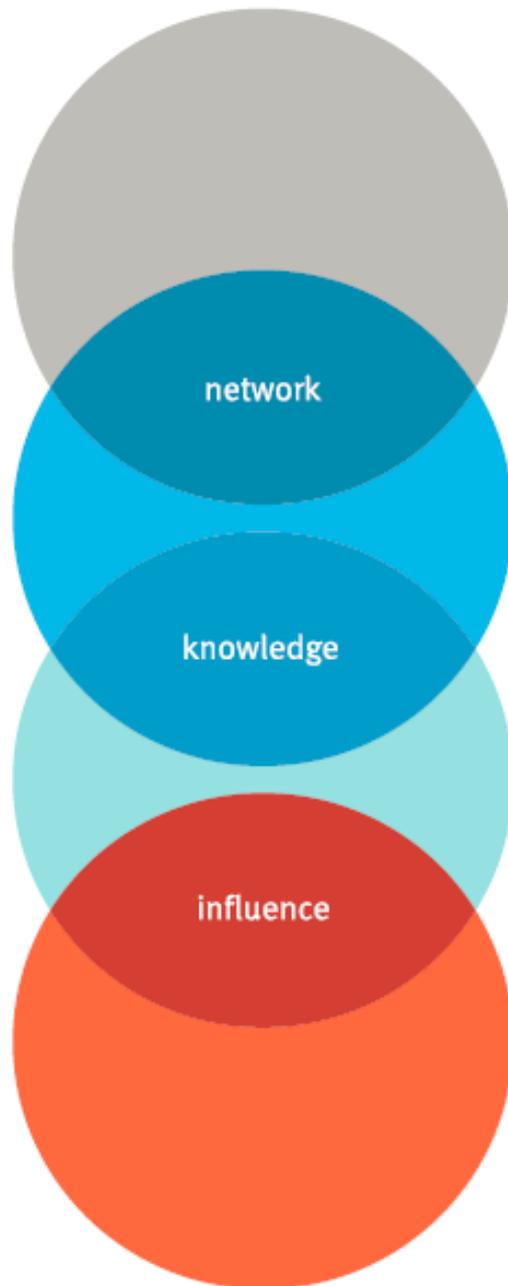


# SAP Australian User Group Sponsorship Prospectus 2016





## **The SAP Australian User Group (SAUG)**

---

The SAP Australian User Group (SAUG) is an independent, not-for-profit organisation that supports SAP professionals from across the entire ecosystem to maximise their SAP investment and realise their career aspirations. SAUG's core offerings focus on delivering opportunities for our members to share knowledge, network with their peers, influence the direction of SAP solutions and grow their skills through ongoing education.

Our members include market-leading small businesses, significant public and private sector organisations and associations from some of Australia's largest companies. Currently, we represent more than half of SAP's Australian ERP 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.

## **Partnering 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. Partnering with SAUG is a unique opportunity to connect with leading SAP practitioners, influencers and decision makers from the entire SAP ecosystem over a full year of diverse events and communication opportunities. Because SAUG is a not profit organisation, your sponsorship will directly contribute to improving and expanding our member services for the benefit of the SAP community.

## **Become part of a Passionate and Influential Community**

---

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. By partnering with SAUG, become part of this community with opportunities to make meaningful contributions and build powerful connections that are so important for success. SAUG will work with you to help you meet your business objectives while maintaining a strong value proposition for our members.

## Adding Value to our Members

---

In our experience, partners derive the most benefit from an association with SAUG when they fully embrace and become part of the community. By adding value back to our members, your organisation will become an active and trusted part of the ecosystem; ultimately helping to realise your own business goals, including:

- **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 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.
- **Who attends our events?** Below are some examples of the titles of those who attend.

