cost)
- Option to supply branded shirts for baristas to wear (at sponsors' own cost)

Availability;

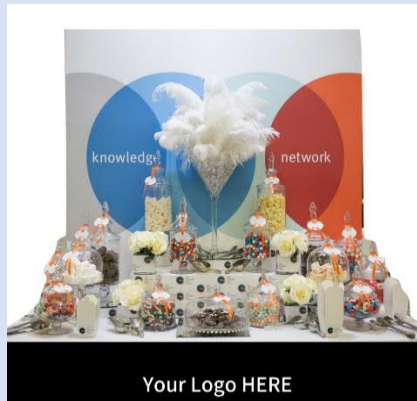
- Exclusive to one sponsor

SAUG Member Rate:

- \$8,050 (ex GST)

BRANDED SNACK BAR SPONSORSHIP

Place your company logo at one of the most popular spots in the Exhibition Hall!



Inclusions;

- Branded Snack Bar | Consumption included
- Logo on table dressing
NB; the snack bar will comply with COVID safe practices and requirements

Availability;

- Exclusive to one sponsor

SAUG Member Rate:

- \$5,100 (ex GST)

PHOTO BOOTH SPONSORSHIP

Event photo booths are always fun - associate your brand with plenty of smiles!

Inclusions;

- Unlimited photos during the event, with instant double prints for delegates including your logo at the bottom

Availability;

- Exclusive to one sponsor

SAUG Member Rate:

- \$4,900 (ex GST)





EVENT SATCHEL SPONSORSHIP

Each delegate will be provided with a high quality satchel upon arrival, featuring your logo!

Inclusions;

- Branded event bag/satchel; your logo + SAUG logo (design will be chosen by SAUG)

Availability;

- Exclusive to one sponsor

SAUG Member Rate:

- \$4,800 (ex GST)

EVENT LANYARD SPONSORSHIP

A great opportunity to have your brand highly visible to each delegate at the event!

Inclusions;

- Branded event lanyard - your logo + SAUG logo to be placed on a single colour lanyard

Availability;

- Exclusive to one sponsor

SAUG Member Rate:

- \$3,700 (ex GST)



Executive Council

The mission of the SAUG Executive Council is to drive successful three-way engagement between SAP, SAUG and Senior customer IT Executives for knowledge sharing, networking and key influence activities.

The charter of the Council is to:

1. Be the premier C-level influence body within the SAP ecosystem providing a local voice to SAP on products, strategy, service offerings and new initiatives
2. Actively participate in both long-term roadmap and shorter-term solution investment opportunities with the appropriate teams within SAP and assist in identifying and recruiting companies outside of the immediate Council group to participate in these activities
3. Drive SAP-SAUG Influence Programs (including Customer Connection and Customer Engagement Initiatives) and advise on procedures, standards, activities and reporting mechanisms
4. Provide input into SAUG Conferences and National Summit agendas and assist with sourcing speakers and content as necessary



SAUG Executive Council – April Meeting

Location: SAP Office, Sydney

Date: 29 April 2021

SEC April EVENT Sponsorship

Investment: SAUG Member rate: \$10,600 (ex GST)

Availability: Exclusive – limited to one sponsor

Meeting Format:

- Registration is from 9:30am for 10:00am start
- Event sponsor is invited to attend the networking lunch at 12pm
- Meeting concludes at 2pm

Key inclusions:

- Two invitations to lunch for senior company representatives
- Acknowledgement of sponsorship in opening and closing addresses of SAUG Executive Council meeting
- Access to the SAUG Executive Council delegate lists, including company, name and title (subject to acceptance of privacy statement)
- Opportunity to provide promotional material and/or prizes for Executive Council delegates
- Full colour company logo on screen in Executive Council Meeting Room
- Full colour company logo and link to website included in all SAUG Executive Council event-related email communications
- Use of SAUG 'Executive Council' logo for all pre-event advertising
- Full colour company logo and link to website on SAUG Executive Council event webpage



