



Sponsorship Opportunities

March 11 – 14, 2019
San Diego, CA
fusion.concur.com

SAP Concur
Fusion





SAP Concur Fusion 2019



Important Contacts and Dates

Sponsorship Sales Manager

For questions regarding sponsorship opportunities:

Chrissy Parsons

concursponsorships@sap.com

Sponsor and Expo Questions

For questions regarding expo logistics:

Brittany Parks

concursponsorships@sap.com

Conference Registration and Hotel

For general registration questions

concurfusion@sapevents.com

Conference Payment

For payment inquiries and support:

concurfusionpayments@sapevents.com

Conference Website

<https://fusion.concur.com/>

Important Dates

Exhibitor Registration Opens:

Tentatively scheduled for **October 2018**

Attendee Registration Opens:

Tentatively scheduled for **October 2018**

Early Bird Registration Deadline:

Monday, December 31, 2018

Booth Selection:

Tentatively scheduled for **January 2019**

Sponsor Sales Close:

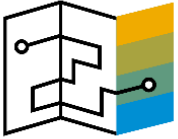
Thursday, January 31, 2019

Payment due date for booth selection:

Friday, January 18, 2019



Event Information



Date March 11-14, 2019

Venue San Diego Convention Center

Location San Diego, CA

What is SAP Concur Fusion?

SAP Concur Fusion is our annual conference that brings together clients, partners, and staff to learn, discover, and engage. From daily keynotes to educational sessions, product trainings to exhibitor networking, attendees immerse themselves in countless opportunities to help run their business better and take travel and spend management to the next level.

Why you should invest in SAP Concur Fusion

- **Increase awareness** as a trusted SAP Concur partner
- **Connect** with more than 2,000 attendees with buying power
- **Network** with SAP Concur clients, executives, product experts and partners
- Create **new sales leads** and nurture existing relationships
- Establish your company as a **unique solution provider**
- **Introduce your company's solutions and services** to an influential community of travel and expense management professionals



2018 Expo

SAP Concur Fusion 2018 Expo Highlights

- 65 Partners were showcased in the Expo
- Approximately 9,000 leads were collected by participating partners – a 17% increase from 2017
- 95% of sponsors expressed satisfaction with Fusion 2018

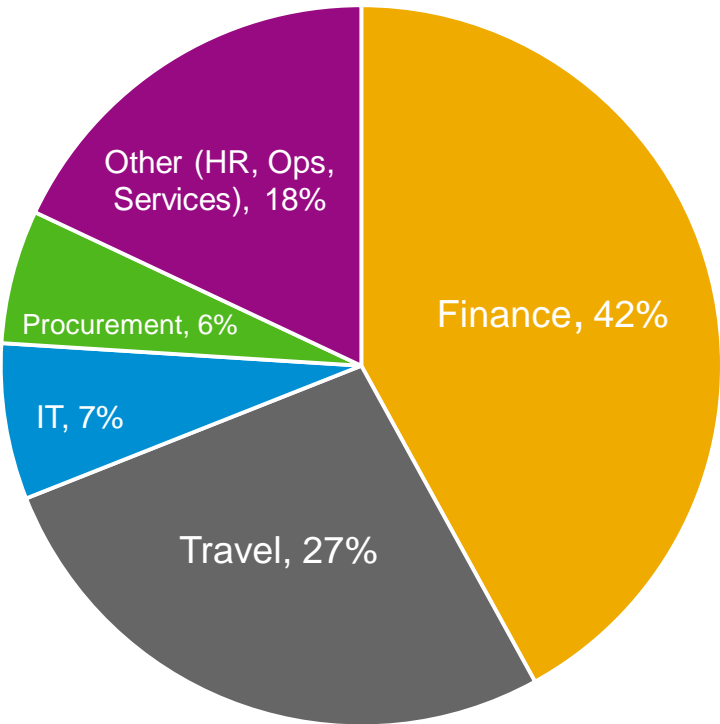
Top Three Reasons Partners Sponsor SAP Concur Fusion

