

# Simply Partnership 2011

Pre-Conference: September 20–21, 2011

Conference: September 22–24, 2011

Las Vegas, Nevada USA

Bellagio Resort & Casino

## Exhibitor and Sponsor Opportunities

**Gain exposure with a Simply Partnership 2011 exhibitor or sponsor package.**

Simply Partnership is the ultimate education and networking event for accountants, bookkeepers, and consultants who represent Sage Simply Accounting. Just as attendees use this conference to enhance their software expertise, they'll look to your products and services in the exhibit hall to help them provide better service to clients and keep their practices up to date.

**Meet them. Share your perspectives. Help them shape the future! Secure an exhibitor or sponsorship opportunity at Simply Partnership 2011.**



The Sage logo, consisting of the word 'sage' in a lowercase, green, sans-serif font.

# Exhibitor Opportunities

## An unmatched opportunity to:

- Gain additional industry visibility for your company and your products
- Meet with Sage Simply Accounting consultants
- Establish new business contacts and forge new relationships
- Obtain qualified leads
- Introduce new products and services

## Prime location and hours

The Simply Partnership trade show will be located in a high-traffic area that will be ideal for connecting with partners.

The trade show will be open during prime conference hours on Thursday, September 22, through Saturday, September 24.

## The Supreme Exhibitor Package

Maximize your impact at Simply Partnership with the Supreme Exhibitor Package. It provides the largest booth space, a five-minute speaking opportunity, and more. Two Supreme packages are available so act fast!

- Two full conference passes\*
- One 15' x 15' booth
- One 6' skirted table
- Two chairs
- One electrical outlet
- 50-word description in the Simply Partnership Conference Guide
- One 60-minute breakout session during the conference
- One five-minute speaking opportunity during the conference
- One promotional tweet per month leading up to conference

**Cost: \$4,595**

## The Ultimate Exhibitor Package

Choose the Ultimate Exhibitor Package to increase your exposure to conference attendees with your own breakout session, and prime exhibit space.

- Two full conference passes\*
- One 10' x 10' booth space with pipe and drape
- One 6' skirted table
- Two chairs
- One electrical outlet
- 50-word description in the Simply Partnership Conference Guide
- One 60-minute breakout session during the conference

**Cost: \$3,995**

## Speak about your innovations directly

Back by popular demand, Simply Partnership exhibitors will have the opportunity to speak about their product or service directly to attendees during a breakout session. See the "Supreme and Ultimate Exhibitor Package" descriptions for more information. Partners often desire more time to connect with the exhibitors and now they can!

## Plenty of networking opportunities

To make the most of your conference networking opportunities, exhibitors are granted full access to attend breakout sessions and the featured evening events.

## Your budget in mind

Capitalizing on Simply Partnership is easy because there are plenty of options to accommodate your budget and requirements. Take a look at the following pages to find the perfect fit for you.

## The Premium Exhibitor Package

The Premium Exhibitor Package provides you with a highly visible way to increase brand and product awareness, demonstrate your latest offerings, engage multiple attendees at once, and maximize exposure to all Simply Accounting business partners.

- Two full conference passes\*
- One 10' x 10' booth space with pipe and drape
- One 6' skirted table
- Two chairs
- One electrical outlet
- 50-word description in the Simply Partnership Conference Guide

**Cost: \$2,995**

*\*Each pass provides access to exhibit in the trade show, all meals, and all evening events and conference sessions.*

For more information about sponsor and exhibitor opportunities, please contact Jennifer Warawa, Sr. Director, Partner Programs, at [jennifer.warawa@sage.com](mailto:jennifer.warawa@sage.com).



# Sponsor Opportunities

## Premier Sponsors

For companies that want a complete turnkey package, including significant pre-event, on-site, and post-event promotion, we offer Platinum, Gold, Silver, and Bronze sponsor packages. Each package includes a complimentary 10' x 10' exhibitor booth space!



