

connect innovate

October 1 & 2, 2019

Innovate. Inspire. Network.

In 2019, the Nieuwegein NBC Conference Centre will be the hub of the Dutch SAP community. Connect to Innovate is the foremost inspiration event where experts and users can meet for innovation, inspiration and networking.

Users can create their own diverse and personalised programme from six highly current themes. The Connect to Innovate event offers participants visionary vistas that will help your organisation set a clear course, as well as concrete expertise, cases, tips and tricks that will allow you to make the most of SAP.

Innovative technologies such as analytics, IoT, artificial intelligence, blockchain and robotics are greatly impacting the ways we live and work. Everything is accelerating. Things are becoming easier. Systems are working with their users. Effecting and profiting from this impact requires organisations to embrace such innovations and implement them to streamline their processes. During Connect to Innovate, you'll discover how technology and a data-driven mindset can contribute to more success, better processes, increased sustainability, new business models, satisfied clients, and happy employees.

Program Elements

Customer program

- Presentations of a perfect running SAP system
- Customers showing how they applied the latest technology successfully
- **Visionary SAP presentations**
 - SAP presentations
- **Roadmap sessions**
 - Examples of what a roadmap looks like
- **Inspiration sessions**
 - Keynote presentations

Topics

Oktober 1 st	Oktober 2 nd
Continuous Accounting World Class-IT	Continuous Accounting World Class-IT
Lead-to-Cash Design-to-Operate	Total Workforce Source-to-Pay

- **Lead to Cash**

The transparency, swiftness, and opportunities that lie at the core of the internet have created a new world where organisations must increasingly differentiate on experience instead of price. Connect to Innovate will introduce visitors to the latest developments in Customer Experience. Discover how the Lead to Cash process can be optimised by focusing on experience and by personalising the customer journey as much as possible. How? By placing data at the very heart of your organisation and by combining state-of-the-art technologies with a healthy dose of common sense.

- **Total Workforce**

Using intelligent technologies, HR departments have been able to transform into strategic divisions that make sure that an organisation can deploy people with the right skill set in the right place at the right time, supplemented with professionals from the organisation's flexible layer where necessary. Simultaneously, we've seen that these intelligent technologies are also able to take over all kinds of tasks. During Connect to Innovate, you'll discover how state-of-the-art technology can contribute to the optimisation of your Total Workforce of permanent and flexible employees. You'll also see how intelligent technologies can support employees to optimise their output.

- **Design to Operate**

Robots have been fully integrated into the manufacturing industry for many years now. Ever since the introduction of the assembly line, production companies have known how technology can affect factors such as quality, speed, and margins, so it makes sense that novel technologies are swiftly embraced by and integrated into manufacturing plants. Data has become an integral component of the manufacturing process as well as of logistics operations, radically transforming supply chains and production. At Connect to Innovate, participants will find out everything there is to know about the latest developments in these areas.

- **Source to Pay**

Purchasing departments have evolved into players that have more than a strategic impact: almost every single initiative that affects an organisation is directly connected to the efforts of the Chief Purchasing Officer (CPO) and their team. From innovation and co-creation to sustainability, and from robotics to fact-based purchasing. Purchasing department tasks are moving away from

the merely transactional, and the boring, repetitive duties are often delegated to smart technologies fed with data gathered both within and outside of the organisation. During Connect to Innovate, you will discover how these processes work and how they may impact the purchasing department in and the overall success of your organisation.

- **Continuous Accounting**

For practical reasons, finance professionals are used to thinking in quarters and fiscal years. But in a world where transactions are entered and completed at the speed of light, and the most current state of affairs is available in real time, it is no surprise to see new developments in accounting and control. Organisations could close the books on a weekly or even a daily basis. Connect to Innovate explores the ways in which automation, robotics, and AI could cause a paradigm shift in corporate finance.

- **World-Class IT**

Growth, innovation, customer satisfaction, happy employees, modernised processes, new models: it all starts with a streamlined IT environment that is absolutely future proof—regardless of what that future will look like. But how can something like that possibly be put together? How can you move efficiently from vision to action plan to implementation? And what can be done to keep it all manageable? Connect to Innovate is where you'll be introduced to ways you can successfully work toward building a world-class IT environment, from design and architecture to implementation and maintenance. From Design Thinking and SAP Activate to S/4HANA. Find out how you can create the practical and controlled foundations for your Intelligent Enterprise: an organisation that can realise optimal customer experiences using modern technology platforms and intricate insights from reliable data.

