



APTTUS[®]
ACCELERATE

2017 SPONSOR PROSPECTUS

ACCELERATE 2017

WHAT ACCELERATE 2017! Apttus Accelerate brings together sales, legal, finance and operations professionals for the premier industry event dedicated to customer success and product innovation in Quote-to-Cash solutions. This annual event will provide enterprise business professionals the best opportunity all year to meet with industry leaders, experts and peers. For the fifth consecutive year, attendees will learn how to increase sales effectiveness, drive revenues and reduce costs for their companies through automation and optimization of the complete end-to-end Quote-to-Cash process.

WHO Join over **3,500 Quote-to-Cash experts** and decision-makers from our global customer base including, GLOBALFOUNDRIES, Dun & Bradstreet, FIS, KUKA, Moody's, Roger's Communications, QuintilesIMS, LinkedIn and many more across a wide range of industries.

WHEN Training: May 2nd, Conference: May 3rd to 4th

WHERE Pier 48, San Francisco



THANK YOU TO OUR 2016 SPONSORS

DIAMOND

bluewolf



accenture
High performance. Delivered.

Microsoft

Deloitte.
Digital



PLATINUM

INSIDESALES.COM



GOLD



sumati

DocuSign

DUFF & PHELPS

EXHIBITORS

Avalara

MapAnything

STATÊRA

clari

AVISO

PRYSM

MAINSPRING
CONSULTING GROUP LLC

ENDOWANCE

uptima

Standav

EIGEN X

Tech Mahindra

HASPOA

Selectiva

cloudely

HBR
CONSULTING

MORAE
LEGAL
Lighting Business Performance

PERSISTENT

DOMO

JPW
CONSULTING

MEDIA

IACCM
International Association for
Contract & Commercial Management

i/TA
International
Legal Technology
Association

CLOC

allsalesforce

GMS
WIRE

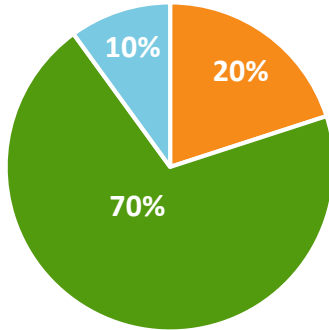
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2017 SPONSOR PROSPECTUS

2016 Demographics

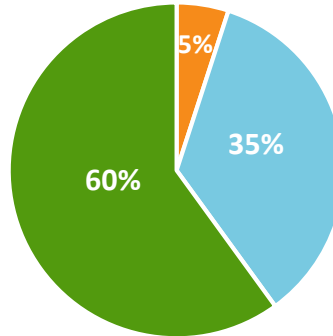
We look forward to having you join us to present to and interact with some of the top brands in the world. Accelerate 2017 will give you the opportunity to create with targeted access to a qualified audience of influencers and decision-makers.

2016 Attendance by Title



- C-Level/VP
- Sr Director/Manager
- Analyst

2016 Attendance by Company Size



- Under 500
- Between 500-1000
- Over 1000

2016 Customer Attendees



600+ Customers
1 Million+ Users

Sign by January 31st, 2016 – Get 5% OFF!

SPONSORSHIP-AT-A-GLANCE:

	Diamond	Platinum	Gold	Exhibitor
Sponsorship Cost	\$90,000	\$65,000	\$45,000	\$25,000
Available Spots	4	8 6	10 8	12 10
BRAND				
Speaking opportunities	Acknowledgement during Keynote <u>AND</u> 2 x Breakout Session. All session content approved by Apttus Introduction of selected Visionary Speakers & Celebrity Keynote Speaker (first come first serve on selection of Speaker Introductions)	1 x Breakout session. All session content approved by Apttus	1 x Breakout Session/Panel Inclusion. All session content approved by Apttus	-
Session recording	Full video recording hosted on YouTube <u>AND</u> social promotions	Audio recording with slides hosted on Youtube	Audio recording with slides hosted on Youtube	-
Premium branding opportunity	Premium branding opportunities designed for Diamond Sponsors <u>AND</u> Sponsor of Celebrity Keynote Meet & Greet (MORE TO COME!)	Add-on opportunities available for purchase on p.8. (15% discount applies) – MORE TO COME!	Add-on opportunities available for purchase on p.8. (10% discount applies) – MORE TO COME!	Add-on opportunities available for purchase on p.8 – MORE TO COME!
Joint press release opportunity with Apttus	✓	✓	✓	-
Logo inclusion in all event email promotions	✓ - Premium placement	✓	✓	-
Logo placement & click-through on conference website and in all event marketing materials	Logo on Conference Microsite & personal Landing Page to highlight Diamond presence	✓	✓	✓
Pre-event social media promotions	Top Sponsor/Session Promotion	Session Promotion	Session Promotion	Company mention

