

Sponsorship Prospectus

Reach the world's largest community
of SAP practitioners.



2M+

Global SAP Community Members

68%

Actively managing SAP Transformations

78%

Manager Level or Above

63%

Attendee Organization with \$100M+ in Annual Revenue

The SAP Install Base is in Active Buying Mode.

Three converging forces are driving unprecedented solution evaluation across the SAP ecosystem right now — creating the best environment in a decade for vendors to win new business at SAPinsider events.

01

S/4HANA Migration Wave

Over 60% of SAP customers are mid-migration to S/4HANA — the largest synchronized upgrade cycle in SAP history. Every migration opens procurement for adjacent solutions.

02

AI & Cloud Transformation

SAP's Business AI roadmap is driving evaluation of 3rd-party AI, automation, and data tools. Buyers are actively building vendor shortlists in 2026.

03

Budget Windows Are Open

44% of B2B marketers increased sponsorship budgets in 2025. Procurement and IT leaders are at events with mandate to find solutions — not just gather information.

2M+
Global SAPinsider
Community Members

THE AUDIENCE

Decision-Makers in Active Buying Mode.

68% actively managing an SAP transformation
— in vendor evaluation mode

43% Senior level decision-makers (VP, C-suite, Director)

84% influence or directly make technology
purchasing decisions

2M+ global SAPinsider community members
across digital + events

The Most Trusted Name in the SAP Ecosystem.

SAPinsider is not just a conference organizer. We are the analyst, media, and community platform that SAP professionals turn to for research, guidance, and peer intelligence — year-round.

2M+

Community Members Worldwide

25+

Years Covering the SAP Ecosystem

300+

Research Reports Published Annually

60K+

Monthly Digital Platform Visitors

120K+

Email Newsletter Subscribers

#1

Independent SAP Analyst Community

Why these Summits?

Why Now?

SAP's 2027 ERP maintenance deadline is forcing every organization to make irreversible decisions - right now - about S/4HANA migration, clean core, and cloud. Those decisions will determine whether their ERP can support the AI-driven future SAP Joule demands.

As SAP Sapphire made clear: ***you cannot put AI on broken processes.***

That urgency is what's bringing hundreds of decision-makers to New Orleans and Chicago - actively evaluating solutions, under real deadline pressure, across three tracks aligned to exactly where their organization stands today.

3 Focused Tracks

Whether attendees are still evaluating the move, deep in migration, or already live and optimizing, this Summit has a track specifically built for where you are - and where they are going next.

TRACK 1

TRANSFORMATION PLANNING & READINESS

Your organization knows it needs to move forward – but hasn't yet finalized the roadmap, deployment strategy, or business case.

For businesses still shaping their roadmap and readiness strategy.

TRACK 2

MIGRATION DELIVERY & CLEAN CORE EXECUTION

The decision has been made, funding approved, and the transformation is underway. The challenge now is execution – delivering on time, on budget, and without creating the next wave of technical debt.

For program leaders, architects, and delivery teams executing transformations.

TRACK 3

MAXIMIZING YOUR TRANSFORMATION INVESTMENT

Your migration is complete or nearly there. Leadership is asking "*what comes next?*" - and the answer is AI agents and a fundamentally different way of running the business.

For leaders turning SAP Cloud ERP and clean core into a foundation for the autonomous enterprise.

SAPinsider Summit Series **New Orleans**

SAPinsider
SUMMIT
NEW ORLEANS

OCTOBER 29 - 30, 2026

SPONSORSHIP TIERS

Choose Your Level of Impact

PLATINUM

\$47,500

- ✓ 1 Turnkey Package
- ✓ 6 All Access Passes
- ✓ 1 Pre-Event Marketing Promotion
- ✓ 1 Customer Case Study
- ✓ 1 In-Booth Session
- ✓ 1 30-second Commercial
- ✓ 1 On-site Mobile App Push Alert

GOLD

\$28,000

- ✓ 1 Turnkey Package
- ✓ 4 All Access Passes
- ✓ 1 Customer Case Study
- ✓ 1 In-Booth Session
- ✓ 1 30-second Commercial

SILVER

\$18,000

- ✓ 1 Turnkey Package
- ✓ 2 All Access Passes

All Sponsor Packages Include:

