



Powering Innovation  
Through Partnership

**2026**  
**SPONSORSHIP**  
**PROSPECTUS**

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### Notes:

- 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

The SAP Australian User Group (SAUG) is an independent not-for-profit industry association that provides a platform for SAP customers, partners and the wider ecosystem to share what is possible with the latest SAP technology platforms and solutions.

Since 1998 SAUG has been active in supporting many of Australia's largest public sector and industry ASX companies who are using and working with SAP Technology.

With a member base of over 6,000 individuals from 300+ companies, SAUG is the only SAP-endorsed user group in Australia.

We provide independent customer insights, lessons learnt, local and international experts, who will join our forums, events and executive gatherings to share their knowledge and hear from our members first-hand.

*In 2026, the Australian SAP market is entering a major transformation cycle that will shape platforms, processes and partnerships for years to come.  
Partners who engage now will lead the next wave of opportunity.*

## 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.
- **Access** to SAP Customer organisations.
- **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 Partner 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
<b>SAUG National Summit</b>	Annual	The premier SAUG annual event, attended by members who gather from across the country to network and engage on key topics, best practice & meet with partners	A variety of options including exhibition booths & speaking slots
<b>SAUG Regional Conferences</b>	Annual	Held in various states & focused on strategic/topical updates	A variety of options including exhibition booths and speaking slots
<b>SAUG Connect Meetings</b>	Throughout 2026	Half day sessions held in various states & focused on strategic/topical updates	Speaking slots, coffee cart
<b>SAUG Executive Council Meetings</b>	Throughout 2026	SEC meetings create engagement opportunities with Senior Executives of SAUG member companies for knowledge sharing, networking & key influence activities	Options include speaking opportunities and event sponsor recognition
<b>Webinars</b>	Monthly	SAUG hosts monthly webinars on a wide variety of SAP related topic areas	Webinars are free to attend for members and are a popular and well-supported activity
<b>Special Interest Groups (SIG)</b>	Throughout 2026	There are currently 11 active SIGs supported by SAUG and run by members. They cover a wide variety of SAP related topic areas.	As our SIGs are run by Customer Members, sponsorship of a specific SIGs requires a collaborative approach
<b>Website Banners</b>	Monthly	Banner advertising opportunities on the SAUG website homepage	SAUG Website home page banner ads offer a great opportunity for exposure
<b>Partner Solutions eDMs</b>	Monthly	Allows partners to provide content to SAUG for the preparation of an eDM to all members	Limited to one partner per month, making this an exclusive opportunity

## Sponsorship Opportunities for 2026

### SAUG 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 – Sydney Meeting

Location: **Doltone House, Sydney**

Date: **22 June 2026**

### SEC Sydney PLATINUM Sponsorship

Investment: SAUG Member rate: \$27,900 (ex GST)

Availability: Exclusive – limited to one sponsor

#### Meeting Format:

- Registration for delegates is from 2:15pm for a 2:30pm start
- Event Sponsor will have an opportunity to present during the meeting
- Meeting will conclude at 5:00pm
- Event sponsor will be invited to attend the networking drinks from 5-6pm

#### Key inclusions:

- Two invitations to attend (senior company representatives)
- 20 minute speaking slot
- Acknowledgement of sponsorship in opening and closing addresses of SAUG Executive Council meeting
- Access to the SAUG Executive Council delegate list (subject to acceptance of privacy statement)
- Opportunity to provide promotional material 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 – Melbourne Meeting

Location: **The Langham, Melbourne**

Date: **9 November 2026** (tbc)

### SEC Melbourne PLATINUM Sponsorship

Investment: SAUG Member rate: \$27,900 (ex GST)

Availability: Exclusive – limited to one sponsor

#### Meeting Format:

- Registration for delegates is from 2:15pm for a 2:30pm start
- Event Sponsor will have an opportunity to present during the meeting
- Meeting will conclude at 5:00pm
- Event sponsor will be invited to attend the networking drinks from 5-6pm

#### Key inclusions:

- Two invitations to attend (senior company representatives)
- 20 minute speaking slot
- Acknowledgement of sponsorship in opening and closing addresses of SAUG Executive Council meeting
- Access to the SAUG Executive Council delegate list (subject to acceptance of privacy statement)
- Opportunity to provide promotional material 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 Canberra Conference

**Location: Hotel Realm – Canberra**

**Date: 16 March 2026**

**Typical Delegate numbers: 120+**

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

## SAUG Canberra Conference PLATINUM Sponsorship

- SAUG Member rate: \$13,900 (ex GST)
- Non-Member rate: \$16,900 (ex GST)

