

Sponsorship Benefit Outline & Marketing Specifications

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CONFERENCE STRUCTURE

SAPHILA 2007 aims to add value to our Large, Medium and Small Enterprise users on topics that are current and germane to our African user base:

- Upgrades
- Moving to SOA
- Compliance

The conference has been structured to provide ample opportunity for partners and users to network, deliberate and explore new ideas. Learn about business solutions that will help you reduce time to market, get closer to your customers and build profitability.

It consists of 2 days of workshops, presentations, case studies, and interactive discussions as well as a cutting-edge Exhibition with more than 25 companies showcasing a range of IT products and solutions.

Sunday, 4 November 2007		
11am - 5pm	Golf day at Atlantic Beach Golf Club	Limited availability
6pm - 8pm	Registration opens	ALL
6pm - 8pm	Opening Reception	ALL
Monday, 5 November 2007		
10am - 5pm	SAPHILA Conference - DAY 1	ALL
10am - 6pm	Exhibition [Ballroom]	ALL
7pm - 10pm	Partner Hosted Evenings	ALL
Tuesday, 6 November 2007		
9am - 5pm	SAPHILA Conference - DAY 2	ALL
8am - 6pm	Exhibition [Ballroom]	ALL
7pm - onwards	Celebration evening	ALL
Wednesday, 7 November 2007		
7am onwards	Departure	ALL

Cost of Attendance	Rate excludes VAT
Early Bird Delegate Fee (2 May 2007 – 31 July 2007)	R6 000-00 pp
Normal Delegate Fee (1 August 2007 – 31 October) 2007	R6 800-00 pp
Day Delegate Fee (5 th or 6 th November 2007)	R2 000-00 pp
Day Exhibitor Fee (Gold, Silver and Bronze – Maximum is two) (Blue and Yellow Exhibitor – Maximum is one)	R1 000-00 pp

PROJECT TEAM		
Central Contact Person for all Partner Sponsorships	Lisa Herbst	011 235 6337 083 452 9484 Lisa.herbst@sap.com
Logistics - Registration - Finance - Documentation	Conference Secretariat Larna Jackson	(011) 463 5085 082 412 0225 Larna@soafrica.com saphila@soafrica.com

SPONSORSHIP OPPORTUNITY MATRIX

Sponsorship Level	Gold	Silver	Bronze	Exhibitor Blue	Exhibitor Yellow
Quantity	4	4	4	6	8
Sponsorship Fee (excl. VAT)	R 200 000	R 125 000	R 80 000	R 25 000	R 12 500
Logo in conference folder	Yes				
Hospitality Suite for on-site meetings	Yes				
Recognition at Opening Reception	Yes				
Acknowledgement in all press materials	Yes	Yes			
Logo on conference signage	Yes	Yes	Yes		
Branding in VIP suites/meeting rooms	Yes				
One speaker slot at conference work stream	Yes				
Sponsor banner in conference room, where chosen speaker will present	Yes				
Logo on Saphila 2007 Electronic Announcements	Yes	Yes			
Logo and/or description in programme	Yes	Yes	Yes	Logo	Logo
Marketing collateral in delegate packs, supplied by partners	6 pages max	4 pages max	2 pages max		
Exhibition booth space	3x6	3x3	3x3	3x3	2x1
Complimentary conference admissions and accommodation for Speaker	1				
Complimentary conference admissions	5	4	2	1	1
Complimentary exhibitor staff pass (no conference admission)	1	1	1		
Acknowledgment at plenary sessions	Yes	Yes	Yes		
Sponsor banner in exhibition venue	Yes	Yes	Yes		
Logo, Company Profile and URL on Saphila website	Yes	Yes	Yes (only Logo & url)		
Conference Attendee List (pre conference)	Yes				
Participation in final lucky draw at closing session	Yes				
Opportunity to hand out prize from own stand (partner to supply own prize, subject to approval by SAP)	Yes	Yes	Yes	Yes	Yes
Press packs to be available for Media at Conference.	Yes				
Post Event Demographic Report	Yes	Yes	Yes	Yes	Yes

Note: Exhibitor Yellow is available to Channel Partners only.

