

A night-time photograph of the Chicago skyline, featuring prominent skyscrapers like the Willis Tower, illuminated against a dark blue twilight sky. The city lights reflect on the water in the foreground, which is bordered by a park with trees and streetlights.

Be a part of the **LARGEST** conference for  
**small and medium businesses** in the world

*Sponsorship opportunities*

**sage** summit 2016

July 25-28, 2016 | McCormick Place | Chicago, IL



# Who is Sage?

Over 6 million small and medium companies worldwide rely on Sage solutions to run their businesses.

Our customers are entrepreneurs, enterprise leaders, and dreamers.

Customer industries:



accounting



construction



manufacturing



retail



services



other



# What is Sage Summit?

**Sage Summit is the largest gathering** of small and medium businesses in the world.

Sage Summit attendees are serious about growing their businesses. They come to **network, learn, and discover** new technologies to help boost their success.

*Do these sound like your customers?*





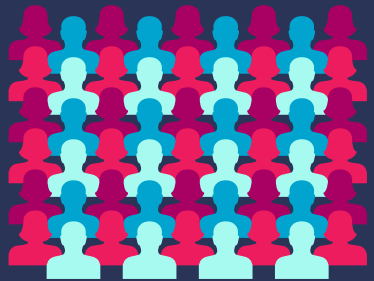
A wide-angle photograph of a large, modern exhibition hall for Sage Summit 2016. The space is characterized by its open concept, featuring large, curved, illuminated structures in shades of green and orange. The word "sage" is prominently displayed in large, white, 3D letters on a green curved structure at the top. Below it, an orange curved structure displays the text "What will your story be?" and "Integrity". A large screen on the left shows a man in a suit speaking. The floor is a light-colored carpet, and the ceiling is high with visible structural beams and lighting rigs. Numerous people are seen walking through the hall, interacting with various displays and structures. The overall atmosphere is bright and professional.

# sage

*"Sage Summit is a home run. The open concept generates an audio and visual energy that is unmatched in software trade shows."*

2015 Sage Summit sponsor

# Sage Summit 2015 was our best event yet



7,455

registered attendees



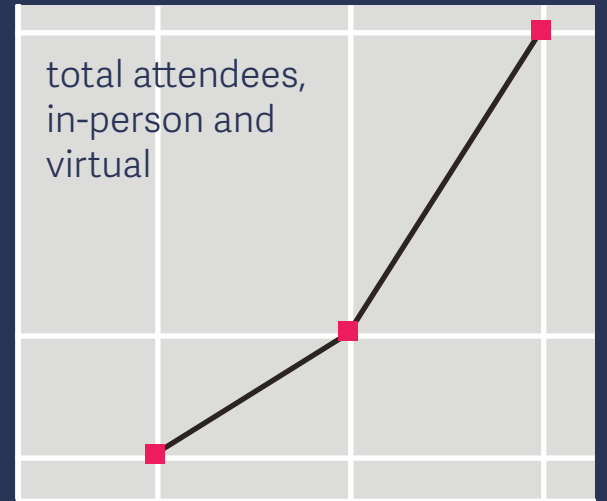
82

countries represented

33,151

11,700

3,185



2013

2014

2015

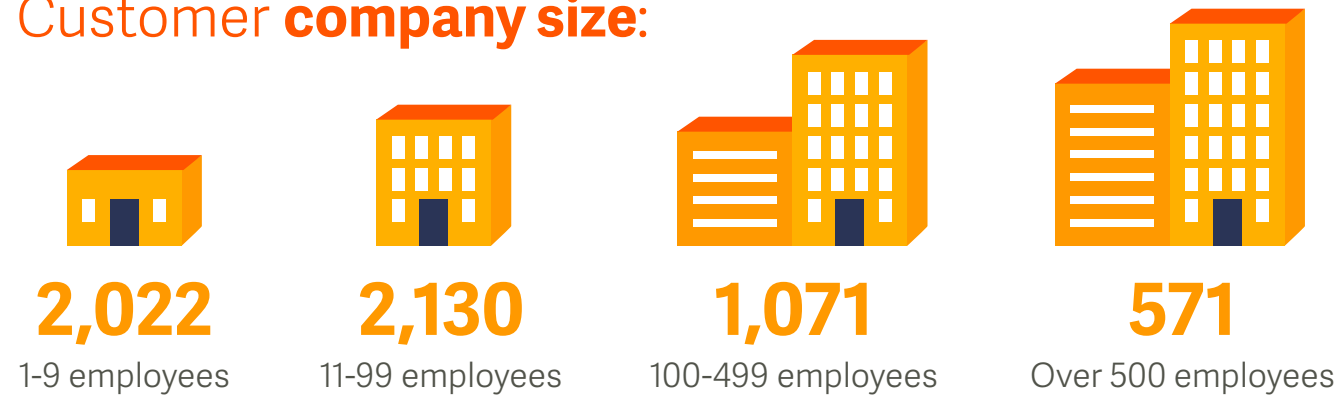
This represents a **283% increase** over 2014 and a **1,041% increase** over 2013.

