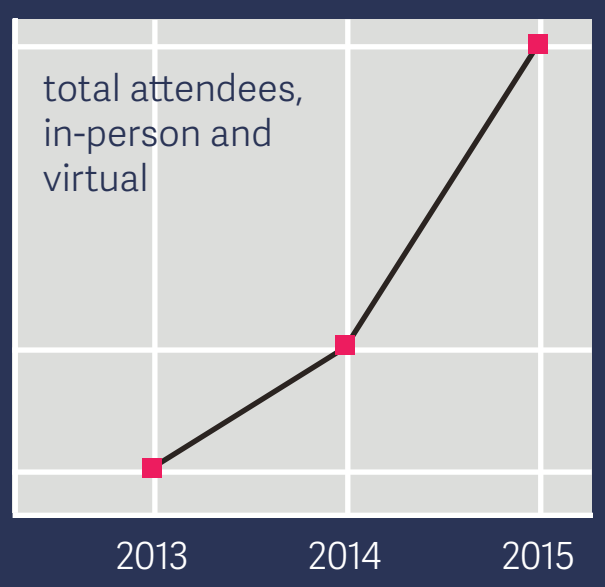


**7,455**  
registered attendees

Over  
**25,000**  
virtual participants

**82**  
countries represented

**33,151**  
**11,700**  
**3,185**



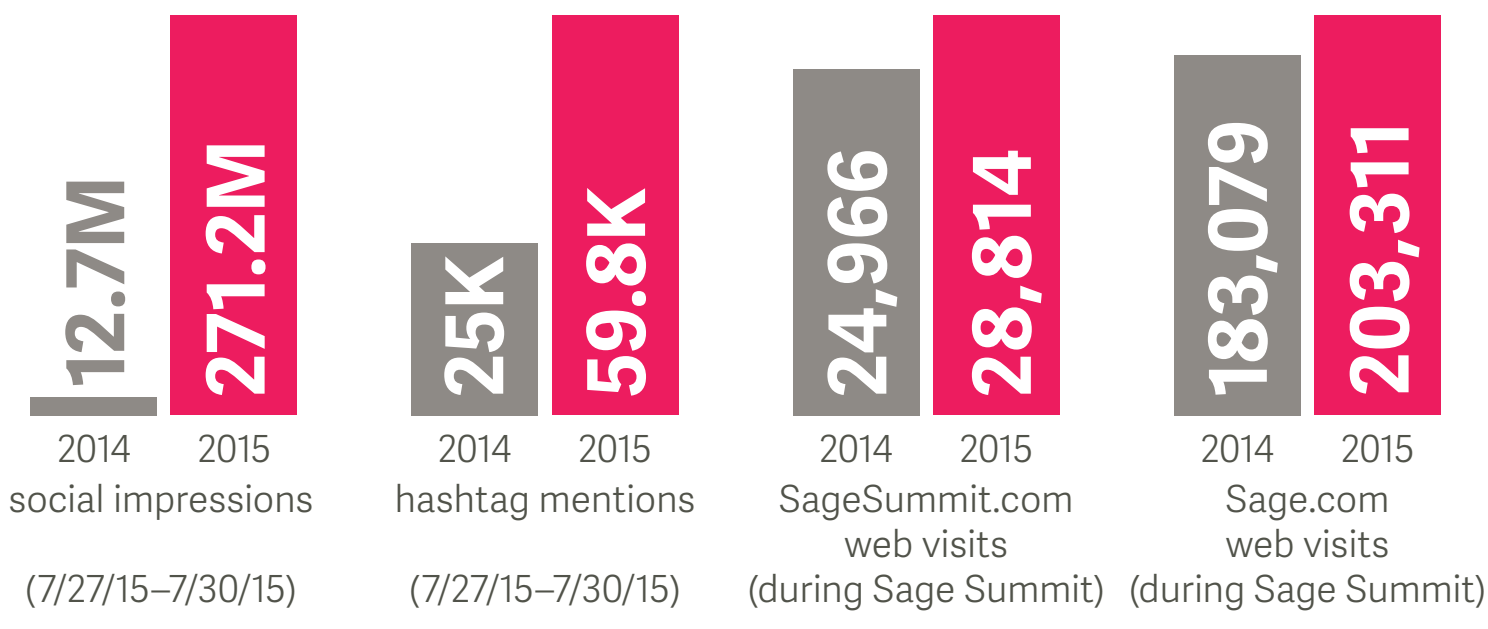
This represents a **283% increase** over 2014 and a **1,041% increase** over 2013.

# sage summit IS THE WORLD'S LARGEST EVENT DEDICATED TO SMALL AND MEDIUM BUSINESSES!

## Customer company size:

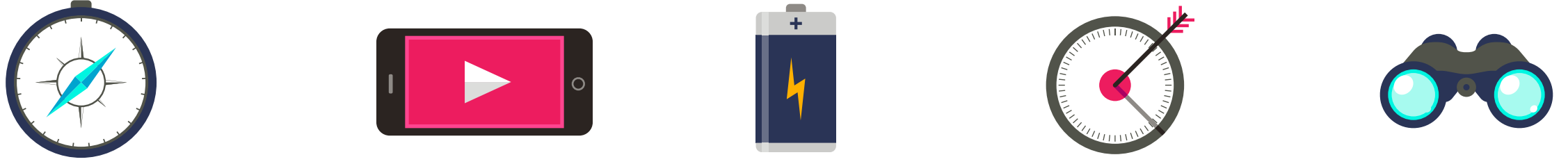


Small and medium businesses are at the forefront of technology. Sage Summit attendees reflect this, not just by using technology to run their businesses from anywhere, but also in how they share their enthusiasm at the event:



