

ASUG { Tech Connect }

A New In-Person Learning Experience,
Supporting Virtual SAP TechEd

November 7-9, 2023

New Orleans Convention Center
New Orleans, LA

2023

Sponsorship Opportunities

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ASUG Tech Connect allows attendees to get hands-on access to the latest and greatest from SAP and its partner community. Hosted for the first time by ASUG, Tech Connect will bring together hundreds of Technical Practitioners for three days of hands-on and interactive sessions led by SAP experts.

This transformative experience promises unparalleled value and hands-on opportunities. Partner with ASUG at this game-changing event and connect with SAP customers to help revolutionize their SAP journey. Position your brand at the forefront of innovation while leveraging the immense networking potential with our influential attendees.

ASUG Tech Connect provides an interactive environment for sponsors to build awareness of the latest SAP offerings and directly engage in discussions with technical practitioners.

Contact partners@asug.com to discuss sponsorship opportunities today.



Target Attendee Personas:

Licensee & Subscriber (L&S) Leaders & Decision Influencers:

- Architects (Enterprise, Solution, Technical, Data, Security)
- Application & LoB Analysts
- Data Analysts & Data Scientists
- Project Managers
- Tech team leaders (Basis, ABAP, other pro-coders)
- SAP Center of Excellence (COE) leaders
- Partnership managers

“I’m looking forward to having everyone come together and discuss these technology opportunities and how we best put them to use inside our organizations to drive business solutions.”

—Geoff Scott
ASUG CEO & Chief Community Champion

Content Tracks

The ASUG Tech Connect experience will be approximately 8 tracks. The tracks will closely follow the TechEd tracks that are currently being developed by our partners at SAP.



Cloud and Digital Transformation



SAP Business Technology Platform



SAP S/4HANA Migration (Clean Core)



Application Development and Automation



Integration



Data Analytics



AI/ML/LLM



SAP Technology Fundamentals

Data and Analytics

Learn how to effectively manage your business data, and deploy and support analytics and planning tools from SAP to provide your business with real-time insights into mission-critical data.

Systems Modernization

Learn how to connect SAP and non-SAP applications to provide a seamless experience across your entire landscape. Also, learn how to leverage pre-built integration scenarios to accelerate your toughest integration challenges.

Managing the Business of IT

Technology is only part of the challenge in managing IT. Learn best practices for everything from managing partner relations, delivering business value, and upskilling your teams.

Integration

Learn how to connect SAP and non-SAP applications to provide a seamless experience across your entire landscape. Also, learn how to leverage pre-built integration scenarios to accelerate your toughest integration challenges.

Systems Operation & Administration

Adopting new technology solutions can be both daunting and exciting. Learn how and where AI and intelligent technologies can fit into your technology roadmap. Hear more about the tools and solutions that are available for moving ERP and other workloads to the cloud to help maximize the value of your modernization journey.

Application Development & Automation

Learn how to develop and deploy applications across your enterprise, regardless of your level of programming expertise. See how no-code, low-code, and pro-code development solutions can provide you with the building blocks for innovation throughout your enterprise.

SAP Technology Fundamentals

“The fundamentals are the foundation of all success.” – Zig Ziglar. Understanding the full capabilities of SAP technology solutions is key to leveraging those solutions for business success. Learn the fundamentals of cloud adoption and BTP solutions for integration, data & analytics, application development, and intelligent technologies to gain insights into how to solve your biggest challenges with SAP.

Sponsorship at a Glance

Package Components	Diamond	Platinum	Gold	Silver	Bronze
Quantity	2	5	8	12	5
Package Fee	\$49,000	\$45,000	\$38,000	\$20,000	\$8,000
Space – Raw Space Only Turnkey available at an additional cost, if requested	30'x40'	20'x20'	10'x20'	10'x10'	
Staff Passes	8	6	4	2	2
Complimentary Customer Passes	6	4	2	1	
Speaking Opportunity	2 Sessions	2 Sessions	1 Session – option between Hands-On Lab or Deep Dive *First-come, first-served basis		
Keynote Panel Participation	●				
Editorial	Blog				
Private Meeting Room	●	●			
Additional Benefits: Company name, logo, description, link to website and booth number published on conference website and in the event mobile app	●	●	●	●	●
Pre-Conference/Post-Conference Attendee List	●	●	●	●	●

The pre/post-conference attendee list contains the company name, name, job title, email address, and phone number of registered delegates who opt in to receive communications from sponsors.

Terms and Conditions

Acceptance

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

Delivery

All elements in this SOW must be completed by the event date listed above. Unused portions of this agreement are non-transferable and do not have an exchange value toward other ASUG products.

Payments

This contract must be accompanied by a 50% deposit of the total contract fee at the time of submission. A contract will not be processed, nor exhibit space assigned without the required contract payments. The remaining balance must be paid 30 days prior to sponsor move-in. Credit card payments can be made over the phone using the number provided on your invoice and by using American Express, MasterCard, or Visa. Checks must be paid to ASUG and can be remitted to the following address via the U.S. Postal Service:

Americas' SAP Users' Group
Department No. 127
P.O. Box 4248
Houston, TX 77210-4248

For ACH/wire payments, please email partnersupport@asug.com for remittance instructions. ASUG reserves the right to hold or revoke registration badges for any sponsor with an unpaid balance and to instruct all official show contractors to deny goods and services.