- Increase awareness of partnership with SAP Concur
- Obtain new sales leads
- Meet with existing customers and conduct business

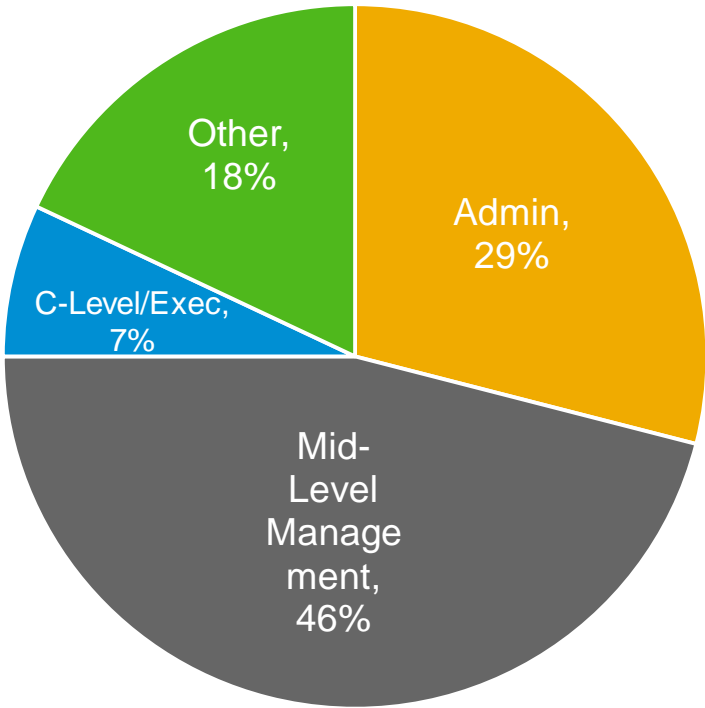


2018 Attendee Demographics

Department/Function



Client Role



Products Owned by Companies in Attendance:

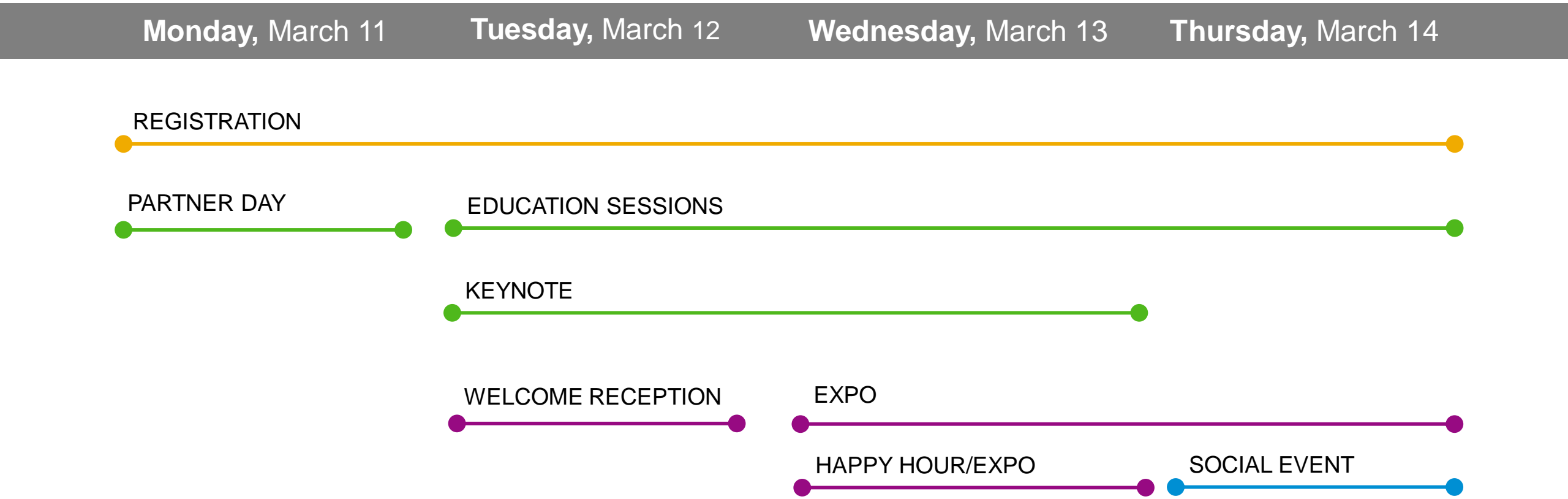
Audit – 22%	Service Admin – 40%
Expense – 71%	Travel - 72%
Intelligence – 56%	TripLink – 33%
Invoice – 13%	Training - 16%

