

# SAP® Field Kick-Off Meeting Barcelona

## Partner Sponsorship Opportunities

January 18-19, 2016  
Fira Barcelona, Gran Vía  
Barcelona, Spain



# SAP Field Kick-Off Meeting Barcelona

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# General Information

SAP FKOM Barcelona is SAP's annual premiere field sales event, attended by more than 6,000 people (including 1,000 attendees from the partner ecosystem), as well as the entire SAP field sales team.

## NEW in 2016

SAP FKOM has always offered attendees an unparalleled networking platform. In 2016 SAP takes this one step further with a completely revised and improved concept: The agenda includes dedicated networking and meet-the-experts time on both conference days. Network, stay connected to the SAP sales team and contribute towards setting the foundation for our joint future business growth.

SAP FKOM Barcelona provides the unique opportunity to understand the SAP strategy, our offerings, solution-innovation road map, and GTM strategy via keynote presentations and education sessions, dedicated networking hours, pre-arranged face-to-face meetings, and evening social sponsorships events.

At the conference you will extend your relationships with the SAP country sales team and solution specialists, and interact with senior SAP executives with one objective: To drive sales execution in 2016.

## SAP attendees

- Pre-sales and sales
- Senior executives
- Industry and solution principles
- Partner organization
- Field services

## Who should attend?

- General managers
- Senior SAP and line-of-business practice leaders
- Business development and senior sales management executives responsible for sales strategy and go-to-market (GTM)

## Benefits of Sponsoring

- Unparalleled networking opportunities with SAP management and country teams: SAP will assist you in meeting the right experts
- Keynote attendance
- NEW: Dedicated networking/ meet-the-experts hours on both conference days with opportunities to discuss sales and business and extend the personal network (additional meeting facilities provided)
- Dedicated partner enablement session

In the following you will find the guide to revised and improved partner ecosystem sponsorship opportunities including the new elements for the next FKOM. This provides you with everything you need to know about how an SAP FKOM sponsorship can bring exceptional value to you and your business.

# General Information

## Preliminary Agenda as of October 2015

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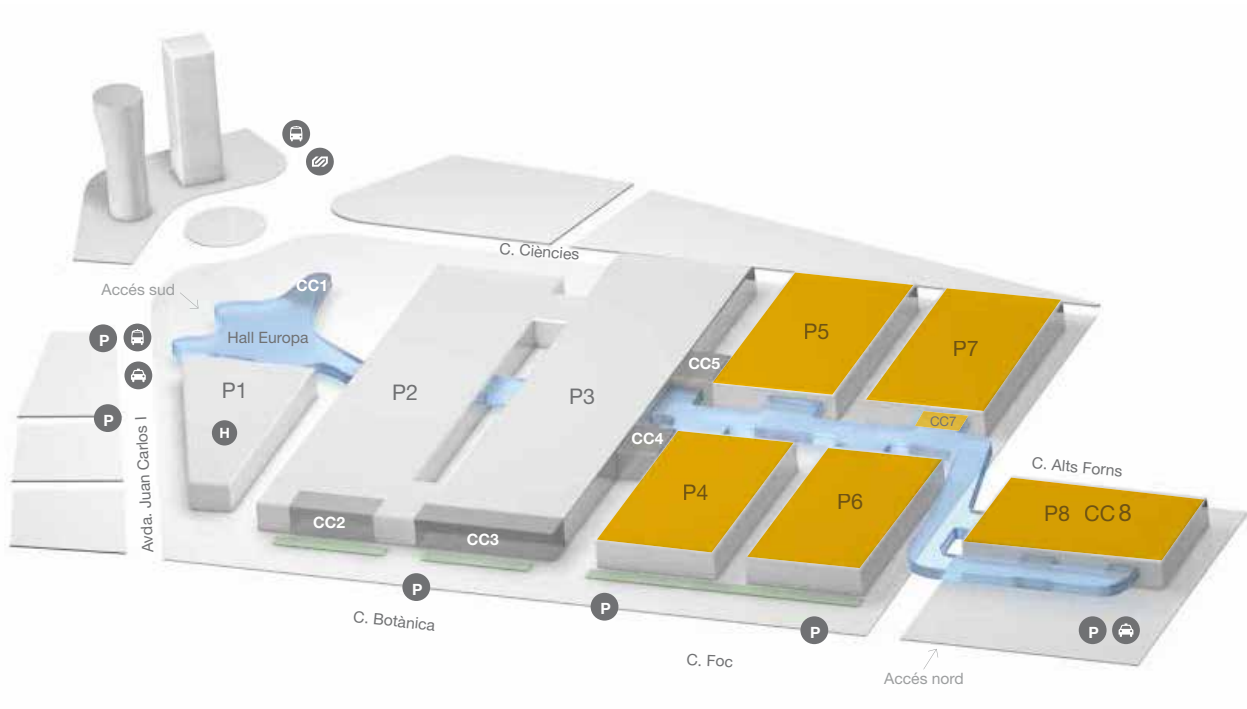
<b>Monday, January 18, 2016</b>	
Morning	Global Keynotes
Afternoon	Networking/ Meet-the-Experts
Evening	Market Unit Dinners

