

**sage** summit tour

Partnership opportunities

Be a part of Sage  
Summit Tour,  
inspiring business  
builders everywhere.





sage

## Who is Sage?

Over 3 million small and medium companies worldwide rely on Sage solutions to run their businesses. We create solutions that help small and medium businesses make smarter decisions. By re-imagining and transforming businesses, we're empowering entrepreneurs worldwide to grow, develop and shine. From one man bands to enterprise leaders and dreamers, we create customers for life.

## What is Sage Summit Tour?

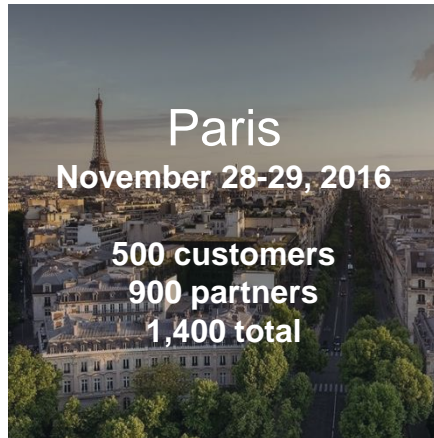


**Sage Summit Tour makes it personal.**

Sage Summit gets local bringing ideas, inspiration, and insight to business builders worldwide.

Sage Summit Tour is the most personalized, interactive, experiential learning place on earth designed for start-up, scale-up and enterprise business builders and their champions.

# Where will Sage Summit Tour be?



**Paris**  
November 28-29, 2016

500 customers  
900 partners  
1,400 total



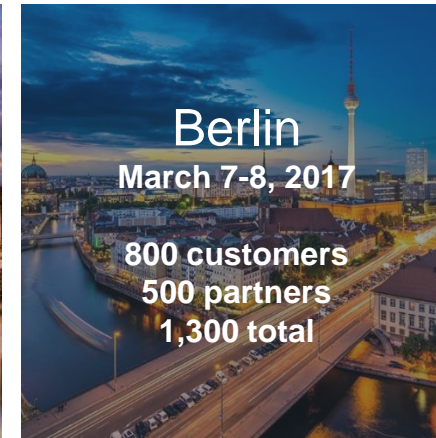
**Spain**  
Spring 2017

1500 customers  
500 partners  
2,000 total



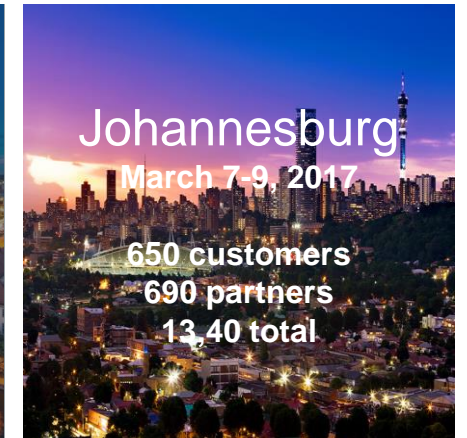
**Melbourne**  
March 2-3, 2017

400 customers  
100 partners  
600 total



**Berlin**  
March 7-8, 2017

800 customers  
500 partners  
1,300 total



**Johannesburg**  
March 7-9, 2017

650 customers  
690 partners  
13,40 total



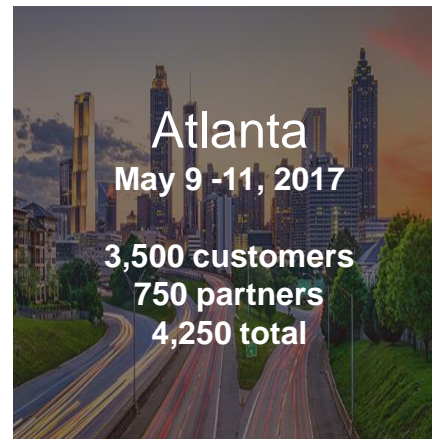
**Singapore**  
Mar. 22-23, 2017

400 customers  
100 partners  
500 total



**London**  
April 5-6, 2017

4,000 customers  
1,000 partners  
5,000 total



**Atlanta**  
May 9 -11, 2017

3,500 customers  
750 partners  
4,250 total



**Toronto**  
June 2017

1,500 customers  
750 partners  
2,250 total

*\* Amount of attendees is the anticipated amount*

# Audience

Full of business and thought leaders, entrepreneurs, experts, and peers collaborating to spark 'a-ha' moments. Everyone leaves with brilliant ideas and amazing experiences.

Business builders, build on.

# Why sponsor?



## Experience

- Purposeful show activations to drive sponsor-to-attendee connections.
- Inspirational experiences and advice to build your own business.
- Participate in powerful peer networking, mentoring and speaking opportunities



## Engagement

- Be integral to the conversation
- Get product training, advice, and inspiration from the best and the brightest experts in their field.
- Connect and get inspired from business and thought leaders, entrepreneurs and experts,.



## Increase Sales

- More opportunities equals more business
- Access to projected 20k qualified customers, partners and local business builders across all events.
- Regional events for increased exposure and maximized investment.
- Opportunity to promote business year-round and reinforce partnership messaging.



## Innovate

- Learn about portfolio roadmaps, innovative technology, and Sage programs to open up new business opportunities
- Host worldwide Sage conversations.
- Accelerate business with most brilliant minds.
- Form and develop new alliances across borders

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# Johannesburg sponsorships

# Sponsorship categories

## Exposure

Sponsorship Levels	Platinum Biggest Bang	Gold Huge boost	Silver Greater presence
Price	R300,000	R60,000	R30,000
Opportunities available	1	10	23
Pre-event Exposure			
Logo with link to website in all invite emails (3 emails projected)	big size	medium size	small size
Description and logo on website	600 characters	400 characters	300 characters
Social media promotion (1 post)	x	Gold co-sponsor post	Silver co-sponsor post
Promotion of the session on the event website - title & abstract	400 characters	300 characters	
Sponsor spotlight page on Sage Summit website	x		
Post event			
Logo and website included in thank you email	x	x	

**Please note:** Sage ISV Partners who are also Sage Solution Providers will only be able to exhibit on the Partner days (7<sup>th</sup> & 8<sup>th</sup> March)



# Sponsorship categories

## Booth

Sponsorship Levels	Platinum Biggest Bang	Gold Huge boost	Silver Greater presence
On-site Booth Presence			
Booth Size	36m2 (6x6)	9m2 (3x3)	Kiosk (2x2)
Nightly porter service, vacuum service, and trash pick-up	x	x	x
Demo station	3	2	1
Monitors	3	2	1
Electrical drop	3	2	1
WiFi access	X	X	X
Literature rack	2	1	1
Tables (1) and chairs (3)	1	1	1
Graphic panels	x	x	

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# Sponsorship categories

## On-site promotion

Sponsorship Levels	Platinum Biggest Bang	Gold Huge boost	Silver Greater presence
<b>On-Site Promotional benefits</b>			
Delegate passes	4	3	2
Company name, website included in Mobile App	x	x	x
Description included in the mobile app	x	X	
Number of co-sponsor signage inclusion	4	3	2
Inclusion in Virtual conference bag	x	x	x
40 minute session in front of partner breakout tracks	2	1	
Banner ad in the mobile app	x	x	
Logo included on looping PPT at walk-in for General session	x		
Onsite one private meeting room	x		
Mention by Executive at General Session	x		

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# Thank you



We'd love the opportunity to speak to you about the Sage Summit Tour and the amazing sponsorship packages we designed with you in mind, [sarah.brush@sage.com](mailto:sarah.brush@sage.com).