### Key Inclusions

- One 20 min plenary speaking session\* (subject to content approval)
- One full delegate registration for speaker
- Four full delegate registrations for staff, inc. entry to the Networking Function
- Access to all sessions
- Acknowledgement of sponsorship in opening address

### 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
- Access to delegate list (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 24*

## SAUG Canberra Conference NETWORKING FUNCTION Sponsor

- SAUG Member rate: \$8,490 (ex GST)
- Non-Member rate: \$11,490 (ex GST)
- Availability: Limited to one sponsor

### Key Inclusions

- Opportunity to display pull-up banners in the Networking Function area (banners to be provided & erected by Sponsor)
- Three full delegate registrations for staff, inc. entry to the Networking Function
- Access to all sessions

### 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
- Access to delegate list (subject to privacy policy)
- Right to use SAUG logo in promotion of the event (subject to SAUG creative Guidelines)

## SAUG WA Connect

Location: **SAP Perth Office**

Date: **22 April 2026**

### SAUG WA Connect PLATINUM Sponsor

- SAUG Member rate: \$8,900 (ex GST)
- Non-Member rate: \$11,900 (ex GST)

#### Key Inclusions

- One 20 min speaking session\*
- One full delegate registration for speaker
- Two full delegate registrations for staff, inc. entry to the Networking Function
- Access to all sessions
- Acknowledgement of sponsorship in opening

#### 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
- Access to delegate list (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 24*



## SAUG National Summit

Location: **Doltone House, Sydney**

Date: **23 June 2026** (tbc)

Typical Delegate numbers: **300+ SAP Users, experts, partners and influencers**

Held in 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.

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, in conjunction with sponsors will host a networking function 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.

### Sponsorship Opportunities

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

## SAUG National Summit PREMIUM BESPOKE Sponsorship

- SAUG Member rate: Price on Application

### Key inclusions menu

(select from the following items);

- 20 min keynote plenary speaking session
- 30 min breakout stream speaking session
- Roundtable/workshop session
- Exhibition booth
- Meeting room to conduct customer meetings (pending availability)
- Delegate registration passes (inc. entry to the Networking Function)
- Access to delegate list (subject to privacy policy)
- Acknowledgement of sponsorship in opening
- Access to all sessions
- Opportunity to provide promotional items and/or prizes

### Promotional coverage;

- 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
- Right to use SAUG logo in promotion of the event (subject to SAUG creative Guidelines)

## SAUG National Summit EXPO Sponsorship

- SAUG Member rate: \$12,980 (ex GST)
- Non-Member rate: \$15,980 (ex GST)

### Key Inclusions

- Exhibition pod: turnkey, including counter
- Pod branding is included - see sample image pg. 22 (NB: add-ons are at sponsor's own cost)
- Two full delegate registrations for staff, inc. entry to the Networking Function
- Access to all sessions
- Acknowledgement of sponsorship in opening
- Opportunity to provide promotional items and/or prizes

### Promotional Coverage

- Company logo and link to website on SAUG National Summit event web page
- Company logo on screen in main auditorium
- Access to delegate (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 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 on screen in main auditorium

#### Availability:

- Exclusive to one sponsor

#### SAUG Member Rate:

- \$14,900 (ex GST)

### BRANDED COFFEE CART SPONSORSHIP

Gain valuable brand exposure...over 500 coffees will be served!



#### Inclusions:

- Branded Coffee Cart - 500 branded cups + consumption + barista charges included
- 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 sponsor's own cost)
- Option to supply branded shirts for baristas to wear (at sponsor's own cost)

#### Availability:

- Exclusive to one sponsor

#### SAUG Member Rate:

- \$9,900 (ex GST)

## EVENT LANYARD SPONSORSHIP

A great opportunity to have your brand highly visible to every 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:

- \$4,900 (ex GST)

## SAUG QLD Connect

Location: **SAP Brisbane Office**

Date: **July 2026** (date tbc)

### SAUG QLD Connect PLATINUM Sponsor

- SAUG Member rate: \$10,900 (ex GST)
- Non-Member rate: \$13,900 (ex GST)

#### Key Inclusions

- One 20 min plenary speaking session\*
- One full delegate registration for speaker
- Two full delegate registrations for staff, inc. entry to the Networking Function
- Access to all sessions
- Acknowledgement of sponsorship in opening

#### 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
- Access to delegate list (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 24*

