

Unveiling a new name this year, **Consumer Industries Forum** is returning for its second year in 2019.

The Consumer Industries Forum brings together hundreds of professionals in the SAP space each year to network, learn, and discover their success. In 2018, the event hosted nearly 100 companies in the consumer products and retail industries and brought together innovators such as PepsiCo, Estee Lauder, and Southwest Airlines. The audience represented organizations using SAP from across North America and beyond.

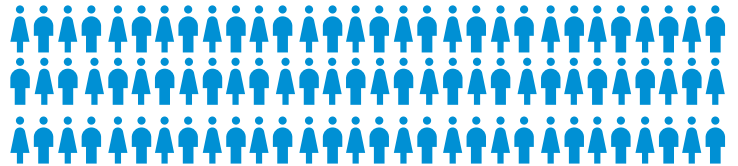
Create a competitive advantage, build your pipeline, and join your customer on their SAP journey at Consumer Industries Forum.

For further details on sponsorship information, contact Tony Rados at [Tony.Rados@eventfulconferences.com](mailto:Tony.Rados@eventfulconferences.com) or call 914.509.5354.

Visit [consumerindustriesforum.com](http://consumerindustriesforum.com) for detailed event information.

## 2018 By The Numbers

**90+** Companies Attended



## Job Titles in Attendance

CEO | CMO | CDO | CRO | COO | CCO | CFO | CIO | CTO  
 Vice President, IT | IT Director & Manager | Enterprise Applications Director & Manager | Marketing Director & Manager | Sales Director & Manager | Customer Experience Director & Manager | Supply Chain Director & Manager | Procurement Director & Manager | Inventory Planner | Finance Director & Manager | Finance Systems Analyst | Business & IT Liaison | Solution Architect | Enterprise Architect | Applications Manager

<p><b>7 Hot Topics Covered</b></p>	<p><b>1</b>  Creating a Digitally Enabled Customer Experience</p>
<p><b>2</b>  Developing a Digital Roadmap</p>	<p><b>3</b>  Integrated Supply Chain and Inventory Management</p>
<p><b>4</b>  Procurement and Contract Management</p>	<p><b>5</b>  Big Data and Analytics</p>
<p><b>6</b>  Data, Cybersecurity, and IT Protection</p>	<p><b>7</b>  Technology Innovations</p>

# Sponsorships

LEVEL	DIAMOND	PLATINUM	GOLD	SILVER	ASSOCIATE
<b>PRICE</b>	<b>\$125,000</b>	<b>\$45,000</b>	<b>\$35,000</b>	<b>\$20,000</b>	<b>\$10,000</b>
<b>Booth Style<sup>1</sup></b>	Turnkey	Turnkey	Turnkey	Turnkey	
<b>Booth Size</b>	20' x 20'	10' x 10'	10' x 10'	8' x 8'	
<b>PASSES</b>					
<b>Staff Passes</b>	8	8	5	3	2
<b>Customer Passes<sup>2</sup></b>	8	6	4	2	2
<b>SPEAKING</b>					
<b>Keynote Presentation</b>	Opportunity to submit a thought leadership presentation to the committee for selection				
<b>Keynote Chairperson</b>	Opportunity to submit for selection				
<b>Track Presentations</b>	Opportunity to submit customer-led case studies to the committee for selection				
<b>Track Chairperson</b>	Opportunity to submit for selection				
<b>Pre-Conference Webcast</b>	1 joint customer webcast in the 3-month window leading up to the conference	Subject to Availability	\$2,000	\$2,000	
<b>Post-Conference Webcast</b>	1 joint customer webcast in the 9-month window following the conference	Subject to Availability	\$2,000	\$2,000	
<b>EXHIBITION &amp; NETWORKING</b>					
<b>Branding Wall, Monitor, Table &amp; Furniture</b>	●	●	●	●	
<b>Monitor</b>	40"	32"	32"	32"	
<b>Lead Retrieval App</b>	●	●	●	●	
<b>Dedicated Meeting Room</b>	Included based on venue availability	Included based on Diamond selection & venue availability			
<b>MARKETING</b>					
<b>Conference Website Sponsor page</b>	Logo + URL + 150 words	Logo + URL + 125 words	Logo + URL + 100 words	Logo + URL + 75 words	Logo + URL + 50 words
<b>Conference App</b>	App banner + URL	Logo + URL			
<b>Projected Logo</b>	●	●			
<b>Dedicated Onsite Signage</b>	●				
<b>Shared Onsite Signage</b>	●	●	●	●	●
<b>Branded Conference Gift</b>	●	●			
<b>Pre-Conference Welcome Email</b>	●				
<b>Pre-Conference Audience Overview<sup>3</sup></b>	●	●	●		
<b>Post-Conference Networking List<sup>4</sup></b>	●	●	●	●	
<b>Post-Conference Website Thank You</b>	●	●	●	●	●

