2017 SUMMIT
SPONSOR PACKAGES

INTRODUCTION

The environment, people and answers you trust. Reunite with your user group family at Summit 2017. Bring it home. Summit delivers the can't-miss annual conference for users of Microsoft Dynamics AX, CRM, GP and NAV. Blending credible peer-to-peer knowledge exchange with access to Microsoft leaders – this event delivers focused learning, visionary product roadmaps, and optimal networking as users gain instrumental solutions for their everyday Dynamics challenges and greater organizational goals. Within the Dynamics ecosystem, Summit is known as a premier user-centric experience.

HERE IS WHAT PAST ATTENDEES HAVE TO SAY:

"Seasoned users are very much willing to share their knowledge and experiences of the system functionalities with other users, especially with the rookies."

Karen Kwong | Corporate Controller, Union Supply

"This being my first Summit, what was most noticeable to me was the welcoming nature of this community to "newbies," and the wealth of knowledge that the community has and is willing to share. Thanks so much to all who organized and participated for a great Summit!"

Leanne Paul | Systems Analyst, Home Market Foods, Inc.

Expertise is shared in an authentic community-driven environment that allows attendees to make resourceful connections with peers, partners, ISVs and Microsoft personnel through hallway conversations, dedicated networking opportunities and the Expo hall. VARs and ISVs may promote their brand at Summit by investing in a sponsorship. They also will enjoy multifaceted benefits including high-quality attendee leads.

PAST SPONSORS SHARE THE VALUE

"Summit is a great opportunity for us to showcase our solutions and services as well as further connect with our customers. We've been a sponsor for the past 7 years and the event always exceeds our expectations."

Crystal Hoecker | Marketing Manager, Tribridge

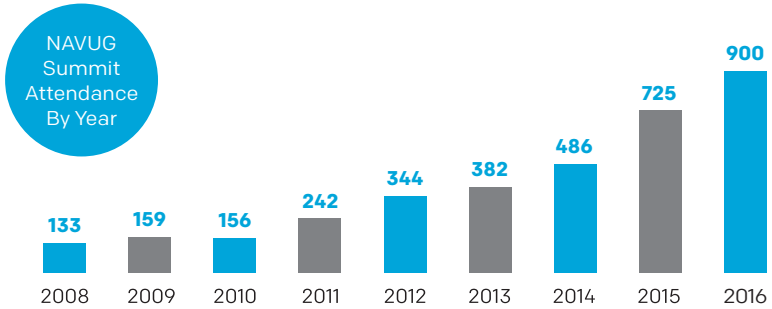
"Innovia finds that NAVUG Summit provides us an unparalleled opportunity to interact with our customers, visit with other partners, and meet new ISV solutions. The training that takes place gets better every year." Our customers find that this is the single best event for them to attend and we certainly agree."

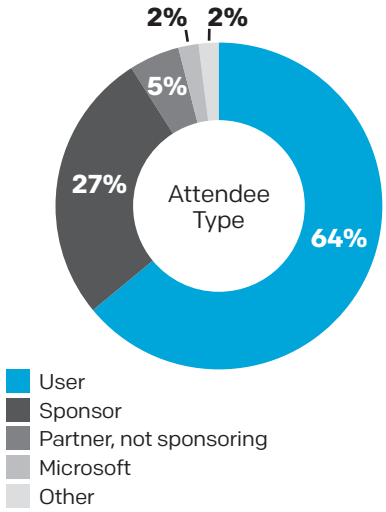
Tom Doran | Customer Engagement Director, Innovia

2016 DEMOGRAPHICS

22,873

Number of visitors to the NAVUG Summit website from January 2016 through October 2016





Manufacturing
Wholesale & Distribution
Food & Beverage

Top Three User Reported Industries represented at NAVUG Summit

HALL OF FAME SPONSORS

The Summit Sponsor Hall of Fame acknowledges those partners who have supported Summit for five or more consecutive years. Our annual conference simply would not be possible without the support and loyalty of these sponsors.

Content
Find Solutions
Networking

Top three reasons user attendees come to Summit (as reported by attendees)

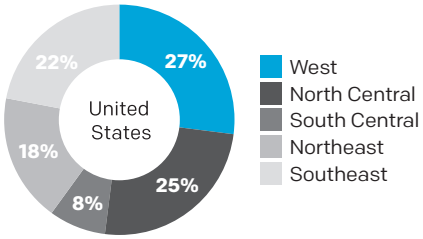
NAVUG SUMMIT 2016 ATTENDEES BY LOCATION

84% from United States

6% from Canada

<1% United Kingdom

2% Other/Blank



TOP ATTENDEE ROLES (users only)

26% Accounting & Finance

21% IT

18% Owner & Executive Management

11% Other

OCTOBER 10 - 13, 2017
GAYLORD OPRYLAND RESORT | NASHVILLE, TENNESSEE

CONTACT INFORMATION

NANCY ANELLO
Contact Nancy for questions about sponsorship packages, pricing, availability, and orders.

