

A person with short hair, wearing a long, flowing red coat, is walking away from the camera through a vast, green field of crops. The coat is billowing out behind them, suggesting a breeze. The field is filled with tall, green stalks, and the horizon is visible in the distance under a clear sky.

Adapt,  
Evolve, Grow.

Become a Featured Sponsor!

The SAP Partner Summit for SME in 2023 is a must-attend event for SAP's valued Partners who focus on selling to small and mid-sized businesses.

Focused on SAP ERP for SME portfolio (SAP Business One, SAP S/4HANA Public Cloud and SAP Business ByDesign) integrated with SAP Business Technology Platform, the SAP Partner Summit for SME showcases the power of SAP ERP solutions with its latest SAP product innovations, industry insights, and tools.

The event will take place in three convenient locations around the world – Bangkok (Thailand), Panama City (Panama) and Vienna (Austria) – including keynote addresses, breakout sessions, panel discussions, product roadmap previews, and customer success stories. Breakout sessions will be tailored for role specifications (sales, marketing, management, consulting/implementation, and development). Attendees can also peruse the Solution Fair and meet with peers at the networking reception and partner networking activities.

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### **Bangkok**

9-10 May 2023

### **Panama City**

23-25 May 2023

### **Vienna**

13-15 June 2023

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## **Target Audience**

In 2023 we expect an audience that will bring together +2,000 attendees including:

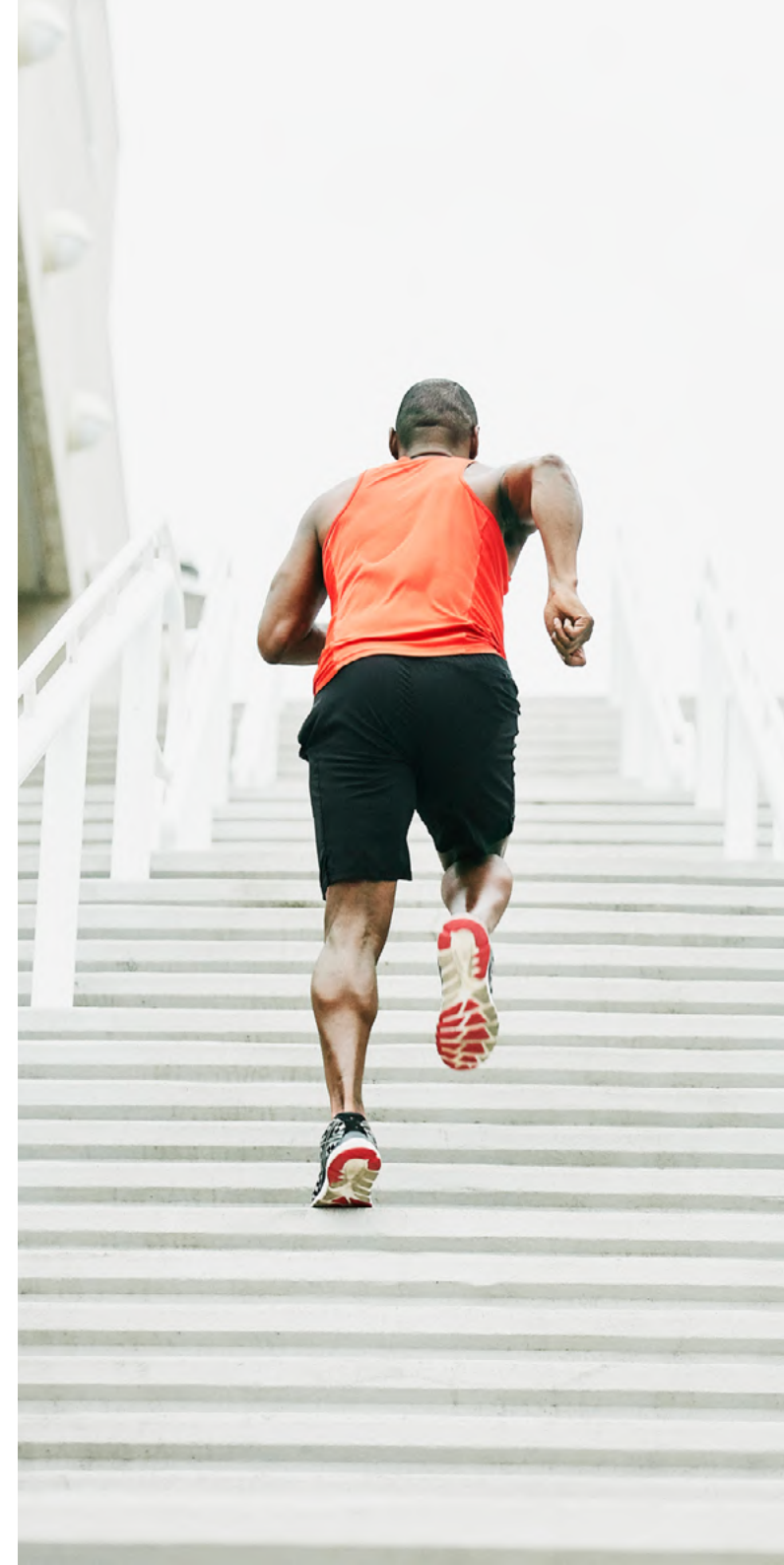
- C-Level executives from SAP Partner organizations
- Sales and Marketing executives from SAP Partner organizations.
- Leading technical personnel (developer/architects, implementation consultants and system architects).
- SAP global and regional sales leaders, developers and product experts.

