JUNE 13 – 16, 2016 | SAN FRANCISCO

2016 SUGARCON

Sponsorship Prospectus

Join us at SugarCon 2016 to learn how you can empower individuals across your organization to make every customer relationship extraordinary. This exclusive event brings our customers together with the world's leading software providers, developers, industry observers and visionaries for three incredible days filled with valuable opportunities to learn, network, and have some fun with the rapidly growing SugarCRM community.

JUNE 13–16, 2016

HILTON SAN FRANCISCO UNION SQUARE
333 O'FARRELL STREET
SAN FRANCISCO, CALIFORNIA 94102

A Highly Coveted Opportunity

Next year, SugarCRM will host the biggest and most important SugarCon ever. More than 1,400 SugarCRM customers, prospects and partners will gather at the Hilton San Francisco Union Square to learn how organizations can be transformed by putting the customer at the center of focus.

SugarCon 2016 will also be the launch pad for several dramatic Sugar product introductions — enhancements that will push Sugar beyond the leading edge of CRM. And at SugarCon, attendees will learn first-hand how to put these new technologies to use to drive growth, improve efficiency, and boost customer satisfaction and loyalty.

As a sponsor of SugarCon 2016, you'll be able to showcase your solutions to a large audience of highly-qualified decision makers at the very moment they are seeking CRM expertise and solutions to accelerate their business momentum.

In fact, SugarCon 2016 is likely to be your best opportunity of the year to build visibility for your company among the leaders who can benefit most from your products and services. You really don't want to miss it! **Please respond early to reserve your spot.**

I look forward to speaking with you about your sponsorship of SugarCon 2016.

Best Regards,

Patrick Pahl | VP Alliances, SugarCRM
ppahl@sugarcrm.com

2015
SUGARCON

SMARTIES BAR

Diamond Sponsorship Opportunity

SPONSORSHIP BENEFITS:

GENERAL SESSION PRESENTATION
Highlight a joint customer case study during general session to all attendees (topic and speaker subject to SugarCRM approval)

BREAKOUT
One breakout session highlighting a joint customer case study (topic and speaker subject to SugarCRM approval)

SUGARCON GALA EVENING EVENT
As a diamond sponsor, you will be recognized as the co-sponsor of the conference gala event

BOOTH
10' x 20' + lounge branded turnkey booth in the partner pavilion (lounge furniture, flat-screen monitors, electricity and internet provided)

COLLATERAL
One piece of co-branded collateral in the conference bag (provided by sponsor, SugarCRM approval)

ADVERTISING
One full-page, four-color advertisement along with your company logo and a 150-word profile in the conference guide

PROMOTIONAL INCLUSION
Placement in the partner pavilion "PASSPORT" traffic generating promotion

WEB EXPOSURE
Company logo and profile with link on SugarCon 2016 microsite

MARKETING EXPOSURE
Company logo and link included in pre-conference promotional emails and social media to all SugarCRM customers, prospects and partners

PASSES
Twelve full conference passes (a $11,940 value)

COST:

$80,000

2016
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2016
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SUGARCON

Gold Sponsorship Opportunity

SPONSORSHIP BENEFITS:

BREAKOUT
One breakout session highlighting a joint customer case study (topic and speaker subject to SugarCRM approval)

CHOICE OF ONE OF THE FOLLOWING BRANDED ITEMS:*
- Co-branded notebook
- Co-branded pen
- Co-branded water bottle
- Co-branded charging stations

**first-come, first-served basis*

BOOTH
10' x 10' branded turnkey booth in the partner pavilion (flat-screen monitors, electricity and internet provided)

COLLATERAL
One piece of co-branded collateral in the conference bag (provided by sponsor, SugarCRM approval)

ADVERTISING
One half-page, four-color advertisement along with your company logo and a 100-word profile in the conference guide

PROMOTIONAL INCLUSION
Placement in the partner pavilion "PASSPORT" traffic generating promotion

