



Best Practices for Chemicals

March 5-6
2019

Omni Galleria,
Houston, TX

Sponsorship Opportunities

Produced by

eventful
CONFERENCES
an OSUG company

In collaboration with





Welcome to Best Practices for Chemicals

The chemical industry landscape has started to drastically evolve. In a market that was traditionally slow to change, we now see a collision of forces that has accelerated new business models with a strong focus on the customer and the consumer. Massive consolidations and M&A's have changed the leaders board. Globalization and digitization have revamped antiquated business processes. Cyber security threats and supply chain disruptors have forced companies to develop contingency plans to prepare for the unexpected and for the inevitable. Now is the time for organizations in the chemical space to congregate together and harness their collective knowledge.

The Best Practices for Chemicals conference enables just that: industry leaders coming together to discuss today's biggest challenges, collaborate on the most innovative solutions, and explore the greatest business revolutions. Our customers will discover truly brilliant strategies and never before revealed technologies to influence and improve their business's bottom line.

Powered by hundreds of professionals using SAP, this is the annual go-to event, making it an incredible sponsorship opportunity.

At this past March's event, Eventful Conferences welcomed over 250 SAP super users, experts, thought-leaders, solution providers & partners, influencers and, most importantly, over 50% customers. All told, this represented 74 organizations from the chemical industry.

Next March, #BP4Chem attendees will have the opportunity to deep-dive into 40+ sessions, keynotes, and discussions. This will allow you - as a sponsoring partner - to gain front-row access into what issues your customers are grappling with and make informed decisions while building out pipeline.

At Eventful Conferences, we craft world-class experiences that are rich in unparalleled content, researched with a drive not seen anywhere else. We're excited to share this passion as we welcome you to join us at Best Practices for Chemicals. Let's empower this community together!

Tony Rados
Alliances Manager



Bryanna Trainham
Alliances Manager



Erick Randolph
Conference Producer



There has never been
a more critical time
for organizations in
the chemical space
to congregate
together and harness
their collective
knowledge.



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unparalleled **content.** unrivaled **opportunities.**

Leverage the tight collaboration of **Eventful Conferences, ASUG and SAP** to elevate your brand, reach new consumers, and grow your profits.

Why unparalleled?

4 months of extensive research, 50+ interviews with chemical companies, 2 roundtable events at key industry locations, and hours upon hours of conversations. All these efforts are solely focused on identifying the most common and critical challenges inside this industry.

Why unrivaled?

With the conference built by its own community, its foundation rests on the issues they deal with every day. They have the questions. You have the answers. Best Practices for Chemicals is the connection point - face-time with key decision makers ready to take their chemical organizations to the next level.