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<b>Tuesday, January 19, 2016</b>	
Morning	Regional Keynote Networking/ Meet-the-Experts
Afternoon	Partner Enablement Sessions Networking/ Meet-the-Experts
Evening	Reception & Awards Partner Happy Hour Celebration Night

# Venue Overview

## Fira Gran Via Barcelona



The event will take place at the Fira Barcelona Gran Vía, Spain, halls 4-8.

# New Exclusive Marketing Sponsorships

In 2016 SAP offers these unique opportunities to you to increase your reach, highlight your FKOM presence, demonstrate your commitment and the strategic importance of your relationship with SAP.

These offers are available to companies holding an SAP FKOM sponsorship package.

Sponsorship	Description	Price
Signage Sponsorship	<p>Receive extensive branding visibility throughout the conference venue to make all attendees aware of your presence at the show. Sponsorship includes logo placement:</p> <ul style="list-style-type: none"> <li>• On charging stations (plus booth number and QR codes)</li> <li>• On coffee bar and at drinks stations</li> <li>• At the luggage &amp; coat check (including pick-up cards)</li> <li>• On screens above moving walkways alternating with SAP content</li> <li>• On projection wall alternating with SAP content</li> </ul> <p>Branding will be implemented by SAP.</p>	€150,000
Keynote Sponsorship	<p>Enjoy prime visibility and recognition as one of the top level sponsors at SAP FKOM Barcelona by purchasing the keynote sponsorship. Sponsorship includes:</p> <ul style="list-style-type: none"> <li>• Naming of keynote hall (to be implemented in all conference communications, guiding system, etc.)</li> <li>• Branding of keynote hall (e.g. logo projection)</li> <li>• Opening of keynote with external speaker (Monday, January 18) on stage together with SAP executive</li> <li>• Option of keynote chair drop (chair drop item to be provided by sponsor, facilitation by SAP)</li> </ul>	€200,000
Celebration Night Sponsorship (exclusive)	<p>Become the SAP FKOM Barcelona celebration night sponsor and make this night a night to remember.</p> <ul style="list-style-type: none"> <li>• Sponsor's executive will join SAP management on stage to open the party</li> <li>• Extensive branding all throughout the celebration night venue (including gobos, bar branding, branding of show acts, signature drinks, logo cakes, etc.)</li> </ul>	€250,000
Transportation Sponsorship (full branding)	<p>Get great visibility not only among SAP FKOM attendees, but also throughout Barcelona by sponsoring selected hotel shuttle routes. Sponsorship includes:</p> <ul style="list-style-type: none"> <li>• Outside branding of buses</li> <li>• Branding of head rests</li> <li>• Video loop on all buses of sponsored route</li> <li>• Logo implementation in shuttle schedules (on-site and in conference hotels)</li> <li>• Naming of respective route</li> </ul>	€90,000
Transportation Sponsorship (light branding)	<p>Put your company name in front of a large amount of attendees by opting for the basic branding transportation sponsorship. It includes:</p> <ul style="list-style-type: none"> <li>• Naming of respective bus route (venue-hotel)</li> <li>• Implementation of route name in all conference communications and bus schedules</li> <li>• Video loop on all buses of sponsored route</li> </ul>	€25,000