SAUG Executive Council – August Meeting

Location: International Convention Centre, Sydney

Date: Monday 30 August 2021

SEC August PLATINUM Sponsorship

Investment: SAUG Member rate: \$36,100 (ex GST)

Availability: Exclusive – limited to one sponsor

Meeting Format:

- Registration is from 8:00am for a 9:00am start
- Platinum sponsor presentation is from 12:20pm to 12:50pm
- Meeting concludes at 5pm, followed by a networking function until 7pm

Key inclusions:

- One Plenary speaking session at SAUG Executive Council (SEC) meeting, subject to content approval by SAUG
- One senior company representative registration to SEC Meeting, including entry to Networking function
- One speaker registration to SEC Meeting, including entry to Networking function
- Acknowledgement of sponsorship in opening and closing addresses of SEC Meeting
- Access to the SEC Meeting delegate lists, including company, name and title (subject to acceptance of privacy statement)
- Opportunity to provide prizes for event promotions, promotional material and/or items for the SEC Meeting
- Full colour company logo on screen in SEC Meeting Room
- Full colour company logo and link to website included in all SEC event-related email communications
- Use of SAUG 'Executive Council' logo for all pre-event advertising
- Full colour company logo and link to website on SEC Council event web page
- SAUG 2021 National Summit benefits;
 - o Exhibition Booth identified as 'Platinum Sponsor' - 6m x 3m turnkey booth including counter, 3 stools, 1 Canton setting (table + 4 chairs)
 - o Four full delegate registrations for staff to the SAUG National Summit, including entry to the Networking Cocktail Function
 - o Access to SAUG National Summit sessions
 - o Three full complimentary prospect registrations to the SAUG National Summit
 - o Acknowledgement of sponsorship in opening and closing addresses of SAUG National Summit
 - o Access to the SAUG National Summit delegate lists, including company, name and title (subject to privacy statement)
 - o Full colour company logo and link to website on SAUG National Summit event web page



SEC August SUPPORTING Sponsorship

Investment: SAUG Member rate: \$15,200 (ex GST)

Availability: Exclusive – limited to one sponsor

Key inclusions;

- Sponsorship of morning tea, lunch and afternoon tea breaks for SAUG Executive Council (SEC) Meeting
- Acknowledgement of sponsorship at close of session just prior to morning tea, lunch and afternoon tea breaks
- Two pop up banners in break area (banners to be provided & erected by sponsor)
- One senior company representative registration to SEC Meeting
- Acknowledgement of sponsorship during SEC Meeting opening and closing sessions on the day
- Opportunity to provide promotional material and/or items for SEC Meeting delegates
- Access to the SEC Meeting delegate list, including company, name and title (subject to acceptance of privacy statement)
- Full colour company logo and link to website included in all SEC Meeting event-related email communications
- Full colour company logo on screen in SEC Meeting Room
- Full colour company logo and link to website on SEC Meeting event web pages
- SAUG 2021 National Summit benefits;
 - o Exhibition booth - 2m x 2m turnkey booth including counter and 2 stools
 - o Two full delegate registrations for staff to the 2021 SAUG National Summit
 - o Access to the SAUG National Summit delegate list, including company, name and title (subject to privacy statement)
 - o Full colour company logo and link to website on SAUG National Summit event web page



SAUG Canberra Conference

Location: Online

Date: Thursday 4 March 2021

The SAUG Canberra Conference is focused on the unique experiences and requirements of the Public Sector.