Pre-Event Promotion	PLATINUM \$12,500 1 opportunity	GOLD \$10,000 3 opportunities	SILVER \$7,500 5 opportunities	BRONZE \$5,000 7 opportunities
Your logo and 50-word description with a link to your company website included on the Simply Partnership 2011 website.	•	•	•	•
Your logo included on the main page of the Simply Partnership 2011 website for a two-week period.	•	•		
Number of Simply Partnership 2011 corporate email messages featuring your logo—as well as other conference sponsors and additional conference information—that will be sent to registered attendees.	4	3	2	1
One mailing to registered Simply Partnership 2011 attendees through a bonded mail house. <i>Note: Sponsor is responsible for mail piece creation, mailing fees, and coordination. Direct mail will only be sent to registered attendees.</i>	•	•		
Promotion on the Sage Simply Accounting, Sage North America, and/or Simply Partnership Twitter feeds.	•	•		
Inclusion in Sage press release announcing Simply Partnership 2011.	•	•		
One company email blast to registered Simply Partnership 2011 attendees. <i>Note: This email will be exclusive to your company. You will provide content and Sage will manage layout and send email on your behalf.</i>	•			

# Sponsor Opportunities

On-Site Promotion	PLATINUM \$12,500 1 opportunity	GOLD \$10,000 3 opportunities	SILVER \$7,500 5 opportunities	BRONZE \$5,000 7 opportunities
Complimentary 10' x 10' booth at the Simply Partnership 2011 trade show for a value of \$2,995.	•	•	•	•
Your logo and 50-word description included in the Simply Partnership 2011 Conference Guide.	•	•	•	•
Your logo—along with other conference sponsors—on one entrance unit near the Exhibit Hall.	•	•	•	•
Number of billboards with your logo—along with other conference sponsors—in the conference facility.	3	2	1	1
One literature piece or novelty item that you provide included in the Simply Partnership 2011 conference bag.	•	•	•	•
Recognition on the PowerPoint slide displayed on the large screen before and after the Opening Keynote.	•	•	•	•
Announcement of your giveaway/drawing by Sage during exhibit hours. Giveaway must be approved by Sage to announce.	•	•	•	•
Your logo on the back cover of the Simply Partnership 2011 Conference Guide.	•	•		
One billboard in the conference facility—exclusive to your company and created by Sage.	•			
Participation in one Sage conference session with content approved by Sage. <i>Note: Other qualifiers may apply.</i>	•			
Display ad in the Simply Partnership 2011 Conference Guide.	1/2 page	1/4 page	3.5" x 2"	

# Sponsor Opportunities

Post-Event Promotion	PLATINUM \$12,500 1 opportunity	GOLD \$10,000 3 opportunities	SILVER \$7,500 5 opportunities	BRONZE \$5,000 7 opportunities
Inclusion in one Simply Partnership 2011 corporate email sent to Simply Partnership attendees. Email also features other conference sponsors and additional conference communication.	•	•	•	•
Your logo on the Simply Partnership 2011 website and post-conference session PowerPoint presentations.	•	•		
One email blast, exclusive to your company, sent to Simply Partnership 2011 attendees. Email content provided by you; layout and broadcast provided by Sage.	•			

## À la Carte Sponsorship Packages

### Direct Mail

Investment per opportunity: \$3,000

Number of opportunities: 5

Reach attendees before they even set foot at the conference! With this package, you can send a direct mail piece to Simply Partnership 2011 attendees through the Sage bonded mail house. Sponsor responsible for mail piece creation, coordination, and mailing cost. Content and artwork are subject to pre-approval by Sage prior to mailing.

### Conference Bag Inclusion

Investment per opportunity: \$750

Number of opportunities: 10

Want to increase brand awareness? It's in the bag! Include one literature piece or novelty item in the conference bag that every attendee receives at registration.

### Conference Guide Sponsor

Investment per opportunity: \$2,000

Number of opportunities: 2

As the source of information on all Simply Partnership activities, the Simply Partnership 2011 Conference Guide will get into the hands of hundreds of attendees expected at the conference. Here's your chance to secure one of the very favorable advertising opportunities available: a full-page advertisement in the Conference Guide.

