

## SPS Stockholm on 14<sup>th</sup> of September 2019



### Why sponsor

Do you want expose your products or services to Swedish SharePoint, Office 365 & Azure professionals?

If the answer is **Yes** then SPS-Stockholm is the place to be on 14<sup>th</sup> of September 2019.

SharePoint Saturday Stockholm (SPSSTHLM) is a **FREE** one-day conference with focus on Microsoft SharePoint, Office365 and all surrounding technologies, featuring sessions from influential and respected SharePoint professionals from all over the world.

Headlined by local and global experts in SharePoint, Office 365 & Azure and attended by >300 attendees.

#SPSSTHLM is the largest SharePoint, Office 365 & Azure conference in Sweden, allowing Sponsors to engage with business decision-makers and key influencers, and to connect with prospective customers and partners.

As an additional treatment all Sponsors of SharePoint Saturday will have the opportunity to use [www.creowo.com](http://www.creowo.com) as a market channel for free.

For more information please contact us at [spssthlm@creowo.com](mailto:spssthlm@creowo.com)

### Conference has the following characteristics:

- Provide an environment to share knowledge and learn about Microsoft SharePoint and Office365
- Free attendance for approx. **300 participants!**
- Provide **high quality sessions** that are held by respected members of the international SharePoint community (MVPs, MCMs, community leaders, Microsoft representatives)
- **4 tracks**, each having **five to six breakout sessions** throughout the day.
- Mingle with the **Swedish SharePoint community** during and in the after event **SharePint** (free beer for all participants!)
- All **sessions** at this event will be **in ENGLISH**.
- **Not for profit organization** (attendance is free, all sponsor fees go into the organization of the event)

SharePoint Saturday is a global effort, and hundreds similar events have been successfully held throughout the world in many cities (see also [www.spsevents.org](http://www.spsevents.org)).

The organizers Jens Weil, David Opendries and Göran Husman. All with a proven track record organizing SharePoint Saturday Stockholm 2018 (300 attendees) and SEF (15 years).

SPS Stockholm gives you as a sponsor the opportunity to profile your company and/or products for an audience working with SharePoint/Office365 on a daily basis.

SPS Stockholm is planned to be held on **14<sup>th</sup> of September 2019** and the venue for this event will be **World Trade Center** in center of Stockholm.

### Sponsor interaction

Working as consultants ourselves, we know how important it is for sponsors to interact with conference attendees throughout the day. Therefore we will make sure there are **sufficient breaks** and **food is served in the exhibition area**. This gives you more time with the delegates to show what you have to offer!

The traditional after conference **“SharePint” mingle** will be held in the exhibition area as well creating a relaxed atmosphere (with free alcoholic beverages) between sponsors and attendees.



We will also host a prize raffle at the end of the day. Prizes last year in Stockholm summed up a total value of over 100.000 SEK! **Attendees will have to visit each participating sponsor** for this grand raffle to retrieve a punch in a punch card and get the chance to win.

All attendees will have **QR codes** on their badges that can be scanned with any free QR app for mobile phones in order to retrieve the complete contact details.

## Sponsor Benefit Notes

### Sponsor Package Matrix (Reduced prices for Gold and Silver)

Benefit Description	Diamond	Gold	Silver	Web
Status	Available	Available	Available	Available
Max #Sponsors	1	3	12	-
Price (Local sponsors) Prices last year	55.000 SEK	35.000 SEK (40,000 SEK)	25.000 SEK (30,000 SEK)	5.000 SEK
Price (EU- sponsors)*	€6,000	€3,900	€2,800	€600
Sponsor presented by the conference host during the opening	X			
Mention during the opening	X	X		
50 min full sponsor session	X	X		
2x15min break session	X	X		
Full event passes to invite customers (need to be registered latest 3 weeks before the event date)	10	5	2	
Max. booth size	Stand 15m <sup>2</sup>	3x2m	2x2m	
Number of sponsor representatives	3 + 2 speakers	2 + 1 Speaker	2	
Attendees at the speaker dinner	2 (speakers)	1 (Speaker)		
Brand the Breaks	X	X		
Brand the Lunch	X			
Brand the SharePint	X	X		
Roll-up banners for sponsor session room	4 Auditorium	2		
Possibility to provide a prize for the events raffle with being mentioned.	X	X	X	
Possibility to host your own exclusive raffle	X	X	X	
Access to attendee information of attendees who opted-in *	X	X	X	X
Mentioned on Social media during the event	X (for each session in your room)	X (for the lunch or coffee break)		
Your company on Social media as sponsor	X	X	X	
Logo & company description on the SPS Stockholm and CREOWO websites	X	X	X	X
Logo included on the slide deck	X	X	X	X
Logo on the agenda	X	X	X	
Free sales channel on www.creowo.com	X	X	X	

