ASUG EXPRESS

2023 Partner Express Program

The ASUG Express program provides an **immersive experience** built to accelerate attendee understanding of one key topic related to SAP products, features, or processes. The Express program kicks off with a webinar as a teaser of the content and customer story presented at the in person roadshow events.

ASUG Express events are complimentary for ASUG members, and exclusive to customers non-sponsoring partners may not attend). The Express event structure is designed to **tell a story** and **deliver a set of key learnings** to attendees. The flow of the event is faciliated by an ASUG moderator who walks the audience and speakers through a series of panel discussions, sponsored presentations, and customer stories. The typical Express event will run from 8 a.m-3:45 p.m., subject to content and sponsor input.

No matter your starting point, attendees leave the session with **questions answered** and practical tools they can utilize right away.

Sponsorship Package Inclusions:

Dedicated Email Campaign ($10,000 value)
- Sponsor logo included in email banner
- Sent from ASUG to member database targets
- Sponsor to receive HTML copy to friendly forward to customers

Digital Advertisement Campaign ($5,000 Value)

(1) ASUG Hosted Webcast ($6,000 Value)
- Opt-In Lead List

In-person Event ($15,000 Value)
- Opt-In Lead List
- Includes:
  - Registration platform and management
  - Food and beverage
  - Venue sourcing and logistic planning
  - Opportunity for marketing promotional items (tablecloth, attendee giveaways, welcome signage, etc.); promotional items supplied by sponsor

Sponsorship Total Cost: $40,000

Per Additional In Person Event: $20,000

*Subject to change based on program schedule and content deadlines being met

Email Communication Timeline*:

#1 email: Deployed 2 weeks prior to webcast (includes in person event information)

#2 email: Deployed 1 week prior to webcast (includes in person event information)

#3 email: **Retarget**–deployed one day prior to webcast (typically where we see the most registrations)

#4 email: In person event #1–deployed 3 weeks before event

#5 email: In person event #1–deployed 2 weeks before event

#6 email: In person event #2–deployed 3 weeks before event

#7 email: In person event #2–deployed 2 weeks before event

In Person Event Details:
Strategic planning of event timing, location and content based on ASUG member audience locations and conference calendar

Event venue options:
- SAP Office
- Hotel meeting room
- Prior to ASUG Chapter meeting
- Tier 2 conference pre-con session

Typical 2022 Agenda

Time	Event
8:00–9:00 a.m.	Breakfast & Registration
9:00–9:30 a.m.	ASUG Welcome
9:30–10:30 a.m.	Sponsor 1
10:30–10:45 a.m.	Networking Break
10:45–11:45 a.m.	SAP
11:45 a.m.–12:30 p.m.	Lunch & Networking
12:30–1:15 p.m.	Sponosor 1
1:15–2:15 p.m.	SAP
2:15–2:30 p.m.	Networking Break
2:30–3:00 p.m.	Customer Story (required)
3:00–3:30 p.m.	Panel Discussion
3:30–3:45 p.m.	ASUG Closing

2023 ASUG Research–Driven Hot Topics SAP S/4HANA
- Cloud
- Business Technology Platform (BTP)
- Rise with SAP
- Supply Chain