

Sage Transform 2024

Sponsorship prospectus
February 26-29, 2024
Las Vegas, NV



Sage

Event Overview

Sage Transform is our annual customer conference bringing together North American customers, partners, and industry experts within the Sage Intacct ecosystem to drive greater customer success, advocacy and thought leadership in the industry.

As a Sage Intacct partner, you're an integral part of our success, and together, we will provide customers with the best solutions for their business. As a valued sponsor, you will be able to showcase your brand, products, and services to our rapidly growing community.

Don't miss it:
February 26-29
Las Vegas, Nevada, USA

[Event website](#)



Your Audience is Our Audience

We are projecting 3,000+ attendees, with many of our attendees coming from fast-growing SMB and mid-market companies. Given the demographics of our attendees and high participation of financial decision makers, sponsors return year over year citing Sage Transform as being the best events they attend.


As a sponsor, you have a unique opportunity to showcase your products and services, extend your brand, and connect with the Sage community who are eager to learn about your solutions.

Please email sagesponsorship@sage.com for more information.



Event Overview

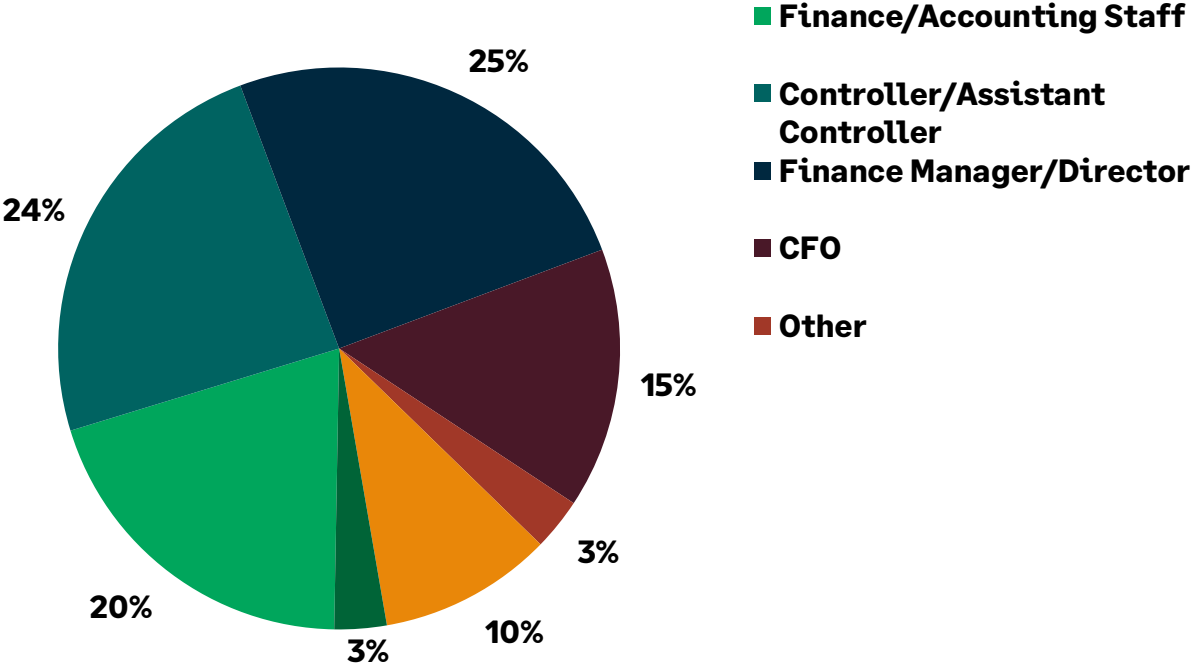
Sage Transform experience at a glance:

	2.5 event days		3,000+ attendees (projected)		85+ sponsors with valuable solutions
	93% * of those surveyed found the neighborhood beneficial		1.2M* social media reach		107* media mentions

