



CONNECT

2023

Driving Success for the SAP Community

THE ICC,
BIRMINGHAM
26 - 28 NOV 2023

**SPONSORSHIP
PACKAGES**

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WHY SPONSOR?

Are you looking to...

- **Build your brand to stand out from the crowd?**
- **Launch and demonstrate new and innovative products and /or services?**
- **Gain unparalleled opportunities to network with your target audience?**

If you said 'YES' to any or all of the above, then the sponsorship opportunities detailed within this document are a perfect way for you to do this by **highlighting your brand** to **over 550 SAP customers** across 3 days. All sponsorship opportunities are available on a 'first-come, first served' basis so get in touch as soon as you can to secure your package.

There are a number of suggested packages and individual items available to you however if you would like to put together your own tailor made package we would be happy to work with you on this. To discuss any opportunities in more detail please contact Julie Weir at julie.weir@sapusers.org or call **+44 (0)1642 309933**.

NOTE

All prices are plus VAT

Prices shown apply to those Exhibiting at UKISUG Connect.

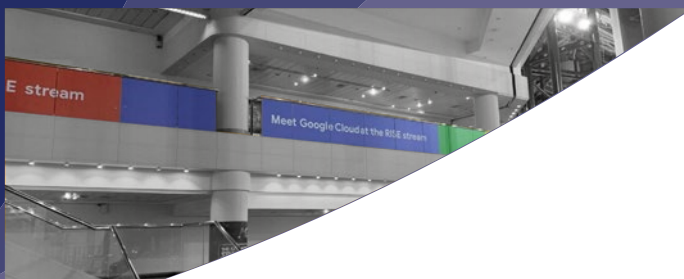
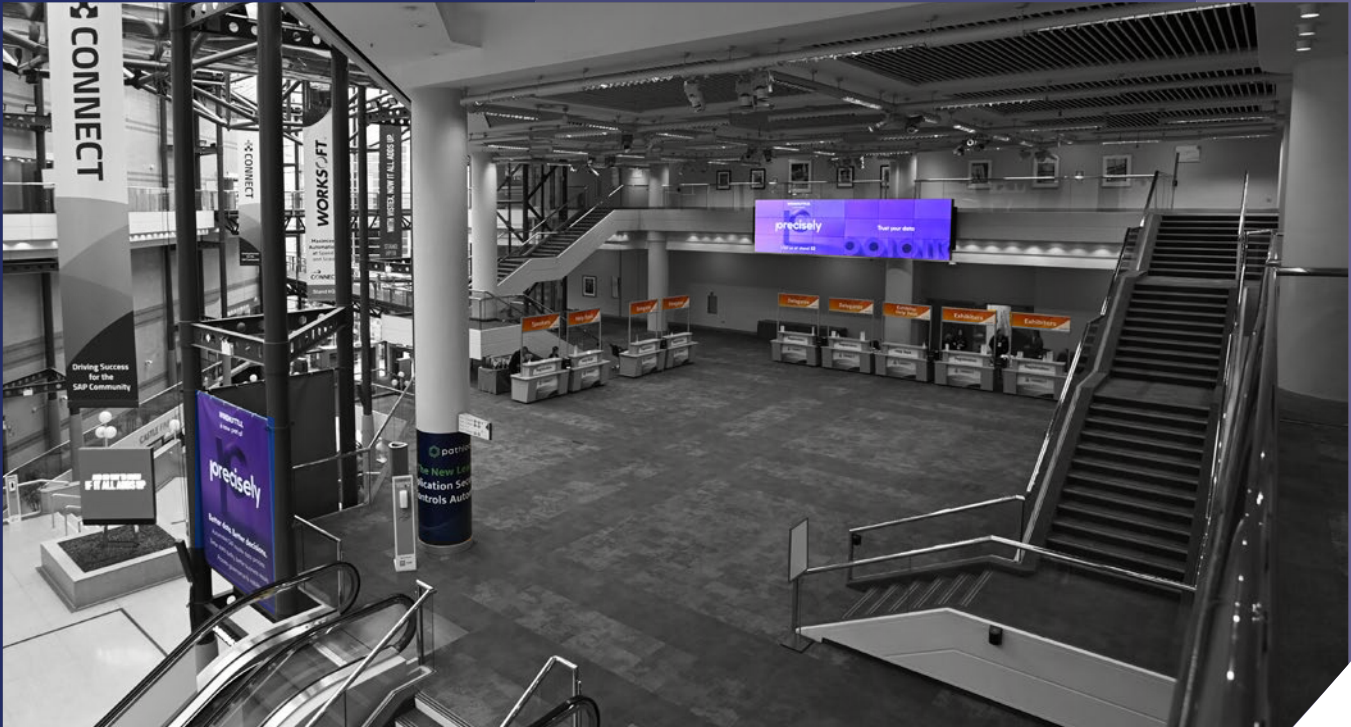
Some opportunities may only be available for conference exhibitors.

Set packages are available to provide you with high impact branding opportunities where you can bulk buy a number of items and make a saving of up to £1,390 off some packages. There are a range of packages available to suit all budgets.

Full package deals are only available until 30 June 2023.

After this time all opportunities will be available as individual sponsorship items.

PACKAGES



REGISTRATION PACKAGE

£7,500

1 package available

Impactful sponsorship opportunity which will create a dramatic entrance to the event.