---

Analytics Manager  
Business Analyst  
BW Manager  
CEO  
Change Management  
CIO  
Consultant  
Customer Engagement Executive  
Director  
Executive  
Financial Systems Analyst  
HCM Payroll Lead

---



---

HR and Payroll Systems Analyst  
HR Business Advisor  
HR Manager  
HR Managing Consultant  
IT Management  
Lead Designer  
National Manager  
Payroll Manager  
Project Lead  
SAP Mentor  
Senior Manager  
Solution Architect

---

## Membership

---

Our current membership base consists of over 3,700 participants from over 330 organisations across Australia.

## Next Steps

---

Please contact a member of the SAUG team to discuss your requirements in more detail:

**Mark Baker | CEO**  
0419 696 857  
[mark.baker@saug.com.au](mailto:mark.baker@saug.com.au)

**Anna Sapir | Sponsorship & Membership Sales**  
0401 703 697  
[anna.sapir@saug.com.au](mailto:anna.sapir@saug.com.au)

## Year-Round Sponsorship Opportunities

### ENGAGEMENT

|                                |   |   |
|--------------------------------|---|---|
| <b>SAUG National Summit</b>    | Australia's largest SAP centric event, attracting up to 500 delegates.  | A wide variety of options including exhibition booths, speaking slots and branding.         |
| <b>SAUG Conferences</b>        | Regional conferences focusing on strategic and topical updates in Canberra, Brisbane and Melbourne, each attracting over 200 delegates. | A wide variety of options including exhibition booths, speaking slots and branding.         |
| <b>Special Interest Groups</b> | Special Interest Groups (SIGs) are supported by SAUG in a wide variety of SAP related areas.  | Partnering with specific SIGs requires a collaborative approach with the SIG lead and SAUG. |
| <b>Speaker Opportunities</b>   | Speaking opportunities included as part of specific sponsorship packages.   | See selection criteria for information on how to apply for speaking opportunities.          |
| <b>Website/E-comms</b>         | The SAUG website and communications provide greater communication channels and advertising opportunities.                               | The website, newsletters and social networks offer options for greater exposure.            |
| <b>Webinars</b>                | Free webinars, information days and other resources are available for SAUG members  | Having access to this information will help increase the value of your SAP investment.      |

***Please note these opportunities are subject to availability.***

*We have exhibited at SAUG Summit for the past 2 years and as a vendor, we've have had a positive experience both times. The planning and preparation from the SAUG team is organised, communicated thoroughly and nothing is a problem.*

*SAUG attracts a broad array of attendees ranging from user to executive and spanning most functional areas including IT, Finance, Procurement, Sales and Service. The level of interest we've received from senior customer attendees at these events has been very good and the opportunity to introduce customers and prospects to one another provides as with a valuable platform.*

*For IQX, the SAUG Summit brings together customers, users, prospects and potential business partners. All round, a great conference we are proud to be involved with.*

***Dave Cole – Managing Director, IQX Business Solutions***

## SAUG National Summit 2016

**Monday 5<sup>th</sup> – Tuesday 6<sup>th</sup> September | Hilton Hotel, Sydney**  
<http://www.saug.com.au/events/event/saugsummit2016>

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



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

*SAUG, sponsors and exhibitors will host a welcome networking party in the exhibition space on Monday 5<sup>th</sup> September for all registered SAUG Summit delegates.*

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

### Industries who attended the Summit in 2015

|                            |                          |
|----------------------------|--------------------------|
| Automotive                 | Media                    |
| Banking                    | Mining / Metals          |
| Consumer Products          | Professional Services    |
| Engineering & Construction | Public Sector            |
| FMCG                       | Retail                   |
| Healthcare                 | Telecommunications       |
| High Tech & Electronics    | Transportation & Storage |
| Higher Education           | Utilities                |
| HR/Payroll                 | Wholesale Distribution   |
| Insurance                  |                          |