# Sponsorship Opportunities

## All Packages at a Glance

Level	Platinum	Gold	Silver
Price	€148,000	€83,000	€20,000
Number of packages available	3	approx. 10	approx. 20
Attendee registrations	50	28	5
Panel discussion in regional keynote	✓	-	-
Panel discussion in EMEA North, EMEA South or MEE all hands meeting (allocation first come first serve)	-	✓	-
Networking table incl.furniture, electricity, Internet, signage	✓	✓	✓
Closed meeting room for up to 8 people	✓	✓	-
Second meeting room during networking/ meet-the-experts time	✓	✓	1 meeting room slot (30 mins) during networking time
Company information in SAP FKOM Barcelona mobile app	✓	✓	✓
Special recognition in SAP FKOM Barcelona mobile app	✓	-	-
Inclusion in "Countdown to SAP FKOM" e-mail	✓	-	-
Sponsors' information (company profile and contact for meeting arrangements) featured on SAP FKOM 2016 internal website	✓	✓	✓
Microforum session (duration: approx. 30 minutes)	2	1	-
Logo projection in spine	✓	✓	✓
Regional Dinner sponsoring	1 Dinner Sponsorship included	1 Dinner Sponsorship included	-
Video recording with sponsor's and SAP executive (up to 3 minutes)	1 video	1 video	-
SAP VIP meetings (presentations with EMEA LoB, Industry VPs)	✓	✓	✓
Option to invest in additional marketing sponsorship opportunities	✓	✓	✓

# Sponsorship Opportunities

## Platinum Package

**Fee: €148,000** plus VAT\*

Three packages available

- Registration includes 50 badges (which provide access to most sessions)
- Panel discussion in regional keynote
- A networking table with seating for up to four people located in the same hall as the meet-the-experts area. The table will be equipped with electricity, Internet connection, monitor and a dividing wall panel including signage (logo, table number and bullet points)
- A closed meeting room for six to eight people for private meetings – including furniture, monitor, electricity, and Internet
- Second meeting room during networking/ meet-the-experts time on both conference days
- Inclusion in SAP FKOM Barcelona mobile app sponsors' directory (company description, dedicated SAP FKOM contacts, logo, and URL)
- Special recognition in SAP FKOM Barcelona mobile app (e.g. banner ad)
- Sponsor's information (company profile, contacts) featured on SAP FKOM 2016 internal website – including possibility of publishing a designated contact for meeting arrangements
- Inclusion in "Countdown to SAP FKOM Barcelona" e-mail (going out to all registered attendees)
- Sponsor's logo projection in spine walkway
- Two partner microforum sessions (planned session duration: approx. 30 minutes). Sessions take place in theaters on the show floor during the networking/ meet-the-experts time
- Dinner sponsoring – **1 dinner sponsorship included in package** (allocation of dinner first-come, first-serve; SAP management will introduce sponsors to selected account managers)
- Recording of 3-minute video statement (partner and SAP executive); SAP will provide streaming-ready video to sponsor for own usage
- SAP VIP meetings (presentations with EMEA LoB, Industry VPs)
- Option to invest in additional marketing sponsorships
- Additional incentives for SAP employees to visit the partner exhibition



Networking table for all sponsorship levels (one table per sponsor)