Top Industries Represented:

- Manufacturing
- Travel & Hospitality
- Finance Services, Banking, Insurance & Real Estate
- Technology
- Life Sciences

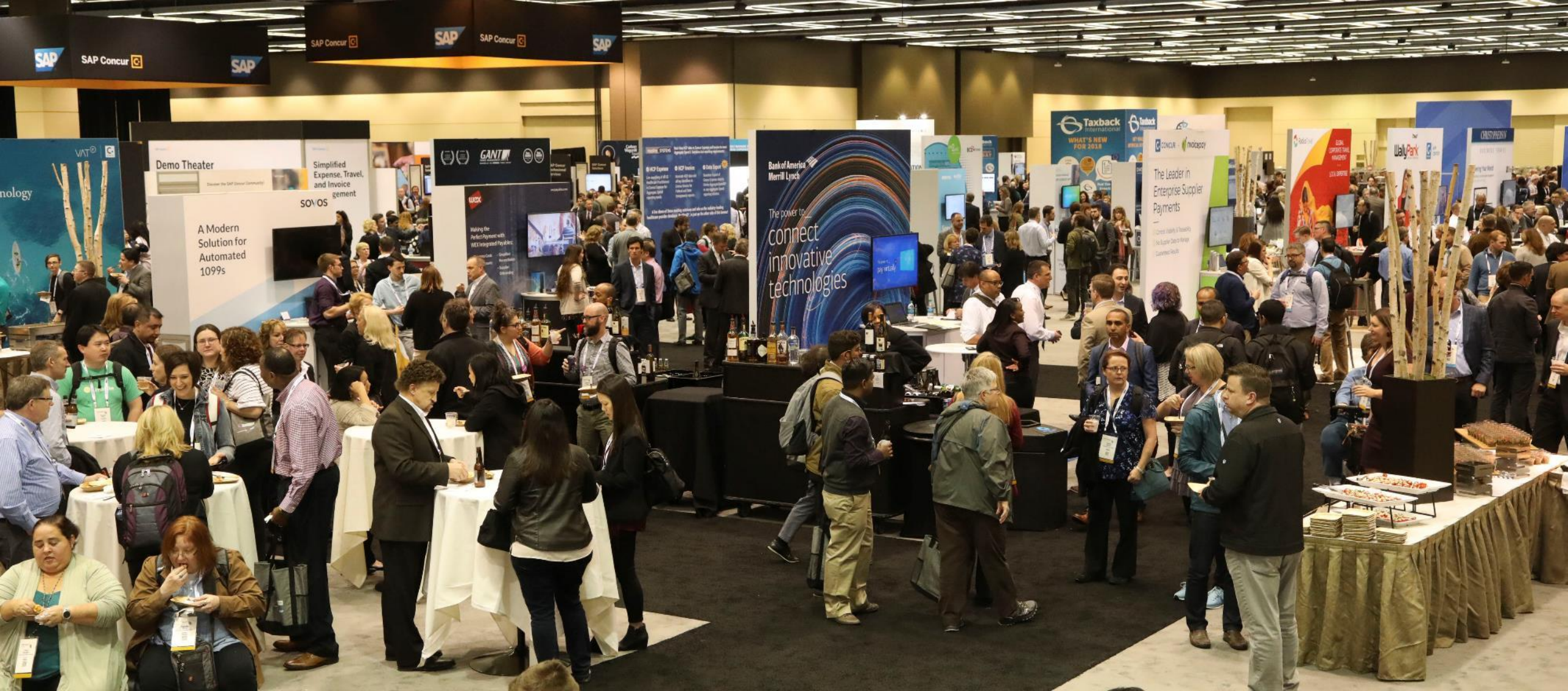


2019 Proposed Agenda



Schedule subject to change. A more detailed agenda can be found on the [website](#) and will be updated in November 2018.





Sponsorship Packages





Platinum Sponsorship \$40,000

Limited opportunities available

Pre-Event Marketing

- Welcome social media post - *Twitter and LinkedIn once contract is signed*
- Guest blog on @SAPConcur blog
- Logo recognition and URL link on the Fusion website
- Marketing Toolkit –banner ad, email signature and customer invitation template

Onsite Presence

- Dedicated meeting room for up to six people to include a table, six chairs, electrical and wireless internet
- Fusion Mobile App – includes logo, company description and map placement
- Keynote walk-in slide - includes dedicated slide with company logo and factoid (*up to 25 words*)
- Thank you signage

Conference Access

- Six (6) complimentary full conference attendee passes – includes access to keynote, education sessions, expo, meals and the social event

Content Delivery

- Opportunity to present one (1) 20 minute Micro Forum session (*content subject to approval by content team*)
- One (1) rotating banner ad on the Fusion Mobile App
- One (1) scheduled push notification from the Fusion Mobile App on one day of conference – *scheduled by SAP Concur*



Platinum Sponsorship (Option 1 – Networking)

Booth Information

Choose your layout!

- 2m x 1m x 12'h storage tower with graphics
- (1) 1m x 10'h double sided graphic kiosk with counter
- (1) 1.5m x 42" h graphic reception counter with (2) stools
