

Sponsor a custom event series framed around your offerings and experts

SAPinsider makes it easy to take your experts on tour to create relationships with qualified prospects around the world. We manage the end-to-end process, from venue selection and contracting, to content positioning and attendee acquisition, all the way through on-site logistics and execution for a flawless event.

“ Our custom events with SAPinsider were a win-win-win. We impacted the pipeline and moved deals forward, we vetted out net new prospects, and we gained great visibility with both our SAP and internal client influencers. SAPinsider brought companies to the table that we didn't even know about and we were able to identify three new business opportunities, which was a huge value add to our investment.”

Carol Zielinski - Marketing Director, PwC

Sample Locations

United States

- Ann Arbor
- Atlanta
- Boston
- Charlotte
- Chicago
- Dallas
- DC
- Denver
- Houston
- Irvine
- Miami
- Minneapolis
- New York City
- Palo Alto
- Philadelphia
- Phoenix
- Pittsburgh
- Portland
- San Francisco

International

- Calgary
- Canberra
- Cologne
- Copenhagen
- London
- Madrid
- Melbourne
- Milan
- New Brunswick
- Nice
- Paris
- Sao Paulo
- Singapore
- Sydney
- Toronto
- Vancouver

Sponsors have included:



**Hewlett Packard
Enterprise**



accenture
High performance. Delivered.



What you'll get

Management and Reporting

- Project manager for all event needs
- Regular reporting on registration and marketing efforts
- Summary of event evaluation forms
- Detailed post-event reporting including registrant lists with full contact details
- Registration guarantee (TBD based on location, SAPinsider database, and event lead time)

Content Creation

- SAPinsider's content and editorial team to provide direction on content
- Development of the event program, titles, abstracts, and supporting materials
- Full editorial support and content development for all sessions
- Speaker management
- Assistance in recruitment of customer speakers

Marketing and Audience Acquisition

- SAPinsider branded event
- Sponsorship recognition on event website, in emails, and in all other communications
- Targeted email promotion to the SAPinsider subscriber base to drive audience acquisition
- Social media marketing
- Creation of co-marketing materials for partner field marketing
- Integrated marketing and sales strategy
- Ability to target IT, LOB, and industry business influencers
- Targeted telesales resource to assist with audience acquisition and registration

Registration Management

- Set up and management of event website
- Set up and management of registration page
- Registration workflow for accepting registrants
- Registration workflow for declining registrants
- Registration email confirmation series
- Registration confirmation and rejection emails
- Registration confirmation calling
- Post-event follow-up emails to attendee thanking them for attending
- Post-event follow-up emails to registrants who were unable to attend

Logistics

- Onsite evaluation provided, collected, and analyzed
- Venue exploration, identification, and contracting
- Food & Beverage contracting
- AV contracting
- On-site resource to ensure a top-notch program for you and your attendees
- On site signage and printed agenda
- Video recording and editing of all sessions

Attending companies have included:

3M Company	Costco	Liberty Mutual	Rollins Enterprises, LLC
AAA	Crayola	Lockheed Martin	Rolls-Royce
Abbott Laboratories	Dannon	L'OREAL	Rowan Companies
adidas	Dell	Macy's	Ryerson
ADP	Deutsche Bank	Maersk Oil	Salesforce
Aetna	DIRECTV	Major League Baseball	Samsung SDS America
AIG	Discover	Mars Inc	Sargento Foods
Allergan, Inc	Dr Pepper Snapple Group	MassMutual	Sears Holdings Corporation
Allstate	Eastman Kodak Company	Mazda	Sharp Electronics
American Airlines	EMC	McGraw-Hill Education	Shell Oil
American Red Cross	Ericsson	McKesson	Siemens
AT&T	EY	MetLife	Singapore Airlines
Bank of America	Estee Lauder Companies	Ministry of Defense	Sony
Barclays	ExxonMobil	MIT	Spectra Energy
Barnes and Noble	Ford Motor Company	Mohawk Industries	Spectrum Brands
Bayer, Inc.	Fujitsu	Movado Group Inc.	Staples
Benjamin Moore & Co	General Electric	NASA	Suncor Energy
BJ's Wholesale Club	General Motors	Nasdaq	Sungard
Bloomberg	Goodyear	Nestle	Texas Instruments
Blue Cross Blue Shield	Grainger	New York Life Insurance	The Boeing Company
Bose Corp.	Gulfstream	New York Power Authority	The Clorox Company
BP America, Inc.	Hess Oil	Newell Rubbermaid	The Home Depot
Bridgestone Firestone	HewlettPackard	Nike, Inc.	The Vitamin Shoppe
British American Tobacco	Hollister, Inc.	Nikon, Inc.	The Walt Disney Company
Broadcom Corporation	Houghton Mifflin Harcourt	Nissan North America	The World Bank
Capital One Bank	J.Crew	Nokia	Tyson Foods
Carter's Inc.	J.P. Morgan Chase	OfficeMax	U-Haul
CenturyLink	JetBlue Airways	Ogilvy & Mather	Unilever
CHANEL	John Deere	Oxford Industries, Inc.	United Nations
Chevron Corporation	Johnson & Johnson	Pacific Gas & Electric Company	UPS
Cirque du Soleil	Johnson Controls Inc.	PepsiCo	Valero Energy Corp
Citigroup	Kellogg Company	PerkinElmer	Verizon
Coach	Keurig Green Mountain	Pfizer	Walgreens
Coca-Cola	Kings Hawaiian	Quest Diagnostics	Whirlpool Corporation
Columbia University	Kohler Co.	Raytheon	Xerox
Cornell University	Kraft Foods	Robert Half Technology	Zappos

“ I speak at an SAP S/4HANA event at least once per month. Events produced by SAPInsider have proven to be the most professional and effective for SAP, our strategic partners, and valued customers.”

Carl Dubler - Senior Director, SAP S/4HANA Product Marketing