WEB EXPOSURE
Company logo and profile with link on SugarCon 2016 microsite

MARKETING EXPOSURE
Company logo and link included in pre-conference promotional emails and social media to all SugarCRM customers, prospects and partners

PASSES
Six full conference passes (a $5,970 value)

COST:

$30,000

SUGARCON
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Silver Sponsorship Opportunity

SPONSORSHIP BENEFITS:

BOOTH
6' x 6' branded turnkey booth in the partner pavilion (flat-screen monitors, electricity and internet provided)

CHOOSE TO SPONSOR ONE OF THE FOLLOWING:*
- Day One Breakfast
- Day One Lunch
- Day One Breaks
- Day Two Breakfast
- Day Two Lunch
- Day Two Breaks

**first-come, first-served basis*

COLLATERAL
One piece of co-branded collateral in the conference bag (provided by sponsor, SugarCRM approval)

ADVERTISING
Company logo and a 50-word profile in the conference guide

PROMOTIONAL INCLUSION
Placement in the partner pavilion "PASSPORT" traffic generating promotion

WEB EXPOSURE
Company logo and profile with link on SugarCon 2016 microsite

MARKETING EXPOSURE
Company logo and link included in pre-conference promotional emails and social media to all SugarCRM customers, prospects and partners

PASSES
Four full conference passes (a $3,980 value)

COST:

$15,000

2016
SUGARCON
SUGARCRM
SUGARCRM

Exhibitor Opportunity

SPONSORSHIP BENEFITS:

KIOSK
Branded turnkey kiosk in the partner pavilion (Graphic panel, electricity and Internet provided)

ADVERTISING
Company logo and a 25-word profile in the conference guide

PROMOTIONAL INCLUSION
Placement in the partner pavilion "PASSPORT" traffic generating promotion

WEB EXPOSURE
Company logo and profile with link on SugarCon 2016 microsite

PASSES
One full conference pass (a $995 value)

COST:

$8,000

SugarCon 2016
Sponsorship Package Overview

	DIAMOND	GOLD	SILVER	EXHIBITOR
PRICE	$80,000	$30,000	$15,000	$8,000
SPEAKING*	General Session Breakout Session	Breakout Session		
PASSES	12	6	4	1
PROMOTION	Evening event sponsorship Collateral bag insert Full-page ad, logo and 150-word profile in Conference Guide “PASSPORT” program Company Logo and Profile with Link on SugarCon Microsite Company logo and link included in promotional emails and social media to SugarCRM customers, prospects and partners	Branded item Collateral bag insert Half-page ad, logo and 100-word profile in Conference Guide “PASSPORT” program Company logo and profile with link on SugarCon microsite Company logo and link included in promotional emails and social media to SugarCRM customers, prospects and partners	Break or meal sponsorship Logo and 50-word profile in Conference Guide “PASSPORT” program Company logo and profile with link on SugarCon microsite Company logo and link included in promotional emails and social media to SugarCRM customers, prospects and partners	Logo and 25-word profile in Conference Guide “PASSPORT” program Company logo and profile with link on SugarCon microsite
EXHIBITION	10’ x 20’ + lounge Turnkey booth - Flat-screen monitors - Electricity - Internet - Lead scanner	10’ x 10’ Turnkey booth - Flat-screen monitor - Electricity - Internet - Lead scanner	6’ x 6’ Turnkey booth - Flat-screen monitor - Electricity - Internet - Lead scanner	Turnkey kiosk - Electricity - Internet - Lead scanner

** All session content to be reviewed and approved by SugarCRM*

DON’T MISS THE BEST MARKETING OPPORTUNITY OF THE YEAR

If you’re looking to reach SugarCRM customers, prospects and partners, there’s simply no better way to connect than at SugarCon 2016.

Reserve your place now to make sure to get your choice of promotional and sponsorship options to tell your story and showcase your brand.

To reserve your place, please contact:

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