**195M** estimated impressions  
**339** pieces of global coverage to date  
**1,000,000+** interactions on the Sage Summit mobile app

## Featured Conversation views: **over 25,000 virtual participants** and growing daily!



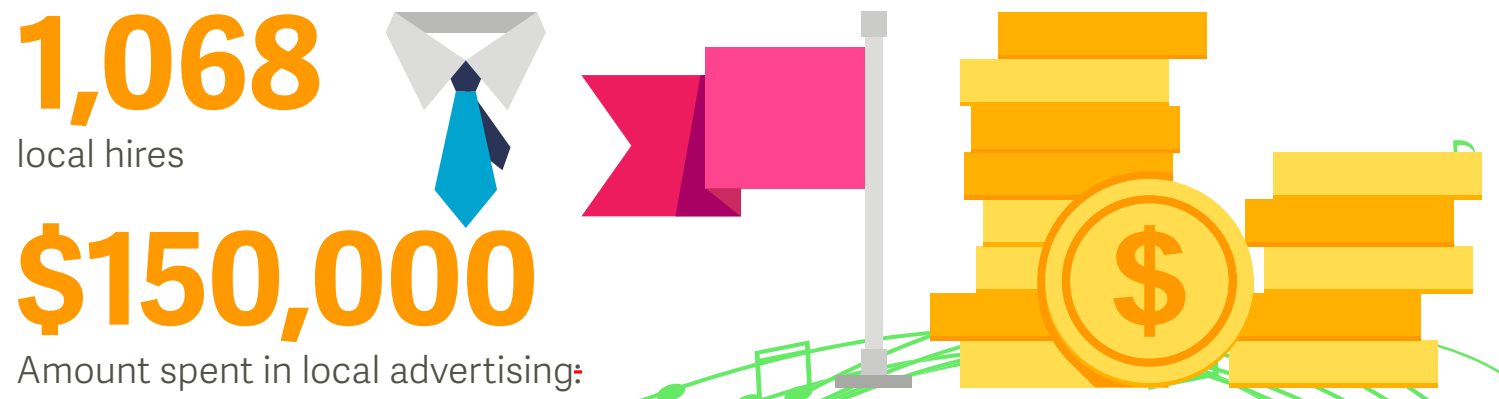
Navigating a changing world | The YouTube Generation | Down but not out | Stay hungry. Stay foolish. | Finding your fan base

## Star-studded speakers:

Colin Powell    Tony Hawk    Jane Seymour    Bre Pettis  
Deepak Chopra    Matthew Weiner    Karren Brady    William McDonough  
Chad Hurley    Trevor Noah    Brandi Temple    Dolly Singh

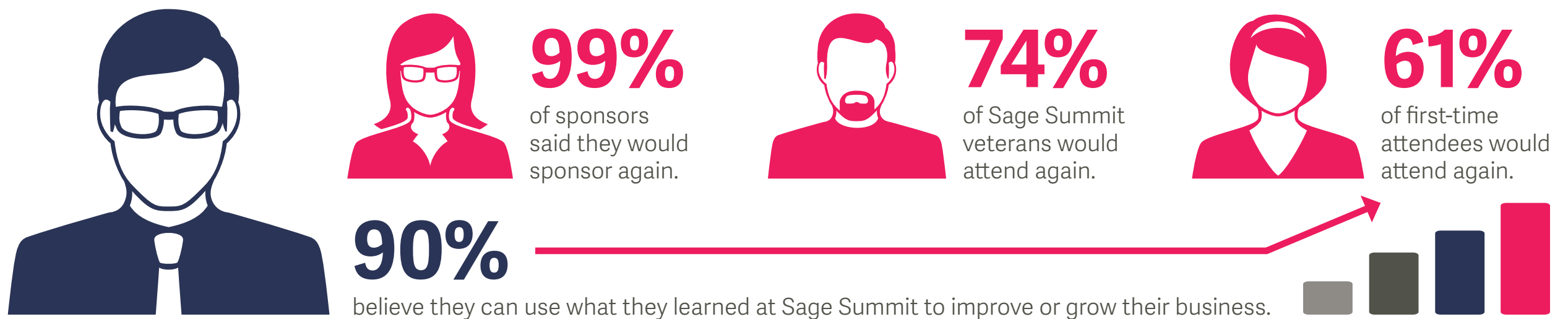


Over **\$29M economic impact to New Orleans area**<sup>1</sup> including funds raised by the just-launched Sage Foundation for the New Orleans chapter of Habitat for Humanity on the tenth anniversary of Hurricane Katrina<sup>2</sup>.



*"We were delighted that Sage Summit was here in New Orleans this year. Many of the attendees raved about the event to us when they came to the restaurant for dinner."*  
Alex Fein, general manager, Sage customer The Court of Two Sisters

*"New Orleans Area Habitat for Humanity has long relied on Sage products, so it was a special pleasure to have Sage Summit here on the tenth anniversary of Katrina. We were thrilled with the donations raised by the Sage Foundation and the kindness of the Sage employees."*  
Douglas Penner, CFO, Habitat for Humanity—NOLA chapter



We're projecting **25,000 attendees and 1B social impressions** next year... small and medium businesses will have a huge impact on Chicago!

**See you next year!**  
Sage Summit 2016 | July 25-28, 2016  
McCormick Place | Chicago, IL  
[SageSummit.com](http://SageSummit.com)



<sup>1</sup> Source: NOLA CVB  
<sup>2</sup> Source: Bite Global <http://pages.biteglobal.com/3826>