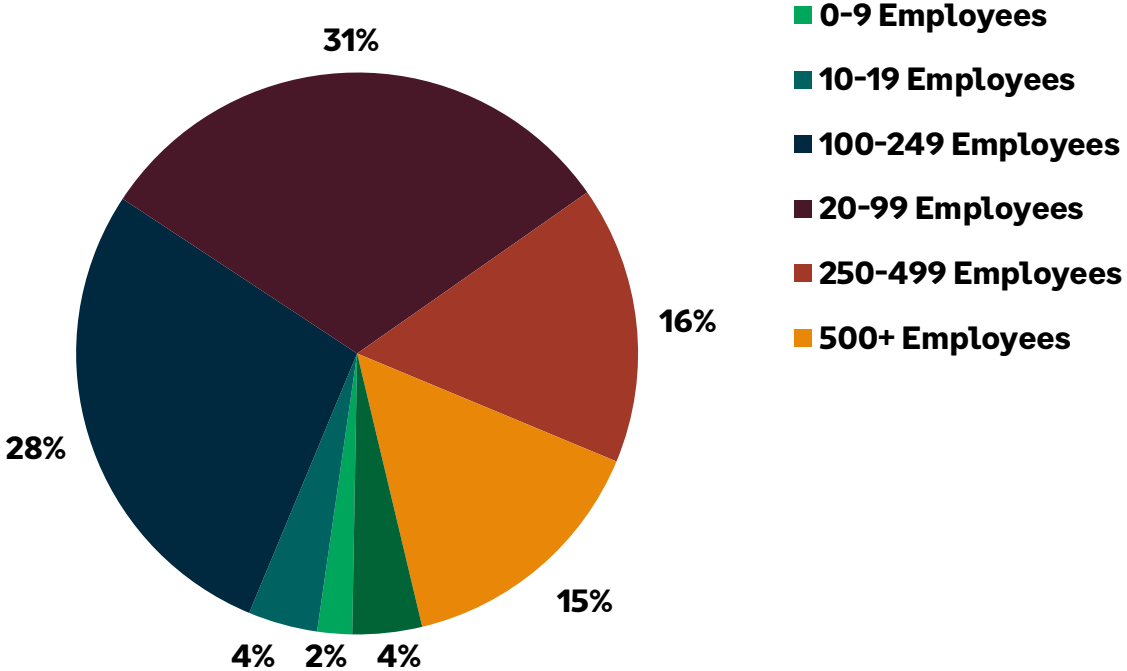
*Previous Sage Transform event

Projected Attendee Data

Customer/Prospect Attendance by Role:



Company Size by Number of Employees:



Testimonials

“The conference enabled me and my team to have **personal interactions with key potential partners**”

“We are relatively new to implementation (3 months post go-live) and it was **helpful to see what's out there.**”

“The whole conference had a Sage family experience that was **very warm and welcoming.**”

“**This year's expo hall was fantastic!** The turnkey booth was a big plus. The layout and overall design of the Neighborhood was very well done. Booth traffic was fairly consistent. The receptions were fun and well executed.”

“**We had far better than expected booth traffic** and engagement.”

“**It was one of the best** conferences I have ever attended.”

“I enjoyed the different ways booths were enticing people to stop by. **Just wish there was more of them!**”

“**Lively atmosphere;** vendors I saw were very friendly; the massage chairs were an exceptional addition!”

“The Neighborhood had **so many Marketplace partners** that I could connect with to make inquiries and find out more about their product.”

Sponsor Timeline



*For sponsor registrations received after this date we will attempt to fulfill as many package inclusions as possible, but we cannot guarantee inclusion of all marketing items for sponsorships received after this deadline.

Sponsor Packages



Sponsor Packages

Please note that all sponsorship packages include a turnkey space with brandable areas. There will be a Titanium sponsor at Sage Transform, which is reserved and not available for purchase. We have custom sponsorships not listed in the prospectus reserved for Sage alliances.

	DIAMOND (Invitation Only)	PLATINUM (Invitation Only)	GOLD (Invitation Only)	SILVER (Invitation Only)
Opportunities*	3	12	40	35
Investment	\$100,000	\$50,000	\$25,000	\$15,000
Footprint	20' x 20' Turnkey	10' x 20' Turnkey	10' x 10' Turnkey	Turnkey Kiosk
Electrical	3 drops	2 drops	1 drops	1 drop
Opportunities to demo	2	2	1	1
WiFi access	x	x	x	x
Lead retrieval	3 devices , 1 set of custom questions	2 devices , 1 set of custom questions	1 device	Available for rental
Dedicated meeting space	x	Available to purchase based on availability	n/a	n/a
Cleaning	x	x	x	x
Full conference passes	10	6	4	2
Speaker passes	1	1	n/a	n/a
Additional discounted passes for sponsor staff at \$1,049	12	8	6	4
Daily Meals	x	x	x	x
Access to sessions (unless limited to a specific audience)	x	x	x	x
Evening Events	x	x	x	x