Sponsorship Sales
sponsorship@navug.com
877-324-8880 ext. 1492

LIZ HALLEN
Contact Liz if you have purchased your Summit sponsorship and have questions about next steps.

Sponsor Fulfillment
fulfillment@navug.com
877-324-8880 ext. 1493

SUPPORT
Contact support for general event inquiries, including assistance with registration.

support@navug.com
877-324-8880 ext. 9

NAVUG is a professional association focused on education and peer-to-peer networking. Due to the mission of NAVUG, recruitment and employment firms, or other job placement agencies do not qualify for membership and sponsorship.

2017 SUMMIT | SPONSORSHIP OPPORTUNITIES

PREMIER | $20,000* MEMBER ONLY

INCLUDED

- One 20'x20' space
- Choice of prime booth location in expo hall ahead of all other levels
- Wi-Fi
- One hard wire internet drop
- Three power outlets, each 5 amps
- Two wastebaskets, daily trash removal, and booth vacuum service
- One NAVUG Summit booth marker
- Company logo projected during a General Session
- Rotating Company logo on NAVUG Summit homepage under Premier Sponsors
- Company logo and listing with URL on NAVUG Summit website sponsor page under Premier Sponsors
- Company profile of up to 400 words in online expo map
- Sponsor produced video posted on the NAVUG Summit website
- One pre-event and one post-event blind email (dates are first come, first served)
- One pre-event and one post-event blind postal mailer (all fees, i.e. design, print, and postage, paid by sponsor)
- Sponsor marketing kit
- Five conference registrations for sponsor staff
- Two Partner Solution Showcases (each 60 minutes)
- An exclusive, timed, and moderated Premier Sponsor presentation conducted during an NAVUG Summit General Session (inclusion of customer required)
- One video OR one advertisement on onsite digital signage
- Sponsor produced PDF collateral piece; posted as part of sponsor profile in the Summit mobile app; included on a USB drive which will be distributed to all conference attendees
- Sponsor provided giveaway item in conference bag
- Company logo on digital displays in conference area
- Thank you to our Summit sponsors in NAVUG magazine
- Five hotel guest rooms reserved at Gaylord Opryland Resort (cost of rooms is the responsibility of the sponsor; rooms will be released by a predetermined deadline)
- Mobile App benefits include Company listing, Company description, link to Company website, booth location in expo, Premier level badge, Company logo on home screen, and rotating banner ad
- Two lead retrieval app licenses

AVAILABLE UPGRADES

Community Theatre *based on availability*	**$1,200**
Second video OR advertisement on onsite digital signage	**$1,200**
Additional mobile app options	**TBD**
Each additional conference registration for sponsor staff	**$899**

ADDITIONAL SUMMIT SPONSORSHIP OPTION

ADD A CONFERENCE **$3,000**

Add visibility for another Summit. Includes one conference registration for sponsor staff, one Company listing with hyperlink to Company URL under Exhibitors in Mobile App, one Company listing with URL on the Summit website sponsor page under Exhibitors, Sponsor marketing kit, Company profile of up to 50 words in online expo map and one booth marker for the additional Summit you choose. **Please note:** this option does not include another 10'x10' space.

* Premier Level is limited to 3 and by invitation only. Please contact **sponsorship@NAVUG.com** for more information.

2017 SUMMIT | SPONSORSHIP OPPORTUNITIES

PLATINUM | $13,000* MEMBER ONLY

INCLUDED

- One 10'x20' space
- Wi-Fi
- Two power outlets, each 5 amps
- Two wastebaskets and daily trash removal
- One NAVUG Summit booth marker
- Rotating Company logo on NAVUG Summit homepage under Platinum Sponsors
- Company logo and listing with URL on NAVUG Summit website sponsor page under Platinum Sponsors
- Company profile of up to 200 words in online expo map
- Platinum Sponsor highlighted in Summit email newsletter no more than one month before Summit (logo and succinct marketing message) OR dedicated post-event blind email
- Pre-event and post-event blind postal mailer (all fees, i.e. design, print, and postage, paid by sponsor)
- Sponsor marketing kit
- Four conference registrations for sponsor staff
- One Partner Solution Showcase (60 minute session)
- Company logo on digital displays in conference area
- Sponsor produced PDF collateral piece; posted as part of sponsor profile in the Summit mobile app; included on a USB drive which will be distributed to all conference attendees
- Mobile App benefits include Company logo, Company listing, Company description, link to Company website, booth location in expo, and Platinum level Badge
- One lead retrieval app license

AVAILABLE UPGRADES

• Additional 10'x10' space	**$3,000**
• Community Theatre *based on availability*	**$1,200**
• Video OR advertisement on onsite digital signage	**$1,200**
• Additional mobile app options	**TBD**
• Each additional conference registration for sponsor staff	**$899**

ADDITIONAL SUMMIT SPONSORSHIP OPTION

ADD A CONFERENCE **$3,000**

Add visibility for another Summit. Includes one conference registration for sponsor staff, one Company listing with hyperlink to Company URL under Exhibitors in Mobile App, one Company listing with URL on the Summit website sponsor page under Exhibitors, Sponsor marketing kit, Company profile of up to 50 words in online expo map and one booth marker for the additional Summit you choose. **Please note:** this option does not include another 10'x10' space.