SAUG Canberra Conference GOLD Sponsor

- SAUG Member rate: \$7,310 (ex GST)
- Non- Member rate: \$10,200 (ex GST)
- Availability: Limited to one sponsor per stream

Sponsor one of the following dedicated stream topics;
Digital Transformation
LoB (Financial, Procurement, Compliance, etc.)
Optimisation

Key Inclusions

- One 20 min speaking session focussed on selected stream topic (subject to content approval by SAUG*)

Promotional Coverage

- Company logo and link to website included in event-related email communications
- Company logo and link to website promoted on SAUG website
- Access to delegate list including company, name and title (subject to [privacy policy](#))
- Right to use SAUG logo in promotion of the event (subject to SAUG creative Guidelines)

*Refer to Process and Conditions for Speaker Opportunities on page 25

SAUG Brisbane Conference

Location: Sofitel, Brisbane

Date: Friday 14 May 2021

Typical Delegate numbers: 230+

One of our fastest growing events - the SAUG Brisbane Conference is a great opportunity to access the SAP Australian User Group Community.

SAUG Brisbane Conference GOLD Sponsor

- SAUG Member rate: \$7,450 (ex GST)
- Non- Member rate: \$10,350 (ex GST)
- Availability: Limited to one sponsor per stream

Sponsor one of the following dedicated streams;
Digital Transformation
LOB (Financial, Procurement, Compliance, etc.)
Optimisation

Key Inclusions

- One breakout speaking session in sponsored stream (subject to content approval by SAUG*)
- One full delegate registration for speaker
- Exhibition booth: 5m x 3m turnkey booth including counter, three stools
- Booth identified as 'Gold Sponsor' (booth branding is at sponsors own cost)
- Three full delegate registrations for staff, including entry to the Networking Cocktail Function
- Two full complimentary prospect registrations to the event
- Access to all sessions (unless session is restricted to Ordinary Members only)
- Opportunity to provide prizes for event promotions

Promotional Coverage

- Company logo and link to website included in all event-related email communication
- Company logo and link to website promoted on SAUG website
- Company logo on screen in main auditorium
- Company logo featured in printed event guide
- One brochure (max 4 pages) to be dropped on chairs by sponsor into sponsored breakout room
- Access to delegate list including company, name and title (subject to [privacy policy](#))
- Right to use SAUG logo in promotion of the event (subject to SAUG creative Guidelines)

*Refer to Process and Conditions for Speaker Opportunities on page 25

SAUG Brisbane Conference SUPPORTING Sponsor

- SAUG Member rate: \$5,000 (ex GST)
- Non- Member rate: \$7,900 (ex GST)
- Availability: Limited by number

Key Inclusions

- Exhibition booth: 2m x 2m turnkey booth including counter, two stools (booth branding is at sponsors own cost)
- Two full delegate registrations for staff, including entry to the Welcome Cocktail Function
- Two full complimentary prospect registrations to the event
- Access to all sessions (unless session is restricted to Ordinary Members only)
- Opportunity to provide prizes for event promotions

Promotional Coverage

- Company logo and link to website promoted on SAUG website
- Company logo on screen in main auditorium
- Company logo featured in printed event guide
- Access to delegate list including company, name and title (subject to [privacy policy](#))
- Right to use SAUG logo in promotion of the event (subject to SAUG creative Guidelines)

SAUG Melbourne Conference

Location: Melbourne Convention and Exhibition Centre, Melbourne

Date: 18 November 2021

Typical Delegate numbers: 300+

Melbourne is our biggest Regional Conference and support for this event continues to grow each year – not to be missed!

SAUG Melbourne Conference GOLD Sponsor

- SAUG Member rate: \$7,600 (ex GST)
- Non- Member rate: \$10,400 (ex GST)
- Availability: Limited to one sponsor per stream

Sponsor one of the following dedicated streams;
Digital Transformation
LoB (Financial, Procurement, Compliance, etc.)
Optimisation

Key Inclusions

- One breakout speaking session in sponsored stream (subject to content approval by SAUG*)
- One full delegate registration for speaker
- Exhibition booth: 5m x 3m turnkey booth including counter, three stools
- Booth identified as 'Gold Sponsor' (booth branding is at sponsors own cost)
- Three full delegate registrations for staff, including entry to the Welcome Cocktail Function
- Two full complimentary prospect registrations to the event
- Access to all sessions (unless session restricted to Ordinary Members only)
- Opportunity to provide prizes for event promotions