2018

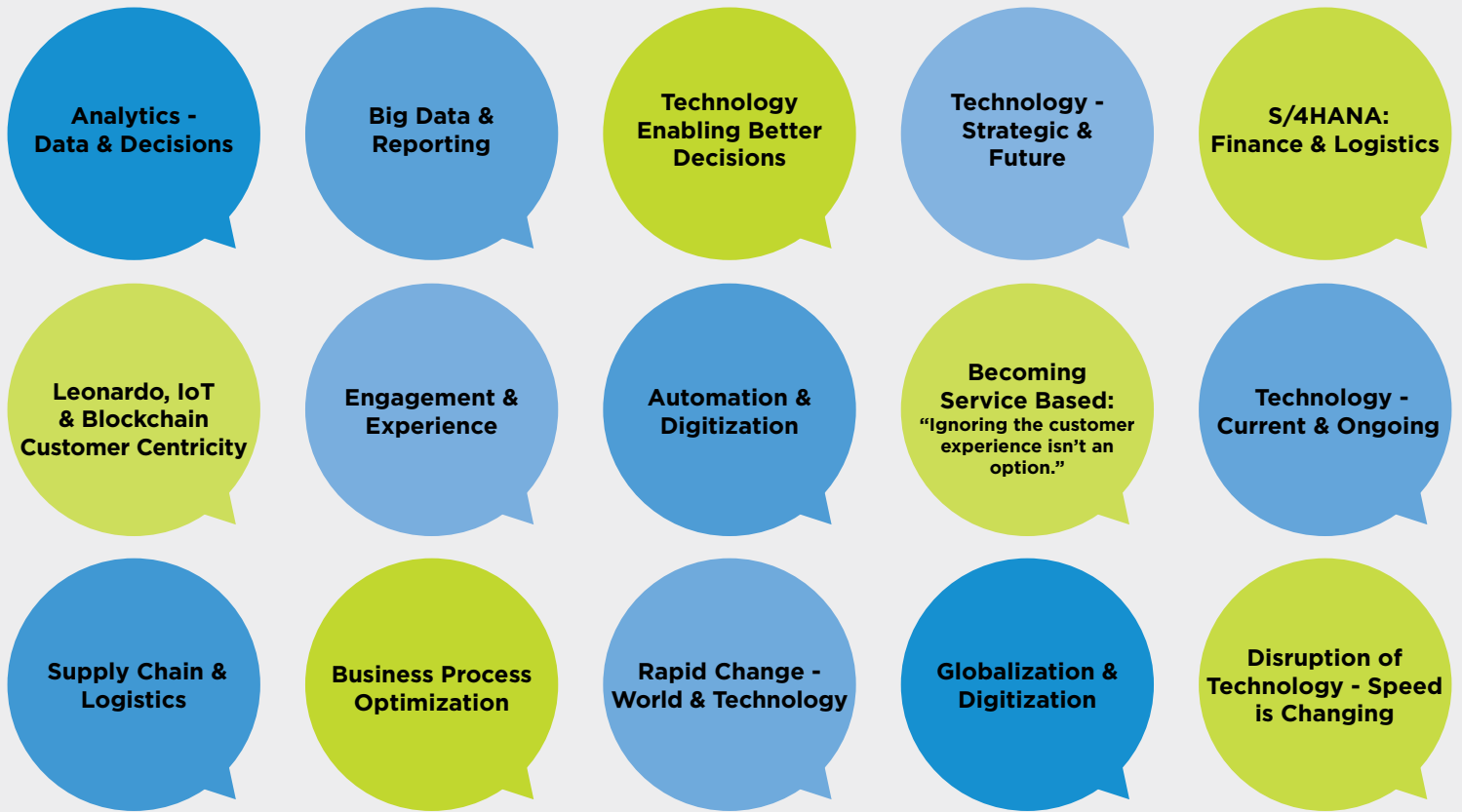
by the numbers



A look at who joined us last year

Accenture	Daikin America	Monument Chemical
AdvanSix	Deloitte	Nexeo Solutions LLC
Air Products and Chemicals	Diplomatic Rebels	Olin Corporation
Albemarle Chemical	Eastman Chemical Company	Putman Media
Americas Styrenics LLC	Enowa	Recruit 121
Ascend Performance Materials	Hitachi Consulting	Reveal, Inc.
Ashland Inc.	Huntsman Corporation	SAP
ASUG	Infineum International Ltd.	Sasol North America
Axalta Coating Systems, LLC	Ingevity	SCMO2
BAE Systems	Intrigo Systems	Sealed Air
BASF Corporation	INVISTA	Shell Chemicals
Bayer CropScience LLC	iTelligence	TCI - Tokyo Chemical Industry
Bramasol Inc.	Kaneka North America LLC	The Chemours Company
Buckman International	KMG Chemicals	The Dow Chemical Company
Capgemini	Loftware	The Lubrizol Corporation
Chemical Processing	LyondellBasell	Vesta Partners, LLC
Chemours	Lubrizol	Vistex
Consurgo Inc.	Milliken & Co.	Yara International
Covestro	Mitsui Chemicals, Inc.	