# Sponsor Opportunities

## Theme Party Sponsor

Investment per opportunity: \$3,000

Number of opportunities: 1

This is your chance to market your company at an exciting, must-attend event, brought back by popular demand. Sure to generate a large audience, this unique party on September 23 will be packed full of attention-grabbing sponsorship opportunities such as signage, email communications, napkins, and more. Don't miss your chance to attract new business at the Simply Partnership 2011 Theme Party. Keep on the lookout for details on the party, and theme, coming your way soon!

## Directional Footprints Sponsor

Investment per opportunity: \$2,000

Number of opportunities: 1



This is a fun and unique way to direct attendees to your booth as soon as they step foot in the trade show. As an exclusive sponsorship opportunity, these footprints pave the way to your booth in colorful decals that include your company name and booth number.

## Internet Cafe Sponsor

Investment per opportunity: \$2,000

Number of opportunities: 1

An Internet Cafe—centrally located in the conference area—features Internet stations used by attendees to catch up on email or surf the Internet. Don't miss this opportunity to sponsor a location that will be buzzing with activity, where you can put your name on signage, tent cards, desktop image, and in the Conference Guide.

For more information about sponsor and exhibitor opportunities, please contact Jennifer Warawa, Sr. Director, Partner Programs, at [jennifer.warawa@sage.com](mailto:jennifer.warawa@sage.com).



Simply Partnership 2010 "Simply Stampede" Theme Party

## Conference Pens and Padfolio Sponsor

Investment per opportunity: \$2,000

Number of opportunities: 1



Display your company logo—along with the Sage logo—on the cover of the conference padfolio and on a pen included in the Conference Bag. What a way to leave attendees with an enduring impression!

## Badge Holder and Lanyard Sponsor

Investment per opportunity: \$3,000

Number of opportunities: 1

With your company's name around the neck of every attendee, you'll have hundreds of walking advertisements and countless impressions. Sponsorship includes your company name co-branded with Sage Simply Accounting, displayed on the badge holder and lanyard for the entire conference.



# Exhibitor & Sponsor Application and Contract

This application must be completed, signed, and accompanied by correct payment. Return both copies with your credit card information or a cheque made payable to Sage Software Canada Ltd. to:

**Jennifer Warawa**

c/o Sage  
13888 Wireless Way, Suite 120  
Richmond, British Columbia  
Canada V6V 0A3

**Fax number:** 604-247-4803

**INFORMATION DEADLINE: AUGUST 18, 2011**

## 1. Provide your company information—for printing in the Conference Guide.

**Company Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**City and Province/State** \_\_\_\_\_

**Postal Code / Zip Code** \_\_\_\_\_

**Telephone** \_\_\_\_\_

**Fax** \_\_\_\_\_

**Email** \_\_\_\_\_

**Website** \_\_\_\_\_

## 2. Provide your contact information—for correspondence.

**Contact Person** \_\_\_\_\_

**Title** \_\_\_\_\_

**Address** \_\_\_\_\_

**City and Province/State** \_\_\_\_\_

**Postal Code / Zip Code** \_\_\_\_\_

**Telephone** \_\_\_\_\_

**Fax** \_\_\_\_\_

**Email** \_\_\_\_\_



# Exhibitor Application & Space Agreement

This **Exhibitor Application and Space Agreement (“Agreement”)** is made between Exhibitor, whose name and address is set out below, and **Sage Software, Inc. (“Sage”)** for exhibit space at the **Simply Partnership 2011**, scheduled for September 22–24, 2011 in Las Vegas, Nevada. This Agreement is made for the benefit of Exhibitor and Sage. This Agreement becomes effective as of the date of its acceptance by Sage and Sage’s receipt of the applicable fee from Exhibitor. The terms and conditions of this Agreement, including but not limited to the plan of exhibits, rates and the rules and regulations in the Exhibitor Services Manual, and general exhibit information provided to Exhibitor, may be updated and amended by Sage at its sole discretion and are binding on Exhibitor. **Notwithstanding Sage’s acceptance of this Agreement or of any payment from Exhibitor, Sage reserves the right to (a) deny entrance or re-entrance to, or to remove, any Exhibitor(s), Exhibitor representative(s) or suppliers, and Exhibitor invitees, from Simply Partnership, and (b) reject, remove, or prohibit any Exhibit property, in whole or in part, at Sage or Show Management’s sole discretion if not in compliance with Simply Partnership rules and regulations.**