Promotional Coverage

- Company logo and link to website included in all event-related email communication
- Company logo and link to website promoted on SAUG website
- Company logo on screen in main auditorium
- Company logo featured in printed event guide
- One brochure (max 4 pages) to be dropped on chairs by sponsor into sponsored breakout room
- Access to delegate list including company, name and title (subject to [privacy policy](#))
- Right to use SAUG logo in promotion of the event (subject to SAUG creative Guidelines)

*Refer to Process and Conditions for Speaker Opportunities on page 25



SAUG Melbourne Conference SUPPORTING Sponsor

- SAUG Member rate: \$5,250 (ex GST)
- Non- Member rate: \$8,150 (ex GST)
- Availability: Limited by number

Key Inclusions

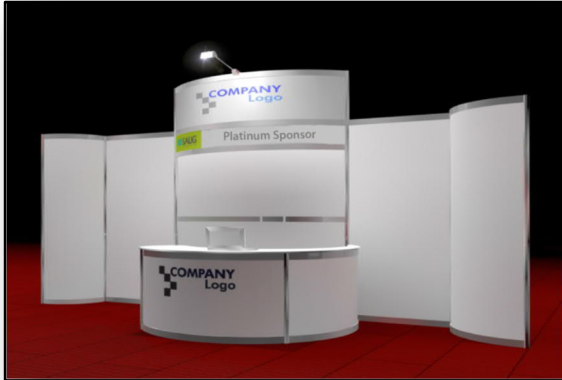
- Exhibition booth: 2m x 2m turnkey booth including counter, two stools (booth branding is at sponsors own cost)
- Two full delegate registrations for staff, including entry to the Welcome Cocktail Function
- Two full complimentary prospect registrations to the event
- Access to all sessions (unless session is restricted to Ordinary Members only)
- Opportunity to provide prizes for event promotions

Promotional Coverage

- Company logo and link to website promoted on SAUG website
- Company logo on screen in main auditorium
- Company logo featured in printed event guide
- Access to delegate list including company, name and title (subject to [privacy policy](#))
- Right to use SAUG logo in promotion of the event (subject to SAUG creative Guidelines)

Sponsorship Booths – Design visuals

Platinum Booth (only available at SAUG National Summit)



Gold Booth



Supporting Booth



SAUG Monthly Webinars

Inclusions;

- 1 hour webinar
- Speaker supplied by sponsor organisation (content is subject to approval by SAUG)
- Access to delegate list including company, name and title (subject to [privacy policy](#))
- The webinar will be promoted by SAUG via the following channels:
 - Monthly Newsletter article and/or dedicated email
 - Website
 - LinkedIn/Twitter
 - SAUG website
 - Dedicated electronic correspondence will be sent to relevant SIGs

Availability;

- One per month (excluding January and August)
- Limited to one sponsor per webinar (sponsorship is not available to non-members)
- Sponsorship is restricted to two webinars per sponsor, per calendar year

SAUG Member Rate;

\$3,970 (ex GST)

SAUG Website & Newsletter - Advertising

The SAUG website www.saug.com.au provides members with the most up to date information about upcoming events, news, the ability to register for events, join Special Interest Groups as well as post messages to other members online.

Our monthly newsletters deliver all the latest news and events, as well as communicating important initiatives from the international user groups.

Advertising on our website & newsletter is available to members of SAUG only and is not exclusive.