- (2) 42" monitors with HDMI and VGA connection (sponsor to provide source for monitors)
- (1) 70" monitor with HDMI and VGA connection (sponsor to provide source for monitor)
- (2) High boy tables and (4) Stools
- 20x20 carpet – sponsor to choose color
- (4) electrical outlets
- Wireless internet



Platinum Sponsorship (Option 2 – Lounge)

Booth Information

Choose your layout!

- 2m x 1m x 12'h storage tower with graphics
- (1) 1m x 10'h double sided graphic kiosk with counter
- (1) 1.5m x 42" h graphic reception counter with (2) stools
- (2) 42" monitors with HDMI and VGA connection (sponsor to provide source for monitors)
- (1) 70" monitor with HDMI and VGA connection (sponsor to provide source for monitor)
- Lounge furniture
- 20x20 carpet – sponsor to choose color
- (4) electrical outlets
- Wireless internet



Platinum Sponsorship (Option 3 – Theater)

Booth Information

Choose your layout!

- 2m x 1m x 12'h storage tower with graphics
- (1) 1m x 10'h double sided graphic kiosk with counter
- (1) 1.5m x 42" h graphic reception counter with (2) stools
- (2) 42" monitors with HDMI and VGA connection (sponsor to provide source for monitors)
- (1) 70" monitor with HDMI and VGA connection (sponsor to provide source for monitor)
- (10) white vibe cubes
- (1) sound system
- 20x20 carpet – sponsor to choose color
- (4) electrical outlets
- Wireless internet





Gold Sponsorship \$20,000

Limited opportunities available

Pre-Event Marketing

- Welcome social media post - *Twitter and LinkedIn once contract is signed; grouped with Gold Sponsors*
- Logo recognition and URL link on the Fusion website
- Marketing Toolkit –banner ad, email signature and customer invitation template