15 Hot Topics Covered



Attendee **breakdown**

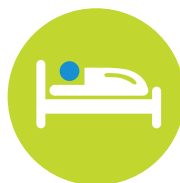


Attendee **numbers**





Location:
Houston, Texas



Accommodations:
Omni Galleria



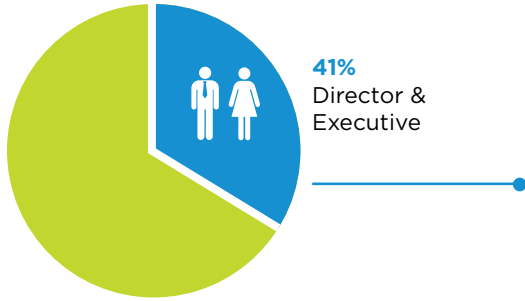
The conference was extremely informative, provided access to collaborate with thought leaders in the industry, and helped organizations plan their strategy on how to leverage SAP's suite of products.



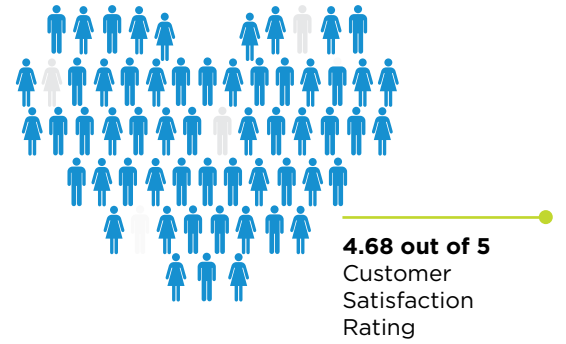
Brian Everett - Industry Solution Principal,

itelligence NTT DATA Business Solutions

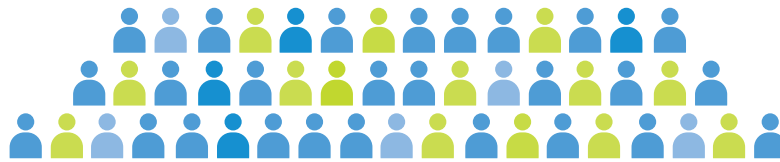
Over 1/3 of Attendees were Decision Makers



Our Customers **Loved** the Event



A Socially Engaged Audience
#BP4Chem



What our Attendees had to say 



Sponsorship at a glance

LEVEL	PLATINUM	GOLD	SILVER	ASSOCIATE
PRICE	\$40,000	\$26,000	\$15,000	\$8,000
Booth Style¹	Turnkey	Turnkey	Turnkey	
Booth Size	20' x 20'	10' x 10'	8' x 8'	
PASSES				
Staff Passes	8	5	3	2
Additional Staff Passes	Please refer to the Partner Enablement Program on page 9			
SPEAKING				
Track Presentations	Ability to submit a customer case study to the committee			
Track Chairperson	Opportunity to nominate for selection			
Pre-Conference Webcast	1 joint customer webcast in the 3-month window leading up to the conference	\$2,000	\$2,000	
Post-Conference Webcast	1 joint customer webcast in the 9-month window following the conference	\$2,000	\$2,000	
EXHIBITION & NETWORKING				
Branding Wall, Monitor, Table & Furniture	●	●	●	
Monitor	40"	32"	32"	
Lead Retrieval App	●	●	●	
Dedicated Meeting Room	Included based on venue availability	Available to purchase based on Platinum selection & venue availability		
MARKETING				
Conference Website	Logo + URL + 150 words	Logo + URL + 100 words	Logo + URL + 75 words	Logo + URL + 50 words
Conference App	App banner + URL	Logo + URL		
Official Sponsor of the Networking Reception	First right to sponsor	Ability to sponsor based on availability		
Projected Logo	●			
Dedicated Onsite Signage	●			
Shared Onsite Signage	●	●	●	●
Conference Gift Branding	●			
Pre-Conference Welcome Email	●			
Pre-Conference Audience Overview¹	●	●		
Post-Conference Website Branding	●	●	●	●
Post-Conference Networking List²	●	●	●	●

¹ The Pre-Conference Audience Overview contains the Company Names and Job Titles for all currently registered Customer delegates. Sponsors will have the opportunity to enrich this information onsite by using the Conference and Lead Retrieval apps.

² The Post-Conference Networking List contains the Company Name, Name, Job Title, Email Address and Phone Number for registered Customer delegates who opted-in to receive communications from Sponsors.