	SAUG Member Rate
SAUG WEBSITE Banner Frequency: Monthly Position: Home page Specs: 1260px x 180px, jpeg format, no animation	\$320 (ex GST)
SAUG NEWSLETTER Banner Frequency: Monthly Specs: 600px x 100px, jpeg format, no animation	\$630 (ex GST)



SAUG 'Solutions Series' Webinars

SAP Solution Providers are invited to sponsor a 'Solutions' Webinar - a shorter version of the successful SAUG monthly webinars with topics focussing on SAP customer solutions

Inclusions;

- 30 minute webinar (plus 15 minute Q&A)
- Speaker supplied by sponsor organisation (content is subject to approval by SAUG)
- Access to delegate list including company, name and title (subject to [privacy policy](#))
- The webinar will be promoted by SAUG via the following channels:
 - SAUG newsletter
 - SAUG website

Availability;

- One per month (excluding January and August)
- Limited to one sponsor per webinar (sponsorship is not available to non-members)
- Sponsorship is restricted to two webinars per sponsor, per calendar year

SAUG Member Rate:
\$2,970 (ex GST)

SAUG 'Special Interest Groups'

SAP Solution Providers are invited to become involved with the SIGs by sponsoring a meeting. Each SIG meets at varying times throughout the year. In 2020, 60+ meetings were held involving over 1,500 attendees.

For a full list of available Special Interest Groups, refer to the SAUG website;
https://www.saug.com.au/Communities/Special_Interest_Groups

Inclusions;

- A 15-minute presentation on a relevant topic (subject to content approval by SAUG)
- Promotional material may be left in the meeting for attendees
- Meeting will be identified on SAUG website as being a sponsored meeting
- Two attendees from sponsoring organisation may attend

Availability;

- Limited to one sponsor per meeting (sponsorship is not available to non-members)

SAUG Member Rate:
\$1,550 (ex GST)

Process and Conditions for Speaker Opportunities

SAUG Platinum, Gold and Workshop Sponsor Packages include a speaking session within your sponsored stream.

SAUG is proud of the depth of the independent, customer presentations and customer focused content at its' Events.

To ensure we maintain the quality and high demand for our speaker content, please keep the following in mind:

- Presentations should be more 'thought leadership' focused and less 'sales' focused
- Focus on explaining why your topic is important and why it matters to the audience
- Presenters can be someone from your organisation, one of your customers on their own or jointly with someone from your organisation
- Your abstract on the agenda should not include overt sales or marketing text
- We often find customer presenters attract a better response
- Platinum and Gold Sponsors; you can select the time slot for your presentation, subject to availability
- A full SAUG Partner Speaker Guideline will be provided during the application process

All content is subject to approval from SAUG.



Sponsor Application Process

1. Complete the signed Sponsorship Submission Form on pages 31-32 of this document and return via email.

Note:

- Your signed submission form constitutes the contract for the Event
- The Sponsorship Submission Form MUST be completed and submitted within the constraints of the deadline to be considered for booth space
- Sponsor booths are available to ONE company only - no co-boothing or sub-letting will be allowed.

2. SAUG will provide notice of acceptance of submitted Exhibitor applications via email.

Note:

- Submissions are accepted and allocated on a 'first in, first served' basis.

3. Following acceptance of signed submission form, an initial deposit of 50% of the sponsorship fee will be invoiced and is payable within 14 days. Balance of payment is due 90 days prior to the Event.

4. Once your booth space has been confirmed with payment, SAUG will then supply you with the Sponsor Pack, covering general information on the venue, logistics and technical arrangements for the Event. Included in the pack will be floor plans and forms to assist you in tailoring your sponsorship package to the needs of your company.

Note:

- Terms and Conditions of the Sponsor 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 Sponsorship Agreement Terms & Conditions (pages 28-30 of this agreement).
- Terms and conditions outlined in this document apply to all SAUG Events.
- All sponsorship prices are in Australian dollars.
- SAUG events will hold a varying number of exhibitor booths according to the event and floorplan



Dates and Deadlines

1. Events:
 - a. SAUG Canberra Online Conference; 4 March 2021
 - b. SAUG Executive Council Meeting; 29 April 2021
 - c. SAUG Brisbane Conference; 14 May 2021
 - d. SAUG National Summit; 30-31 August 2021
 - e. SAUG Executive Council Meeting; 30 August 2021
 - f. SAUG Melbourne Conference; 18 November 2021
2. 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.
 - c. All fees under this agreement are payable within 14 days of invoice.
 - d. If the Submission Form is accepted within 90 days of the Event Date, the Sponsorship Fee is payable in full, with the payment due upon receipt of invoice.
3. Cancellation by the Exhibitor:
 - a. Cancellation must be by written notice 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.
4. 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.
5. Company Logo - to be provided in both jpg and eps format upon acceptance of submission.
6. Please refer to terms on page 30 cl 26 regarding use of delegate information received from SAUG for each event – any overuse of this information will affect the quality of data received from delegates for your future use.