<sup>1</sup> Note that actual booths may vary slightly based on the local exhibition supplier used.

<sup>2</sup> Included Customer passes will only be honored if delegate spaces are still available.

<sup>3</sup> The Pre-Conference Audience Overview contains the Company Names and Job Titles for all currently registered customer delegates. Sponsors will have the opportunity to enrich this information onsite by using the Conference and Lead Retrieval apps.

<sup>4</sup> The Post-Conference Networking List contains the Company Name, Name, Job Title, Email Address and Phone Number for registered Customer delegates who opt in to receive communications from Sponsors.

# Upgrades

(Available to all Sponsors and based on availability)

Official Networking Reception	\$30,000	Lanyard	\$7,500
Speakers' Café	\$20,000	Notebook	\$10,000
Welcome Reception	\$12,000	Charging Station	\$7,500
Dedicated Breakfast Session - Partner Presenter	\$7,500	Room Key Card	\$7,500
Dedicated Breakfast Session - Customer + Partner Presenters	\$5,000	Bags	\$10,000
Projected Logo	\$3,500	Water Bottle	\$5,000
Private Meeting Room	\$3,000	Wireless	\$5,000
Keynote Seat Drop	\$2,000	Pen	\$2,500



## Women Connect ASUG | at Consumer Industries Forum

The Women Connect Networking Reception is one of the conference's most anticipated annual events. It celebrates women in SAP technology by sharing knowledge and empowering leadership.

**Exclusive Sponsorship**  
**\$15,000**

### As the exclusive sponsor, featured entitlements include:

- Branding on conference website, app, on-site signage, and housekeeping slides.
- Emcee duties for event with opening remarks. Eventful Conferences production staff will support onboarding of panelists and formulating discussion topics.
- Event hosted in separate location outside exhibition hall. Eventful Conferences staff will facilitate hotel booking, food, and beverage.
- Ability to invite a thought leader.

# Executive Forum

The ultimate opportunity to drive brand awareness for your organization's service and solution offerings, the annual Executive Forum is the premier symposium for the industry's top executives, leaders, and technology decision-makers. An invite-only event, the Executive Forum Presenting Sponsor receives unprecedented exposure to the industry leaders you are most eager to work with.

**Presenting Sponsorship**  
**\$40,000**

### As the presenting sponsor, featured entitlements include:

- Curated assistance from SAP and Eventful Conferences to ensure the right individuals are invited to attend
- Pre-event welcome email to registered Forum attendees
- Access to Forum registration list pre-event (name, job title, and organization)
- On-site exclusive collateral and signage at Forum and Executive Dinner
- Welcome remarks at Forum
- Host duties of Executive Dinner. Logistics of dinner to be handled by Eventful Conferences
- Post-event thank-you email
- Three staff passes. Includes full access to Consumer Industries Forum



## Partner Enablement Program

The Partner Enablement Program (PEP) is designed to help sponsors meet their sales and marketing objectives, while at the same time ensuring customers experience a world-class conference. Nurturing each conference and community to ensure a healthy audience mix requires ongoing program evolution and careful management in conjunction with all our Sponsors.

When sponsoring an Eventful Conferences event, a Sponsor receives a fixed number of Complimentary Staff Passes based on their sponsorship level. Sponsors can earn and purchase additional conference passes based on the following criteria:



### Earn Complimentary Staff Pass

Sponsors can earn an additional Complimentary Staff Pass for every three (3) customers that enter a Sponsors' organization name when answering the registration question "How did you hear about the conference?" Eventful Conferences will monitor registrations, confirm these additional passes, and work with the sponsor to register the new staff member.



