

2024 SAP NAAC & ERPsim UGM Sponsorship Program

SAP University Alliances, the SAP North America Academic Community Board and HEC Montréal's ERPsim Lab are excited to invite you to participate as a sponsor for the upcoming in-person event "**2024 SAP NAAC & ERPsim UGM**", which comprises the 2024 SAP UA North America Academic Conference and the 13th ERPsim User Group Meeting, coinciding with the 20th anniversary of ERPsim Lab, to be held at HEC Montréal's new campus in downtown Montreal, Canada on June 17-20, 2024.

This event will bring together professors and researchers from reputable universities member of the SAP University Alliances from all around the world for a dynamic exchange of ideas, presentations, and networking opportunities.

Want to sponsor? Contact us at erpsim@hec.ca!

About the event

For nearly four decades, SAP has collaborated closely with the academic community, collectively impacting around 500,000 students each year across more than 2,800 universities worldwide. Every year, over 6,000 ERPsim games are played by more than 35 000 students across 250 universities.

The SAP Academic Community Conferences are annual gatherings that bring together scholars from different regions to exchange ideas, seek inspiration, and explore the latest developments in the SAP ecosystem and their use for academia, to hear about the latest innovations in teaching, including high-impact practices for integrating SAP into the classroom, incorporating the latest technology developments into curriculum & blended learning resources for successful classroom use.

The ERPsim User Group Meetings are attended by new and seasoned instructors looking to keep up with the latest innovations about ERPsim use for teaching and research, network with peers, and help influence ERPsim future developments.

The **2024 SAP NAAC & ERPsim UGM** will be offered in-person in a four-day format. The first two days will be dedicated to the SAP Academic Community, open to all participants to exchange about research and pedagogy, to meet and discover new SAP topics and to exchange with SAP management and experts of the corporate and academic world, including keynotes, presentations, breakout sessions, panel discussions, poster presentations and more. The last two days will be dedicated to the ERPsim User Group Meeting, with two days filled with exploration and training on new and existing game scenarios.

Why Sponsor?

Exposure and Visibility: Gain exposure to a targeted audience of more than one hundred faculty members and PhD candidates. Feature your organization prominently in all promotional materials, including event brochures, badges, website, and social media platforms. Benefit from extensive pre-conference marketing efforts to reach targeted academic institutions.

Networking Opportunities: Access to a diverse group of academics and researchers. Exclusive invitations to networking events and VIP sessions during the conference.

Brand Association: Align your brand with teaching, research, and innovation. Showcase your commitment to supporting education and knowledge exchange. Discuss campus recruitment opportunities, proactively reaching top entry-level talent.

Customizable Packages: Tailor your sponsorship package to meet specific marketing objectives and budget considerations. Options include keynote sponsorships, session sponsorships, exhibit spaces, and branded materials.

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Sponsorship Package Options

Platinum Sponsor - \$10,000

- Exclusive branding as Platinum Sponsor.
- Keynote speaking opportunity.
- Three featured sessions sponsorships.
- Premier exhibit space (pop-up booth).
- Logo placement on conference materials.
- Logo inclusion in promotional materials.
- Logo on the homepage of the event website.
- Logo in pre-Conference emails shared with other sponsors to all conference attendees.
- Logo on relevant LinkedIn posts to all followers of ERPsim Lab social media.
- Push notifications with sponsor message sent directly to all conference attendees.
- Complimentary in-person full event registrations: up to 4

Gold Sponsor - \$5,000

- Exclusive branding as Gold Sponsor.
- Two featured session sponsorships.
- Exhibit space (table + pop-up banners).
- Logo placement on conference materials.
- Logo on the homepage of the event website.
- Logo in pre-Conference emails shared with other sponsors to all conference attendees.
- Logo on relevant LinkedIn posts to all followers of ERPsim Lab social media.
- Complimentary in-person full event registrations: up to 3

Silver Sponsor - \$3,000

- Exclusive branding as Silver Sponsor.
- One featured session sponsorship.
- Exhibit space (table + pop-up banners)
- Logo placement on conference materials.
- Logo on the homepage of the event website.
- Logo in pre-Conference emails shared with other sponsors to all conference attendees.
- Logo on relevant LinkedIn posts to all followers of ERPsim Lab social media.
- Complimentary in-person full event registrations: up to 2

Bronze Sponsor - \$1,000

- Exclusive branding as Bronze Sponsor.
- Exhibit space (bar table + pop-up banner).
- Logo on the homepage of the event website.
- Complimentary in-person full event registration: up to 1

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Additional Sponsorship Opportunities

SAP UA evening event - \$5,000

ERPsim 20th anniversary evening event - \$5,000

Lunch break sponsor (4) - \$3,000 / day

Breakfast break sponsor (4) - \$2,000 / day

Coffee break sponsor (8) - \$1,000 / break

- Logo placement on buffet tables.
- Brand recognition during the speeches addressing the participants.

We value you as a sponsor and we are dedicated to making your support a rewarding and impactful promotional event for your organization and its marketing interests.

As you review our sponsorship opportunities, feel free to contact us with questions and for assistance in custom-designing your sponsorship experience to maximize your reach to this audience of SAP and ERPsim scholars.

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