## **Why Sponsor?**

By becoming a sponsor you open the door to new business opportunities and relationships, extending your reach and brand awareness to over 2,000 professionals across three locations worldwide.

As a 2023 SAP Partner Summit for SME Sponsor, you can showcase the innovative ways your organization is contributing to the SAP Ecosystem. Your organization's name will be incorporated into breakout sessions, panel discussions, event signage, the Solution Fair, and more.

Sponsors also receive free registration for up to four employees.





# Gold Sponsor

Gold is the highest level of sponsorship and is most prominently featured throughout the event.

The event is limited to **one** Gold Sponsor per location.

## Gold Sponsors receive:

**Prominent inclusion in event signage, app and website**

**10 minute on-stage interview** during the plenary session on Day 1

**30 minute training breakout** session on Day 1 or Day 2

**Gold showroom booth** in a prominent location

**2 minute promo video recording on TV set**

**Invitation for 5 company delegates to the Welcome cocktail with SAP delegates**

**4 free registrations** of the Sponsor's employees (not including travel and hotel costs)

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## Cost

### One Event Location

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**€49,000** per event paid on or **before March 31st, 2023**

**€55,000** per event paid after March 31st, 2023

### All Three Event Locations

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**€120,000** if paid on or **before March 31st, 2023**

**€145,000** if paid after March 31st, 2023

# Silver Sponsor

Silver Sponsors are our second tier of sponsorship level. They are prominently featured throughout the event.

The event is limited to **six** Silver Sponsors per location.

## Silver Sponsors receive:

**Prominent inclusion in event signage, app and website**

**Broadcasting of 90 seconds promo video** during plenary sessions on Day 1 or 2

**30 minute training breakout** session on Day 1 or Day 2

**Silver Showroom booth** in a prominent location

**2 minute promo video recording on TV set**

**Invitation for 4 company delegates to the Welcome cocktail with SAP delegates**

**3 free registrations** of the Sponsor's employees (not including travel and hotel costs)

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## Cost

### One Event Location

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**€25,000** per event paid on or **before March 31st, 2023**

**€30,000** per event paid after March 31st, 2023

### All Three Event Locations

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**€60,000** if paid on or **before March 31st, 2023**

**€73,000** if paid after March 31st, 2023

# Bronze Sponsor

Bronze Sponsors are our third tier of sponsorship level. They are prominently featured throughout the event.

The event is limited to **eight** Bronze Sponsors per location.

## Bronze Sponsors receive:

**Prominent inclusion in event signage, app and website**

**30 minute training breakout** session on Day 1 or Day 2

**Bronze Showroom booth** in a prominent location

**2 minute promo video recording on TV set**

**Invitation for 3 company delegates to the Welcome cocktail with SAP delegates**

**2 free registrations** of the Sponsor's employees (not including travel and hotel costs)

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## Cost

### One Event Location

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**€12,000** per event paid on or **before March 31st, 2023**

**€15,000** per event paid after March 31st, 2023

### All Three Event Locations

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**€30,000** if paid on or **before March 31st, 2023**

**€36,000** if paid after March 31st, 2023

# Software Solution Partner Sponsor

The Software Solution Partner Sponsors are featured in the Solution Fair as an exhibitor. The number of Software Solution Partner Sponsors allotted in each location is based on space availability at each location's exhibition area. Lock down your spot sooner rather than later.

## Software Solution Partner Sponsors receive:

**Inclusion in event signage, app and website**

**SSP Showroom booth**

**2 minute promo video recording on TV set**

**Invitation for 2 company delegates to the Welcome cocktail with SAP delegates**

**1 free registration** of the Sponsor's employee (not including travel and hotel costs)

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## Cost

### One Event Location

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**€3,500** per event paid on or **before March 31st, 2023**

**€4,000** per event paid after March 31st, 2023

### All Three Event Locations

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**€9,500** if paid on or **before March 31st, 2023**

**€12,000** if paid after March 31st, 2023

# Payment Terms and Conditions

All sponsorship opportunities must be paid in full prior to the start of each event. If full payment is not received, sponsorship inclusions will be restricted. Sponsorship for the event will be via Tasman Graphics. All sponsors will be invoiced by Tasman Graphics and payable with check or wire transfer.

If you'd like to be a Sponsor, please email [Steve Gouveia](#).

This document is subject to change at SAP's discretion.