\*Price plus statutory value-added tax



# Sponsorship Opportunities

## Gold Package

**Fee: €83,000** plus VAT\*

approx. 10 packages available

- Registration includes 28 badges (which provide access to most sessions)
- Panel discussion in EMEA North, EMEA South or MEE all hands meeting (allocation first come first serve)
- A networking table with seating for up to four people located in the same hall as the meet-the-experts area. The table will be equipped with electricity, Internet connection, monitor and a dividing wall panel including signage (logo, table number and bullet points)
- A closed meeting room for six to eight people for private meetings including furniture, monitor, electricity, and Internet
- Second meeting room during networking/ meet-the-experts time on both conference days
- Inclusion in SAP FKOM Barcelona mobile app sponsors' directory (company description, dedicated SAP FKOM contacts, logo, and URL)
- Sponsor's information (company profile, contacts) featured on SAP FKOM 2016 internal website – including possibility of publishing a designated contact for meeting arrangements
- Sponsors' logo projection in spine walkway
- One partner microforum session (planned session duration: approx. 30 minutes). Session takes places in theaters on the show floor during the networking/ meet-the-experts time
- Dinner sponsoring – **1 dinner sponsorship included in package** (allocation of dinner first-come, first-serve; SAP management will introduce sponsors to selected account managers)
- Recording of 3-minute video statement (partner and SAP executive); SAP will provide streaming-ready video to sponsor for own usage
- SAP VIP meetings (presentations with EMEA LoB/ Industry VPs)
- Option to invest in additional marketing sponsorship opportunities
- Additional incentives for SAP employees to visit the partner exhibition

\*Price plus statutory value-added tax

# Sponsorship Opportunities

## Silver Package

**Fee: €20,000** plus VAT\*

approx. 20 packages available

- Registration includes 5 badges (which provide access to most sessions)
- A networking table with seating for up to four people located in the same area as the meet-the-experts area. The table will be equipped with electricity, Internet connection, monitor and a dividing wall panel including signage (logo, table number and bullet points)
- Option to reserve a closed meeting room during the networking/ meet-the-expert hours for a duration of 1x30 minutes
- Inclusion in SAP FKOM Barcelona mobile app sponsors' directory (company description, dedicated SAP FKOM contacts, logo, and URL)
- Sponsor's information (company profile, contacts) featured on SAP FKOM 2016 internal website – including possibility of publishing a designated contact for meeting arrangements
- Sponsors' logo projection in spine walkway
- SAP VIP meetings (presentations with EMEA LoB/ Industry VPs)
- Option to invest in additional marketing sponsorship opportunities
- Additional incentives for SAP employees to visit the partner exhibition

\*Price plus statutory value-added tax

# Important Information for Sponsors

## NEW in 2016:

### Networking table in the meet the experts area

For SAP FKOM 2016 the partner sponsors' exhibition will be located in the meet-the-experts area. This is the place where SAP presents new solutions, shares demos and updates the audience on tools and technology.

The re-designed agenda provides increased time to meet and network within the meet-the-exhibitors area and partner exhibition, emphasizing the networking aspect.

### SAP will provide additional meeting space to all sponsors to make the most out of the networking time.

An SAP employee incentive will increase traffic at your booth and quality networking time.

### Microforum Sessions (Platinum and Gold packages)

For the first time in 2016 Platinum and Gold sponsors will receive own microforum sessions at SAP FKOM to show solution offerings and share best practices and success stories (Platinum: 2 sessions, Gold: 1 session).

Microforum sessions are small group discussions taking place in theaters on the show floor.

To enable a smooth process, please submit the following deliverables within a two-week time frame after completing your registration:

- Session title and abstract
- Speaker name and contact

As a Platinum or Gold level sponsor you will receive detailed information on your microforum session(s) shortly after registration.

### Video statements with SAP executive (Platinum and Gold sponsors)

Your company's executive will be joined by an SAP executive. Together they provide their best statements for an up to 3-minute video recording – which will be made available to the sponsor for own usage, e.g. on sponsor's website, social media channels or sales activities.