### Stream Topics to include:

| Day One | IT/ Technology – Platform  | HR – On Premise/ Core HR   | Financials – Financial Management  | Customer Engagement & Commerce  | Technical Perspective  |
|---------|--|--|--|---|--|
|         | <ul style="list-style-type: none"> <li>HANA</li> <li>S/4HANA, HEC</li> <li>Cloud</li> <li>Integration</li> <li>Mobility</li> <li>Upgrades</li> </ul> | <ul style="list-style-type: none"> <li>Core HR</li> <li>Payroll</li> <li>Regulations/ Compliance</li> <li>Reporting</li> <li>HR system Integration</li> <li>User Adoption</li> </ul>           | <ul style="list-style-type: none"> <li>Accounting &amp; Financial Close</li> <li>Financial Transformation</li> <li>Planning &amp; Analysis</li> <li>Procurement</li> <li>Simple Finance</li> </ul> | <ul style="list-style-type: none"> <li>CRM</li> <li>Hybris &amp; eCommerce</li> <li>C4C</li> <li>CEI</li> <li>Sales &amp; Marketing</li> </ul>                    | <p>An in-depth look at SAP technologies and solutions, including mini workshops and demonstrations:</p> <ul style="list-style-type: none"> <li>UX/UI</li> <li>Solution Manager</li> <li>HANA and more</li> </ul> |
| Day Two | IT/ Technology – Applications  | HR – Cloud   | Financials – Governance, Compliance & Data   | Key Industry Focus  | Optimise SAP   |
|         | <ul style="list-style-type: none"> <li>UX/ UI</li> <li>NetWeaver</li> <li>Analytics</li> <li>Data Visualisation</li> <li>Applications</li> </ul>     | <ul style="list-style-type: none"> <li>SuccessFactors</li> <li>Workforce Analytics</li> <li>Recruiting &amp; Talent Management</li> <li>Performance Management</li> <li>On-boarding</li> </ul> | <ul style="list-style-type: none"> <li>GRC</li> <li>Fraud Management</li> <li>Security</li> <li>MDM</li> <li>Data Governance</li> <li>ECM</li> </ul>   | <p>Focusing on issues and solutions for key industries including:</p> <ul style="list-style-type: none"> <li>Utilities &amp; Energy</li> <li>Financial</li> </ul> | <p>Learn how to get the most from your SAP investment:</p> <ul style="list-style-type: none"> <li>Work better, faster</li> <li>Get more from your existing solutions</li> <li>Simplify</li> </ul>                |

## SAUG National Summit 2016 (continued...)

### PLATINUM SPONSOR

Booth size: 6m x 3m turnkey booth  
 Investment: SAUG Member rate: \$30,900 (excl. GST)  
                   Non-member rate: \$35,000 (excl. GST)  
 Availability: Limited

#### KEY INCLUSIONS:

- Exhibition booth including counter, 3 stools, 1 Canton setting (table + 4 chairs)
- Booth identified as **Platinum Sponsor**
- NB: Branding for booth is at sponsor's own cost**
- One **Plenary speaking session** at SAUG National Summit 2016 (subject to content approval by SAUG)
- **Four** full delegate registrations for staff, including entry to the Welcome Cocktail Party
- **Three** full complimentary prospect registrations to the event
- Access to networking event
- Acknowledgement of sponsorship in opening and closing addresses
- Marketing and sales opportunities on site
- Demonstration and display opportunities
- Access to all sessions (unless restricted to Ordinary Members only)
- Opportunity to provide prizes for event promotions
- Access to delegate list including company, name and title (subject to [privacy policy](#))

#### COMMUNICATIONS/MEDIA:

- Company logo included in all promotional communications as Platinum sponsor
- Company logo and link to website on SAUG National Summit event web page
- Company logo on screen in main auditorium
- Company logo and link to website included in all event-related email communications
- Company logo featured in printed event guide
- One CD or brochure (max. 4 pages) for chair drop in Plenary speaking session