### Purchase Additional Staff Pass

Sponsors can purchase additional staff passes. Each additional staff pass includes a bonus customer pass. These bonus passes are intended to enable sponsors to invite their key customers or prospects. Parameters around bonus customer passes are:

- ▶ Additional staff passes are available throughout the sales campaign at the prevailing discounted ASUG Member rate.
- ▶ Bonus customer passes can only be used for customers.
- ▶ Bonus customer passes are not eligible to be used for customers who have already registered.
- ▶ To ensure alignment with Eventful Conferences' sales efforts, discount codes for bonus customer passes are issued by the Eventful Conferences sales team and must be agreed to prior to issuance.
- ▶ Eventful Conferences maintains the right to reject or cancel any additional staff passes or bonus customer passes if the spirit and intent of this program is not being followed.

Non-sponsoring partners are limited to purchasing a maximum of two (2) passes at the currently prevailing full price.

*This policy and all others are subject to change from time to time and remain subject to our terms of use page which is incorporated by this reference. In addition, conference attendance may be subject to additional terms or restrictions of the venue or Eventful Conferences.*

# Booths



DIAMOND BOOTH



PLATINUM & GOLD BOOTHS



SILVER BOOTH



\*Note that actual booths may vary slightly based on the local exhibition supplier used.

# Contact us

## Sponsorship Opportunities



### Tony Rados

Manager, Alliances

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- o 914.509.5354
- c 315.372.6041

## Speaking Opportunities for Your Customers



### Madelyn Halstead

Conference Producer

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# Terms and Conditions

## Acceptance

This contract shall be deemed accepted by Eventful Conferences when a signed copy is returned and countersigned by an authorized member of the Eventful Conferences staff, either in person or by another accepted delivery method.

## Cancellation of Contract

In the event of a Sponsor cancelling their signed agreement to sponsor the Conference no refunds will be made. The Sponsor agrees that they are responsible for the total contract fee, which shall be retained or paid to Eventful Conferences as liquidated damages per this schedule. If Eventful Conferences, its officers, directors, employees and agents cancel the Conference, a full refund to the Sponsor will be made. This refund is the sole and exclusive remedy of Sponsor against Eventful Conferences and Eventful Conferences shall not be responsible for any other direct or indirect losses of the Sponsor.

## Exhibition Attendees

General admission to the exhibition will be available to all registered attendees. Eventful Conferences makes all reasonable attempts to attract quality attendees to its Conference, however does not guarantee a specific volume or level. Traffic by any given booth is a function of that exhibit and not the responsibility of Eventful Conferences.

## Subletting Exhibition Space

The Sponsor may not assign, sublet or share their exhibition space with another business or firm unless approval has been obtained in writing from Eventful Conferences.

## Sponsor Toolkit

Move-in and move-out dates and times, delivery details, furniture hire, and all other relevant information pertaining to the sponsors' involvement will be published in the Sponsor Toolkit, which is distributed to all contracted Sponsors prior to the Conference. The Sponsor Toolkit is incorporated into this agreement and is a part hereof. Sponsor acknowledges and agrees that all exhibits shall be constructed and maintained in accordance with the specifications set forth in the Sponsor Toolkit, and that Sponsor may not erect any exhibit, walls, partitions, signs, or other obstructions of its own outside of the design and approval process set forth in the Sponsor Toolkit. All exhibits shall be erected by Eventful Conference and/or its agents.

## Photography and Videoring

Sponsors are encouraged to take photographs and videos throughout the conference, such that it does not become an impediment or distraction to conference attendees. In doing so, and in all subsequent Sponsor use of this photography and video for promotional purposes, Sponsor agrees to reference the Conference name, Conference logo, and give credit to Eventful Conferences as the event owners and producers.

The Sponsor also grants Eventful Conferences, its contractors, licensees and assignees the irrevocable right to take photographs and videos, reproduce, distribute, sell, transmit, display and publicly perform recordings, transcriptions and derivative works in any medium containing the image of the Sponsor's booth, equipment and/or image and statements of its officers, employees, agents and invitees at the Conference.

## Sponsor Entertainment

Eventful Conferences endeavors to use the event to build and nurture a community that is inclusive of everyone and sees all delegates participate in as many presentation and networking sessions as possible.