Detailed information on the on-site recording will be provided to Platinum and Gold sponsors shortly after registration.

### Dinner Sponsorships

Platinum and Gold sponsors will have a dinner sponsorship included in their package. Selection of dinner on a first-come, first-serve basis. Dinner sponsorship includes on-stage presence with SAP VIP to open the party, branding options, and 5 preferred invitations to the dinner.

SAP management will introduce sponsors to selected account managers.

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### Important Deadlines for Registered Sponsors

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<b>Return signed sponsorship agreement</b>	November 27, 2015
<b>Abstract and title for microforum session</b>	within one week after completing your registration
<b>Company description (for mobile guide and SAP FKOM JAM group)</b>	within two weeks after completing your registration
<b>Video recording information</b>	within two weeks after completing your registration
<b>Logo and text for signage</b>	December 3, 2015

### Guidelines for Sponsors

Participation as a sponsor is by invitation only.

The sponsor registration can only be completed by registering on the sponsoring partner website:

<http://events.calliesundsche.de/sapfkom16>

In order to sign up as a sponsor please register for your access details which will be confirmed to you promptly. Log on to the sponsoring partner website, select the package of your choice, and submit your order. You will receive an e-mail with a confirmation PDF (sponsorship agreement) which has to be signed and returned to sponsors' management within two business days.

# Important Information for Sponsors

Your sponsorship becomes effective once the signed order confirmation is received by Callies & Schewe Kommunikation.

**The deadline for accepting sponsorship registrations is November 27, 2015. Please ensure to submit your registration by the given date.**

All partner sponsorship activities have to be coordinated by Callies & Schewe Kommunikation as the official SAP FKOM Barcelona sponsors' management. If you intend to sponsor any activity or event during SAP FKOM Barcelona, please contact:

**Kristina Van Cleave**

[vancleave@calliesundschewe.de](mailto:vancleave@calliesundschewe.de)

Sponsors' management is pleased to work out an agreement with you.

Important: It is prohibited to run own marketing activities at the conference venue as well as in conference hotels (e.g. distribution of flyers, give-aways).

## **Cancellation Sponsorship Package:**

**Until November 20, 2015**, the sponsorship can be cancelled without a fee. After November 20 the full fee will be charged (non-refundable).

## **Invoice**

The invoice for your participation as a sponsor will be sent by:

SAP FKOM Registration Office  
on behalf of  
SAP España, Sistemas, Aplicaciones y Productos  
en la Informática, S.A. Sociedad Anónima  
Calle Torrelaguna, 77  
Bloque SAP  
28043 Madrid  
Spain

## **Sponsor Information Guidelines**

In mid-December 2015 the sponsor information guidelines will be available on the sponsoring partner website <http://events.calliesundschewe.de/sapfkom16>. The guidelines will include a plan of the networking/ meet-the-experts area, your placement, important on-site information, etc.

## **Your Contact for Logistical Questions**

For all logistical questions regarding your SAP FKOM sponsorship package and on-site presence, please contact:

Callies & Schewe Kommunikation GmbH

Kristina Van Cleave

E-mail: [vancleave@calliesundschewe.de](mailto:vancleave@calliesundschewe.de)

Phone: +49 621/40547955

## **Ticket Registration and Hotel Reservation**

After receipt of your signed sponsorship order confirmation by Callies & Schewe GmbH, you will be contacted by the SAP FKOM Barcelona registration office with further details on ticket registration and hotel booking options.

SAP has reserved hotel rooms which can be booked after completing your registration for the event.

Please send all future correspondence and direct questions to:

Callies & Schewe Kommunikation GmbH  
Kristina Van Cleave  
E-mail: [vancleave@calliesundschewe.de](mailto:vancleave@calliesundschewe.de)  
Phone: +49 621/ 40547955

Please visit the Callies & Schewe Sponsoring Partner Website at <http://events.calliesundschewe.de/sapfkom16> to access the online exhibit package application.

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