Contracts received after Friday, October 6, 2023, must be accompanied by a full payment (100%) of the total contract fee at the time of submission. A contract will not be processed without the required contract fee payments.

Cancellation of Contract

In the event of a Sponsor canceling its 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 ASUG as liquidated damages per the payment schedule. If ASUG, its officers, directors, employees, and agents cancel the Conference, a full refund will be made to the Sponsor. This refund is the sole and exclusive remedy of the Sponsor against ASUG. ASUG

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. ASUG makes all reasonable attempts to attract quality attendees to its Conference. However, ASUG does not guarantee a specific attendance volume or level. Traffic by any given booth is a function of that exhibit and not the responsibility of ASUG.

Subletting Exhibition Space

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

Sponsor Toolkit

Move-in and move-out dates and times, delivery details, furniture hire, and all other relevant information pertaining to the Sponsor's 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. The Sponsor acknowledges and agrees that all exhibits shall be constructed and maintained in accordance with the specifications set forth in the Sponsor Toolkit. The 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 ASUG and/or its agents.

Photography and Video

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, the Sponsor agrees to reference the Conference name, Conference logo, and give credit to ASUG as the event owner and producer. The Sponsor also grants ASUG, its contractors, licensees, and assignees the irrevocable right to take photographs and videos; to 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

ASUG 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. ASUG 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 ASUG-hosted evening Function

Allocation of Space

ASUG operates space selection on a combination of a planned basis with the headline Sponsor, e.g., SAP, and on a first-come, first-serve basis.

Hotel Rooms, Suites, and Meeting Rooms

ASUG reserves the right to control all suites and meeting rooms in the hotels that are providing housing for ASUG. No entertainment, meetings, tours, special events, hospitality suite functions, or other offsite events will be permitted during the event unless approved by ASUG. Companies that are not in accordance with the stated rules may lose their privilege or sponsoring at this and future conferences.

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, as well as for property damage occurring in or upon, or resulting from the premises leased by ASUG. Such insurance shall name ASUG as an additional insured, and the Sponsor shall, upon request, provide ASUG with the certificate indicating so. Workers Compensation shall be in full compliance with all federal and state laws, covering all of 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 ASUG.

Force Majeure

ASUG shall not be liable for any failure to deliver space to a Sponsor or for the loss of allotted space of the 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 ASUG.

Waiver, Release, and Indemnification

The Sponsor agrees that it will indemnify, defend, release, and hold ASUG, 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 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 ASUG. 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 that interfere with the use of other exhibits or impede access to them or impede 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 ASUG, no part of the hotel and its grounds may be used by any organization other than ASUG for display purposes of any kind or nature without written permission of ASUG.

- 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, ASUG 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 ASUG.
- ASUG shall have the right to exclude or to require modification of any display or demonstration at the Sponsor's expense, which, at the sole discretion of ASUG, it considers not proper or not otherwise in keeping with the character of the Conference.

The Sponsor shall be bound by the decisions of ASUG in all matters related to the Conference. ASUG 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.

- The 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 ASUG and the Conference space provider, the terms and conditions of which are hereby incorporated by reference and made a part hereof.

ASUG Branding Guidelines

Any use of the ASUG or conference logo must be approved by the ASUG team. Materials that will be used digitally or in print must be submitted to the ASUG team for approval before publishing.

Partner Press Releases and Announcements Relating to ASUG

If you intend to create a press release or other similar announcement relating to the ASUG engagement, or want to use the ASUG branding or marketing collateral in any form (other than the partner marketing tool kit provided for the activation), you must receive approval from the ASUG event marketing lead. Contact your sales manager for details.

Terms of Use

All uses of ASUG brand assets (including, but not limited to name, logos, trademarks, and events) in any marketing, advertising, content, or other material are subject to the approval of ASUG prior to use. Approval for such uses must be submitted through a request for approval via this e-mail address: pr@asug.com. The failure of ASUG to respond to requests does not constitute approval. To the extent that ASUG does not provide express approval, the Sponsor is forbidden from using any of the ASUG brand assets in any way, shape, or form. See The ASUG Terms of Use page for additional guidelines.

General

These policies are subject to change from time to time and remain subject to all ASUG 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.

MP4 Event Recording

ASUG will routinely record virtual events. If an event Sponsor would like access to the event recording, additional fees and usage rules will apply. MP4 recordings will not be provided automatically. ASUG will grant the partner a license to use the video in its ongoing marketing efforts, subject to the following restrictions:

The ASUG event must be credited as the source of the recording

ASUG brand standards will be captured in the recording and must be maintained. The recording will not be used to support marketing efforts for any competitors of ASUG. Prior to release of any video recordings, ASUG requires written consent release from all individuals who appear in the recording. To secure these releases, ASUG may enlist the help of the partner.

Personal Information Consent

The Sponsor acknowledges that personal information of its company contacts may be used by ASUG: (a) to fulfill the purpose and obligations of this contract; (b) to communicate other information about ASUG; (c) to engage in outreach to solicit support of ASUG in the future; and (d) in furtherance of any other purpose outlined in the ASUG privacy policy.

ASUG/ASUG Membership Policy

All industry partners and companies who present with them at any ASUG event, including webcasts, are required to be active members of ASUG in good standing at the time of their presentation. Events and webcasts that are scheduled after membership expiration dates are subject to cancellation if an active status is not maintained.

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