To lodge your sponsorship application, please submit the completed and signed sponsor form to;
SAUG Head of Sales - george.papadopoulos@saug.com.au



Sponsorship Terms and Conditions

1. SAUG. The Event referred to in this Agreement is 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 Sponsorship. Execution of this document by the party named as Sponsor on the submission pages will constitute a binding offer by that party to become a Sponsor of the Event. If SAUG approves the offer of sponsorship, then this document will form a binding agreement between the Sponsor and SAUG from the date of approval of this application. Notification of Sponsor acceptance by SAUG will be sent via email.
3. Qualification for Sponsorship. Eligibility for sponsorship is generally limited to companies who have a channel or alliance partnership agreement with SAP or represent certified complementary products for SAP software. SAUG reserves the right to reject any application for sponsorship for any reason.
4. Payment. The Sponsor agrees to pay to SAUG the Sponsor Fee on or before the Payment Date noted in the Dates and Deadlines section of this document on Page 27. If the agreement is executed within 90 days of the Events date, the fee is payable in full upon execution, with payment due upon receipt of invoice.
5. Cancellation Policy. The Sponsor will be liable to pay liquidated damages of 100% of the Sponsor Fee if sponsor 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 Events organiser's loss. All cancellation notices must be received either in writing by SAUG or to the email address stated in the dates and deadlines pages. SAUG reserves the right to refuse participation by the Sponsor should any part of the sponsorship Fee remains in arrears at the Events date.
6. Taxes. The Sponsor agrees to pay GST and stamp duty if any arising out of this agreement.
7. Sponsor Entitlements. In consideration of payment of the Sponsor Fee, SAUG agrees to provide to the Sponsor the entitlements listed in the Event sponsorship outline in this document. Sponsor may not sublet or assign these entitlements or any other provision of the Agreement to a third party without SAUG's written consent. Any upgrades are subject to SAUG approval.
8. Limitation of Liability. To the fullest extent permitted by law, the Sponsor shall release and indemnify SAUG from and against all claims, losses or damages of any kind against SAUG and its members, arising out of or in connection with this Sponsor Agreement, including, but not restricted to, claims by the Sponsor, 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 SAUG at its sole discretion. The Sponsor 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 Sponsor 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 Sponsor booth. All brochures/media must be cleared and removed from the venue by the end of the staff access time allotted. Any giveaways/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. Sponsor is liable for any damage caused by it, its servants, agents or contractors to the Event venue or property, SAUG property, other sponsors' property or to property of any other third party. Sponsor 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 Sponsor indemnifies SAUG against all claims, damages, losses and costs that SAUG may in any way be subject to as a result of any loss or injury arising to any person, including other sponsors, members of the public, SAUG and Event staff, agents and contractors howsoever caused arising out of any act or default of the Sponsor (including its officers, employees and agents) in connection with its participation in the Event.



13. Alcohol. The Sponsor 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 SAUG, or unless it is an SAUG staged Event.

14. Insurance. The Sponsor is responsible for obtaining insurance including, but not restricted to, its personnel, material and equipment for the duration of the Events 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 SAUG to sight this documentation on request. Failure to provide insurance documentation on request can result in cancellation of sponsor booth.

15. Sponsor Personnel. All Sponsor personnel and representatives must register online at SAUG website at least 1 week prior to the Event. Sponsor personnel and representatives are restricted to the number included in their 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 SAUG to expand this number may be made and could incur an extra charge, at the sole discretion of SAUG.