Elaboration of the topics

SCENARIO	LEAD-TO-CASH	TOTAL WORKFORCE	DESIGN-TO-OPERATE	SOURCE-TO-PAY	CONTINUOUS ACCOUNTING	WORLD-CLASS IT
CLUSTER	Customer Experience	People	Manufacturing & Digital Supply Chain	Spend Management	Finance & Controlling	IT Organization
SOLUTIONS	SAP C/4 HANA SAP S/4 HANA	SAP Fieldglass SAP SuccessFactors SAP S/4 HANA	SAP Product Lifecycle Management SAP Ariba Asset Management SAP S/4 HANA SAP SuccessFactors	SAP Ariba SAP S/4 HANA	Data Integrity Optimized Accounting Calendar Improved Accounting Cycle	BI Modal IT Projectmanagement Methods Innovative Technology Design Thinking Intelligent Enterprise (Cloud) Migrations Move to SAP S/4HANA
TECHNOLOGY	Machine Learning Artificial Intelligence BlockChain Natural Language Robotic Process Automation Analytics	Machine Learning Artificial Intelligence BlockChain Natural Language Robotic Process Automation Analytics	Machine Learning Artificial Intelligence BlockChain Natural Language Robotic Process Automation Analytics	Machine Learning Artificial Intelligence BlockChain Natural Language Robotic Process Automation Analytics	Machine Learning Artificial Intelligence BlockChain Natural Language Robotic Process Automation Analytics	Machine Learning Artificial Intelligence BlockChain Natural Language Robotic Process Automation Analytics FIORI Development
PLATFORM	Data SAP Cloud Platform	Data SAP Cloud Platform	Data SAP Cloud Platform	Data SAP Cloud Platform	Data SAP Cloud Platform	Data SAP Cloud Platform HANA Development

Sponsoring

Four levels of sponsorship packages and several additional items are available for purchasing. All sponsorship opportunities will be available to purchase from **February 28th 2019**. When subscribing before March 29th for the same package on both days (Bronze, Silver or Gold), you can add your preference for 3 booth numbers on the online registration form. However, this is no guarantee! VNSG Advisory members and official partners of SAP Netherlands B.V. can only sponsor Connect to Innovate.

Registration is possible at: <https://www.connect-to-innovate.nl/sponsoren/>

Subscription and procedure

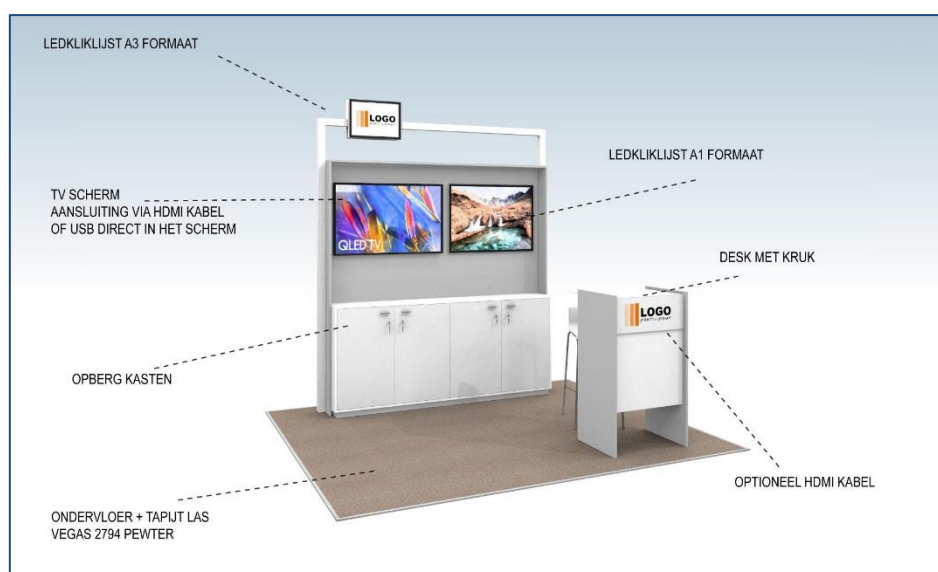
- Requests for all packages will be prioritised on availability, date of the subscription and substantial contribution.
- Allocations for the place of the booth on the exhibition floor, the session time or date, will be made by the organisation.
- Subscriptions can be made for one or more sponsorship packages (a combination of different packages per day can also be made).
- Additional sponsorship items can only be purchased in combination with a sponsorship package