**Eligibility:** Sage, in its sole discretion, determines the eligibility of any company or product for exhibit. Sage reserves the right to withdraw its acceptance of an application or deny participation of any individual or organization at any time if it determines that a company or product is not eligible for exhibit or Exhibitor is in arrears for payments due for other Sage events. If Exhibitor fails to comply with any of the terms of this Agreement, Sage may, among other things, refuse Exhibitor the right to participate further in this exhibition and may refuse to consider Exhibitor for participation in future exhibitions.

**Application & Payment:** Applications must be received with a valid cheque or valid credit card information for payment in full of all fees due no later than 30 days prior to Simply Partnership.

**No Cancellation Fees:** Fees paid for exhibit space and sponsorships are non-refundable.

**Taxes and Licenses:** Exhibitor shall be responsible for obtaining all licenses, permits, and approvals required under local and/or state laws applicable to its participation in Simply Partnership 2011. Exhibitor shall be responsible for obtaining all tax identification numbers and paying all taxes, license fees, and other charges that shall become due under any government authority in connection with its participation in Simply Partnership 2011.

**Use of Space:** Exhibitor may not assign or sublet any space allotted to it without Sage’s prior written consent. Exhibitor agrees to exhibit only products listed on its Application and approved by Sage, and such products shall be manufactured or distributed by the Exhibitor

in its regular course of business. Exhibitor shall display such products and services in a manner which is intended to describe and depict the advantages of using such products or services. In the event Exhibitor fails to install or promote its products in its assigned exhibit space, or fails to pay any Simply Partnership 2011 fees due to Sage, or make good on fees in arrears for other Sage events, at the time specified, Sage and Show Management shall have the right to take possession of said space and re-assign same, in whole or in part, to any other party or parties on any terms and conditions.

**Booth Guidelines:** Exhibits shall be arranged so as not to obstruct the general view, nor hide the exhibits of, others. All booths are in-line. Drape is not allowed to be removed or changed to a different color unless authorized by Sage. Exhibit space and booths shall not be shared by multiple exhibitors or companies.

**Booth Height:** Exhibit booths may be no more than 8’ in height. Any Exhibitor exceeding these limits will be required to adjust or remove its exhibit property to conform. Exhibitor may not hang signs or banners from the walls or ceiling of the floor space. Signs can be hung from the Exhibitor’s physical booth property if they do not exceed the designated height limitations.

**Booth Staff:** At least one trade show representative must be present in Exhibitor’s booth during all show hours.

**Audio:** Radios, microphones, or any other item that produces sound are not allowed unless approved in advance by Sage.

**Exhibitor Activities:** All of Exhibitor’s demonstrations, advertising, and promotional activities must be confined within the limits of Exhibitor’s assigned space. No demonstrations, meetings, displays, literature distribution may be used, nor may product exhibits, displays, or hired models may be used, outside of the assigned exhibit space unless Exhibitor has purchased a sponsorship that allows it to conduct such activities outside of its assigned booth and the activities are approved by Sage. Exhibitors planning hospitality suites or outside activities of any kind whatsoever, either prior to, during, or subsequent to Simply Partnership 2011, must provide the designated Sage representative with a written schedule of such activities. Exhibitor expressly agrees that such activities will not conflict with Show hours or any official event scheduled by Sage. Failure to comply with this requirement may result in cancellation and removal of Exhibitor’s exhibit without refund or liability to Sage.

Sage Business Partners are not allowed to solicit, in any way, for customers or prospects of another partner. Only partners who are exhibiting approved third-party software can solicit customers for that software. If a Sage Business Partner is caught soliciting another

# Exhibitor Application & Space Agreement

partner's customers or prospects, the Business Partner's conference badge will be revoked, the Business Partner will be ejected or denied admittance to Simply Partnership 2011, and the Business Partner may be subject to termination of its Sage Business Partner agreement.