SPONSORSHIP-AT-A-GLANCE:

	Diamond	Platinum	Gold	Exhibitor
Email promotions	Email will be sent on Sponsor's behalf to ALL Pre-Event registrations – Sponsor will create all content	Email will be sent on Sponsor's behalf to selected personas in Pre-Event registrations – Sponsor will create all content	-	-
On-site conference guide inclusion	TBD – based on Conference guide availability	TBD – based on Conference guide availability	TBD – based on Conference guide availability	TBD – based on Conference guide availability
Chair drop	Chair drop during your session	Chair drop during your session	Logo display on screen during your session	-
Mobile App branding	Logo included in Sponsors Page & Push notification highlighting one Session	Logo included in Sponsors Page	Name of Company included in Sponsors Page	Name of Company included in Sponsors Page
Apttus Blog Post Highlighting Sponsor	Individual post	Individual post	Swap	-
Signage throughout Conference	Premium	Premium	Premium	Limited
Lounge Sponsorship	Signage throughout lounges	Logos on charging stations within the lounges	-	-
Meeting Rooms	Access to meeting rooms per meeting request	-	-	-

SPONSORSHIP-AT-A-GLANCE:

	Diamond	Platinum	Gold	Exhibitor
DEMAND GENERATION				
Turn-key booth including monitor, internet access. Specific location offered by sponsorship level and in order of received contracts	Premium Diamond booth	Premium Platinum booth	✓	✓
Full list of attendee names, email addresses, phone numbers, company names and titles	✓ + 1 x scanner provided	1 x scanner provided	1 x scanner provided	1 x scanner provided
List of attendee names, company names and titles	-	✓ Plus Leads from Official Prize Bundle	-	-
BUSINESS DEVELOPMENT				
Full conference passes for employees. The booth must be staffed during ALL expo hours.	20	15	10	5
50% off passes (x20) for additional customers	✓	✓	-	-

Additional Options*

(Please check your additional options below)

- \$25,000 Breakout speaking session (Keynote session not available as an add-on, open to Platinum+ sponsors)
- \$3,000 Coffee Sponsor
- \$2,500 Mobile app branding
- \$1,000 Chair drop (During session featuring your organization)
- \$350 Additional scanner

*can only be added to existing sponsorships.

Partner Day

(by Invitation Only for Official Alliance Partners)

- **Date:** Tuesday, May 2nd
- **Location:** AT&T Park

Hear from Aptus' Partner Alliance & Partner Marketing Team on the roadmap for what is up & coming in FY'18! Here's a sneak peek:

- Partner Enablement
- Partner Awards
- New Industry Co-marketing plans
- Dreamforce 2017 plans



Sponsor Sign-Up

Date: April 13-14th

Location: Pier 48

Company Name

Contact Name

Contact Email Address

Street Address

City

State

Zip

Country

Telephone

Fax

Method of Payment:

- Company Check*
- Wire
- ACH

*Address to Apttus Corporation. Send to
1400 Fashion Island Blvd., Suite 200, San Mateo, CA 94404

Sponsor Level:

- Diamond** \$90,000
- Platinum \$65,000
- Gold \$45,000
- Exhibitor \$30,000

**Includes 2 Premium Branding Opportunities. Select options on previous page.

Additional Sponsorship Add-ons: Select options below. See more details on page 8. Can only be added to existing sponsorships

- \$25,000 Breakout speaking session
- \$2,500 Mobile app branding
- \$3,000 Coffee Sponsor
- \$1,000 Chair Drop
- \$3,000 Break Sponsor
- \$500 Half-Page Ad
- \$350 Additional Scanner

Payment is due upon receipt of invoice. Sponsorship and booth assignments are not confirmed until your payment is received in full. The Final Due Date for full payment is April 30, 2017.

