



SAP Partner Summit

Latin America & the Caribbean

Bring out your best.

Bariloche, Patagonia-Argentina, 25th to 28th August



Expectations

Empowering Innovation: Harnessing AI with SAP Solutions

SAP PARTNER SUMMIT 2024 is an event that will enable us to:

- **BUILD** relationships and create a strong community with our partners across the region.
- **HAVE** a strong impact on our business partners, creating opportunities for discussion with SAP members.
- **ACCELERATE** business growth by defining priorities and transformation challenges for 2025.
- **EMPOWER** leaders to grow their work teams and demand generation capabilities.



General information

PROJECTED ATTENDANCE: 250 ATTENDEES

- Sells Partner
- Service Partner
- SAP Technology Developers
- Leadership Team SAP LAC
- Sponsors (hypers + global partner)

TARGET AUDIENCE:

- Executive Leadership from Partners
- Executive Leadership from SAP –
Market Unit, Regional and Global

GUESTS PROFILE

- SAP – by invitation only
- PE Sell & Strategic Partners– by invitation only*
- Other partners – by partner invitation only**
- Partnership agreement and/or SAP PartnerEdge membership in good standing with SAP.
- Partners in credit hold status are not eligible.

** Fee can be 100% covered for registrations based on available MDF/BDF funds*

*** Limited Opportunities – first come, first served*

Highlights

+150

business partners

+40

sessions and reference cases

3-DAY

activities & networking agenda

+20

nationalities

+10

sponsors

- A unique opportunity to make a strategic pause, to enhance our relationship towards a successful ecosystem.
- Relationship building with business partners in the region.
- Keynote & round tables with expert speakers & leading figures of our Partner Ecosystem Success global team.
- The Future with SAP Business AI. Organizations need to acquire more expertise while scaling AI.
- Our integrated portfolio is full of Artificial Intelligence running in our platform leader in the market and let our customers to transform their vision into a reality through agility at scale, integrated value chain and sustainability.
- Cloud first. Always best. Total alignment with our ecosystem to deliver value in the entire customer journey.

Revisit the 2023 edition



SAP Partner Summit 2023

Don't miss the opportunity to join the 2024 edition



Experiencia Patagonia

Surrounded by the majesty of the Andes, this Argentine destination offers landscapes of snow-capped mountains, crystalline lakes, and delightful forests.

San Carlos de Bariloche, an outstanding host city, will welcome us to showcase the unity between science, technology, and culture in a natural environment.



Llao Llao

Llao Llao Resort, Golf & Spa will be our operational base throughout all the sessions, concentrating the business activities and main accommodation for the guests.

An icon of the city in a 5-star format at the foothills of the mountain range. It houses an **18-hole golf** course and offers numerous activities. Additionally, it features various wellness therapies, including relaxation treatments, hydrotherapy, and massages along with a sauna available to guests.

It has versatile spaces that can be adapted to various configurations, from conferences and presentations to private executive meetings. **With first-class services and amenities**, the lounges provide the ideal environment for any type of meeting or presentation.



Special Experiences

OPENING COCKTAIL



WELLNESS ACTIVITIES



SHOWCASES



MEDIA CONTENT



KEYNOTE SESSION



SKI WITH LOCALS



SIDE EVENTS



GOLF IN THE SNOW



GIVEAWAY



CLOSING DINNER



Agenda at a glance

Arrival day August 25th – Sunday

08:00	Arrivals & Transfers Check In - Registration Welcome Activities <i>“A la Carte”</i> *Biking & Trekking Experience *Golf special contests *Ski with locals *Mindfulness Experience.
20:00	Opening Cocktail

Day 1 August 26th - Monday

10:00 – 10:50	Opening Keynote
11:00 – 13:30	Content Sessions
13:30 – 15:00	Lunch
15:00 – 17:30	Special Content Sessions
17:30 – 19:00	1:1 Meeting
20:30 – 22:30	Dinner

Day 2 August 27th - Tuesday

10:00 – 10:20	Keynote/Content
10:20 – 13:30	Content Sessions
13:30 – 15:00	Working Lunch
15:00 – 16:10	Content Sessions
16:10 – 18:50	1:1 Meeting
20:30 – 00:00	Closing Dinner

Day 3 August 28th - Wednesday

08:00 – 09:00	Breakfast
09:00 – 11:30	Purpose Activity (Optional)

FULL AGENDA: [LINK](#)

SAP PARTNER SUMMIT Latin America & The Caribbean

Sponsorship Opportunities

Sponsorship & Participations



DIAMOND SPONSORSHIP

- . Brand graphic presence in comms event material (Online y Offline)
- . Brand presence in keynote
- . Participation in KEYNOTE (20 min In Special Content Session)
- . Sponsor at the Opening Cocktail
- . Exclusive Showcase
- . Database & business report
- . Content activity
- . Special & Media Content
- . Welcome arrival activity
- . Swag & Giveaway

*Please note that the sponsorship package being offered does not include admission fee of **USD 4,600 per person to** the event. If you are interested in attending the event, you will need to purchase event access separately. **Fee can be 100% covered for registrations based on available MDF funds.***

Investment
\$60,000 USD
+ TAX

Sponsorship & Participations



PLATINUM SPONSORSHIP

- . Brand graphic presence in comms event material (Online y Offline)
- . Brand presence in keynote
- . Database and report business
- . Special & Media Content
- . Content session 10 minutes
- . Special activity: booth demo
- . Welcome arrival activity
- . Swag & Giveaway
- . Closing Dinner.

