

Conference Sponsorship 2020

23rd International SAP HERUG Conference

Innovative Solutions for the Intelligent University

June 8 – 10 | University of Toronto, Canada



UNIVERSITY OF
TORONTO



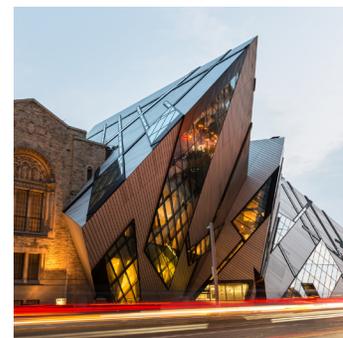
HERUG

its.utoronto.ca/herug2020

Welcome

The University of Toronto is pleased to host the International SAP Higher Education and Research User Group (HERUG) Conference on June 8, 9 and 10, 2020. As a committed HERUG member, we are proud to welcome our higher education and research colleagues to Toronto, Canada to share experiences and network.

The theme for this year's conference is "Innovative Solutions for the Intelligent University," a tribute to the important and unique role played by the HERUG community in sharing new ideas and solutions, which advance and strengthen our collective mission of serving the public good through teaching and research.



Founded in 1827, the University of Toronto has evolved into Canada's leading institution of learning, discovery and knowledge creation. We are proud to be one of the world's top research-intensive universities, driven to invent and innovate.

The internationally renowned campus is conveniently located in the heart of the city – giving you access to vibrant culture, dining, state-of-the-art facilities and tourist attractions.

Quick Facts

- 90,077 total student enrollment from 157 countries and regions
- 20 divisions, 450 departments and 9 affiliated hospitals
- \$1.3 billion total research funding across 3 campuses and 9 partner hospitals
- More than 10,000 faculty and staff
- \$15.7 billion contributed to Canadian economy
- 591,904 alumni around the world



Your Company + the SAP Community

As a sponsor of HERUG 2020, you'll gain access to an estimated audience of 180+ industry leaders and decision makers in higher education from around the world. See and be seen by CFOs, CIOs and senior leaders – from areas of finance, human resources and research. This is a premier opportunity to showcase your products, services and brand at an international level, gain exposure and develop key partnerships.

Easily leverage this year's themes:

- The future of work and HR transformation
- Modernizing the core ERP (e.g. Finance, Research and Student)
- Cloud management, security, and platform integrations
- Change management and data governance

Sponsorships at a Glance

SPONSORSHIP OPPORTUNITIES	PLATINUM	GOLD \$7,500	SILVER \$5,000
Tickets (2): for Global HERUG Conference	✓	✓	✓
Tickets (2): for conference dinner	✓	✓	
Sponsorship of 1 Lunch (Monday or Tuesday): Logo and “thank you” recognition cards and opportunity to distribute sponsor-provided marketing materials at lunch location		✓	
Sponsorship of 1 Breakfast and 1 Conference Break (Monday, Tuesday or Wednesday): Logo and “thank you” recognition cards, and opportunity to distribute sponsor-provided marketing materials at breakfast / break location			✓
Verbal recognition of your company’s support in the opening address	✓	✓	✓
Social media exposure on social media platforms leading up to the conference and daily exposure during the conference	✓		
Social media daily exposure on social media during conference	✓	✓	
Social media coverage during sponsored programming	✓		✓
Logo on conference banners	✓	✓	✓
Logo on directional signage	✓	✓	
Logo on conference website, including link to sponsoring vendor’s website	✓	✓	✓
Logo at keynote locations	✓	✓	

We look forward to your participation!

Contact: John Ogg, MBA, CSC
 Senior Manager, Financial Information Systems & Student Accounting
 Enterprise Applications & Solutions Integration, Information & Technology Services
john.ogg@utoronto.ca | 416-978-0161 | its.utoronto.ca/herug2020