Onsite Presence

- Opportunity to reserve two (2) 1-hour meeting timeslots for up to six people in the Gold Sponsor Meeting Rooms
- Fusion Mobile App – includes logo, company description and map placement
- Logo recognition on keynote walk-in slides
- Thank you signage

Conference Access

- Four (4) complimentary full conference attendee passes - includes access to keynote, education sessions, expo, meals and the social event

Content Delivery

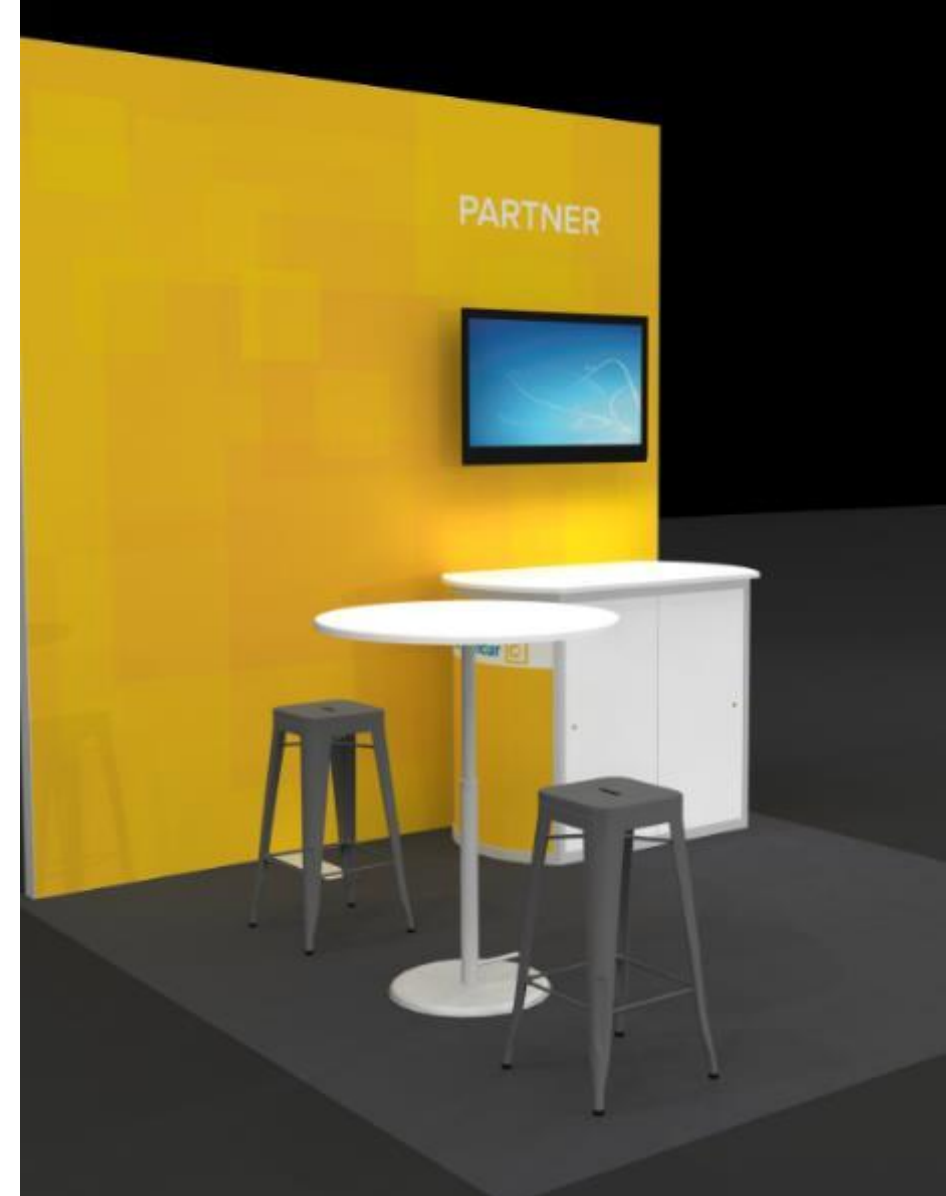
- Opportunity to purchase (1) 20 Minute Micro Forum Session for \$5,000 (*content subject to approval by content team*)



