**CONCUR**

**CONCUR APP CENTER PARTNER
MARKETING TOOLKIT**

**WELCOME!**

Concur is pleased to welcome you as a partner in the Concur® App Center. We encourage all partners to create comprehensive marketing plans that incorporate PR, social media, web marketing, events and sales training to promote our partnership. This toolkit provides guidelines and templates for referencing the Concur brand and our partnership through PR, social media and web marketing.

## PRESS RELEASE GUIDELINES

As a public company, Concur is responsible to its shareholders for ensuring accurate representation of its brand and product offerings. With that in mind, Concur must review any press releases mentioning our brand or our products. The following guidelines are designed to make the approval process easier:

- *Please use the Press Release Template provided to you in this toolkit as a guideline.*
- ***Your app must be live in the App Center prior to issuing a press release****.*
- *All press releases must adhere to Concur's brand standards guide.*
- *No press releases will cross the wire without approval from both Concur and participating partner.*
- *Send your draft press release to your App Center partner marketing lead to review and manage the Concur PR approval process.*
- ***Please allow 10 business days for approval of any press releases****.*

**Press Release Template**

## [Partner] Integrates [solution] with Concur to deliver X benefits to Concur clients
### *[Partner solution] now available in the Concur App Center*

Dateline – (Company), (company's tagline), today announced the integration of (product name) with Concur® (NASDAQ: CNQR), the leading provider of spend management solutions and services. Now available in the Concur App Center, (Company name) will provide Concur clients with (insert benefits). Offering apps with streamlined integration with Concur Travel, Expense and Invoice products, the Concur App Center delivers innovative functionality in key categories such as finance, regulatory compliance, enterprise identity, traveler productivity, travel management and much more.

(Insert information on integration including benefits for the company and end users)

Quote from your company highlighting why you are working with Concur and what challenges you are solving for Concur clients, example: "We selected Concur because of X," said EXECUTIVE at PARTNER. "This will provide (insert benefits) to (insert audience).

**[Insert Boilerplate for Partner Company]**

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## SOCIAL MEDIA AND WEB MARKETING

**Social Media Overview:**
In addition to issuing a press release highlighting your Concur integration, we encourage you to promote through social media channels. *Please share all blog posts, Tweets and Facebook posts with your app center partner marketing contact and our social lead, Lyndsey.patterson@concur.com, prior to your campaign so we can jointly promote your posts and better amplify the message between our two companies.*

- Blog Posts: Blog posts are a great way to feature your application and integration with Concur. We encourage these blog posts to include as many visuals as possible, ideally screenshots of the app and integration points if possible. Links back to the Concur website are also highly encouraged. *If issuing a press release, please ensure the blog post does not post prior to the announcements.*

- Twitter: Concur will happily follow your company and would appreciate the same follow from yours. If Concur is using a hashtag to promote the partnership, we encourage your company to leverage the same hashtag related to the announcement(s). We also recommend including each other's handle in the tweet, including "@" (for example, "@Concur"). *Please hold tweets until after the press release crosses the wire.*

- Facebook: You are welcome to promote all related integration with Concur via your corporate Facebook pages. Like Twitter, Concur is pleased to "like" your company page and would appreciate the same "like" from your company. In addition to the visibility this provides to both our companies, adding a "@" in front of the company name will allow the announcement to show up on our timelines. *Please ensure that they are published at or after the press release is announced.*

- App Center partners are encouraged to create a web landing page that demonstrates the app integration with Concur and showcases resources, support and contact information for prospects to learn more, connect and engage. Work with your App Center marketing lead to feature the Concur App Center Partner logo on your website.

- Please follow the instructions below for adding information about Concur to your website.

| Logo & Brand Guidelines | Company Description |
|---|---|
| https://www.concur.com/en-us/logos<br><br>The Concur logo is a registered trademark. Please do not attempt to recreate any part of any mark. For further information or access to brand guideline and logos, please refer to | Concur is a the leading provider of spend management solutions and services in the world, helping companies of all sizes transform the way they manage spend so they can focus on what matters most. Through Concur's open platform, the entire travel and expense ecosystem of customers, suppliers, and developers can access and extend Concur's T&E cloud. Concur's systems adapt to individual employee preferences and scale to meet the needs of companies from small to large. Learn more at www.concur.com or the Concur blog. |

**CONCUR KEY CONTACTS**

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