\*Note 1: Local and non EU sponsors have to add 25% VAT on top of the prices above

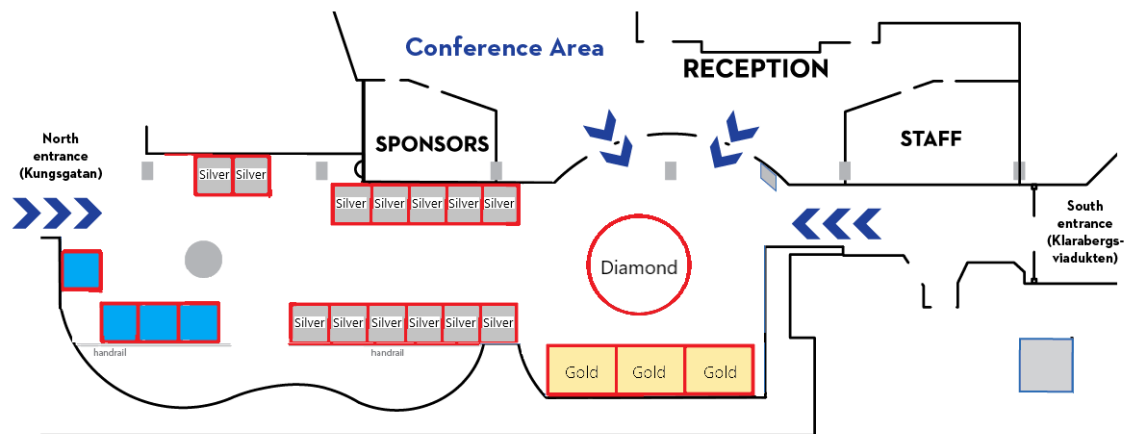
\*\*Note 2: Explanation of a slightly higher price for EU-sponsors. We pay VAT for all costs related to the event. EU sponsors don't have to pay Swedish VAT. Therefore we have to add a small fee to cover our VAT costs.

## Sponsor booth spot

The sponsor booth can be the maximum of the size included in the sponsor package.

- Diamond 15m<sup>2</sup>
- Gold 3x2m (6m<sup>2</sup>)
- Silver 2x2m (4m<sup>2</sup>)

# EXHIBITION AREA



## Preliminary booth plan

The spot is a designated empty area. It is equipped with one power outlet and wireless Internet connection. Tables with tablecloth and chairs can be provided on request.

Standing exhibits may be placed on the floor behind or in front of your table, not beside it, and may not be placed in such a way as to impede foot traffic or access to other sponsors.

**Note: Pavilions or music equipment is not allowed except for the diamond sponsor**

## Access to attendee information of attendees who opted-in

The attendee information provided upon registration for delegates who opted-in to share with the sponsors will be provided. The opt-in is bound to the participation at the events prize raffle which is assuring a high opt-in rate.

Attendee Information	Diamond	Gold	Silver
Email	X	X	X
Full name	X	X	X
Phone	X	X	
Company	X	X	
Job Title	X		
Interests	X		

SPS Stockholm cannot be claimed responsible for any false or incomplete information provided by the delegates

### Brand the Lunch, Coffee or SharePint

Depending on your sponsor package you will be able to expose your company at special happenings during the event. (Check out the SPONSOR PACKAGE MATRIX for further info)

- You will be able to brand all breaks (lunch and coffee) during the event
- You will be specifically mentioned as the lunch/coffee breaks sponsor of the in the opening presentation of the event.
- You can place 1 roll-up banners in the exhibition area close to buffet where the venues serve the pastry and the lunch.
- You can place 2 roll-up banners in the exhibition area close to each of the two bars as the SharePint will be opened.
- You can place branded standup cards on the bar tables (20) and the buffet during the conference event (**organized and provided by yourself**)
- At lunch we will provide a variety of wraps, at the afternoon coffee break some pastry. Coffee and water will be provided throughout the day.

In case you want to provide other food this can be arranged with a surcharge to the sponsor package price.

### 50 min sponsor session

The Diamond and Gold sponsors sessions will be scheduled by the organizers into the agenda.

They will be marked with your company name to be clearly visible as sponsored sessions.

All sponsor sessions will be held at the same time slot. Each sponsor will have their session in their session rooms. When all sponsors are set we will send you a finalized room plan.