Gold Sponsorship

Booth Information

- 2.5m x 10'h double sided graphic backwall
 - Island space allows for additional branding opportunity on the back side of backwall
- 1m x 42" counter with storage cabinet and graphics on the side
- (2) Stools
- (1) 30"w x 42"h bistro table
- 10 x 10 carpet – sponsor to choose color
- 42" monitor with HDMI and VGA connection (sponsor to provide source for monitor)
- (2) electrical outlets
- Wireless internet





Silver Sponsorship \$15,000

Pre-Event Marketing

- Welcome social media post - *Twitter and LinkedIn once contract is signed; grouped with other Silver Sponsors*
- Logo recognition and URL link on the Fusion website
- Marketing Toolkit – banner ad, email signature and customer invitation template

Onsite Presence

- Fusion Mobile App – includes logo, company description and map placement
- Logo recognition on keynote walk-in slides
- Thank you signage

Conference Access

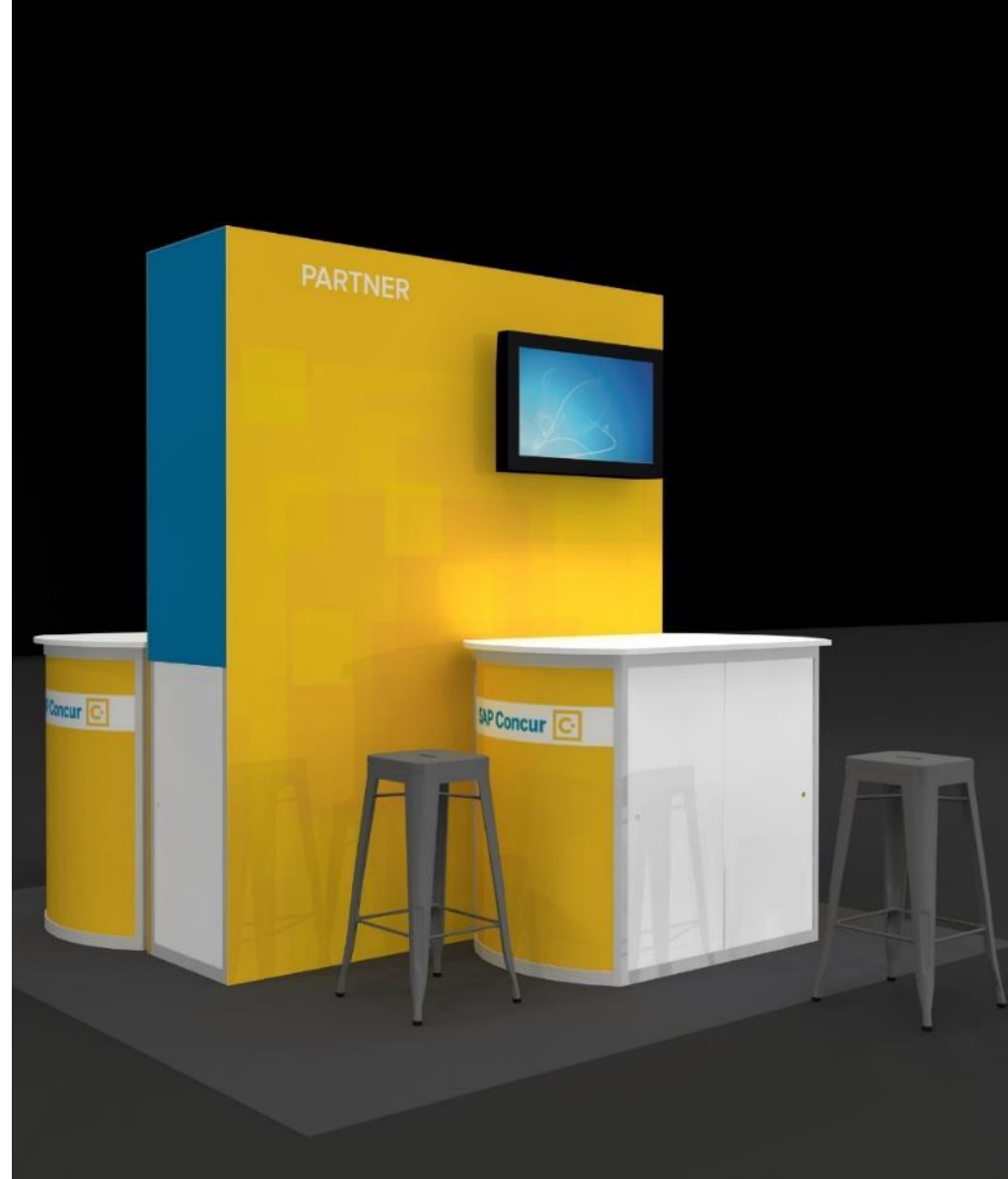
- Three (3) complimentary full conference attendee passes - includes access to keynote, education sessions, expo, meals and the social event



