

SAP® Field Kick-Off Meeting Barcelona Europe, Middle East & Africa (EMEA) and Middle & Eastern Europe (MEE)

Partner Sponsorship Opportunities

January 20-22, 2014
Fira Barcelona
Barcelona, Spain



SAP Field Kick-Off Meeting Barcelona EMEA + MEE

Table of Contents

Subject	Page
Invitation	3
General Information	4
Venue	6
Sponsorship Opportunities	7
Platinum Package	7
Gold Package	8
Silver Package	9
All Packages at a Glance	10
Important Information for Sponsors	11

Invitation

Dear Valued Partner,

On behalf of SAP, we are pleased to present the partner ecosystem sponsorship opportunities for the SAP Field Kick-Off Meeting (FKOM) 2014 in Barcelona. FKOM is SAP's premier field sales event of the year where SAP sales teams and partners come together to listen to the strategy, direction, and focus for the year ahead. The entire SAP field team will attend the event. Therefore we are delighted to invite you, our most strategic partners, to exhibit and participate in this unique gathering.

All 5,000+ attendees, including our partners, will gain direct insight into SAP's vision and business strategy for 2014. There will be a packed agenda to introduce you to the newest SAP solutions. Most importantly FKOM is the unparalleled platform for networking, discussing major business opportunities, staying connected to the SAP sales team, and setting the foundation for our joint business growth in the future.

We would like to encourage you to step up and take part in this premier sales event. The following guide explains how sponsoring FKOM will bring exceptional value to your business.

We are looking forward to welcoming you to SAP FKOM.

Thank you.

Jean-Pierre Degombert

Vice President Strategic Partners EMEA & MEE

Luis Murguia

Senior Vice President Ecosystem & Channels, EMEA

Andreas Muther

Senior Vice President Ecosystem & Channels, MEE

General Information

SAP FKOM Barcelona

- Attend the biggest and most important event for SAP EMEA and MEE country teams
- Gain insight to SAP strategy and direction from SAP Executive Leadership Team
- Hear from SAP experts on game-changing solutions
- Connect with SAP teams and partners

Unique platform

Over 5,000 attendees from SAP EMEA, MEE countries including more than 600 attendees from the partner ecosystem are expected to attend the conference.

SAP attendees

- Sales and inside sales
- Pre-sales
- Senior executives
- Industry and solution principles
- Business-user center of excellence
- Line-of-business centers of excellence
- Solution engineering management
- Value engineering
- Ecosystem and channels team
- Field services

Benefits

- Unparalleled networking opportunities with SAP management and country teams
- Attendance at keynotes and education sessions on the five market categories: applications, analytics, mobile, database and technology, and cloud
- Two-hour networking lunches with opportunities to discuss sales and business
- Excellent opportunities to extend the personal network at the regional dinners and the joint celebration events
- Dedicated partner workshops

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)

SAP FKOM Barcelona provides the unique opportunity for SAP partners to understand the SAP strategy, our offerings, solution-innovation road map, and GTM strategy via keynote presentations and education sessions, networking lunches, prearranged face-to-face meetings, and evening social sponsorship events.

SAP FKOM Barcelona offers unparalleled networking opportunities with SAP management and the combined sales forces of SAP to enable partners to explore ways in which they can best collaborate with SAP in 2014 and beyond. 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 2014.

General Information

Preliminary Agenda as of September 2013: Three days in Barcelona

Monday, January 20, 2014	
Morning	Global Messages
Lunch time	Partner Networking Lunch
Afternoon	Regional Keynotes Industry Sessions
Evening	Dinner on your own or option for business units/ regional or partner dinners

Tuesday, January 21, 2014	
Morning	E&C Keynote Solution and Technology Breakouts
Lunch time	Partner Networking Lunch
Afternoon	SAP and Partner Breakout Sessions
Evening	Partner Happy Hour Winners' Circle / Pre-celebration Reception
	Regional Closing Messages Celebration Night

Wednesday, January 22, 2014	
Morning	SAP and Partner Breakout Sessions
Lunch time	Partner Networking Lunch
Afternoon	SAP and Partner Breakout Sessions

The Venue

Fira Barcelona



Halls 4 and 5:

Bus arrivals
Check-in
Luggage/ coat check

Hall 6:

Keynotes
Celebration evening

Hall 7:

Food and networking area

Hall 8:

Breakout sessions

The event will take place at the Fira Barcelona, Spain.

Main activities are planned in Halls 6, 7, and 8. Hosting the sponsors' networking area and catering, Hall 7 will be the central meeting point of the conference granting great visibility for sponsors. This is also where attendees will enjoy their morning coffee and meet for the pre-celebration reception.

Breakout sessions will take place in Hall 8 whereas Hall 6 we will host the keynotes and celebration evening.