Sponsor Packages

	DIAMOND (Invitation Only)	PLATINUM (Invitation Only)	GOLD (Invitation Only)	SILVER (Invitation Only)
Strategic content				
Breakout session, highlighted in session catalog & schedule builder. Leads provided post-event	1	1	n/a	n/a
20-minute theatre session in Neighborhood Theater, listed in session catalog and schedule builder	1	1	n/a	n/a
Recognition in the General Session keynote	Verbal thank you on stage	x	n/a	n/a
Dedicated walk-in slide shown before Keynote Sessions	X (slide to be approved by Sage)	n/a	n/a	n/a
Logo included on shared walk-in slide thanking our Platinum sponsors shown before the General Sessions	n/a	X	n/a	n/a
Pre-event exposure				
Listing on conference website	Company name, logo & 150-word profile	Company name, logo & 100-word profile	Company name, logo & 75-word profile	Company name, logo & 25-word profile
Pre-event email sent to registered attendees	1 (content to be approved by Sage)	n/a	n/a	n/a
Logo included to Sage community and registered attendees	All	3	"Thank you to our Gold sponsors" message and link to Sage Transform website"	n/a
Highlighted on the Sage Intacct Marketplace as sponsor	x	x	x	x
One Sage Advice feature including newsletter promotion	x	n/a	n/a	n/a

Sponsor Packages

	DIAMOND (Invitation Only)	PLATINUM (Invitation Only)	GOLD (Invitation Only)	SILVER (Invitation Only)
Valuable on-site visibility				
Mobile app listing, and inclusion in mobile app game	x	x	x	x
Floor plan listing on map	X Logo included	X Company name	x	x
Mobile app push notification	1	n/a	n/a	n/a
Logo on sponsor recognition signage/branding	4	3	2	1
Dedicated push notification in mobile app	1	n/a	n/a	n/a
Inclusion in the Taste of Sage event during Neighborhood reception	x	Available to purchase as a la carte based on availability.	Available to purchase as a la carte based on availability.	Available to purchase as a la carte based on availability.
Co-sponsor of a networking lounge	x	n/a	n/a	n/a

Sponsor Packages

	DIAMOND (Invitation Only)	PLATINUM (Invitation Only)	GOLD (Invitation Only)	SILVER (Invitation Only)
Post-event visibility				
Logo featured in thank you email to conference attendees	X	X	“Thank you to our Gold sponsors” link to event website	n/a
Social media and press				
Social Media	Co-sponsor social graphic posted pre-event, on-site and post-event	Co-sponsor social graphic posted pre-event and on-site	Co-sponsor social graphic posted pre-event and on-site	n/a
Pre-event message provided by sponsors, posted by Sage to social channels	X	n/a	n/a	n/a
Pre-event thank you posted to Sage social channels	Co-sponsor thank you with sponsor logo	Co-sponsor thank you with Platinum sponsor logos	Co-sponsor thank you with Gold sponsor logos	n/a
Onsite booth interview shared on Sage’s social media channels	2	1	n/a	n/a
One feature on Sage podcast	X	X	n/a	n/a
Inclusion in the official Sage Transform press release	X	X	n/a	n/a

A La Carte Opportunities



2024 A La Carte Opportunities

We've put together a diverse menu of sponsorship enhancements to maximize your visibility at Sage Transform 2024. A la carte sponsorships are available on a first come, first served basis and do not include conference passes (unless specifically noted).

Speaking Opportunity

Shape the agenda by investing in a speaking opportunities designed to provide exposure to onsite attendees.

Opportunity	Description	Eligibility	Price
Neighborhood Theater Sessions (5 available)	Share a 20-min presentation or demo in the Neighborhood Theater on the show floor. Your session will be promoted in our session catalog, where attendees can pre-register to attend your session. Seating capacity is approximately 30 people, with standing room in the back. You are encouraged to scan the badges of those attendees who attend your presentation. Date and time subject to availability. Theater presentations will run concurrent to breakout sessions on Tuesday, Wednesday and Thursday.	Neighborhood Sponsors only	\$3,000

Neighborhood Sponsorships

Add on any of the below sponsorships to attract significant traffic to your booth.