SUPPORTING SPONSOR OPPORTUNITIES

Golf at Atlantic Beach 4 Nov 2007	COST	DETAILS
Shirts and Caps	R35 000	Branding on Shirts and caps (selected by SAP) with logo, for 80 players
Holes x 6	R10 000 each	Branding at specified hole
SME holes x 5	R5 000 each	Branding at specified hole

Supporting Sponsor Opportunities	COST	DETAILS
Opening Reception	R15 000	Roof Terrace of CTICC. Includes branding
Memory Sticks, co branded	R60 000	Includes speaker presentations
Conference bag	R90 000	Logo on conference bag (maximum of 3 logos)
Cyber Café	R20 000	Logo on screen savers, mouse pads etc.
Outside relaxation area	R25 000	Full branding on outside terrace for duration of conference
Co-branded note pad inside the Conference folder	R20 000	Includes one logo
Co-Branded pen and pencil set	R40 000	Logo on pen and pencil set

Note:

Supporting sponsorships are only available as an addition to Sponsorship packages

All prices exclude 14% VAT

Sponsor Benefits Specifications

PRE-EVENT MARKETING

Branding

1. Logo on SAPHILA 2007 website

Sponsor logo to be published on SAPHILA 2007 website leading up to the event. Alternating between animated rotational display of all sponsors and tiered logo display at bottom of web page. Logos to be hyperlinked through to sponsor's web site (SAPHILA 2007 event information)

Gold	Silver	Bronze	Exhibitor Blue	Exhibitor Yellow
Yes	Yes	Yes		

2. Listing on SAPHILA 2007 website

Sponsor & Exhibitor Section: Sponsor Company/Product Description

Company name, logo and URL, a 75-word company/product description and contact information from which delegates can request additional information

Gold	Silver	Bronze	Exhibitor Blue	Exhibitor Yellow
Yes	Yes			

3. Logo on SAPHILA 2007 Electronic Announcements

An electronic announcements will be sent to the SAP and AFSUG customer database to keep them informed about speakers and initiatives planned for the conference.

Gold	Silver	Bronze	Exhibitor Blue	Exhibitor Yellow
Yes	Yes			

AT EVENT MARKETING

Communications & Branding

1. Informational items/collateral for inclusion in delegate & press packs

Delegate and Press Packs

- Insertion of corporate brochure or promotional material into all delegate files.
- Quantities of 800 to be provided. Number of pages as per sponsorship level.

Gold	Silver	Bronze	Exhibitor Blue	Exhibitor Yellow
6 pages max	4 pages max	2 pages max		

2. Logo and/or description in Conference Programme & Exhibitor Listings

Conference Programme:

The Conference Programme provides delegates with essential information about the program, Exhibition and venue. It includes a listing for every sponsor and exhibitor.

Programme will include a welcome letter from SAP and AFSUG, conference agenda, speaker profiles and Exhibitor listings.

Sponsors get a company logo; company/product description; and contact information from which delegates can request additional information (according to sponsor levels indicated)

Company information and logos not received by **5 October 2007** will not be included.

Exhibitor Listings: -Names will be listed in alphabetical order

Gold	Silver	Bronze	Exhibitor Blue	Exhibitor Yellow
Logo & 75 word description	Logo & 50 word description	Logo & 30 word description	Logo	Logo

3. Attendee registration database

One-time use of attendee mailing list. Will be available from **5 October 2007**

Gold	Silver	Bronze	Exhibitor Blue	Exhibitor Yellow
Yes				

4. Logo in Conference Folder

Gold	Silver	Bronze	Exhibitor Blue	Exhibitor Yellow
Yes				

Recognition/Acknowledgement

1. Recognition at Opening Reception

Gold sponsors will be recognised at the opening of the evening's reception. This takes place on Sunday, 4 November at 18h00.

Gold	Silver	Bronze	Exhibitor Blue	Exhibitor Yellow
Yes				

2. Acknowledgment at plenary sessions

Sponsor acknowledgment will be done at the opening of each plenary session

Gold	Silver	Bronze	Exhibitor Blue	Exhibitor Yellow
Yes				

Complimentary tickets

1. Complimentary conference admissions

- Complimentary delegate passes to the conference are available for sponsors' staff or guests as part of your sponsorship package.
- Number of free passes varies according to sponsorship level.
- Conference admission excludes accommodation and travel arrangements

Gold	Silver	Bronze	Exhibitor Blue	Exhibitor Yellow
5	4	2	1	1

2. Complimentary Exhibitor staff admissions

- Complimentary exhibitor staff admissions to the exhibition only are available for sponsors' staff as part of your sponsorship package.
- Number of free passes varies according to sponsorship level and does not include conference admission
- Exhibitor Admission excludes evening functions, accommodation and travel arrangements

Gold	Silver	Bronze	Exhibitor Blue	Exhibitor Yellow
1	1	1		

PLEASE NOTE:

Allocation of all complimentary delegate admissions; will be managed by the Conference Secretariat (Scatterlings Conference and Events). Please address all enquiries to Larna Jackson or Michelle Nunes on [+27 11 463 5085](tel:+27114635085), [082 412 0225](tel:0824120225) or email to larna@soafrica.com.

Exhibition / Presentations

1. Exhibition booth space

Exhibition in Ballroom

The turn-key solution is intended to make participation as easy and effective as possible. The uniform layout offers integration into the SAP ecosystem providing equal opportunity to all. Allocated exhibition space in the Ballroom varies according to sponsorship. Guidelines outlining exhibition requirements and support services will be detailed in the SAPHILA 2007 Exhibitors Manual.

Gold	Silver	Bronze	Exhibitor Blue	Exhibitor Yellow
3m x6m	3m x 3m	3m x 3m	3m x 3m	2m x 1m

2. Conference speaker slot

a. Speaker participation

- Whilst Gold Sponsors are assigned speaker slots as part of a sponsorship package, the final decision on the topic and presenter will be at the full discretion of the SAPHILA 2007 Conference committee. This must be co-presented together with a customer.
- Gold sponsors are allocated one complimentary admission to the conference for their selected customer speaker. This includes three nights accommodation at a hotel of SAP's selection. The package includes local (economy) flights if required.
- All sponsor speaker nominations must be received by 6 July 2007. No late submissions will be considered.
- The conference programme cut-off date for sponsor-nominated speaker participation is **6 July 2007**. No speaker can be accepted after this date. Sponsors that come onboard after this date cannot be guaranteed a conference speaker slot.
- Speaker nominations and any enquiries about the conference agenda should be addressed to Lisa Herbst on 011 235 6337 or email lisa.herbst@sap.com

Gold	Silver	Bronze	Exhibitor Blue	Exhibitor Yellow
1 Note that this speaker's conference admission & accommodation is complimentary				

Branding At Cape Town International Convention Centre

1. VIP suites / meeting rooms

Branding in own meeting room to be supplied and co-ordinated by partner

Gold	Silver	Bronze	Exhibitor Blue	Exhibitor Yellow
Yes				

2. General Conference Signage

Branding foyer / registration, work streams and exhibition venue will include drop down banners with the sponsor's logo in alphabetical order, within each category

Gold	Silver	Bronze	Exhibitor Blue	Exhibitor Yellow
Yes	Yes	Yes		

3. Multimedia Presentation Loop

Visual Presentation Branding (rotation flash animation)

Sponsor logo under appropriate sponsor category to run on a rotational basis throughout the plenary session and tracks on large presentation screen prior to, in-between and after speaker slots.

Gold	Silver	Bronze	Exhibitor Blue	Exhibitor Yellow
Yes	Yes	Yes		

4. Branding in Conference Work Stream

Sponsor self standing banner in conference room where chosen speaker will present for duration of their presentation

Gold	Silver	Bronze	Exhibitor Blue	Exhibitor Yellow
Yes				

POST EVENT MARKETING

1. Post-event delegate report

Sponsors will be provided with a full post-event demographic report and results of delegate feedback evaluations and comments

Gold	Silver	Bronze	Exhibitor Blue	Exhibitor Yellow
Yes	Yes	Yes	Yes	Yes

FORMS TO BE COMPLETED:

Company Logo & Information.....pg 11
1 Logo Formats
2 Creative Person Contact Details

Company Descriptions.....pg 12
3 Web site & Conference Programme

Branding & Marketing Collateral.....pg 12
4 Marketing Collateral

Presentations.....pg 13
5 Conference Speaker Slot

Complimentary Tickets.....pg 14
6 Complimentary Conference Admissions
7 Complimentary Exhibitor Exhibitions

Document completed by:

COMPANY	
NAME & SURNAME	
DESIGNATION	
TEL NUMBER	
MOBILE NUMBER	
EMAIL ADDRESS	

1. Company Logo & Information

Print and web logos should comply with either one of the following print specs:

FOR PRINT & BANNERS	FOR WEB & ELECTRONIC USE
300 dpi Photoshop tiff or eps file (Macromedia Freehand 10 eps file with fonts outlined).	A 72 dpi web version (.gif or .jpg) of your non-animated logo that is equal to or less than 140 pixels wide and 140 pixels tall. The web logo will appear on a white background.

IMPORTANT

Logos not received on deadline cannot be accommodated.

SAP and AFSUG are not responsible for providing fonts for printing sponsor-submitted logos.

Please DO NOT submit company logos inside an MS Word document or in BMP format.

SAP and AFSUG are authorised to make use of this information for the conference program and web site.

ALL SPONSORS

2. Contact Details for Logo Artwork

Please provide **contact details** of the person at your company who is providing your logo, should we have any problems, questions or additional requirements.

Name & Surname	
Cell Number	
Email Address	

Please email all sponsor branding elements to: Michelle@soafrica.com
Should you have any questions, please contact Michelle Nunes on (011) 463 5085

GOLD, SILVER AND BRONZE SPONSORS

Company Descriptions

3. Web site & Conference Programme

Please provide your **company name, description and URL**, which will be used in BOTH the Sponsors & Exhibitor section of web site and Conference & Exhibitors Programme.

Company Full Name	
Contact Information	
Web Site URL	

NOTE: This is the contact information from which delegates can request additional information.

ALL SPONSORS

Collateral

4. Marketing Collateral

Please identify the **TYPE and QUANTITY** of marketing collateral/inserts (SELECT number of pages as per sponsorship level) you will be providing for inclusion in delegate packs. Quantities of 800 to be provided.

Number of Pages	Gold	Silver	Bronze	Exhibitor	Channel
	6 pages	4 page	2 pages		
Type of Collateral					
By When					Deadline: 30 October 2007

Marketing material must be delivered to the following address:

SAP South Africa
Building 2,
SAP Business Park,
1 Woodmead Drive, Sandton
Attention Lisa Herbst

Should you have any questions, please contact Michelle Nunes on (011) 463 5085 or Larna Jackson on 082 412 0225.

GOLD SPONSORS ONLY

Presentations

5. Conference Speaker Slot

Whilst Gold sponsors are allocated speaker slots in the Work Streams as part of the package, the final decision on the topic and presenter will be at the full discretion of the SAPHILA 2007 conference committee.

IMPORTANT DEADLINES

All sponsor speaker nominations must be received by **6 July 2007**.

The conference programme cut-off for sponsor-nominated speaker acceptance is (date to be confirmed). No speaker can be accepted after this date. Sponsors that come onboard after 06 July 2007 cannot be guaranteed to be accommodated in conference speaker slots.

On the completion of Gold sponsor contracts, Call for Papers documentation will be sent through for consideration by the requisite sponsor.

For speaker nominations and any enquiries about the conference agenda,
please contact Lisa Herbst on 011 235 6337 or email lisa.herbst@sap.com

10. Complimentary Conference Admissions

Complimentary delegate passes to the conference are available for sponsors' staff or guests as part of your sponsorship package. Please indicate the number of complimentary tickets applicable to your sponsorship category and provide details of the staff or guests to whom these complimentary tickets have been assigned. Includes conference, exhibition admission and access to opening cocktail and Celebration evening. It excludes flights and accommodation

Gold	Silver	Bronze	Exhibitor Blue	Exhibitor Yellow
5	4	2	1	1

Name & Surname		Tel	
Designation		Cell	
Company			
Email			
Name & Surname		Tel	
Designation		Cell	
Company			
Email			
Name & Surname		Tel	
Designation		Cell	
Company			
Email			
Name & Surname		Tel	
Designation		Cell	
Company			
Email			
Name & Surname		Tel	
Designation		Cell	
Company			
Email			

11. Complimentary Exhibitor Admission

Complimentary delegate passes to the conference are available for sponsors' staff as part of your sponsorship package. Please provide details of the staff to whom this complimentary ticket has been assigned. Note that this exhibitor admission pass allows for access only to the exhibition in the Ballroom at the CTICC. It does not include any conference session or evening functions (opening reception and celebration evening).

Gold	Silver	Bronze	Exhibitor Blue	Exhibitor Yellow
1	1	1		

Name & Surname		Tel	
Designation		Cell	
Company			
Email			

Thank you for your support