16. Session restrictions. Some sessions may be restricted to members only. All Sponsor personnel are responsible for checking access levels for all sessions on the Event Guide and adhering strictly to these limits.

17. General Information. Sponsor will comply and will ensure that its personnel comply with the general information Guidelines provided by SAUG to Sponsor as part of the Sponsor Pack.

18. Event Agenda. The Sponsor 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 Event. All sponsor-planned activity surrounding the dates of the Events must be pre-approved in writing by SAUG.

19. Floor Plan Revisions. SAUG reserves the right to revise the Event area floor plan and/or change the assigned space of The Sponsor as necessary. Requests for booth location can be made on the Sponsor Representative form in the Sponsor Pack once application is accepted. A floor plan will be provided at that time.

20. Exhibitor bump in/out timing. Exhibitors will be informed for each event of the bump in time. Bump out can commence only once the event has concluded (7pm for regional events on the day of the event, 5:30pm for the Summit on day 2 of the event).

21. Privacy. The Sponsor consents, under all relevant privacy legislation, to the disclosure of all Sponsor contact information to contractors that are appointed by SAUG to assist with the organisation of the Event, and the use of the Sponsor contact information by SAUG for the purpose of informing you of other products, services and events that are promoted by SAUG and its related bodies corporate. If you would like to gain access to the information SAUG holds about you, or if you do not wish the information to be used in this way, please contact SAUG's privacy officer at SAUG address nominated overleaf.

22. General. All matters and questions regarding the Event and the exhibition created by this Agreement, which are not covered in this Sponsor Agreement, shall be determined by SAUG in its sole discretion. This Sponsor Agreement may be amended or supplemented at any time by SAUG, and all amendments or additions shall, upon reasonable notice, be equally binding on all parties as the agreement created by this document.

23. Advertising. SAUG holds the right to use pictures, media and content from the Event for the purposes of advertising and public relations. The Sponsor may request the use of the media for a specific once only purpose by applying to SAUG.

24. Sponsor Conduct. All Sponsor personnel are expected to act in a professional manner at all times. An awareness of SAUG's member's right to attend SAUG run events without making contact with The Sponsor must be taken into consideration when planning their approach to sharing information on products and services with attendees. Any behaviour SAUG deems to be overly aggressive or unacceptable could result in the Sponsor being expelled from this and future events. The decision to expel an exhibitor is solely at the discretion of SAUG, although they will take all available information into consideration.



25. Distribution of Marketing Material. SAUG reserves the right to cease distribution of any materials at the Event which SAUG in its sole discretion determines is contrary to the best interests of SAUG or its members and SAP. All marketing activities of each Sponsor must be confined to the Sponsor's allotted space. The Sponsor agrees that, if SAUG determines that a Sponsor is marketing outside of its allotted space, the Sponsor will lose the privilege of exhibiting at this and future SAUG events. In addition, 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 event attendees' hotel sleeping rooms, public areas, or in sessions is prohibited without prior written approval of SAUG. Use of the Event hotel and conference related facilities communication systems to promote The Sponsor, their products/services, or any other of their activities are prohibited during the Event dates. SAUG reminds sponsors that the overuse of delegate lists received from events will result in delegates opting to not provide their contact details to sponsors.

26. Attendee's Personal Information. As a Sponsor, SAUG may provide you with personal information of Attendees to enable you to provide them with information relevant to their interests. You agree:

- not to disclose the personal information of any Attendee to any third party;
- to clearly provide, in all material that you send to an Attendee, that he/she can opt out of receiving information from you;
- to immediately cease sending information to any Attendee upon the request of SAUG and/or the Attendee;
- to immediately notify SAUG upon receiving a request from an Attendee;
- to comply with the obligations the Australian Privacy Principles and the Privacy Act 1988; and
- to indemnify SAUG from any loss incurred in connection with your use or disclosure of Attendees personal information.