* Platinum Level is limited to 12 and by invitation only. Please contact **sponsorship@NAVUG.com** for more information.

2017 SUMMIT | SPONSORSHIP OPPORTUNITIES

GOLD | $8,000 MEMBER | $10,000 NON-MEMBER

INCLUDED

- One 10'x10' space
- Wi-Fi
- One power outlet, 5 amps
- One wastebasket and daily trash removal
- One NAVUG Summit booth marker
- Rotating Company logo on NAVUG Summit homepage under Gold Sponsors
- Company logo and listing with URL on NAVUG Summit website sponsor page under Gold Sponsors
- Company profile of up to 100 words in online expo map
- Sponsor marketing kit
- Three conference registrations for sponsor staff
- Company logo on digital displays in conference area
- Sponsor produced PDF collateral piece; posted as part of sponsor profile in the Summit mobile app; included on a USB drive which will be distributed to all conference attendees
- Mobile App benefits include Company listing, Company description, link to Company website, booth location in expo and Gold level Badge

AVAILABLE UPGRADES

Additional 10'x10' space	**$3,000**
Partner Solution Showcase (60 minute session) *based on availability*	**$3,500**
Community Theatre *based on availability*	**$1,200**
Video OR advertisement on onsite digital signage	**$1,200**
Additional Mobile App options	**TBD**
Gold Sponsor highlighted in Summit email newsletter about 8 weeks before Summit (limited to 10)	**$800**
Post-event blind email (limited to 10)	**$1,500**
Pre-event or post-event blind postal mailer *(all fees, i.e. design, print, and postage, paid by sponsor)*	**$1,000**
Each additional conference registration for sponsor staff	**$899**

ADDITIONAL SUMMIT SPONSORSHIP OPTION

ADD A CONFERENCE **$3,000**

Add visibility for another Summit. Includes one conference registration for sponsor staff, one Company listing with hyperlink to Company URL under Exhibitors in Mobile App, one Company listing with URL on the Summit website sponsor page under Exhibitors, Sponsor marketing kit, Company profile of up to 50 words in online expo map and one booth marker for the additional Summit you choose. **Please note:** this option does not include another 10'x10' space.

2017 SUMMIT | SPONSORSHIP OPPORTUNITIES

EXHIBITOR | $6,500 MEMBER | $8,500 NON-MEMBER

INCLUDED

- One 10'x10' space
- Wi-Fi
- One power outlet, 5 amps
- One wastebasket and daily trash removal
- One NAVUG Summit booth marker
- Company listing with URL on NAVUG Summit website sponsor page under Exhibitors
- Company profile of up to 50 words in online expo map
- Sponsor marketing kit
- Two conference registrations for sponsor staff
- Mobile App benefits include Company listing with hyperlink to Company URL under Exhibitors and booth location in Expo

AVAILABLE UPGRADES

- Additional 10'x10' space **$3,000**
- Each additional conference registration for sponsor staff **$899**

ADDITIONAL SUMMIT SPONSORSHIP OPTION

ADD A CONFERENCE **$3,000**

Add visibility for another Summit. Includes one conference registration for sponsor staff, one Company listing with hyperlink to Company URL under Exhibitors in Mobile App, one Company listing with URL on the Summit website sponsor page under Exhibitors, Sponsor marketing kit, Company profile of up to 50 words in online expo map and one booth marker for the additional Summit you choose. **Please note:** this option does not include another 10'x10' space.

2017 SUMMIT | SPONSORSHIP OPPORTUNITIES

NEW IN 2017!

TURNKEY EXHIBITOR | $8,500 MEMBER | $10,500 NON-MEMBER

INCLUDED

- One 10'x10' GEM booth with straight header (8' back wall, 3' side walls), standard carpet, one 6' skirted table and full color header graphic with Company logo or Company name.
- Wi-Fi
- One power outlet, 5 amps
- One wastebasket and daily trash removal
- One NAVUG Summit booth marker
- Company listing with URL on NAVUG Summit website sponsor page under Exhibitors
- Sponsor marketing kit
- Two conference registrations for sponsor staff
- Mobile App benefits include Company listing with hyperlink to Company URL under Exhibitors and booth location in Expo

AVAILABLE UPGRADE

- Each additional conference registration for sponsor staff **$899**

ADDITIONAL SUMMIT SPONSORSHIP OPTION

ADD A CONFERENCE **$3,000**

Add visibility for another Summit. Includes one conference registration for sponsor staff, one Company listing with hyperlink to Company URL under Exhibitors in Mobile App, one Company listing with URL on the Summit website sponsor page under Exhibitors, Sponsor marketing kit, Company profile of up to 50 words in online expo map and one booth marker for the additional Summit you choose. **Please note:** this option does not include another 10'x10' space.