Sponsorship agreement

- The sponsorship agreement and the effectuation (branding), will only be executed with one contract partner.
- After your registration as a sponsor has been approved, you will receive the signed contract from VNSG via email. Your signed copy must be returned to VNSG Diensten B.V within two weeks after the contract date.
- Contracts that are not signed by both parties will not be deemed valid.

All prices in this information letter are excluding VAT at 21%.

Sponsorship package Bronze



Booth

- 7.5 m² stand on the exhibition floor (uniform stand design)

Lead generation

- List of subscribed company names one week prior to the event

Visibility

- Logo with business and contact information in online conference program (website & app)

Entrance tickets

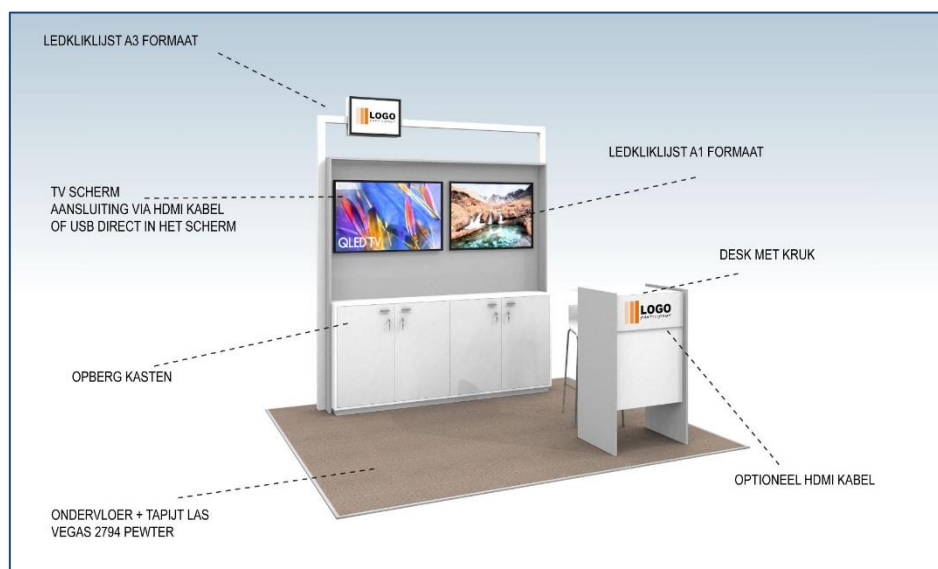
- 2 free day tickets, total value € 998

Price of the Bronze sponsor package: € 5,500 per day

Additional

- Lead scan app to be used by 2 persons on the booth: € 500 per day or € 750 for both days

Sponsorship package Silver



Booth

- 7.5 m² stand on the exhibition floor (uniform stand design)

Program

- One session in the parallel program fitting into the Connect to Innovate topics

Lead generation

- List of subscribed company names one week prior to the event
- Lead scanning session room. Scan results visitors of own session (name, company name, email address, function), if the participant has agreed upon sharing these registration details*, two weeks after end of event

** If a participant has not agreed upon sharing subscription details, their names will be deleted from the participant list according to the GDPR regulation.*

Visibility

- Logo with business and contact information in online conference program (website & app)