Your speakers will receive a speaker's shirt and receive an invitation to the speaker dinner on **Friday before the event**.

### 20 min break session (Diamond only)

The Diamond sponsor will have another opportunity to speak at the break sessions. They will be scheduled by the organizers into the agenda between the normal sessions.

It will be marked with your company name to be clearly visible as sponsored session.

The session will be held in your sponsored named session room.

### Marketing Collateral

Sponsors can provide marketing materials that will be given to the delegates from their booths.

This could be a flyer, brochure or booklet and/or a small item for each of the attendees.

### RAFFLE PRIZES

- Your item will be given away to a random attendee during the prize raffle before the SharePint after-conference event hosted in the exhibition area.
- Your company will be named to the entire audience as the contributor to the raffle during the drawing
- In order to participate, the attendees have to collect punches or stamps on a card from each participating sponsor. The sponsors have the possibility to scan the badges of the attendees when they approach the sponsor.
- In order to participate in the grand raffle the prize should have a value of **at least 2.500 SEK**.
- Sponsors are additionally eligible to host their own raffles during the SharePint mingle.

SharePoint Saturday Stockholm 14<sup>th</sup> of September 2019

### Attendee Badges

Attendee badges will contain a QR Code similar to this sample that will contain following data (if provided): Firstname, Lastname, Company, Job Title, Phone ,Email address.

Badges can be scanned with any QR code reader app for smartphones.



### Contact

**Program manager**

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**Organizational Team:**

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## SPONSORSHIP COMMITMENT

Sponsorship for SharePoint Saturday Stockholm is on a first come first serve basis.

Please contact me first at [jens.weil@creowo.com](mailto:jens.weil@creowo.com) to confirm status of availability.

My organization, \_\_\_\_\_ (company name), is committed to sponsor SharePoint Saturday Stockholm 2018 with the following sponsorship package:

Sponsorship level:

Package	Local sponsors	Foreign
<input type="checkbox"/> Diamond Sponsor	55,000 SEK	€6,000
<input type="checkbox"/> Gold Sponsor	35,000 SEK	€3,900
<input type="checkbox"/> Silver Sponsor	25,000 SEK	€2,800
<input type="checkbox"/> WEB Sponsor	5,000 SEK	€600

Prices for local sponsors are excl. VAT

### Addons:

Raffle Prize Draw by Sponsors (not WEB Sponsors) Max 8 prizes (First 8 gets it)

Item \_\_\_\_\_ Value \_\_\_\_\_

### Billing address:

Company: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

Postcode/City: \_\_\_\_\_

Country: \_\_\_\_\_

VAT ID: \_\_\_\_\_

(not required for Swedish companies or companies outside of the European Union)

Confirmed by:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name

Please upload a signed copy of this page attached to the form available at <http://sponsor.spssthlm.org> In case you missed to upload it send it to [info@creowo.com](mailto:info@creowo.com)

The last date to sign the sponsorship agreement is the 31<sup>st</sup> of May.

When the sponsorship is confirmed by the organizers and invoiced, we expect your payment within 14 days or latest by 5<sup>th</sup> of June 2018 (whichever comes first) if no special agreement.



## Terms and Conditions

1. Sponsors commit by signing the attached form and emailing it back to the organizers of the events. This constitutes a commitment from the sponsor to provide funds to the specified value, and sponsorship will not be confirmed until the signed document has been received and confirmation has been sent from SharePoint Saturday organizers confirming the sponsorship
2. All sponsorship costs are exclusive VAT, which will be added on invoices you will receive from Jenka Sweden AB unless you are eligible for VAT exemption (valid European VAT ID needs to be provided)
3. The sponsor package prices can be paid in Swedish Krona. Any other currency in a 5% surcharge to cover for transaction and currency conversion costs.
4. Where sponsors do not pay an allocated invoice within 14 days after the invoice has been issued the sponsorship privileges may be temporarily revoked until the payment is made. Any dispute on invoicing should be raised with SharePoint Saturday organizers at [spssthlm@creowo.com](mailto:spssthlm@creowo.com) as soon as possible to avoid the need to revoke sponsorship benefits. Where invoices are not paid and there is no acceptable reason for the delay, any withholding of sponsor privileges is to be done at the sole discretion of SharePoint Saturday organizers
5. Sponsor marketing material to go into the attendee's bags must be provided to the organizers 10 days before the event takes place. If it does not arrive in time to the address provided in advance, we cannot guarantee your material to be in the bags.
6. If the event does not take place for reasons that the sponsor is not solely responsible for, the sponsorship fee will be refunded.