Sponsorship Opportunities

Platinum Package

Fee: €75,000 plus VAT*

Two packages available

- Registration includes 25 badges (for individual use, not shared). Badges provide access to most sessions
- A meeting point table with furniture for up to eight people. The table will be equipped with electricity, Internet connection, and a logo sign
- A closed meeting room for six to eight people for private meetings including furniture, electricity, and Internet
- Inclusion in SAP FKOM Barcelona mobile app partner directory (company description, logo and URL)
- One banner ad in SAP FKOM Barcelona mobile on-site guide app
- Logo placement on-screen prior to keynotes
- Inclusion in "Countdown to SAP FKOM Barcelona" e-mail
- Recognition on sponsor page of internal conference Website
- Co-host the Tuesday evening celebration (Hall 6)
- Two session integrations: Partners share their best practices in the SAP FKOM Barcelona sessions (first-come, first-served)
- Dedicated partner workshops

*Please note: 21% Spanish VAT applies to all companies based in Spain. EU-based companies with a valid VAT number and non EU residents will not be charged VAT.



Table meeting point for all sponsorship levels

Sponsorship Opportunities

Gold Package

Fee: €40,000 plus VAT*

Seven packages available

- Registration includes 17 badges (for individual use, not shared). Badges provide access to most sessions
- A meeting point table with furniture for up to eight people. The table will be equipped with electricity, Internet connection, and a logo sign
- A closed meeting room for six to eight people for private meetings including furniture, electricity, and Internet
- Inclusion in SAP FKOM Barcelona mobile app partner directory (company description, logo and URL)
- Recognition on sponsor page of internal conference Website
- Logo placement on-screen prior to keynotes
- Recognition at Tuesday pre-celebration reception (Hall 7)
- One session integration: Partners share their best practices in the SAP FKOM Barcelona sessions (first-come, first-served)
- Dedicated partner workshops

*Please note: 21% Spanish VAT applies to all companies based in Spain. EU-based companies with a valid VAT number and non EU residents will not be charged VAT.

Sponsorship Opportunities

Silver Package

Fee: €15,000 plus VAT*

20 packages available

- Registration includes five badges (for individual use, not shared). Badges provide access to most sessions
- A meeting point table with furniture for up to eight people. The table will be equipped with electricity, Internet connection, and a logo sign
- Inclusion in SAP FKOM Barcelona mobile app partner directory (company description, logo and URL)
- Recognition on sponsor page of internal event Website
- Dedicated partner work shops

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Sponsorship Opportunities

All Packages at a Glance

Since sponsorship packages are limited, partners may purchase only one SAP FKOM opportunity.

Level	Platinum	Gold	Silver
Price	€75,000	€40,000	€15,000
Number of packages available	2	7	20
Attendee registrations	25	17	5
Meeting point (table – see picture)	✓	✓	✓
Closed meeting room for up to 8 people	✓	✓	-
Inclusion in SAP FKOM Barcelona mobile app partner directory	✓	✓	✓
One banner ad in SAP FKOM Barcelona mobile on-site guide app	✓	-	-
Logo placement on-screen prior to keynotes	✓	✓	-
Inclusion in “Countdown to SAP FKOM Barcelona” e-mail	✓	-	-
Recognition on sponsor page of internal event Website	✓	✓	✓
Co-host the Tuesday evening celebration (Hall 6)	✓	-	-
Recognition at Tuesday pre-celebration reception (Hall 7)		✓	-
Session integration: Partners share their best practices in the SAP FKOM Barcelona sessions (first come, first-served)	✓ (2 sessions)	✓ (1 session)	-
Dedicated partner workshops	✓	✓	✓

Please note: 21% Spanish VAT applies to all companies based in Spain.
EU-based companies with a valid VAT number and non EU residents will not be charged VAT.

Important Information for Sponsors

Registration for sponsorship package

Participation as a sponsor is by invitation only.

The sponsor registration can only be completed by registering on the Sponsoring Partner Web site:
<http://events.calliesundschewe.de/sapfkom>

In order to sign up as a sponsor, please register for your access details which will be sent to you promptly. Log on to the Sponsoring Partner Web site and select the package of your choice. You will receive an e-mail with a confirmation PDF which has to be signed and returned to exhibitor management within two business days.

Your sponsorship order becomes effective once the signed order confirmation is received.

The sponsorship registration deadline is **November 29, 2013**.

Session Integration (Platinum and Gold packages)

End of October SAP will begin the reviewing process of your session integration proposals based on the registered sponsorships. Please hand-in the following items to ensure a smooth review:

- Session title (draft)
- Target audience
- Key messages (3-5)
- Session owner for further questions (might differ from the presenter)

Submission deadline: October 30, 2013

Cancellation

Until **December 7, 2013**, the sponsorship can be cancelled without a fee. After December 7 the full fee will be charged (non refundable).

Invoice

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

SAP España, Sistemas, Aplicaciones y Productos
en la Informática, S.A., Sociedad Anónima
Calle Torrelaguna, 77
Bloque SAP
28043 Madrid
Spain

Sponsor information guidelines

Beginning of January 2014 you will receive further information regarding your participation at SAP FKOM Barcelona including a plan of the networking area, important contacts, etc.

Your contact for logistical questions

For all logistical questions regarding your booth and sponsorship package at SAP FKOM Barcelona, please contact:

Callies & Schewe Kommunikation GmbH
Kristina Van Cleave
E-mail: 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 bookings.

SAP has reserved hotel rooms which can be booked within 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
Phone: +49 621/ 40547955

Please visit the Callies & Schewe Exhibiting Partner Web site at <http://events.calliesundschewe.de/sapfkom> to access the online exhibit package application.

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