sage summit

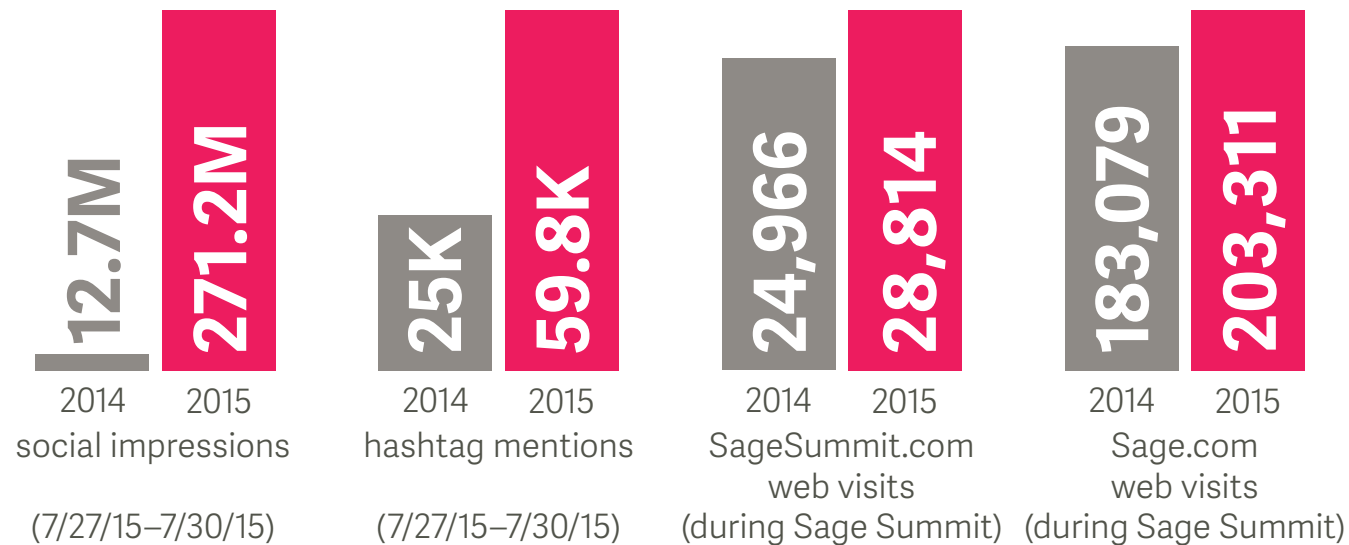
IS THE **WORLD'S  
LARGEST EVENT**

DEDICATED TO SMALL AND MEDIUM BUSINESSES!

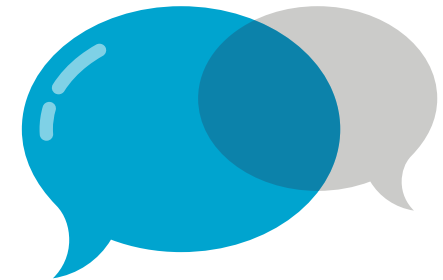
## Customer **company size:**



Small and medium businesses are the engine of the global economy. Sage Summit attendees know having the right technology is what helps them succeed as they continue to change markets, lives, and communities.