*Please note that the sponsorship package being offered does not include admission fee of **USD 4,600 per person to** the event. If you are interested in attending the event, you will need to purchase event access separately. **Fee can be 100% covered for registrations based on available MDF funds.***

Investment
\$35,000 USD
+ TAX

Sponsorship & Participations



GOLD SPONSORSHIP

- . Brand graphic presence in comms event material (Online y Offline)
- . Brand presence in keynote
- . Database and report business
- . Special & Media Content
- . Special activity: booth demo
- . Welcome arrival activity
- . Special moment
- . Swag & Giveaway

*Please note that the sponsorship package being offered does not include admission fee of **USD 4,600 per person to** the event. If you are interested in attending the event, you will need to purchase event access separately. **Fee can be 100% covered for registrations based on available MDF funds.***

Investment
\$20,000 USD
+ TAX

Sponsorship & Participations



SILVER SPONSORSHIP

- . Brand graphic presence in comms event material (Online y Offline)
- . Logo at event web
- . Logo at keynote breaks
- . Database and report business
- . Special moment
- . Swag & Giveaway

*Please note that the sponsorship package being offered does not include admission fee of **USD 4,600 per person to** the event. If you are interested in attending the event, you will need to purchase event access separately. **Fee can be 100% covered for registrations based on available MDF funds.***

Investment
\$10,000 USD
+ TAX

Sponsorship Opportunities

		Diamond	Platinum	Gold	Silver
		USD 60.000	USD 35.000	USD 20.000	USD 10.000
Categories	Available Slots	1	3	2	3
Branding	Brand graphic presence in comms event material (Online & offline)	✓	✓	✓	✓
	Web & Special Banner CTA	✓	✓	✓	✓
Special & Media Content	Interviews / Publications in all media partners of the event	✓	✓	✓	✗
	Special mention en Hero recap video content	✓	✗	✗	✗
	Video Success case in Patagonia	✓	✗	✗	✗
	Database and report business	✓	✓	✓	✓
Special content & participation	20 min in Keynote Opening -Special Content Session	✓	✗	✗	✗
	10 min in Content Session	✗	✓	✗	✗
	20 min in Demo Session	✓	✗	✗	✗
	20 min Success case	✗	✓	✗	✗

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Sponsorship Opportunities Part 1

		Diamond	Platinum	Gold	Silver
		USD 60.000	USD 35.000	USD 20.000	USD 10.000
Categories	Available Slots	1	3	2	3
Special activity	Welcome arrival activity (Patagonia Lifestyle) *Biking & Trekking Experience x 40 *Golf special contests x 20 *Ski with locals x 20 by AWS *Mindfulness Experience x 20	✓	✓	✓	✗
	Showcase Special Room (with agenda throughout the event)	✓	✗	✗	✗
	Booth Demo in Main Floor Event		✓	✓	✗
	Exclusive Opening Cocktail	✓	✗	✗	✗
	Special moments/activations (*)	✓	✓	✓	✓
	Closing Dinner	✗	✓	✗	✗
	Content Activity	✓	✓	✓	✓

Please note that the sponsorship package being offered does not include admission fee of **USD 4.600** per person to the event. If you are interested in attending the event, you will need to purchase event access separately. Fee can be 100% covered for registrations based on available MDF funds.

(*) Activity for the category, value on top.

Sponsorship Opportunities Part 2

		Diamond	Platinum	Gold	Silver
		USD 60.000	USD 35.000	USD 20.000	USD 10.000
Categories	Available Slots	1	3	2	3
Special Winks	Swag bag (**)	✓	✓	✓	✓
	Giveaway (***)	✓	✓	✓	✗
Event Ad on	Side Event Pre PS whit prospect client & government in BRC 22 al 24 de Ago in brc (****)	✓	✓	✗	✗

Please note that the sponsorship package being offered does not include admission fee of USD 4,600 per person to the event. If you are interested in attending the event, you will need to purchase event access separately. Fee can be 100% covered for registrations based on available MDF funds.

(**) Don't include production of Swag

(***) Don't include of giveaway

(****) Don't include of side event

Sponsorship Opportunities - Special moments & Activations

Categories	Available Slots
Special Winks	Swag bag (**): You can add merch/info in to the tote bag event. For example: notebooks, Bottle, etc.
	Giveaway (**): Ad On special gift (welcome gift at the room, gift in special activities, gift at opening keynote, mat graph booklet)
Event Ad on	Side Event Pre PS (****) whit prospect client & government in BRC 22 al 24 de Ago in brc
Special Activity	Showcase and booth spaces: (****) will be designed with seating for strategic meetings. Consult for additional: technical, RRHH, ad hoc proposals. Special moments (*****) such as: photoportunity, interventions at the Airport, Open Bar with Music, Magic Workshop, Under the stars during dinners/ Jeopardy Dinner / transfer Brand Interv/ Room Intervent/ Speaker specific/jeopardy Dinner/Talk Show

Please note that the sponsorship package being offered does not include admission fee of USD 4,600 per person to the event. If you are interested in attending the event, you will need to purchase event access separately. Fee can be 100% covered for registrations based on available MDF funds.

() Don't include production of Swag**

(*) Don't include of giveaway**

(**) Don't include of side event**

(***) Don't include technical, RRHH, creative proposals**

(***) Don't include any special moments proposals.**

Pricing Pack

**SINGLE
PROGRAM**

USD 4.300 (*)

**TWIN
PROGRAM**

USD 7.300 (*)

**SINGLE
PROGRAM +
SOCIAL
COMPANION**

USD 5.400

**PACK
SINGLE
PROGRAM
(+3 pass)**

Contact us

(*) The Signature Program fee includes all the agenda activities, (breakfast, meals lunch and dinner), the arrival and departure shuttles and accommodation in a single room at the Llao Llao Bariloche, from August 25th to August 28th. Flight tickets are not included.

Thank you