# SAUG Melbourne Conference

**Location: The Langham Hotel, Melbourne**

**Date: 10 November 2026 (tbc)**

**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 PREMIUM BESPOKE Sponsorship

- SAUG Member rate: Price on Application

### Key inclusions menu

**(you can select from the following items);**

- 20 min plenary speaking session
- 30 min breakout stream speaking session
- Roundtable/workshop sessions
- Exhibition booth
- Meeting room to conduct customer meetings (pending availability)
- Delegate registration passes (inc. entry to the Networking Function)
- Access to delegate list (subject to privacy policy)
- Acknowledgement of sponsorship in opening
- Access to all sessions
- Opportunity to provide promotional items and/or prizes

### Promotional coverage;

- 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
- Right to use SAUG logo in promotion of the event (subject to SAUG creative Guidelines)

## SAUG Melbourne Conference EXPO Sponsorship

- SAUG Member rate: \$12,980 (ex GST)
- Non-Member rate: \$15,980 (ex GST)

### Key Inclusions

- Exhibition pod: turnkey, including counter
- Pod branding is included - see sample image pg. 22 (NB: add-ons are at sponsor's own cost)
- Two full delegate registrations for staff, inc. entry to the Networking Function
- Access to all sessions
- Acknowledgement of sponsorship in opening
- Opportunity to provide promotional items and/or prizes

### Promotional Coverage

- Company logo and link to website on SAUG National Summit event web page
- Company logo on screen in main auditorium
- Access to delegate (subject to privacy policy)
- Right to use SAUG logo in promotion of the event (subject to SAUG creative Guidelines)

## SAUG Melbourne Conference NETWORKING EVENT Sponsor

### A great branding opportunity...earn kudos as the 'drinks' sponsor!

#### Inclusions:

- Branding at the bar + bar tables located throughout the exhibition floor
- Announcements in the last breakout sessions 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 Melbourne Conference event web page
- Company logo featured on screen in main auditorium

#### Availability:

- Exclusive to one sponsor

#### SAUG Member Rate:

- \$14,900 (ex GST)

## BRANDED COFFEE CART SPONSORSHIP

Gain valuable brand exposure...over 500 coffees will be served!



### Inclusions:

- Branded Coffee Cart - 500 branded cups + consumption + barista charges included
- 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 sponsor's own cost)
- Option to supply branded shirts for baristas to wear (at sponsor's own cost)

### Availability:

- Exclusive to one sponsor

### SAUG Member Rate:

- \$9,900 (ex GST)

## Sponsorship Booths – Design visuals

expo pod example;



## SAUG Monthly Webinars

**Inclusions:**

- 1 hour webinar
- Speaker supplied by sponsor organisation (content is subject to approval)
- Access to delegate list (subject to privacy policy)
- The webinar will be promoted by SAUG via the following channels:
  - Dedicated eDM
  - SAUG Website
  - SAUG Socials

**Availability:**

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

**SAUG Member Rate:**

- \$5,190 (ex GST)

## SAUG Website Banner Advertising

The SAUG website [www.saug.com.au](http://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.

Note; advertising on SAUG website is not exclusive.

	SAUG Member Rate
<p><b>SAUG WEBSITE Banner</b></p> <p>Frequency: Monthly (per calendar month)</p> <p>Position: Home page</p> <p>Specs: 765px x 560px, jpeg format, no animation</p>	<p>\$1,290 (ex GST)</p>

## 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:**

- 45 minute webinar (including 15 minute Q&A)
- Speaker supplied by sponsor organisation (content is subject to approval by SAUG)
- Access to delegate list (subject to privacy policy)
- The webinar will be promoted by SAUG via the following channels:
  - Dedicated eDM
  - SAUG website
  - SAUG Socials

**Availability:**

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

**SAUG Member Rate:**

- \$4,190 (ex GST)

## SAUG ‘Partner Solutions eDM’

**This allows partners the opportunity to provide content to SAUG for the preparation of an exclusive ‘Partner Solutions eDM’ that will be sent out to all SAUG members.**

**Inclusions:**

- SAUG will prepare & circulate an exclusive eDM to all members
- Content supplied by the sponsor

**Availability:**

- Limited to one sponsor per mailout

**SAUG Member Rate:**

- \$2,890 (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.**

**There will be a mix of physical and virtual meetings, depending on the needs of each SIG.**

**For a full list of available Special Interest Groups, refer to the SAUG website;**

*[https://www.saug.com.au/Communities/Special\\_Interest\\_Groups](https://www.saug.com.au/Communities/Special_Interest_Groups)*

**Inclusions:**

- A 20 minute presentation on a relevant topic (subject to content approval by SAUG)
- Promotional and/or resource material can be provided to the meeting attendees
- Meeting will be identified on SAUG website as being a sponsored event
- Access to delegate list (subject to privacy policy)
- Two attendees from sponsor organisation may attend the meeting

**Availability:**

- Limited to one sponsor per meeting

**SAUG Member Rate:**

- \$3,390 (ex GST)

## Process and Conditions for Speaker Opportunities

SAUG Platinum and Premium Bespoke packages may include a speaking session,

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:

- 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 & Premium Bespoke sponsors; you can select the time slot for your presentation, subject to availability

Note; all content is subject to approval from SAUG

## Sponsor Application Process

1. ***Complete the signed Sponsorship Submission Form on pages 30-31 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 invoice will be issued for the sponsorship fee and is payable within 14 days.***

4. ***Once your sponsorship 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 27-29 of this agreement).
- Terms and conditions outlined in this document apply to all SAUG Events.
- All sponsorship prices are in Australian dollars.