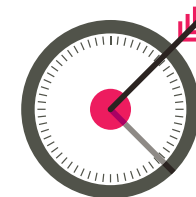
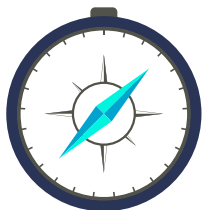
**195M**  
estimated impressions



**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!

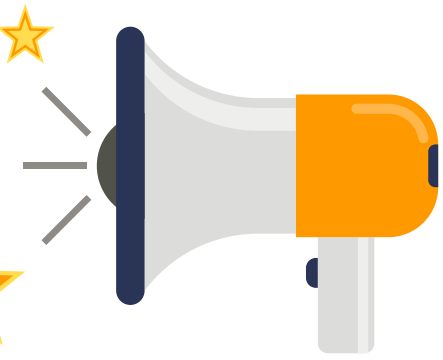


Navigating a changing world | The YouTube Generation | Down but not out | Stay hungry. Stay foolish. | Finding your fan base



## 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>

**1,068**

local hires



**\$150,000**

amount spent in local advertising



*"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





**99%**

of sponsors  
said they would  
sponsor again.



**74%**

of Sage Summit  
veterans would  
attend again.



**61%**

of first-time  
attendees would  
attend again.

**90%**

believe they can use what they learned at Sage Summit to improve or grow their business.



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)

**sage**

1 Source: NOLA CVB

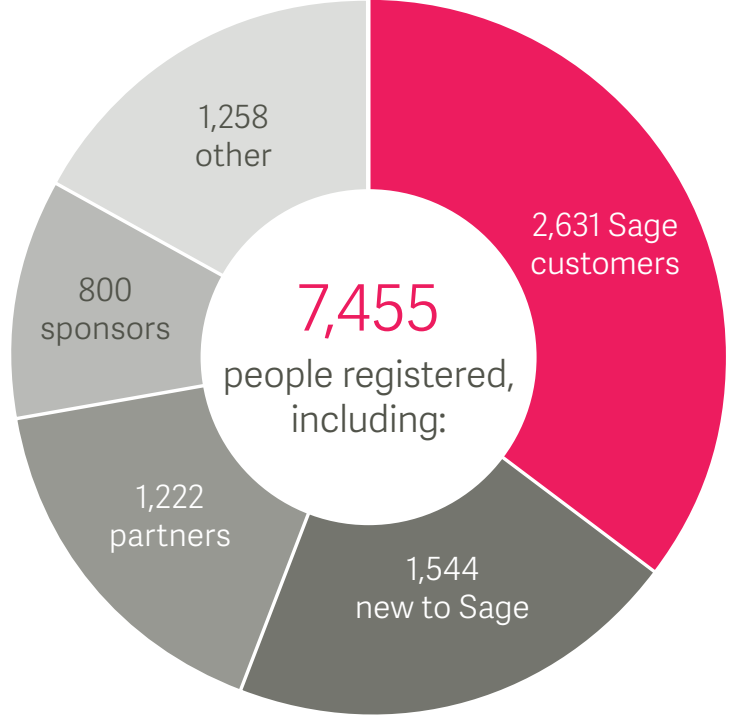
2 Source: Bite Global <http://pages.biteglobal.com/3826>



[www.sage.com](http://www.sage.com)



# Sage Summit 2015 stats



99% said they would sponsor again.

87% committed before contracting opened, with 15% upgrading their sponsorship package.

77% were principal decision makers from small and medium businesses.

37% increase in repeat sponsors

25% year-over-year growth of sponsors

## Sage Summit 2016 audience\*



25,000 attendees



75,000 virtual guests



80 countries represented

\*Projected



*"As a returning sponsor to Sage Summit, we are blown away by the number of attendees that came by our booth this year. We couldn't have asked for better traffic!"*

2015 Sage Summit sponsor



# Diamond package

Maximize your exposure to an expected 25,000 small and medium business decision makers.

With the Diamond package, you get more than a physical presence that can be seen from almost anywhere on the show floor.

## **Your exposure starts long before the event:**

Your company is featured on a huge digital footprint, including social media, press releases, prominent placement on the Sage Summit and Sage Advice websites, and the Sage Summit mobile app. Plus, your logo will be included on every email to Sage Summit attendees, partners, and prospects, an estimated 32 million communications.

The Diamond package is invite only; contact

for consideration.



# Platinum package

Capture the attention of your prospective customers before they arrive at Sage Summit 2016.