## SAUG National Summit 2016 (continued...)

### GOLD SPONSOR

Booth size: 5m x 3m turnkey booth  
 Investment: SAUG Member rate: \$20,600 (excl. GST)  
 Non-member rate: \$23,700 (excl. GST)  
 Availability: Limited

**Become a sponsor of a dedicated stream at the SAUG National Summit 2016**

#### KEY INCLUSIONS:

- Exhibition booth with counter and three stools
- Exhibition booth identified as **Gold Sponsor**

**NB: Branding for booth is at sponsor's own cost**

- **One breakout session in sponsored Stream** (subject to content approval by SAUG)
- **Three** full delegate registrations for staff
- **Two** full complimentary prospect registrations to event
- Access to networking event
- Acknowledgement of sponsorship in opening and closing addresses
- Marketing and sales opportunities on site
- Demonstration and display opportunities
- Access to all sessions (unless restricted to Ordinary Members only)
- Opportunity to provide prizes for event promotions
- Access to delegate list including company, name and title (subject to [privacy policy](#))
- Opportunity to facilitate **two** sessions in sponsored Stream

#### COMMUNICATIONS/MEDIA:

- 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 on screen in main auditorium
- Company logo and link to website included in all event-related email communications
- Company logo featured in printed event guide
- One CD or brochure (max. 4 pages) for chair drop in keynote sessions
- Logo branding on holding slides in sponsored Stream

#### Notes:

- Stream sponsorship is for one day only
- Two-day stream sponsorship available upon application
- One breakout speaking spot in sponsored Stream
- Exhibition booth is for duration of event (two days)



## SAUG National Summit 2016 (continued...)

### SUPPORTING SPONSOR

Booth size: 2m x 2m turnkey booth  
Investment: SAUG Member rate: \$8,250 (excl. GST)  
Non-member rate: \$10,800 (excl. GST)

#### KEY INCLUSIONS:

- Exhibition booth with counter and two (2) stools + bar table

**NB: Branding for booth is at sponsor's own cost**

- **Two** full delegate registrations for staff
- Marketing and sales opportunities on site
- Demonstration and display opportunities
- Access to all sessions (unless restricted to Ordinary Members only)
- Opportunity to provide prizes for event promotions
- Access to delegate list including company, name and title (subject to [privacy policy](#))

#### COMMUNICATIONS /MEDIA:

- Company logo included on all promotional communications
- Company logo and link to website on SAUG National Summit event web page
- Company logo on screen in main auditorium
- Company logo and link to website included in all event-related email communications
- Company logo featured in printed event guide



## SAUG National Summit 2016 (continued...)

### ADDITIONAL SPONSORSHIP OPPORTUNITIES

*(only available with a Platinum, Gold or Supporting Summit sponsorship package)*

- **Branded coffee cart in the exhibition hall + Supporting Sponsor booth** **\$13,900**  
*(ex GST and exclusive of consumption charges)*
  - Place your company logo at the place where delegates meet!
  - Coffee consumption and barista charges at sponsor's own cost
  - Sponsor can source own barista, or SAUG can recommend suppliers
  - Coffee cart forms part of total booth area
  
- **Conference essentials:** (30 June deadline for commitment for production purposes)
  - **Bag/satchel (exclusive)** **\$4,100**
    - This popular sponsorship offer provides each delegate with a high quality bag/satchel featuring your logo, in conjunction with the SAUG logo
    - A design will be chosen by the SAUG team and presented to you prior to ordering.
  
  - **Lanyard (exclusive)** **\$3,100**
    - Ensure each delegate at the Summit leaves with your brand. Your logo, in conjunction with the SAUG logo, to be placed on a solid colour lanyard
  
  - **Pen (exclusive)** **\$2,050**
    - Each delegate will receive one of your company branded pens in their conference bag.
    - Design of pen will be determined by SAUG team. Sample of pen with single colour (mono) sponsor logo, in conjunction with the SAUG logo, will be presented to the sponsor prior to printing.