Opportunity	Description	Eligibility	Price
Meeting Space (4 available)	Have your own space to hold meetings or demo your product. Meeting space includes your branding, one table, and four chairs. Sponsor can order monitor separately for an additional cost.	Neighborhood Sponsors only	Large Meeting Space: \$9,000 Small Meeting Space: \$5,000
Mascot Approved Sponsorship (unlimited for Gold and above)	Our sponsors love to feature mascots to drive traffic to their booth. An event in Las Vegas is the perfect opportunity to up your booth game with some fun entertainment. Sponsorship includes: Sage's approval to have a mascot in your booth (not available for other sponsors) and one conference pass for your mascot. Mascot booking is sponsor's responsibility and must be approved by Sage. Mascot must stay within booth at all times.	Gold and Above Sponsors Only	\$3,000
Charging Stations (8 available)	Power up your company's visibility by sponsoring one branded charging station located in the Neighborhood for attendees to recharge their devices during the conference. Charging station location to be determined by Sage.	Neighborhood Sponsors only	\$4,000

2024 A La Carte Opportunities

Neighborhood Sponsorships

Add on any of the below sponsorships to attract significant traffic to your booth.

Opportunity	Description	Eligibility	Price
Headshot Lounge (1 Available)	Attendees will visit the Lounge to get professional headshots to uplevel their personal brand! This activation is a proven sales & marketing tool that delivers traffic, attention, and leads. Sponsorship includes signage, listing on the floor plan, and mobile app promotion.	Approved Sage Partner	\$20,000
Relax Station (1 Available)	Give attendees that zen moment to re-center and recharge by offering relaxing chair massage located in a high traffic space including the ability to scan leads! This sponsorship includes a massage station during show hours for the entire event, signage, branded area for your company giveaway, listing on the floor plan, and mobile app promotion.	Approved Sage Partner	\$12,000
Candy Station (1 available)	Keep attendees attentive all day long by providing something sweet for them to enjoy, candy! Conveniently located in the Neighborhood, attendees can help themselves to candy and place it in a bag branded with your logo.	Approved Sage Partner	\$8,000
Playground (1 available)	This sponsorship opportunity is all fun and games. The Playground is the place for attendees to take a break from sessions, play a game (or two), and socialize with friends. Sponsorship includes branded space during show hours for the entire event, signage, listing on the floor plan, and mobile app promotion.	Approved Sage Partner	\$10,000
Networking Lounge (1 available)	Help attendees chill out during Sage Transform by sponsoring a branded lounge in the Neighborhood. This opportunity includes lounge furniture, charging stations, dedicated signage, and branded pillows. You also have the opportunity to provide a gift or handout to place within the lounge.	Approved Sage Partner	\$10,000
Social Glow (2 available)	Let's get your brand trending at Sage Transform using the Social Glow Selfie Station. Your logo and branding will be on attendee photos and gifs that can be automatically emailed, texted and posted to social media! Sponsorship includes: branded station for the entire event during show hour, your logo on photos along with Sage, signage, listing on the floor plan, and mobile app promotion.	Approved Sage Partner	\$10,000

2024 A La Carte Opportunities

Neighborhood Food and Beverage Opportunities

Choose to sponsor a food station during Sage Transform. Placement of the station(s) depends on the size of your booth, and are offered during any 2 hour time period of your choice.