Optional Sponsorship **Upgrades**

(AVAILABLE TO ALL SPONSORS AND BASED ON AVAILABILITY)

Official Networking Reception	\$30,000	Room Key Card	\$7,500
Welcome Reception	\$15,000	T-Shirts	\$15,000
Dedicated Breakfast Session - Partner Presenter	\$7,500	Bags	\$10,000
Dedicated Breakfast Session - Customer + Partner Presenters	\$5,000	Water Bottle	\$5,000
Projected Logo	\$3,500	Wireless	\$5,000
Private Meeting Room	\$3,000	Pen	\$2,500
Keynote Seat Drop	\$2,000	Speakers Café	\$20,000
Lanyard	\$7,500	Coffee/Barista Station	Pending Pricing
Notebook	\$7,500		

New **Booth** Options for 2019



PLATINUM BOOTH



GOLD BOOTH



SILVER BOOTH





Partner Enablement Program

The Partner Enablement Program (PEP) is designed to help sponsors meet their sales and marketing objectives, while at the same time ensuring customers experience a world-class conference. Nurturing each conference and community to ensure a healthy audience mix requires ongoing program evolution and careful management in conjunction with all our Sponsors.

When sponsoring an Eventful Conferences event, a Sponsor receives a fixed number of Complimentary Staff Passes based on their sponsorship level. Sponsors can earn and purchase additional conference passes based on the following criteria:

EARN Complimentary Staff Pass

Sponsors can earn an additional Complimentary Staff Pass for every three (3) customers that enter a Sponsors' organization name when answering the registration question "How did you hear about the conference?" Eventful Conferences will monitor registrations, confirm these additional passes, and work with the sponsor to register the new staff member.

PURCHASE Additional Staff Pass

Sponsors can purchase additional staff passes. Each additional staff pass includes a bonus customer pass. These bonus passes are intended to enable sponsors to invite their key customers or prospects. Parameters around bonus customer passes are:

- Additional staff passes are available throughout the sales campaign at the prevailing discounted ASUG Member rate.
- Bonus customer passes can only be used for customers.
- Bonus customer passes are not eligible to be used for customers who have already registered.
- To ensure alignment with Eventful Conferences' sales efforts, discount codes for bonus customer passes are issued by the Eventful Conferences sales team and must be agreed to prior to issuance.
- Eventful Conferences maintains the right to reject or cancel any additional staff passes or bonus customer passes if the spirit and intent of this program is not being followed.

Non-sponsoring partners are limited to purchasing a maximum of two (2) passes at the currently prevailing full price.

This policy and all others are subject to change from time to time and remain subject to our terms of use page which is incorporated by this reference. In addition, conference attendance may be subject to additional terms or restrictions of the venue or Eventful Conferences.

ASUG Partner Selling Solutions



As part of your sponsorship investment with Best Practices for Chemicals, Eventful Conferences is excited to offer increased opportunities in collaboration with ASUG, The Americas' SAP Users' Group.

ASUG's Partner Selling Solution Model introduces a new way to take advantage of the deep connections created by the ASUG and Eventful Conferences collaboration. This will allow you to establish a leadership position in your industry, secure targeted leads, and create momentum as you build your pipeline in preparation for sponsoring at SAP for Utilities.

SURVEY

\$15,000

Unearth verified insights about a category relevant to your company's product offering. This can help with establishing thought leadership, driving product positioning, and prioritizing initiatives & support to customers.

WHITE PAPER

\$10,000

Take relevant industry learnings and insights gained from the ASUG Research Survey and create true thought leadership in your category. ASUG's goal is to bring relevant and helpful content to its community of members, so the white paper will always be positioned as additional strategic insight to help members do their jobs better.

ADVERTISING

\$1,500 - \$3,000 / month

Increase your SAP ecosystem reach by advertising your services and solutions on ASUG.com. Thousands of members visit the ASUG site monthly to register for events and webcasts, participate in discussion forums, and download content to get the most out of their SAP investment. Advertising with ASUG is a great way to gain exposure and, with an embedded direct link, create lead generation.