Entrance tickets

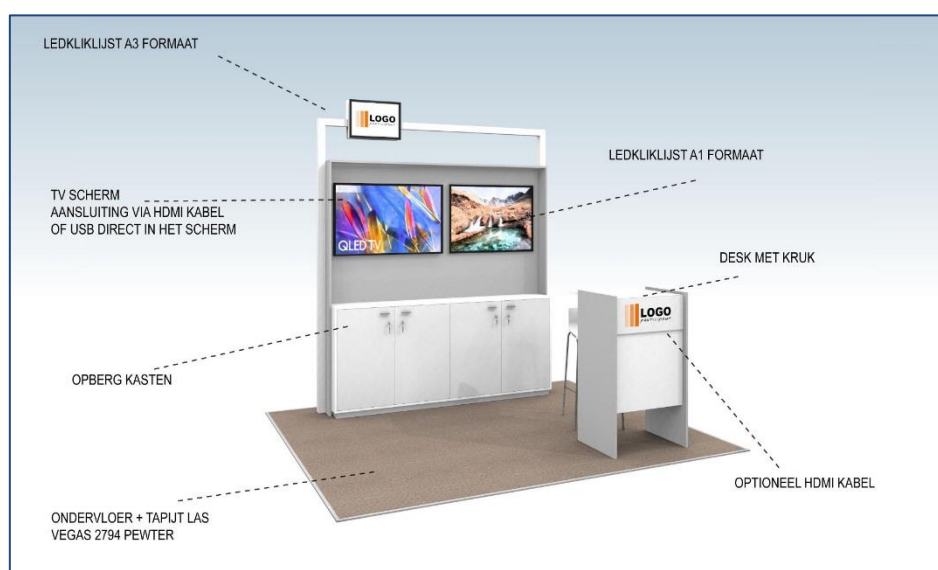
- 4 free day tickets, total value € 1,996

Price of Silver sponsor package: € 8,000 per day

Additional

- Lead scan app to be used by 2 persons on the booth: € 500 per day or € 750 for both days

Sponsorship package Gold



Booth

- 11.25 m² stand on the exhibition floor (uniform stand design)

Program

- One session in the parallel program fitting into the Connect to Innovate topics

Lead generation

- List of subscribed company names one week prior to the event
- Lead scanning session room. Scan results visitors of own session (name, company name, email address, function), if the participant has agreed upon sharing these registration details*, two weeks after end of event
- Lead scan app to be used by 3 persons on the booth € 750 per day or € 1,250 for both days

* If a participant has not agreed upon sharing subscription details, their names will be deleted from the participant list according to the GDPR regulation.

Marketing tactics and visibility

- Logo with business and contact information in online conference program (website & app)
- Sponsor name and logo visibility in overall marketing tactics (before, during, after event)
- One blog prior to the event and one catchy story afterwards