Opportunity	Description	Eligibility	Price
Taste of Sage (10 Available)	Increase booth traffic and fun during the Welcome Reception by hosting a featured drink in your space that is not available anywhere else! This is a signature Sage sponsorship that is an attendee favorite! Sponsorship includes: specific drink served in your booth, signage in your booth, listing on the floor plan, mobile app promotion.	Neighborhood Sponsors only	\$3,500
Adult Nitro Ice Cream Drinks	Not only is the taste impeccable, but the experience is unforgettable. Created right before your eyes, this activation provides a dessert experience that creates the smoothest, creamiest ice cream and cocktails. This opportunity includes 200 drinks, a bartender and signage.	Neighborhood Sponsors only	\$7,500
Sonoma Protein Snack Box	Keep attendees fueled by offering them a Sonoma protein snack box which includes cubed cheese, sweet grapes, and artisan crackers. This opportunity includes 200 snack boxes, and signage.	Neighborhood Sponsors only	\$6,000
Popcorn Machine	Give attendees something to munch on while walking around the Neighborhood. This opportunity includes one popcorn machine, an attendant, enough popcorn for up to 300 people, branded popcorn bags, and signage.	Neighborhood Sponsors only	\$5,000
Housemade S'mores	Who can resist a dreamy stack of fluffy marshmallows nestled between two crisp graham crackers and dipped in chocolate? This opportunity includes 250 S'mores and signage.	Neighborhood Sponsors only	\$3,000
Häagen-Dazs Ice Cream Bars	I scream, you scream, we all scream for ice cream! This opportunity includes 250 Häagen-Dazs bars and signage.	Neighborhood Sponsors only	\$3,500
Starbucks Frappuccino Bottles	Give attendees a fun alternative to a cup of coffee by offering them Starbucks Frappuccinos (individually bottled). This opportunity includes an attendant, 250 bottles and signage.	Neighborhood Sponsors only	\$4,500
Bottled Press Juices	Help keep attendees hydrated with individual bottles of cold-pressed juices. This opportunity includes an attendant, 250 bottles, branded napkins, and signage.	Neighborhood Sponsors only	\$5,000

2024 A La Carte Opportunities

Additional Sponsorships

Ensure your company is represented at Sage Transform with the below opportunities. These sponsorships are located outside in the conference center and are open to any Sage partner.

Opportunity	Description	Eligibility	Price
WiFi Sponsor (1 available)	Be the exclusive sponsor of our conference WiFi, a key component to the attendee experience at Sage Transform. We'll market your sponsorship on signage and materials throughout the event and you can select a custom passcode for use throughout the week.	Approved Sage Partner	\$15,000
Hotel Key Card (1 available)	Be front and center when attendees arrive to Sage Partner Summit! Promote your brand on the hotel room key cards. Sponsorship includes your custom design on the hotel room key for all Sage Transform attendees staying at the hotel (estimate of 3,000 rooms, three keys per room).	Approved Sage Partner	\$40,000
Coffee Cart (6 available)	What is the most asked for item at an event? Coffee! Take your brand and the attendee coffee experience to the next level with a specialty coffee cart located in a high traffic location for the entire event. Sponsorship includes 4 hours of beverage cart service, branding on the coffee station, signage and mobile app promotion.	Approved Sage Partner	\$6,000
Networking Lounge (1 available)	Help attendees chill out and relax by sponsoring a branded lounge in the conference center. This opportunity includes lounge furniture, charging stations, dedicated signage, and branded pillows. You also have the opportunity to provide a gift or handout to place within the lounge.	Approved Sage Partner	\$10,000
Step Challenge (1 Available)	Our step challenge encourages attendees to walk for their health and compete against others to take the most steps during Sage Transform 2024. As the exclusive sponsor, your logo will be displayed on the Step Challenge scoreboard, in the mobile app, and in pre-event emails promoting the challenge. You can also post videos in the app, where attendees will receive additional points for watching your videos.	Approved Sage Partner	\$8,000
Charging Station (4 available)	Power up your company's visibility by sponsoring one branded charging station located in a high traffic area in the conference center so attendees can recharge their devices during the conference. Charging station location to be determined by Sage.	Approved Sage Partner	\$4,000

FAQs

Who can sponsor?

Sponsorship opportunities are exclusively reserved for current Sage Intacct Marketplace Partners with an approved integration and Sage Alliance Partners. Exceptions must be approved.

How do you secure your sponsorship?

Sponsorship opportunities will be offered on an invite-only basis. Due to high demand for sponsorship packages and a la carte opportunities, some packages are limited and will be sold on a first come, first served basis. Please reference your invitation email from your Sage Account Manager to secure your sponsorship. Once a sponsor registration is submitted, your application will be reviewed within 48 hours for approval.

What is the sponsorship deadline?