**Exhibit Safety:** Exhibitor accepts full responsibility for (a) any personal injury or property damage that may result directly or indirectly from the collapse of its exhibit or any portion thereof, and (b) any other claim, loss, liability, or damage suffered as a result of Exhibitor's construction or maintenance of an exhibit or equipment.

**Exhibit Hall Floor Plan:** Exhibit Floor Plan is subject to change.

**Set-up and Dismantle:** It is Exhibitor's responsibility to set up and dismantle its booth and property. Exhibitor should properly label all of its exhibit properties for shipping from and to its facilities. If Exhibitor has not properly packed any of its exhibit or property for shipping at the time designated, such items will be stored, and Exhibitor will be invoiced for handling and storage of such items. Sage will not be responsible for any exhibit materials or equipment on the exhibit floor.

**Trademark Usage:** Exhibitor is subject to the Sage Business Partner Logo Usage Guidelines. These guidelines will be strictly enforced.

**Liability:** Sage shall not be liable for failure to perform their obligations under this Agreement as a result of strikes, riots, acts of God, force majeure, or any other cause beyond its control; including without limitation any act of war, terrorism, or other military authority. Sage shall not be liable for any injury whatsoever to Exhibitor's property or to persons conducting or otherwise participating in Simply Partnership 2011 or to invitees or guests of Exhibitor. Exhibitor agrees to abide by existing agreements and regulations covering the use of services and/or labor in the conference and exhibit facility. Exhibitor assumes full responsibility and liability for the acts or omissions of its agents, invitees, employees, or independent contractors, whether acting within or outside the scope of their authority. Exhibitor shall hold Sage harmless from responsibility or liability resulting directly or indirectly from such acts or omissions. No warranty of any kind is made by Sage with regard to Exhibitor's assigned space or use thereof. No rights of Sage shall be deemed waived except as and unless specifically stated in a writing signed by an authorized officer of Sage.

**Liability Insurance:** Exhibitor shall obtain at its own expense adequate insurance, including but not limited to, comprehensive general liability insurance including so-called "broad form endorsement." Such insurance shall name Sage Software, Inc., its officers, directors and employees as an Additional Insured. Certificates of Insurance shall be made available to Sage upon request.

**Security:** Exhibitor is solely and fully responsible for its own exhibit material and shall insure its exhibit and equipment against loss or damage from any cause whatsoever. Exhibitor understands and agrees that all Exhibitor properties are to remain in Exhibitor's care, custody, and control in transit to and from and within the confines of the show floor. Exhibitor agrees to waive its rights of subrogation against Sage and their vendors, officers, directors, and employees. Sage will not provide security during published set-up and dismantling hours, Show hours and all hours that the Show is closed during Show days. As such, each Exhibitor will be responsible for its exhibit at all times, and may hire its own security during non-show hours at its own expense. Sage and the official convention service contractor shall not be liable for any loss, damage, or displacement of any Exhibitor's property due to any cause.

**Governing Law and Venue:** This Agreement shall be governed by the laws of the State of California without reference to its conflict of law principles. Venue for all claims, actions, or disputes arising out of Exhibitor's use of the assigned space at Simply Partnership 2011 shall be brought in an Orange County, California or Los Angeles County, California court.

**Resolution of Disputes:** In the event of a dispute or disagreement between Exhibitor and Sage, all interpretations by Sage of the rules governing Simply Partnership 2011 and all action or decisions concerning the dispute or disagreement intended to resolve the dispute or disagreement, shall be binding on the Exhibitor.

**Amendment and Agreement to the Rules:** Any matters not specifically covered by the preceding rules or other Simply Partnership material provided to Exhibitor shall be subject solely to Sage interpretation and decision.

**Compliance:** It is each Exhibitor's responsibility to read and comply with all rules and regulations. Each Exhibitor will be fully responsible for all rules stated in this Agreement.