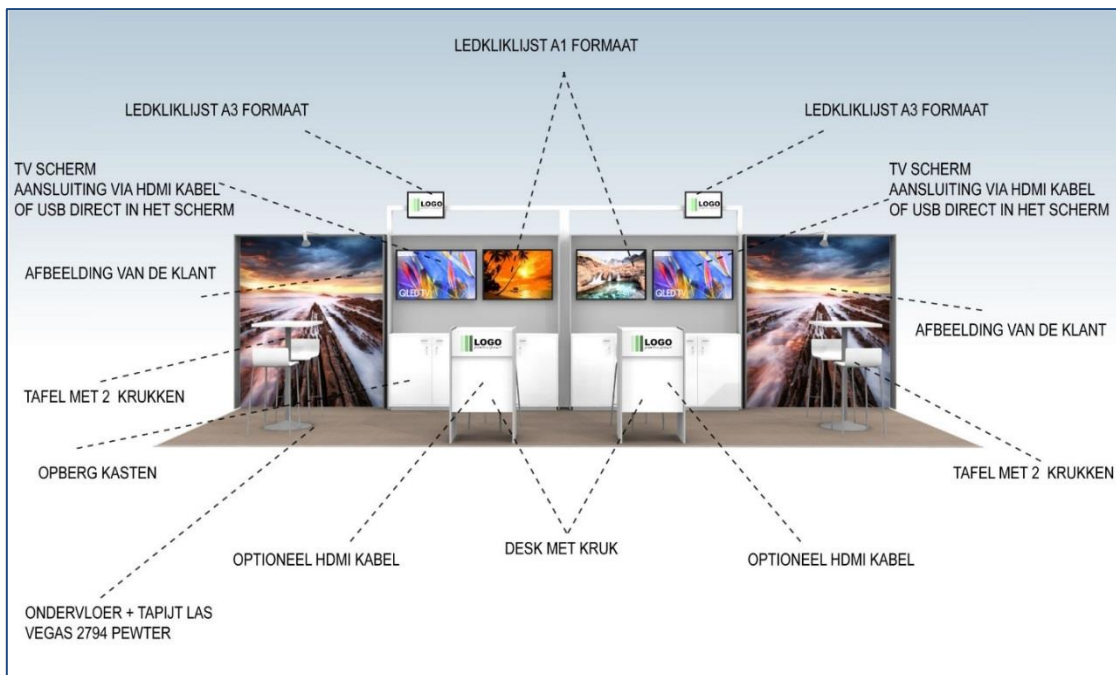
Entrance tickets

- 5 free day tickets, total value € 2,495

Price of Gold sponsor package: € 12,500 per day

Sponsorship package Platinum

Overall sponsorship package – Only possible for 2 days



Booth

- 20 m² stand on the exhibition floor (uniform stand design)

Program

- One session in the parallel program on both days, fitting into the Connect to Innovate topics.

Lead generation

- List of subscribed company names one week prior to the event
- Lead scanning session room. Scan results visitors of own sessions (name, company name, email address, function), if the participant has agreed upon sharing these registration details*, two weeks after end of event
- Lead scan app to be used by 4 persons on the booth, worth € 3,000

** If a participant has not agreed upon sharing subscription details, their names will be deleted from the participant list according to the GDPR regulation*

Marketing tactics and visibility

- Two promotional video's prior to the event and one catchy story afterwards
- Logo with business and contact information in online conference program (website & app)
- Sponsor name and logo visibility in overall marketing tactics (before, during, after event)
- Sponsor name will be mentioned in the plenary opening presentation on both day
- On the exhibition floor there will be a maximum of 4 Platinum sponsors

Entrance tickets

- 14 free entrance tickets (7 entrance tickets per day), total value € 4,193

Price of Platinum sponsor package € 35,000 (excl. VAT) for two days

Additional Sponsorship opportunities

1. Charge to Go- Mobile charging station

- Only possible for 2 days
- Only combination with a sponsorship package.
- Charging station for Mobile devices. The station is suitable for 12 devices for smartphones (iPhone and Android) and it offers induction charging for wireless devices such as Apple Watch and Samsung Galaxy S6.
- Branding: Full colour on the front, the doors and both sides of the roof.

Price: € 1,500 for 2 days



2. Logo Sponsor

- Only possible for 2 days
- Your company logo on a special logo sign
- 1 entrance ticker for both event days

Price: € 1,500 for 2 days

4. Lead scan app

- Lead scan app to be used by 2 persons on the booth (Bronze and Silver)

Price: € 500 per day or € 750 for both days

5. Additional sponsorship items

If you are interested in sponsoring an additional sponsorship item, such as catering items or specific activity, you can let us know on the registration form. We will contact you and we can make you a proposal. Additional sponsorship items can only be purchased in combination with a sponsorship package.

Entrance tickets

The prices for all participants are equal. Registration applications received by June 30th are eligible for the Early Bird rate. Registrations sent in after this date will be subject to the standard conference fee. All prices are per person and excluding VAT at 21%.

Registrations until June 30th

- € 399 for one conference day
- € 499 for two conference days

Registrations as of July 1st

- € 499 for one conference day
- € 599 for two conference days
- Entrance tickets can be purchased for one or two conference days and they are only valid on the day they are purchased for.
- VNSG Advisory Members and SAP Partners can purchase a maximum of 10 entrance tickets per conference day.
- Entrance tickets are personally and not transferable.

→ **Registration starts in May 2019.**

Cancellation policy

- Cancellations made before July 1st are eligible for a full refund.
- Cancellations made between July 1st and September 1st 2019 will be liable for 50% of the registration fee.
- Cancellations made after September 1st 2019 will be liable for the full registration fee.

→ **Connect to Innovate 2019: 1 & 2 October**

Exhibition Floor