The Platinum package offers your company a digital marketing experience for maximum exposure. Sage customers, partners, and prospects will see your logo on an estimated 32 million communications, in addition to social media promotions. Once on site, your high-visibility booth ensures your company will be seen by an anticipated 25,000 attendees!





# Gold package

Take your exposure to a higher level  
with the Gold package.

Elevate your presence at Sage Summit with the Gold sponsorship package, which gives you a unique opportunity host your own presentation in a Show Floor theater. Gold sponsors' logos are prominently featured on screen during the keynotes and between presentations, giving these sponsors access to our anticipated virtual audience of 75,000 guests.



# Silver package

Increase your visibility to Sage Summit customers, partners, and prospects with the Silver package.

Set yourself apart from the crowd with the Silver sponsorship package. Meet one on one with potential new partners and customers in a dedicated shared meeting space. Interested in a speaking opportunity? Silver sponsors get a special rate, as well as additional conference passes, to make sure your expanded booth space is manned at all times.





# Bronze package

Step up your game with our most popular sponsorship package.

The Bronze package includes a larger booth along with links on email and website. Use the provided marketing toolkit to promote your presence and capture leads using a provided lead retrieval device.



# Exhibitor package

As a Sage Summit sponsor, you have the opportunity to host up to an expected 25,000 potential new customers.

Your logo and graphics provide instant visibility, and you'll receive a lead retrieval device to capture contact information for every interested prospect.





# Packages at a glance

SPONSORSHIP LEVELS	Diamond Biggest bang	Platinum High visibility	Gold Huge boost	Silver Greater presence	Bronze Most popular	Exhibitor Basic buy-in
Price	\$200,000	\$100,000	\$40,000	\$25,000	\$15,000	\$9,500
Booth size	40x40	30x30	20x20	10x20	10x10	Kiosk
Opportunities available	3	10	20	25	60	70
PREEVENT EXPOSURE						
Sage press release	Company name, URL, description	Company name, URL	Company name			
Featured press release with Sage	X					
Sponsor feature on	X	X				
Logo and website included in Sage Summit emails	All	All				
General sponsor-level mention in Sage Summit email with link to sponsor page. Example: "Thank you to our Gold sponsors"			All	4	3	
Exclusive preconference email	X					
Social media promotion—one post per month provided by sponsor	X	X				
Social media promotion—general post with link to Sage Summit website sponsor page. Example: "Thank you to our Gold and Silver sponsors"			X	X		
Social media promotion—Twitter advertisement cosponsored with Sage	X					
Inclusion in Sage Summit sponsor list on Twitter	X	X				
Sponsor spotlight page on Sage Summit website	X	X				
Description and logo on website	Logo, website, 200-word description	Logo, website, 150-word description	Logo, website, 100-word description	Logo, website, 50-word description	Logo, website, 25-word description	Logo, website, 25-word description
Access to Sage Summit promotional kit (banner ads, logos, comarketing tools), and free pass earnings	X	X	X	X	X	X

Diamond package is invite only. If you feel your company should be considered for the Diamond sponsorship, contact

. Packages are subject to change.

# Packages at a glance

SPONSORSHIP LEVELS	Diamond Biggest bang	Platinum High visibility	Gold Huge boost	Silver Greater presence	Bronze Most popular	Exhibitor Basic buy-in
TURNKEY BOOTH PRESENCE (ON-SITE)						
Ability to customize booth (BYOB); subject to Sage approval	X	X				
Option for customizable sponsorship without booth based on sponsor's promotional needs	X	X				
Option to rig a hanging banner	X	X				
Stools	10	8	4	2	2	1
Literature rack	6	4	2	1	1	
Booth furniture	Tables and chairs	Tables and chairs	Tables and chairs			
Standard carpet (padding available at sponsor's cost)	X	X	X	X	X	X
Color company logo on white booth header	X	X	X	X	X	X
Graphic panels	X	X	X	X	X	X
Monitors	6	4	2	1	1	1
Electrical drop	6	4	2	1	1	1
Wired basic Internet drop	6	4	2	1	1	1
Lead retrieval device	4	3	2	1	1	1
Materials handling, weight allotment	400	400	300	200	100	100
Nightly porter service, vacuum service, and trash pick-up	X	X	X	X	X	X