Silver Sponsorship

Booth Information

- 2m x 8'h single sided graphic backwall
- 1m x 42" counter with storage cabinet and graphics on the side
- (2) Stools
- 42" monitor with HDMI and VGA connection (sponsor to provide source for monitor)
- (1) electrical outlet
- Wireless internet





Bronze Sponsorship \$9,000

Pre-Event Marketing

- Company name recognition and URL link on the Fusion website
- Marketing Toolkit – banner ad, email signature and customer invitation template

Onsite Presence

- Fusion Mobile App – includes logo, company description and map placement
- Thank you signage in main thoroughfare

Conference Access

- Two (2) complimentary full conference attendee passes - includes access to keynote, education sessions, expo, meals and the social event



Bronze Sponsorship

Booth Information

- 1m x 8'h single sided graphic backwall
- 1m x 42" counter with storage cabinet with graphics on the side
- (1) Stool
- 32" monitor with HDMI and VGA connection (sponsor to provide source for monitor)
- (1) electrical outlet
- Wireless internet



Comparison Grid

	Platinum Sponsor <i>(Limited opportunities)</i>	Gold Sponsor <i>(Limited opportunities)</i>	Silver Sponsor	Bronze Sponsor
Price	\$ 40,000	\$ 20,000	\$ 15,000	\$ 9,000
Booth	20' x 20'	10' x 10'	8' x 6'	Kiosk
Social Media Post	✓	✓	✓	
Dedicated Meeting Room	✓	(2) 1 hour timeslots		
(1) 20 Minute Micro Forum Session	✓	Opportunity to purchase		
Monitor with HDMI and VGA connection	(2) 42" (1) 70"	(1) 42"	(1) 42"	(1) 32"
Registration Passes	6	4	3	2
(1) Banner Ad and (1) Push Notification on Mobile App	✓			
Logo and description on Mobile App	✓	✓	✓	✓
Logo recognition on event website	✓	✓	✓	Company Name listing
Onsite thank you signage	✓	✓	✓	✓
Electrical outlets	4	2	1	1
Opportunity to purchase Marketing Opportunities	✓	✓	✓	



Marketing Opportunities

To help maximize your investment and strengthen brand awareness, a variety of marketing tools, opportunities and advertising channels have been developed. These opportunities will assist you in increasing your company's visibility at the conference and make a lasting impression on SAP Concur customers, prospects, partners and employees!