## SAUG Melbourne Conference 2016

Melbourne Convention Centre | Thursday 17<sup>th</sup> November 2016

<http://www.saug.com.au/events/event/saug-melbourne-2016>



### GOLD SPONSOR

|                   |                        |
|-------------------|------------------------|
| Booth size:       | 5m x 3m turnkey booth  |
| SAUG Member rate: | \$6,500.00 (excl. GST) |
| Non-member rate:  | \$8,750.00 (excl. GST) |
| Availability:     | Limited                |

#### KEY INCLUSIONS:

- Exhibition booth with counter and three stools
- Exhibition booth identified as 'Gold Sponsor'

**NB: Branding for booth is at sponsor's own cost**

- Three full delegate registrations for staff
- **One breakout session** (subject to content approval by SAUG)
- Access to networking event
- Four full complimentary prospect registrations to event
- Marketing and sales opportunities on site
- Demonstration and display opportunities
- Access to all sessions (unless restricted to Ordinary Members only)
- Opportunity to provide prizes for event promotions
- Access to delegate list including company, name and title (subject to [privacy policy](#))

#### COMMUNICATIONS/MEDIA:

- Inclusion in all promotional communications (name and/or logo)
- Company logo on screen in main auditorium
- Company logo and web link included on SAUG event page
- One CD or brochure (max. 4 pages) to be handed to delegates

### SUPPORTING SPONSOR

|                   |                        |
|-------------------|------------------------|
| Booth:            | 2m x 2m turnkey booth  |
| SAUG Member rate: | \$4,500.00 (excl. GST) |
| Non-member rate:  | \$6,750.00 (excl. GST) |

#### KEY INCLUSIONS:

- Exhibition booth with counter and two stools

**NB: Branding for booth is at sponsor's own cost**

- Two full delegate registrations for staff
- Access to networking event
- Two full complimentary prospect registrations to event
- Marketing and sales opportunities on site
- Demonstration and display opportunities
- Access to all sessions (unless restricted to Ordinary Members only)
- Opportunity to provide prizes for event promotions
- Access to delegate list including company, name and title (subject to [privacy policy](#))

#### COMMUNICATIONS/MEDIA:

- Inclusion in all promotional communications (name and/or logo)
- Company logo on screen in main auditorium
- Company logo and web link on SAUG event page



## SAUG Communications

Our website, [www.saug.com.au](http://www.saug.com.au), provides members the ability to register for events, join SIGs and Communities, as well as post messages to other members online.

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

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

|  | <b>1 month</b> | <b>2 months</b> |
|--|----------------|-----------------|
| <b>SAUG WEBSITE Advertising</b> (Home page banner)     | AU\$215        | AU\$410         |
| <b>SAUG NEWSLETTER Advertising</b> (Monthly frequency) | AU\$435        | AU\$825         |

## Special Interest Groups (SIGs)

<http://www.saug.com.au/communities>

Investment: \$930 (excl. GST)  
Availability: One (1) sponsor per meeting  
Limitation: One (1) meeting per SIG per calendar year

SAP Solution Providers are invited to become involved with the SIGs by sponsoring a meeting. The SIGs meet at varying times throughout the year. In 2015, over **60** meetings were held involving over **1,350** attendees.

### KEY INCLUSIONS:

- A 15 minute presentation on a relevant topic to the group.
- Promotional material may be left in the meeting for attendees.
- Meeting will be identified on SAUG website as being a sponsored meeting.