WEBCAST

\$12,500

ASUG Partner Webcasts are the perfect vehicle for getting your message out to the ASUG community. The partner achieves brand awareness through site listing and email marketing, thought leadership through the provision of impactful content, and lead generation in the form of a full contact data registration list.



INSIGHT



BRAND AWARENESS



THOUGHT LEADERSHIP



LEAD GENERATION

Contact us

Sponsorship Opportunities



Tony Rados

Alliances Manager

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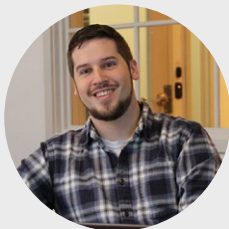


Bryanna Trainham

Alliances Manager

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Speaking Opportunities for Your Customers



Erick Randolph

Conference Producer

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Delegate Opportunities



Mike Hamm

Community Director

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ASUG Partner Selling Solutions



Cody Larriviere

Partner Success Manager

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- c 615 504 6779

Terms & Conditions

Acceptance

This contract shall be deemed accepted by Eventful Conferences when a signed copy is returned and countersigned by an authorized member of the Eventful Conferences staff, either in person or by another accepted delivery method.

Cancellation of Contract

In the event of a Sponsor cancelling their signed agreement to sponsor the Conference no refunds will be made. The Sponsor agrees that they are responsible for the total contract fee, which shall be retained or paid to Eventful Conferences as liquidated damages per this schedule. If Eventful Conferences, its officers, directors, employees and agents cancel the Conference, a full refund to the Sponsor will be made. This refund is the sole and exclusive remedy of Sponsor against Eventful Conferences and Eventful Conferences shall not be responsible for any other direct or indirect losses of the Sponsor.

Exhibition Attendees

General admission to the exhibition will be available to all registered attendees. Eventful Conferences makes all reasonable attempts to attract quality attendees to its Conference, however does not guarantee a specific volume or level. Traffic by any given booth is a function of that exhibit and not the responsibility of Eventful Conferences.

Subletting Exhibition Space

The Sponsor may not assign, sublet or share their exhibition space with another business or firm unless approval has been obtained in writing from Eventful Conferences.

Sponsor Toolkit

Move-in and move-out dates and times, delivery details, furniture hire, and all other relevant information pertaining to the Sponsors involvement will be published in the Sponsor Toolkit which is distributed to all contracted Sponsors prior to the Conference. The Sponsor Toolkit is incorporated into this agreement and is a part hereof. Sponsor acknowledges and agrees that all exhibits shall be constructed and maintained in accordance with the specifications set forth in the Sponsor Toolkit, and that Sponsor may not erect any exhibit, walls, partitions, signs, or other obstructions of its own outside of the design and approval process set forth in the Sponsor Toolkit. All exhibits shall be erected by Eventful Conference and/or its agents.

Photography & Videoging

Sponsors are encouraged to take photographs and videos throughout the conference, such that it does not become an impediment or distraction to conference attendees. In doing so, and in all subsequent Sponsor use of this photography and video for promotional purposes, Sponsor agrees to reference the Conference name, Conference logo, and give credit to Eventful Conferences as the event owners and producers.

The Sponsor also grants Eventful Conferences, its contractors, licensees and assigns the irrevocable right to take photographs and videos, reproduce, distribute, sell, transmit, display and publicly perform recordings, transcriptions and derivative works in any medium containing the image of the Sponsor's booth, equipment and/or image and statements of its officers, employees, agents and invitees at the Conference.

Sponsor Entertainment

Eventful Conferences endeavors to use the event to build and nurture a community that is inclusive of everyone and sees all delegates participate in as many presentation and networking sessions as possible.

Eventful Conferences encourages Sponsors to arrange and host customer functions in the evenings however they must;

- Be outside the times of the Conference agenda.
- Commence at least 90 minutes after the start the Eventful hosted and sponsored evening function.

Allocation of Space

Eventful Conferences operates space selection on a combination of a planned basis with the headline sponsor e.g. SAP, and a first-come, first-served basis.