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# Packages at a glance

SPONSORSHIP LEVELS	Diamond Biggest bang	Platinum High visibility	Gold Huge boost	Silver Greater presence	Bronze Most popular	Exhibitor Basic buy-in
ON-SITE PRESENCE						
Full conference passes	30	14	10	8	6	3
Additional passes available to purchase at lowest published group conference rate	\$399	\$399	\$399	\$399	\$399	\$399
Booth carpet logo	X	X	X			
Onsite meeting room	2 dedicated 10x20	1 dedicated 10x20	1 dedicated 10x20	Shared room		
Inclusion in the conference bag	X	X				
Inclusion in a promoted post on the Mobile app	X					
Special offer promoted on the Mobile app	X	X	X			
Logo in digital conference guide	X	X	X	X	Name and website	Name and website
Advertisement in digital conference guide	2 full-page ads	1 full-page ad	1 half-page ad			
Logo on entrance signage	X	X				
Logo inclusion in a daily Sage Summit email	X	X				
General sponsor level mention in a daily Sage Summit email			X			
Number of cosponsor signage	6	5	4	3	2	1
Exclusive sponsor signage	X	X				
45-minute theater presentation (limited availability—book early to guarantee a spot)	2	2	1	\$5,000 discounted rate		
Meet and greet with the talent	X					
Logo inclusion at the keynotes	X	X	X			
Promotion in on-site mobile app	X	X	X	X	X	X

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# Packages at a glance

SPONSORSHIP LEVELS	Diamond Biggest bang	Platinum High visibility	Gold Huge boost	Silver Greater presence	Bronze Most popular	Exhibitor Basic buy-in
ON-SITE PRESENCE (continued)						
Logo inclusion in digital content loop on plasmas	X	X	X			
Logo included in live streaming Sage Summit theater content loop—virtual audience reach	X	X	X			
Press list	X	X	X	X		
POSTCONFERENCE PRESENCE						
Inclusion in a Sage Summit email	Logo, URL, and 25-word description	Logo, URL				
General message in a Sage Summit email with link to Sage Summit website sponsor page. Example: “Thank you to our Gold and Silver sponsors”			X	X		

*“Sage Summit 2015 had a lot of energy and buzz and is arguably the best Summit of business partners and customers ever for Sage. We have high expectations that our sponsorship will deliver a very solid ROI for us.”*

2015 Sage Summit sponsor

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. Packages are subject to change.



# Increase your visibility

OPPORTUNITY	Description	Price	Capacity
1 Be everyone's arm candy	The conference bag is back and always an attendee favorite. Inclusions: logo on Sage conference bag along with the Sage logo. <b>Bonus! Includes your item in the bag which is a \$3,500 value.</b>	\$30,000*	1
2 Distribute promotional goodies	Include your literature or novelty item in conference bag each attendee receives at registration.	\$15,000	3
3 Capture the eyes	Get a half-page advertisement in the online conference guide, where attendees get all event information.	\$3,500	20
4 Present your products and services	Don't miss out on an opportunity to speak directly to attendees. Inclusions: 45-minute theater presentations on the Expo floor in the Sponsor Theater. Includes attendee leads scanned by Sage staff and emailed to you postsession.	\$3,500	5
		\$7,500	20

Full list of sponsorships will launch soon; stay tuned.



1



2




3



4

\*If the \$30,000 opportunity is purchased, that sponsor will have exclusive rights and the three \$15,000 options will no longer be available.

A woman with short blonde hair and glasses, wearing a black blazer over a white top, is smiling and clapping her hands. She is wearing a lanyard with a badge around her neck. In the background, there is a crowd of people at a conference, including a man in a white shirt and tie, a woman in a yellow dress, and a man in a green shirt. A large brass instrument, possibly a tuba, is visible in the background.

*"The Sage Summit was incredibly well organized and promoted. We had a wonderful time and made valuable connections with prospects and partners. We're already looking forward to next year's Sage Summit!"*

2015 Sage Summit sponsor



# Thank you

Know you want to sponsor? Have questions? Call us!

We'd love the opportunity to speak to you about Sage Summit and the amazing sponsorship packages we designed with *you* in mind.

## Sarah Brush

Manager, Event Marketing, Sage

P: 480-383-5330

E:

Relive

2015:



# sage

Imagine NOW

Wh