## SAUG Webinars

<http://www.saug.com.au/membercentre/saug-webinars>

Investment: \$3,000 (excl. GST)

### KEY INCLUSIONS:

- Webinar sponsored by Organisation– 1 hour
- 45 minute expert presentation – speaker supplied by Organisation
- 15 minute Q&A
- Access to delegate list including company, name and title (subject to [privacy policy](#))

**Promotion:** Webinar will be promoted by SAUG on the platforms as listed below:

- Monthly Newsletter article or dedicated email
- Website
- LinkedIn
- Twitter
- Event listed on SAUG website
- Dedicated electronic correspondence will be sent to relevant SIGs

**Payment terms:** Paid in full 2 weeks from date of invoice prior to the event

## SAUG Regional Events – Chair Drops

Available to SAUG members only at Regional Events | SAUG Member rate: \$540 (excl. GST)

### INCLUSIONS:

For organisations who wish to supply delegates with a one (1) CD or brochure (max. 4 pages) advertisement of your products or services at a selected regional event, with this option not already included as part of your sponsorship package.

Acceptable material for chair drops include brochure, white papers, single page advertisement. Material is subject to SAUG approval.

The number of copies is tailored to each particular event and has to be provided to SAUG with sufficient time prior to the event.

No additional sponsorship or promotional items will be accepted. **Not available at the SAUG National Summit.**

## Speaker Opportunities

SAUG would like to ensure that products and services at exhibitor booths are in line with the needs and interests of Event delegates. Our preference is to have exhibitor booths with information aligned with the theme/content of the Event when known. If you would like to present on a specific topic, be sure to submit a [Speaker Form](#) via the SAUG website.

### Selection Criteria for Speakers:

- 1. Company overview.** SAUG will review information received. Although we will not finalise agenda content until 6-8 weeks before the Event, we will focus on accepting sponsors who offer solutions that we have found to be of interest to our delegates.  
Event content often has a component of 5% - 20% based on this consideration. Other active sponsors may be contacted closer to the date to assist with speaking spots once the agenda has been confirmed.
- 2. Long term relationships.** SAUG appreciates the sponsors who have an ongoing commitment to our members. These sponsors understand the primary objective of the group and are always solicitous in how they interact with our members. We would like to continue to work closely with these valued sponsors.
- 3. Variety.** To offer delegates a snapshot of new and innovative solutions available to them, it is important that new sponsors/solution providers also exhibit. First considerations will go to sponsors who fill the above criteria, then to other sponsors.

### Other considerations may include:

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

All sponsorship prices are in Australian dollars. The above SAUG events will hold a varying number of booths according to demand. Terms and conditions outlined in this document apply to all SAUG Events. An Exhibitor Pack providing full details and requirements will be provided prior to each Event.

## Application Process

- Complete the signed Sponsorship Submission Form and return via email.
- Signatures are required in all relevant areas. Your signed submission form constitutes the contract for the Event.
- Each booth is available to ONE company only. No co-boothing or sub-letting will be allowed.
- SAUG will provide notice of acceptance of submitted Exhibitor applications via email.
- Submissions are accepted on a first come first serve basis.
- Following acceptance of signed submission form, an initial deposit of 50% of the sponsorship fee will be invoiced. Balance of payment due 90 days prior to the Event.
- Current proof of Public Liability insurance must be supplied.
- Once your booth space has been confirmed, SAUG will then supply you with the Action Pack, which will cover general information on the venue, logistics and technical arrangements for the Event. Included you will also find floor plans and forms to assist you in tailoring your sponsorship package to the needs of your company.

**You MUST complete the Sponsorship Submission Form on the following page within the constraints of the deadline to be considered for booth space.**

**Note:** This document must be read as a whole. 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 Sponsor Agreement.

## Details and Deadlines

1. Events:
  - a. SAUG National Summit – September 2016
  - b. SAUG Melbourne Conference – November 2016
2. Sponsor Arrangements: One exhibitor booth as per Sponsorship Package
3. Sponsorship Fee (excl. GST) refer Sponsorship Packages
4. Application reviewed and confirmation sent.
5. 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.
6. Cancellation by the Exhibitor:
  - a. Cancellation must be by notice in writing to SAUG.
  - b. A refund of 50% of the initial deposit will be issued to the Exhibitor if cancellation is received in writing more than 90 days prior to the Event.
  - c. No refund will be issued in respect of any notice of cancellation received within 90 days of the Event Date. In these circumstances, the Cancellation Charge will be 100% of the Sponsorship Fee.
  - d. SAUG reserves the right to refuse participation by the Exhibitor if any part of the Sponsorship Fee remains in arrears 60 days prior to event date.
7. Company Logo - to be provided in both jpg and eps format upon acceptance of submission.