Exhibitor Insurance

The Sponsor shall, at its sole cost and expense, procure and maintain through the term of this contract comprehensive general liability insurance with minimal coverage of \$1,000,000 for each occurrence against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased by Eventful Conferences. Such insurance shall name Eventful Conferences as an additional insured, and the Sponsor shall upon request provide Eventful Conferences with the certificate

indicating so. Workers Compensation shall be in full compliance with all federal and state laws, covering all the Sponsor's employees engaged in the performance of any work for the Sponsor. All property of the Sponsor is understood to remain under its custody and control in transit to and from the confines of the conference hotel. All federal and state license and lottery fees associated with any promotions are the responsibility of the Sponsor not Eventful.

Force Majeure

Eventful Conferences shall not be liable for any failure to deliver space to a Sponsor or for the loss of allotted space of Sponsor at the Conference, if non-delivery is due to destruction of or damage to the building or the exhibit area by fire, or act of God, acts of public enemy, strikes, the authority of the law, or any other cause beyond the control of Eventful Conferences.

Waiver, Release & Indemnification

The Sponsor shall indemnify, defend, release and hold Eventful Conferences, its owners, officers, employees and agents, harmless from and against all claims, penalties, damages, losses, costs, charges and expenses whatsoever, including legal fees and costs, arising out of the Sponsor's participation in the Conference. Without limiting the foregoing, acts done or caused to be done by the Sponsor of its obligations hereunder including but are not limited to:

- Any loss, damage or destruction to property of the Exhibit Facilities caused by the Sponsor, its agents, employees guests or invitees; and
- Any loss, theft, misappropriation or otherwise, or damage or destruction of any property of the Sponsor or property of its guests or invitees brought into the Exhibit Facilities.

The Sponsor hereby agrees to waive the right of subrogation by its insurance carriers to recover losses sustained under its insurance contract for real and personal property, when permitted by its contracts with its carriers. This document is confidential and the property of Eventful Conferences. It is for the intended review of the receiver only and cannot be copied, saved, scanned or distributed.

Character of Exhibits

The general rule of the exhibit floor is to be a good neighbor. No exhibits will be permitted which interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Booth personnel, including demonstrators, hostesses and models are required to confine their activities within the Sponsor's booth space. Apart from the specific display space for which an exhibiting company has contracted with Eventful Conferences, no part of the hotel and its grounds may be used by any organization other than Eventful Conferences for display purposes of any kind or nature without written permission of Eventful Conferences.

- Sound and video productions relating to the Sponsor's equipment will be permitted if tuned to a reasonable level and if not objectionable to neighboring Sponsors.
- Lighting. In the best interest of the Conference, Eventful Conferences reserves the right to restrict the use of glaring lights or objectionable light effects. The use of flashing electric signs, lights or lasers is not permitted without prior written approval from Eventful Conferences.
- Eventful Conferences shall have the right to exclude or to require modification of any display or demonstration at Sponsor's expense which, in Eventful Conference' sole discretion, it considers not proper or not otherwise in keeping with the character of the Conference. Sponsor shall be bound by the decisions of Eventful Conferences in all matters related to the Conference. Eventful Conferences reserves the right to remove any display that, because of noise or other objectionable features, detracts from the experience of the Conference for the attendees and guests. Notice will be provided prior to such removal.
- Sponsor shall be obligated to comply with all terms and conditions governing the use of the conference facility space, specially including, without limitation, all limitations with respect to the use of outside food and beverage, IT services, etc, as may be found in the terms of the contract by and between Eventful Conferences and the conference space provider, the terms and conditions of which are hereby incorporated by reference and made a part hereof.

General

These policies are subject to change from time to time, and remain subject to all Eventful Conferences policies governing conference sponsorship and attendance. No waiver of any provision hereof shall be effective unless made in writing and signed by the waiving party. The failure of any party to require the performance of any term or obligation of this contract, or the waiver by any party of any breach of this contract, shall not prevent any subsequent enforcement of such term or obligation or be deemed a waiver of any subsequent breach.



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chemicals.bestpracticeconferences.com