Exhibiting Company

Payment Total \$

Date

Print Name

Signature

Sponsorship Agreement

Sponsor Terms and Agreements

All agreements for sponsorship are reviewed by Apttus. Apttus reserves the right to refuse sponsorship to any company if, in Apttus' sole discretion, that company's attendance would not be beneficial to the general character and objective of the conference. Apttus may change, add or delete participation rules as it deems necessary, without notice, to ensure the success of the conference. Any changes shall be binding on the Sponsor. The ruling of Apttus shall be final in all instances with respect to use of any display space. Providing all rules and regulations are followed, exhibition space assignments shall be made based on sponsorship level and the order in which sponsorship agreements are received.

Sponsorship

Apttus will provide all benefits as outlined in the prospectus. Apttus is not responsible for failure to execute benefits if deliverables are not received by the deadlines provided to Sponsor.

Content

All content must be approved by Apttus prior to the conference. Any materials or creative featuring a competitor or competitive product to those offered by Apttus is forbidden at the event. Apttus reserves the right to remove Sponsor from the event, without refund, if competitive material is discovered.

Payment

Payment is due upon receipt of invoice. If Sponsor has not paid in full on or before the Final Due April 30th, 2016, Sponsor may not participate in the event, unless otherwise specified by Apttus in writing or email. Sponsorship and booth assignments are not confirmed until payment is received in full.

Confidentiality

Apttus and the party submitting this application acknowledge that the terms and conditions of this application are confidential and shall not be disclosed without the prior written consent of the other party. Notwithstanding the foregoing, the party submitting the application grants Apttus the right to use the information and corporate logo or trademarks provided in this application for the purposes contemplated herein.

Co-Branding

If you plan on incorporating the Apttus logo on any of your giveaways, the Apttus logo guidelines must be followed. The guidelines and any questions regarding this can be requested from stan@apttus.com

Cancellation and No-Show Policy

Once a contract is signed and received, it is considered non-cancelable, binding and all fees are non-refundable. If a Sponsor does not attend the conference, the Sponsor is still responsible for the full sponsorship fee.

Exhibiting Company

Initials

Date / /

Sponsorship Agreement

Independent Activities

Apttus does not permit any independent activities during the conference time frame that are not included in the conference agenda. No sponsor or any affiliate thereof shall conduct any conflicting meetings or events during the conference, at or near the conference venue that would encourage attendees to leave the conference sessions or activities.

Care of Premises

Sponsors are responsible for any damage caused by them, their employees or agents. No part of any display space, signs or other materials may be posted, taped, nailed, screwed or otherwise affixed to walls, doors, woodwork or floors, or any horizontal or vertical surface within the exhibition venue. Stickers, helium balloons and helium tanks are prohibited.

Fire Regulations

Display area decorations and constructions must conform to the regulations of the presiding fire marshal. Flammable or explosive materials are prohibited. Cloth and other combustible materials must be flameproof. Packing containers, exhibit materials, excelsior wrapping and similar materials must be removed from the exhibit area and shall not be stored under displays.

Limitations of Liability

Apttus shall provide reasonable security protection when display areas are closed, but the safekeeping of the Sponsor's property shall remain the sole responsibility of the Sponsor. Neither Apttus nor the conference hotel assumes any liability for damage, injury, or loss to the property of the Sponsor, its agents, its representatives, employees, invitees or guests at any time.

Interpretation

These rules and regulations become part of the agreement between the Sponsor and Apttus, and contain the complete agreement between the parties, and supersede any prior understandings, agreements or representations between the parties, written or oral, which may have related to the subject matter hereto in any way.

Force Majeure

The execution of this agreement, in whole or in part, by either party, is subject to the following events or occurrences beyond either party's control, including but not limited to acts of God, war, government, regulation, terrorist acts, civil disorder, curtailment of transportation facilities preventing or severely limiting attendees from attending the conference, natural or man-made disasters, fire, earthquakes, accidents or other casualties, strikes (provided neither party may cancel or suspend the agreement for strikes, labor disputes or work stoppages involving its respective employees, contractors or agents), or any similar intervening cause beyond the control of either party making this agreement illegal, impossible, inadvisable or commercially impractical to perform. Should Apttus cancel or curtail the conference due to unavailability, in whole or in part, Apttus may, upon discovery of such unavailability, cancel this agreement without liability or further obligation to the Sponsor. The Sponsor shall not be entitled to a refund of sponsorship fees if this agreement is terminated as a result of a majeure event.

Exhibiting Company

Initials

Date / /