**To submit your application, please send the following page to**  
**[anna.sapir@saug.com.au](mailto:anna.sapir@saug.com.au)**



## Sponsorship Submission Form

Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

State: \_\_\_\_\_

Post/Zip Code: \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Purchase Order Number: (if applicable) \_\_\_\_\_

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

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

| EVENT SPONSORSHIP                                     | SAUG MEMBER RATE<br>excl. GST | SELECTION<br><input checked="" type="checkbox"/> | NON-MEMBER RATE<br>excl. GST | SELECTION<br><input checked="" type="checkbox"/> |
|---|-------------------------------|--|------------------------------|--|
| PLATINUM Sponsor – SAUG Summit (September 2016)       | \$30,900                      | <input type="checkbox"/>                         | \$35,000                     | <input type="checkbox"/>                         |
| GOLD Sponsor – SAUG Summit (September 2016)           | \$20,600                      | <input type="checkbox"/>                         | \$23,700                     | <input type="checkbox"/>                         |
| SUPPORTING Sponsor – SAUG Summit (September 2016)     | \$8,250                       | <input type="checkbox"/>                         | \$10,800                     | <input type="checkbox"/>                         |
| SAUG Summit – Coffee cart sponsor (September 2016)    | \$13,900                      | <input type="checkbox"/>                         | N/A                          |  |
| SAUG Summit – Conference Bag sponsor (September 2016) | \$4,100                       | <input type="checkbox"/>                         | N/A                          |  |
| SAUG Summit – Lanyard sponsor (September 2016)        | \$3,100                       | <input type="checkbox"/>                         | N/A                          |  |
| SAUG Summit – Pen sponsor (September 2016)            | \$2,050                       | <input type="checkbox"/>                         | N/A                          |  |
| GOLD Sponsor – SAUG Melbourne (November 2016)         | \$6,500                       | <input type="checkbox"/>                         | \$8,750                      | <input type="checkbox"/>                         |
| SUPPORTING Sponsor – SAUG Melbourne (November 2016)   | \$4,500                       | <input type="checkbox"/>                         | \$6,750                      | <input type="checkbox"/>                         |
| CHAIR DROP Sponsor (please specify event)             | \$540                         | <input type="checkbox"/>                         | N/A                          |  |
| SAUG Webinar  | \$3,000                       |  | N/A                          |  |
| SPECIAL INTEREST GROUP (SIG) Meeting sponsor          | \$930                         | <input type="checkbox"/>                         | N/A                          |  |
|   | <b>1 month</b>                |  | <b>2 months</b>              |  |
| SAUG WEBSITE Advertising (Home page banner)           | \$215                         | <input type="checkbox"/>                         | \$410                        | <input type="checkbox"/>                         |
| SAUG NEWSLETTER Advertising (Monthly frequency)       | \$435                         | <input type="checkbox"/>                         | \$825                        | <input type="checkbox"/>                         |

## Terms and Conditions

- 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.
- 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.
- 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.
- Payment.** The Sponsor agrees to pay to SAUG the Sponsor Fee on or before the Payment Date noted in the dates and deadlines pages. 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.
- 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.
- Taxes.** The Sponsor agrees to pay GST and stamp duty if any arising out of this agreement.
- 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.
- 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.
- 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 Action Pack provided closer to the Event date following acceptance of all applications.
- 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 give-aways/promotions that involve on site calling of winners must not interfere visually or acoustically with the normal operation of the sessions or breaks.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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 Action 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 Action 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.
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 Arianne Johnston at arianne.johnston@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

**“Action 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