Contact the [Sponsor Manager](#) today to discuss what your goals are and we will put together a package that is customized just for you!

Marketing Opportunities are highlighted in the next section and will be available for purchase in the Sponsor Management Center in October 2018.

*You must be a Platinum, Gold or Silver sponsor to purchase marketing opportunities



Branding

Conference Notebook - \$20,000

If you are looking for an item that every attendee will receive and use throughout the conference, and even longer, this exclusive sponsorship is for you. Your company name and logo will be printed on the notebook cover, co-branded with the SAP Concur logo. Attendees will recognize you each time they take notes at the conference!

One sponsorship available. Deadline: January 31, 2019

Hotel Keycards - \$15,000

What is one of the first things an attendee receives when they get to San Diego and something they use the rest of the week? Their hotel room keycard! Branded hotel keycards will be distributed throughout ALL the hotels in the Fusion block. Highly visible and excellent exposure for your message! Cobranded, full color, front side artwork.

One sponsorship available. Deadline: January 24, 2019

All artwork files and logos must be provided by the Sponsor. Design service is available for an additional fee, if desired. Artwork and messaging must be approved by event management prior to printing, and placement will be determined by event management.

Charging Lounge - \$15,000

An attendee charging lounge with multiple electrical outlets is a great way to share your branding and message. This lounge, designed to provide meeting and work space for attendees, will be placed in a high traffic area. Signage (logo) included. Sponsor can provide collateral and one banner stand.

One sponsorship available. Deadline: January 31, 2019

Charging Station - \$10,000

A free-standing branded charging station with multiple electrical outlets will be placed in a high traffic area. These charging stations are functional, highly visible and utilized greatly throughout the week. Signage (logo) included.

Two sponsorships available. Deadline: January 31, 2019

Food and Beverage

Breakfast Hosted Espresso Cart - \$5,000

Another popular sponsorship is the hosted espresso cart. Your brand will connect with high energy, enjoyment and something that the majority of people consume every day! Includes specialty hot & iced Espresso Coffee drinks, cup, sleeves, and all appropriate condiments during the morning keynote. Company branded coffee sleeves included.

One sponsorship available each day. Sponsor can choose Tuesday or Wednesday.
Deadline: January 24, 2019

Fresh Baked Cookies - \$2,500

Provide attendees with warm freshly baked cookies! Who doesn't love cookies? Entice attendees with cookies that will provide the introduction for you to share your marketing message. Includes attendant, cookie dough, and all serving supplies and service table to serve 250 cookies.

Two sponsorships available each day. Sponsor can choose Wednesday or Thursday.
Available only for **Platinum and Gold sponsors**. Deadline: January 24, 2019

Content

20 Minute Micro-Forum Session - \$5,000

Micro Forums located on the expo floor are the chance to showcase your innovative integrated solution. Demo new products or highlight a customer success story. The sessions are 20 minutes in length and will be promoted through the schedule builder. Content subject to approval by the SAP Concur content team.

Four sponsorships available.

Available only for **Gold Sponsors Only**. Deadline: January 24, 2019

Fusion Mobile App Push Notification - \$2,000

Promote your presence at SAP Concur Fusion with a Mobile App Push Notification. You can choose your date and time from options provided for notices to be scheduled. Alerts can be sent through the Mobile App as push notifications on both iOS and Android devices to promote your booth, new product or service, or even a giveaway.

Four sponsorships available. Deadline: January 31, 2019

Eligibility and Contact Information

Eligibility to be an Exhibitor in this program is limited to companies that have a current partnership agreement in good standing with SAP Concur. Exhibitors must have no outstanding credit issues or past due amounts with SAP Concur. SAP Concur reserves the right to reject or cancel any application/agreement to exhibit. If you have questions on the material in this prospectus, please contact us.

Chrissy Parsons

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Book your sponsorship package before **January 31, 2019**



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