## Dates and Deadlines

1. Payment Terms: Sponsorship Fee invoices are payable within 14 days of receipt of invoice from SAUG, following the acceptance of the signed Submission Form.
2. Cancellation by the Exhibitor:
  - a. Cancellation must be by written notice to SAUG.
  - b. A refund of 50% of the Sponsorship Fee 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.
3. SAUG reserves the right to refuse participation by the Exhibitor if any part of the Sponsorship Fee remains in arrears 30 days prior to event date.
4. Company Logo - to be provided in .jpg format upon acceptance of submission.
5. Please refer to terms on page 29 cl 26 regarding use of delegate information received from SAUG for each event – any misuse 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 2 page sponsor booking form to;**

**[george.papadopoulos@saug.com.au](mailto: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 28. 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. Event dates, formats, or venues in Australia 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.

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.

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; [events@saug.com.au](mailto:events@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. Neither party shall be liable for any failure or delay in performing its obligations under this agreement if such failure or delay is caused by an event of force majeure. Both parties shall work together in good faith to reschedule the event to a mutually agreeable date and make reasonable efforts to minimise any disruptions or additional costs resulting from the rescheduling.

30. 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.

31. 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

**“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 SAUG Committee as a whole or sub-committee assigned to this task.

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

**“Force Majeure”** means any event or circumstance that is beyond the reasonable control of SAUG, including, but not limited to, acts of God, natural disasters, floods, cyclones, war, terrorism, riots, government actions, pandemics

**“Organiser”** refers to the SAP Australian User Group Inc. (SAUG)

**“SAP”** refers to SAP Australia

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

**“Sponsor Pack”** refers to logistical documents that will follow closer to the Event date.



## 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 27-29 in the SAUG Sponsorship Prospectus
- the items outlined in the Dates and Deadlines schedule, page 26 in the SAUG Sponsorship Prospectus

**Signed:**

**Date:**

Sponsorship Packages	SAUG Member Rate (ex GST)	Selection ✓	Non-Member Rate (ex GST)	Selection ✓
<b>SAUG Canberra Conference (Mar 2026)</b>				
PLATINUM Sponsor	\$13,900		\$16,900	
NETWORKING FUNCTION Sponsor	\$8,490		\$11,490	
<b>SAUG WA Connect (Apr 2026)</b>				
PLATINUM Sponsor	\$8,900		\$11,900	
<b>SAUG Executive Council Sydney Meeting (Jun 2026)</b>				
PLATINUM Sponsor	\$27,900			
<b>SAUG National Summit (Jun 2026)</b>				
PREMIUM BESPOKE Sponsor	\$POA		\$POA	
EXHIBITOR Sponsor	\$12,980		\$15,980	
NETWORKING FUNCTION Sponsor	\$14,900		\$17,900	
COFFEE CART Sponsor	\$9,900		\$12,900	
LANYARD Sponsor	\$4,900		\$7,900	
<b>SAUG QLD Connect (Jul 2026)</b>				
PLATINUM Sponsor	\$10,900		\$13,900	
<b>SAUG Executive Council Melbourne Meeting (Nov 2026)</b>				
PLATINUM Sponsor	\$27,900			
<b>SAUG Melbourne Conference (Nov 2026)</b>				
PREMIUM BESPOKE Sponsor	\$POA		\$POA	
EXPO Sponsor	\$12,980		\$15,980	
COFFEE CART Sponsor	\$9,900		\$12,900	
NETWORKING FUNCTION Sponsor	\$14,900		\$17,900	
<b>Special Interest Group Meeting Sponsor</b>	\$3,390		Month(s):	
<b>Monthly Webinar Sponsor</b>	\$5,190		Month(s):	
<b>Solutions Series Webinar Sponsor</b>	\$4,190		Month(s):	
<b>Partner Solutions eDM Sponsor</b>	\$2,890		Month(s):	
<b>SAUG WEBSITE Banner Advertisement</b>	\$1,290		Month(s):	