What's included?

- Registration double sided banner
- Desk headers/screens
- Registration pillar wrap (both sides)
- Welcome screen in registration
- Lanyards for each attendee
- Glass panels in registration area
- App push notification x 1

PACKAGES



ENTRANCE PACKAGE

£7,500

1 package available

The first branding that will be captured when entering the event with great exposure.

What's included?

- Registration stair signs
- Escalator branding (both escalators)
- 1 x Pillar cube (2 sides)
- Footprints in the mall
- App push notification x 1

PACKAGES



GOLD PACKAGE

£7,500

1 package available

High impact for brand awareness covering a large area of the venue over the course of the 3 day event.

What's included?

- 2 x Mall Blocks
- Exhibition pillar wraps (pair)
- Floor decals (exhibition x 10)
- Mall banners (pair)
- 1 x Gobo with your logo in the Exhibition Hall
- Newsletter
- App Push notification x 1

PACKAGES



SILVER PACKAGE

£5,000

4 packages available

High impact for brand awareness covering different areas of the venue over the course of the 3 day event.

What's included?

- Pair of Hanging Mall Banners
- Exhibition Pillar Wrap Banners x 2
- Floor Decals in the Exhibition Hall - (quantity 10)
- Newsletter
- App Push notification x 1



BRONZE PACKAGE

£3,500

2 packages available

High impact for brand awareness covering a large area of the venue over the course of the 3 day event.

What's included?

- Floor decals
- Digital totem
- Newsletter
- App Push notification x 1

PACKAGES



LUNCH CATERING PACKAGE £6,500

1 package available

High impact branding that will be seen around the full venue for all catering aspects of the event

What's included?

- Catering point and menu signage
- Branded napkins
- Coffee cups (2500 cups)
- Branded water - Either stations/bottles or cans

PACKAGES



DIGITAL PACKAGE

£5,000

3 packages available

Looking for a more sustainable approach to your Connect promotion? Combat waste by promoting your brand digitally both on the app and in the ICC

What's included?

App

- Ad space - Rolling banner
- Featured exhibitor listing
- App Push notification x 1 per day

Other

- Experiential screen
- 1 x Gobo in the Exhibition Hall

INDIVIDUAL ITEMS AND PRICES

CONFERENCE PROGRAMME

Targeted advertising to your specific audience within the Conference programme



Item	No. Available
Customer Speaker Session*	Ask for further details
Partner Speaker Session*	Ask for further details
Conference Workshop**	Ask for further details
Conference Stream Sponsorship***	Ask for further details

* 40 minute breakout session on either Monday 27th or Tuesday 28th. Opportunity to purchase more than one, subject to terms, for greater impact.

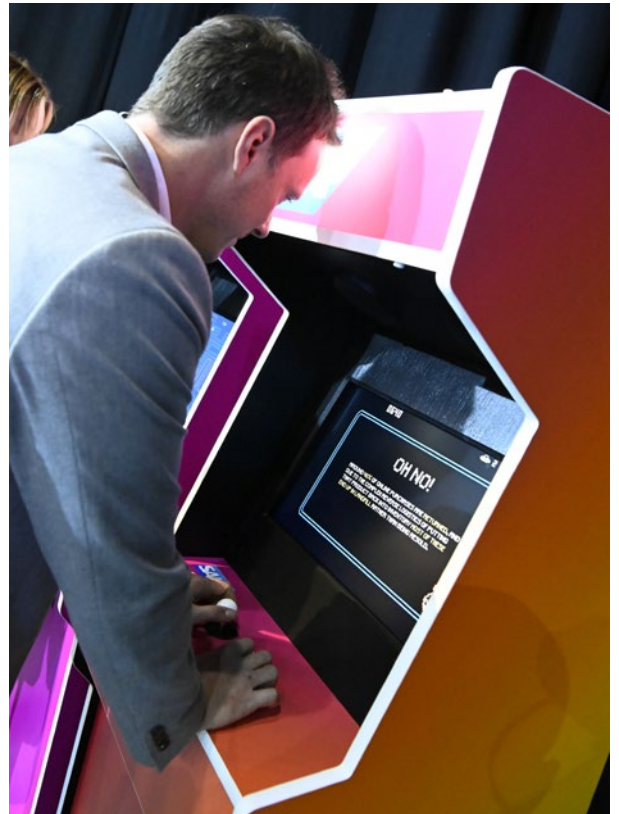
** 2 hour interactive workshop on Sunday 26th. All presentations and proposal are subject to review and approval by UKISUG. These MUST be hands on.

*** Stream sponsorship includes branding only, for the entire stream/s taken. Replenishment of literature is the responsibility of the sponsor and can only be done before and after each session. Literature can be placed in the room (on seats or at a distribution point)

All presentation opportunities are subject to the terms and conditions supplied with the booking form.
Subject to approval by UKISUG

DELEGATE ENGAGEMENT

High profile opportunities in which to highlight your attendance and raise brand awareness at the event with these attractive innovative engagements.



Get in touch to see how we can help you showcase your brand differently within the exhibition for 2023

If you have a sponsorship idea please contact the Sponsorship Team to discuss in further detail at julie.weir@sapusers.org or call +44 (0)1642 309933



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