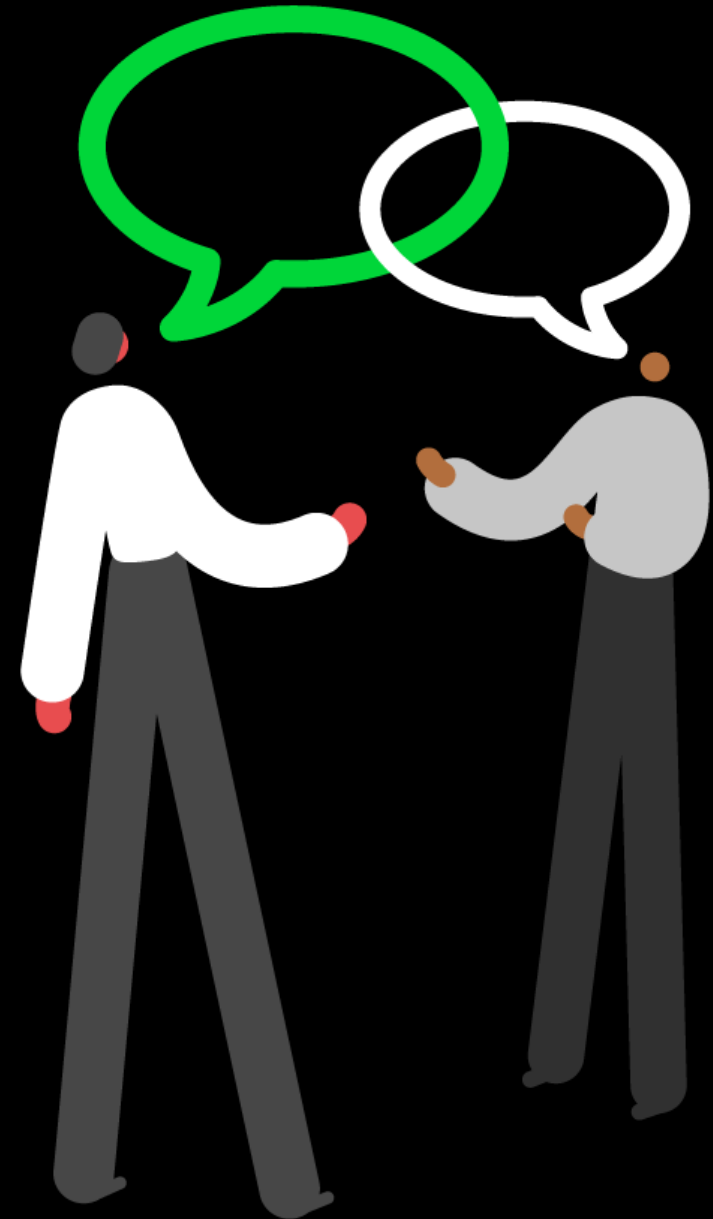
Priority sponsor registration is September 20 – 29. This is for all partners that were originally recommended to sponsor by their Sage Account Manager. General sponsor registration will open October 9 based on what packages are still available. The deadline for sponsorship is November 28.

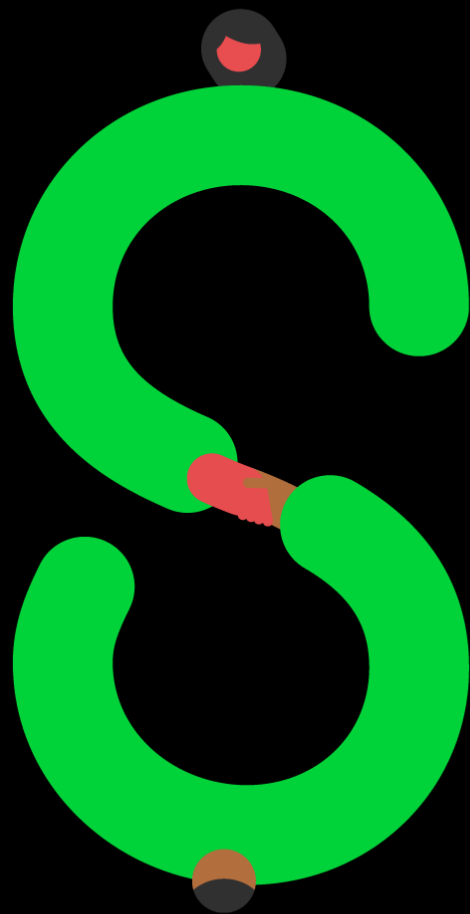
When does booth selection happen?

Booth selection will take place in January. At this time, sponsors will have the opportunity to submit the booth of their choice in their sponsorship level (based on availability). Booth selection will be prioritized according to the date and time stamp of your sponsorship application.

Questions?

Contact sagesponsorship@sage.com





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Thank you!

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