27. Pre-event advertising. All material or invitations distributed prior to the Event must be first approved by SAUG offices. Forward any content to the SAUG Events Manager, Jen Barbour; jen.barbour@saug.com.au

28. Intellectual Property. The Sponsor agrees not to use any trademarks owned by SAUG or SAP. Any SAUG or SAP intellectual property including copyright in the material distributed at or after the Event is considered the property of SAUG, SAP and or the individual presenter and may not be used without permission of SAUG, SAP and the presenter.

29. Governing Laws. This Agreement is governed by the laws applicable in New South Wales, Australia and both the Sponsor and SAUG submit to the exclusive jurisdiction of the courts of New South Wales, Australia.

30. Occupational Health and Safety. The Sponsor agrees to comply with all relevant minimum exposure standards set by the national Occupational Health and Safety Commission and to comply with all other occupational health and safety requirements specified in any relevant laws in connection with their participation to the Event. SAUG do not support distribution or presentation of SAP competitive products or services at SAUG events.

Definitions

"Sponsor Pack" refers to logistical documents that will follow closer to the Event date.

"Agreement" means this Sponsor agreement plus any attachments and appendices pertaining to this document.

"Attendee" means any person who registers to attend, or attends, an Event.

"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.

"Sponsor" will refer to person seeking to apply for a sponsorship package and the company they represent.

"Organisers" refers to the SAP Australian User Group Inc. (SAUG).

"SAP" refers to SAP Australia



Sponsorship Submission Form

Company Name: _____

Contact Name: _____

Position: _____

Company Address: _____

State: _____

Post / Zip Code: _____

Country: _____

Phone: _____

Mobile: _____

Email: _____

Purchase Order Number (if applicable): _____

By signing below, I acknowledge that I have read and accept;

- the Sponsorship Terms and Conditions, pages 28-30 in the SAUG Sponsorship Prospectus
- the items outlined in the Dates and Deadlines schedule, page 27 in the SAUG Sponsorship Prospectus

Signed: _____

Date: _____



Sponsorship Package	SAUG Member Rate (ex GST)	Selection ✓	Non-Member Rate (ex GST)	Selection ✓
SAUG Canberra Online (Mar 2021)				
GOLD Sponsor	\$7,310		\$10,200	
Preferred Stream:				
SAUG Brisbane Conference (May 2021)				
GOLD Sponsor	\$7,450		\$10,350	
Preferred Stream:				
SUPPORTING Sponsor	\$5,000		\$7,900	
SAUG Executive Council Meeting (Apr 2021)				
EVENT Sponsor	\$10,600			
SAUG National Summit (Aug 2021)				
PLATINUM Sponsor	\$36,100		\$39,400	
Preferred Day:				
GOLD Sponsor	\$24,100		\$28,300	
Preferred Stream:				
WORKSHOP Sponsor	\$15,500		\$19,600	
Preferred Stream:				
SUPPORTING Sponsor	\$9,700		\$13,900	
NETWORK FUNCTION Sponsor	\$10,700			
COFFEE CART Sponsor	\$8,050			
SNACK BAR Sponsor	\$5,100			
PHOTO BOOTH Sponsor	\$4,900			
SATCHEL Sponsor	\$4,800			
LANYARD Sponsor	\$3,700			
SAUG Executive Council Meeting (Aug 2021)				
PLATINUM Sponsor	\$36,100			
SUPPORTING Sponsor	\$15,200			
SAUG Melbourne Conference (Nov 2021)				
GOLD Sponsor	\$7,600		\$10,400	
Preferred Stream:				
SUPPORTING Sponsor	\$5,250		\$8,150	
Monthly Webinar Sponsor	\$3,970		Month(s):	
Solutions Series Webinar Sponsor	\$2,970		Month(s):	
Special Interest Group Meeting Sponsor	\$1,550		SIG/Month(s):	
SAUG WEBSITE Banner Advertisement	\$320		Month(s):	
SAUG NEWSLETTER Banner Advertisement	\$630		Month(s):	

Signed:

Date: