

Sponsor prospectus

11,700 customers, partners, small business owners, medium-sized growth companies, accountants, bloggers, analysts, and countless others agree . . . Sage Summit is **THE event for ALL small and medium-sized businesses!**

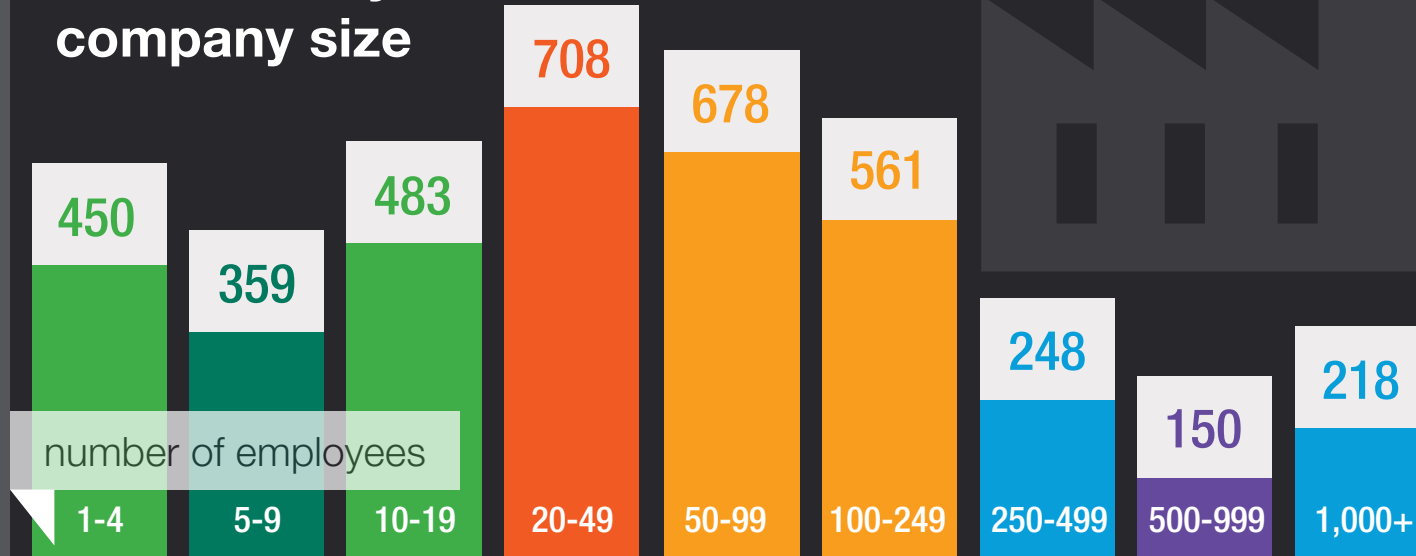
1,777
first-time attendees



Guests from 50 states, 11 provinces and territories, and 41 countries . . .



Attendees by company size



124
exhibitors

305
speakers

480
sessions

The breakdown



500+
visitors



to the Customer Solutions Center

Hands-on training for the Sage Knowledgebase, Sage City forums, and Sage University courses.

648
visitors



to the Innovation in Motion Lab

Showcase of current and in-development Sage products, emerging technologies, and more.



27% increase in Sage City registration



25,000 #SageSummit messages



12.7M social impressions



814 social floor connections

Popular hashtags

- #SageSummit
- #vegas
- #growfromhere
- #smallbiz
- #sage
- #bizstone
- #magicjohnson
- #tomdavis
- #jcareysmith
- #jessicaalba
- #robertgibbs
- #karlrove
- #neontrees
- #socialfloor
- #entrepreneur
- #millennials
- #amazing
- #customer
- #startup
- #cloud
- #mobile
- #success

Keep the Sage Summit conversation going: attend the Inspire Tour 2015 at a city near you.

Visit Sage.com

Follow @Sage_Summit



Attend the Sage event >>

inspire tour 2015

About Sage Summit

Be part of the most valuable gathering for small and mid-sized businesses at Sage Summit 2015. With four days of inspiring speakers, thought-provoking sessions, and valuable networking, Sage Summit is developing a reputation as the conference that truly powers small and mid-sized business success.

Last year we had Magic Johnson, Robert Gibbs, Karl Rove, Biz Stone, Jessica Alba, and many other thought leaders provide business insight and advice. The reviews were overwhelmingly positive. And this year is shaping up to be even better!

Our attendees are serious about their businesses, and they are actively looking for products and services that can help them get to the next level. And these are true decision makers, too. Nearly 20% of our audience are owners, principals, or CEOs with significant purchase authority.

Help YOUR business grow by joining this highly qualified audience at Sage Summit 2015 in New Orleans. We have designed sponsor packages to fit your objectives and budget.



Interested in sponsoring at Sage Summit 2015? Contact Sarah.Brush@sage.com for more information.

Sage Summit

sponsorship = success

“I had some pretty high expectations going into Vegas for Sage Summit 2014, and they were all exceeded. Looks like I may have to set my expectations higher for Sage Summit 2015.”

Website Pipeline
Brian Nunes

“We gathered 150% more leads than the prior year. What's else to say?”

DataSelf Corp
Joni Girardi



Hear what more people had to say about Sage Summit 2014.

Who attends Sage Summit?

We are preparing for over 7,500 guests to join us at Sage Summit 2015 in New Orleans. They will be coming from 50 states and many international destinations. These are key decision makers with businesses from 1 to 1,000+ employees, from entrepreneurs to enterprises. And when you include the audience watching the live stream back at the office, we expect over 12,000 participants.

They come looking for business insights from industry experts who will inspire them. They come for tips and ideas that help them grow. They come looking to build relationships with partners and resources that will make their business more efficient, make them more profitable, and help their business grow. Shouldn't your company be part of that conversation?

Sage Summit attendees are ready to buy

Our small and mid-sized business audience includes a high proportion of owners, principals, and CEOs who are actively looking for products and services to help grow their businesses. That is why they have taken the time to join us at Sage Summit. And the information they are gathering at the keynotes, panels, and sessions may be pointing them to your solutions.

Continue the conversation with this highly qualified and motivated audience. Becoming a sponsor gives you the unique opportunity to connect with decision makers from thousands of companies, all in one location. Take advantage of this powerful opportunity to capture their investment.

Sage Summit

last year's audience

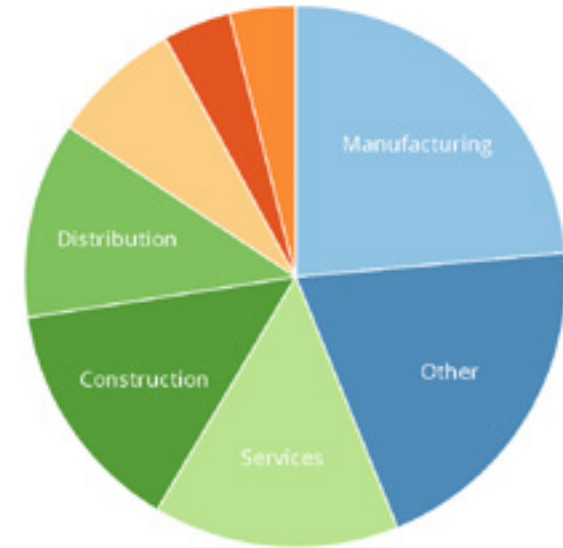
Sage Summit 2014 top ten registrants by title

- President
- Controller
- CFO
- Consultant
- Owner
- Partner
- Accountant
- IT Manager
- Accounting Manager
- CEO



Sage Summit 2014 attendee by industry

- Manufacturing
- Other
- Services
- Construction
- Distribution
- Accounting/Finance Private Party
- Accounting/Finance Corporate
- Retail



Sponsorship benefits

“Sage Summit provides a great forum for users to learn about new technologies and innovations to help their businesses grow. There is no other event throughout the year that gives us the chance to connect with more people and share ideas.”

xkzero

The value of sponsoring at Sage Summit

Reach your target market:

Connect with small and mid-sized businesses of all types that are actively looking to invest in their success.

Expand your product awareness:

Maximize visibility for your existing products and launch new products to an audience that is hungry for solutions that help them succeed.

Increase your exposure:

All conference activities and expo activities happen together on the show floor to maximize your traffic.

Extend your marketing dollar:

A variety of sponsor packages is available to fit your objectives and budget.

Set your company apart:

Take advantage of sponsorship opportunities to differentiate your company and separate from the pack.

Talk to decision makers:

Find new prospects with purchasing power, including owners, presidents, and executives.

Expand your network and learning:

Access all Sage Summit learning opportunities and events to extend the value beyond your sponsor presence.

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Packages at a glance

SPONSORSHIP LEVELS	Diamond	Platinum	Gold	Silver	Bronze	Exhibitor
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	40	70
PREEVENT EXPOSURE						
Inclusion as a year-long partner in the Inspire Tour November 2015-May 2016	X					
Sage press release	Company name, URL, description	Company name, URL	Company name			
Featured press release with Sage	X					
Sponsor feature on Sage Advice	X	X				
Media ads with sponsor mention	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 tweet per month provided by sponsor	X	X	X			
Social media promotion—general tweet with link to Sage Summit website sponsor page. Example: "Thank you to our Silver sponsors"				X		
Social media promotion—company commercial/video provided by sponsor will be posted to Sage Summit YouTube page and promoted through Twitter.	X	X				
Social media promotion—Twitter advertisement cosponsored with Sage	X					
Sponsor spotlight page	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, marketing tools)	X	X	X	X	X	X
Comarketing kit customized to sponsor level	X	X	X	X	X	X
Access to free pass earnings (refer X number of attendees and receive a free pass for your company or to provide a customer)	X	X	X	X	X	X

Diamond and Platinum packages are invite only. If you feel your company should be considered for the Diamond or Platinum sponsorship, please contact Sarah at Sarah.Brush@sage.com.

Packages are subject to change.

Packages at a glance

SPONSORSHIP LEVELS	Diamond	Platinum	Gold	Silver	Bronze	Exhibitor
TURNKEY BOOTH PRESENCE (ON-SITE)						
Ability to customize booth (BYOB)	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 (quantity TBD)	Tables and chairs (quantity TBD)	Tables and chairs (quantity TBD)			
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	TBD	TBD	TBD	TBD	TBD	TBD
Nightly porter service, vacuum service, and trash pick-up	X	X	X	X	X	X
ON-SITE PRESENCE						
Full conference passes	30	14	10	8	6	3
Additional passes available to purchase at lowest published group conference rate.	X	X	X	X	X	X
Booth carpet logo	X	X	X			
Onsite meeting room	2 dedicated 10x20	1 dedicated 10x20	1 dedicated 10x10	Shared room		
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			
Company video on digital signage	X					
Logo on entrance unit	X	X				
Number of cosponsor signage	6	5	4	3	2	1
Exclusive sponsor signage	X	X				

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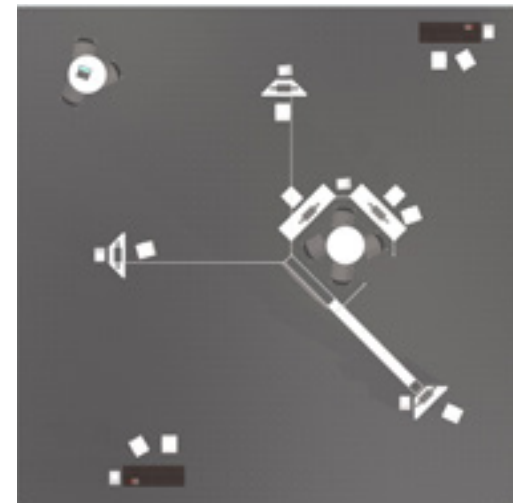
SPONSORSHIP LEVELS	Diamond	Platinum	Gold	Silver	Bronze	Exhibitor
ON-SITE PRESENCE						
Keynote (other sessions taking place in conjunction)	X					
Learning opportunity to be defined by Sage (round table, session, or other format. Stay tuned!)	X	X	X			
Interactive theater session (limited availability—book early to guarantee a spot)	2	1	1			
Meet and greet with the talent	X					
Logo inclusion at general session	X	X	X			
Mention by executives at general session	X					
Satellite space on show floor	X					
Promotion in on-site mobile app	X	X	X	X	X	X
Digital promotion on the show floor to be defined by Sage. Stay tuned!	X	X	X			
Press list	List provided four times: 4 weeks prior to event, 2 weeks prior to event, 1 week prior to event, and 3 days prior to event	List provided three times: 2 weeks prior to event, 1 week prior, and 3 days prior	List provided twice: 1 week and 3 days prior to event	List provided once: 3 days prior to event		
POSTCONFERENCE PRESENCE						
Inclusion in a Sage Summit email	Logo, URL, and 25-word description	Logo, URL				
General blurb in a Sage Summit email with link to Sage Summit website sponsor page. Example: "Thank you to our Gold sponsors"			X	X		

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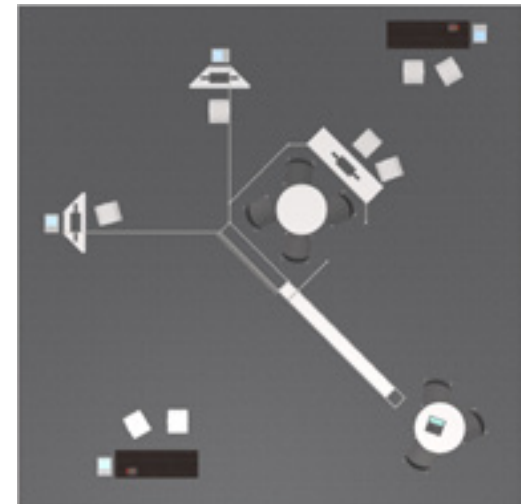
Diamond package

Note: These are Sage Summit 2014 booth renderings. The Sage Summit 2015 booths will be the same size and style with enhanced graphic opportunities and more functional improvements. Sponsor booth is optional at sponsor's discretion. Sponsor also has the option of working with Sage to develop a sponsorship without a booth if preferred.



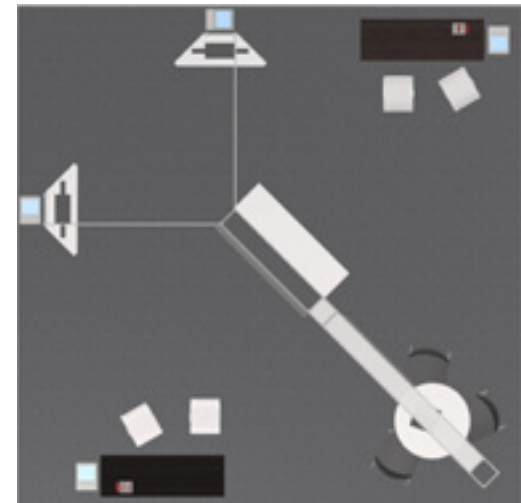
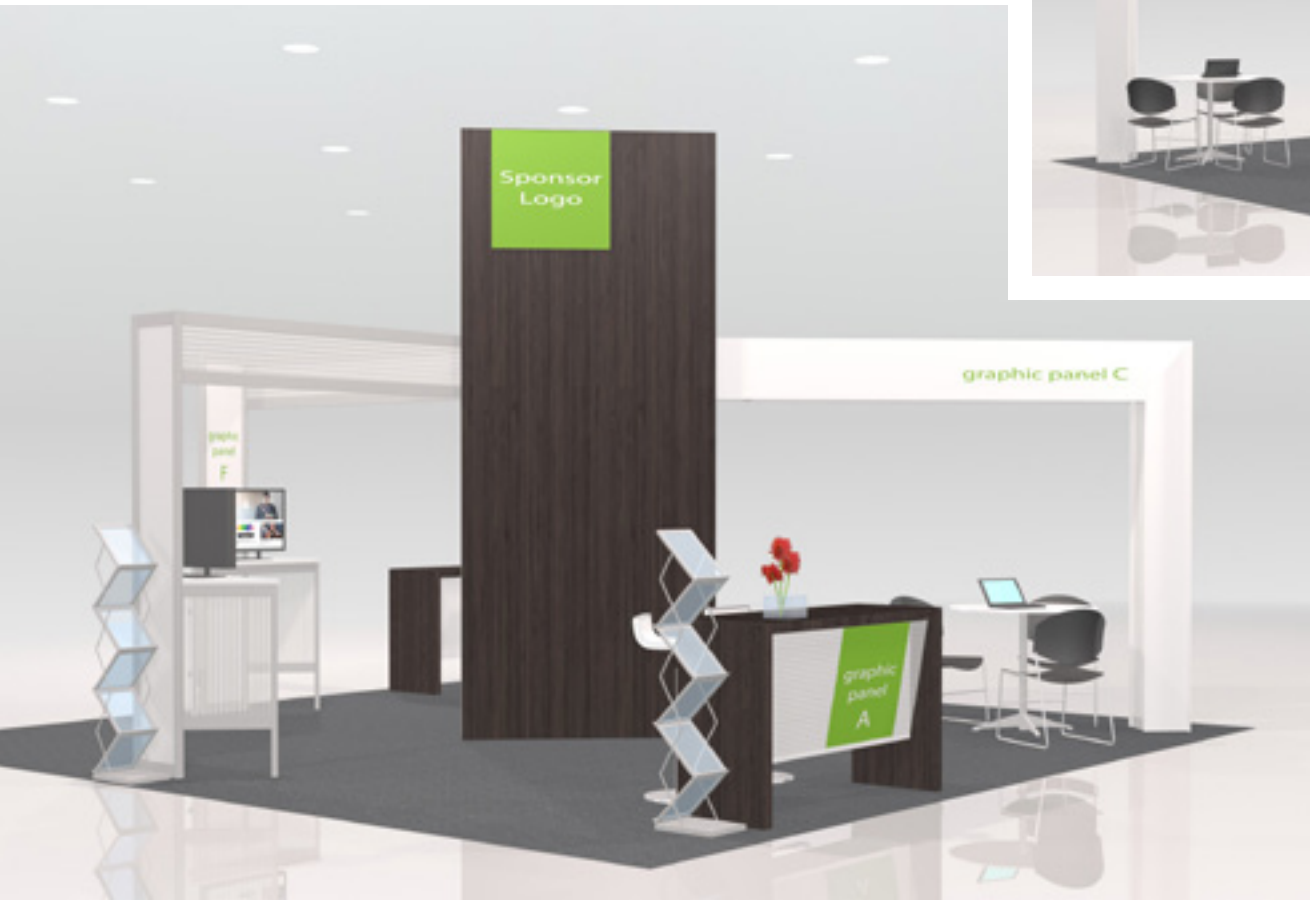
Platinum package

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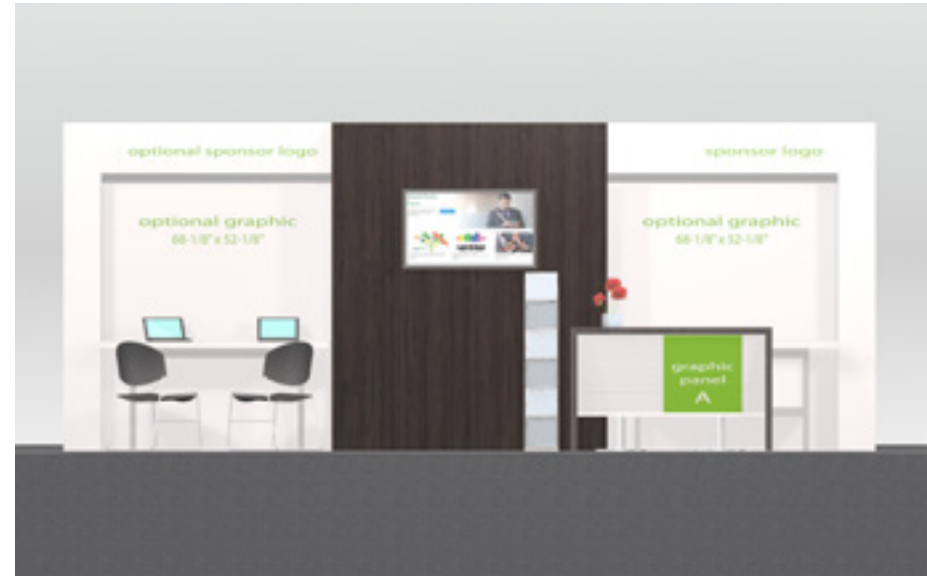
Gold package

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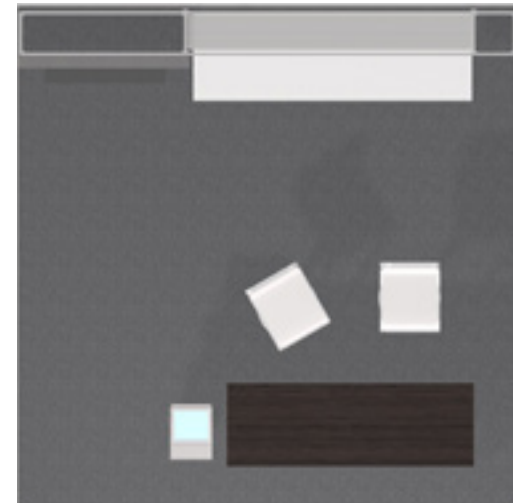
Silver package

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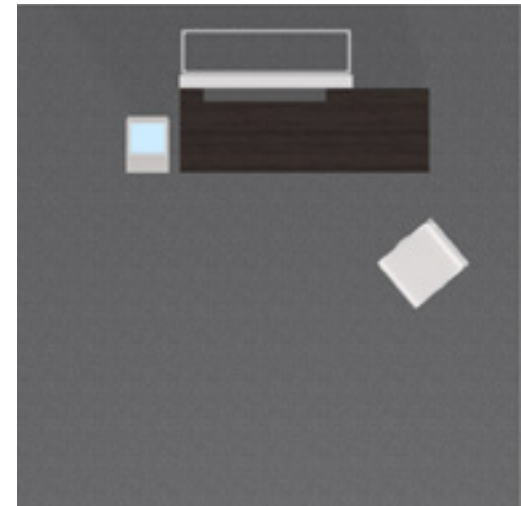
Bronze package

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Exhibitor package

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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.

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