Eventful Conferences encourages Sponsors to arrange and host customer functions in the evenings. However, they must:

- Be outside the times of the Conference agenda
- Commence at least 90 minutes after the start of the Eventful-hosted evening function

## Allocation of Space

Eventful Conferences operates space selection on a combination of a planned basis with the headline sponsor e.g. SAP, and a first-come, first-served basis.

## Exhibitor Insurance

The Sponsor shall, at its sole cost and expense, procure and maintain through the term of this contract comprehensive general liability insurance with minimal coverage of \$1,000,000 for each occurrence against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased by Eventful Conferences. Such insurance shall name Eventful Conferences as an additional insured, and the Sponsor shall upon request provide Eventful Conferences with the certificate

indicating so. Workers Compensation shall be in full compliance with all federal and state laws, covering all the Sponsor's employees engaged in the performance of any work for the Sponsor. All property of the Sponsor is understood to remain under its custody and control in transit to and from the confines of the conference hotel. All federal and state license and lottery fees associated with any promotions are the responsibility of the Sponsor not Eventful.

## Force Majeure

Eventful Conferences shall not be liable for any failure to deliver space to a Sponsor or for the loss of allotted space of Sponsor at the Conference, if non-delivery is due to destruction of or damage to the building or the exhibit area by fire, or act of God, acts of public enemy, strikes, the authority of the law, or any other cause beyond the control of Eventful Conferences.

## Waiver, Release and Indemnification

The Sponsor shall indemnify, defend, release and hold Eventful Conferences, its owners, officers, employees and agents, harmless from and against all claims, penalties, damages, losses, costs, charges and expenses whatsoever, including legal fees and costs, arising out of the Sponsor's participation in the Conference. Without limiting the foregoing, acts done or caused to be done by the Sponsor of its obligations hereunder including but are not limited to:

- Any loss, damage or destruction to property of the Exhibit Facilities caused by the Sponsor, its agents, employees guests or invitees; and
- Any loss, theft, misappropriation or otherwise, or damage or destruction of any property of the Sponsor or property of its guests or invitees brought into the Exhibit Facilities

The Sponsor hereby agrees to waive the right of subrogation by its insurance carriers to recover losses sustained under its insurance contract for real and personal property, when permitted by its contracts with its carriers. This document is confidential and the property of Eventful Conferences. It is for the intended review of the receiver only and cannot be copied, saved, scanned or distributed.

## Character of Exhibits

The general rule of the exhibit floor is to be a good neighbor. No exhibits will be permitted which interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Booth personnel, including demonstrators, hosts and models are required to confine their activities within the Sponsor's booth space. Apart from the specific display space for which an exhibiting company has contracted with Eventful Conferences, no part of the hotel and its grounds may be used by any organization other than Eventful Conferences for display purposes of any kind or nature without written permission of Eventful Conferences.

- Sound and video productions relating to the Sponsor's equipment will be permitted if tuned to a reasonable level and if not objectionable to neighboring Sponsors.
- Lighting. In the best interest of the Conference, Eventful Conferences reserves the right to restrict the use of glaring lights or objectionable light effects. The use of flashing electric signs, lights or lasers is not permitted without prior written approval from Eventful Conferences.
- Eventful Conferences shall have the right to exclude or to require modification of any display or demonstration at Sponsor's expense which, in Eventful Conference's sole discretion, it considers not proper or not otherwise in keeping with the character of the Conference. Sponsor shall be bound by the decisions of Eventful Conferences in all matters related to the Conference. Eventful Conferences reserves the right to remove any display that, because of noise or other objectionable features, detracts from the experience of the Conference for the attendees and guests. Notice will be provided prior to such removal.
- Sponsor shall be obligated to comply with all terms and conditions governing the use of the conference facility space, specially including, without limitation, all limitations with respect to the use of outside food and beverage, IT services, etc, as may be found in the terms of the contract by and between Eventful Conferences and the conference space provider, the terms and conditions of which are hereby incorporated by reference and made a part hereof.

## General

These policies are subject to change from time to time, and remain subject to all Eventful Conferences policies governing conference sponsorship and attendance. No waiver of any provision hereof shall be effective unless made in writing and signed by the waiving party. The failure of any party to require the performance of any term or obligation of this contract, or the waiver by any party of any breach of this contract, shall not prevent any subsequent enforcement of such term or obligation or be deemed a waiver of any subsequent breach.