- Logo + URL link on all pages of event website + dedicated web page
- Logo + URL link in the official mobile app
- Logo included in on-site Sponsor signage
- Unique discount code for additional All Access Passes to invite customers and prospects

SAPinsider Summit Series Chicago



NOVEMBER 11 - 12, 2026

SPONSORSHIP TIERS

Choose Your Level of Impact

PLATINUM

\$37,500

- ✓ 1 Turnkey Package
- ✓ 6 All Access Passes
- ✓ 1 Pre-Event Marketing Promotion
- ✓ 1 Customer Case Study
- ✓ 1 In-Booth Session
- ✓ 1 30-second Commercial
- ✓ 1 On-site Mobile App Push Alert

GOLD

\$22,500

- ✓ 1 Turnkey Package
- ✓ 4 All Access Passes
- ✓ 1 Customer Case Study
- ✓ 1 In-Booth Session
- ✓ 1 30-second Commercial

All Sponsor Packages Include:

- Logo + URL link on all pages of event website + dedicated web page
- Logo + URL link in the official mobile app
- Logo included in on-site Sponsor signage
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Previous Summit Attendee Organizations

- ABB
- Affinity Petcare
- Agricornp
- American Airlines
- American Honda Motor
- American National
- Amista
- Angostura Limited
- ArcelorMittal
- Aricord
- ARJOI
- Arthrex
- Aspire Bakeries
- Astellas Pharma Inc
- Auto-Owners Insurance
- Avanos Medical
- Avaya
- Bacardi
- BearingPoint
- BNSF Railway
- Boehringer Ingelheim
- Brisa Auto Estradas de Portugal, S.A.
- Brown Forman
- Carrefour
- Charter Communications
- CISCO
- CITGO Petroleum Corporation
- Cofco
- Commonwealth of Pennsylvania
- Context Data
- Costco
- Coty
- CPS Energy
- CSL
- Cubis Solutions BV
- Damm SA
- DAP Global
- Deer Park Refinery
- DeLaval International AB
- Ecobat
- Entegris, Inc
- Esri
- Flintfox: Intelligent Pricing & Rebates
- Florida Crystals Corporation
- Flowers Foods Corp.
- FLUIDRA
- Forvia
- Fossil Group Inc
- GE Aerospace
- Ghulam faruque group
- GitHub
- Govt of sindh
- Grifols SA
- Growmark
- Haas Automation Inc
- Habib Metropolitan Bank Ltd
- Hexion
- HF Sinclair
- Hitachi Astemo Americas, Inc
- Honeywell Federal Mfg & Tech
- HP Hood LLC
- Hydro One Networks Inc.
- Hypatos
- IKOR GmbH
- ImpactQA
- James Hardie Building Products
- John Deere
- Johnson & Johnson
- JYSK
- Kiewit Corporation
- LM INFOTECH LLC
- Lyondellbasell Industries
- Macrospect
- Madix Inc.
- Mckesson
- McKinsey & Company Inc
- Merit Energy Company
- MHP - A Porsche Company
- Naturgy
- Naturipe Farms, LLC
- Neenah Enterprises Inc.
- Neenah Foundry
- Neev Data
- NGC
- Northrop Grumman Corp.
- ORIWIN, s.r.o.
- Outdoor Custom Sportswear LLC
- Owens Corning
- Patterson Companies inc
- PegaSystems Inc
- Pembina Pipeline Ltd
- Pemex
- Perfetti Van Melle
- Perrigo Company
- Pharmaceutical solution industry
- Plastipak Packaging, Inc.
- Potters Industries LLC
- Pregis LLC
- Purdue Pharma
- Reynolds Consumer Products
- RHI/Protiviti
- RiceTec, Inc.
- Riviana Foods Inc.
- Roche
- Rust-Oleum Corporation
- Sabre
- Sacramento Municipal Utility District
- South African Local Government Association
- Southwest Airlines
- Southwest Gas Corporation
- Sovanta America Inc.
- Spinnaker Support
- Sylvamo Corporation
- Synergy Solutions, Inc.
- Tennessee Valley Authority
- Texas Instruments
- Toms Group A/S
- Topgolf Callaway Brands
- Toyota Motor North America
- Varsity Brands
- VINCI Energies
- Vodafone Limited
- Vulpes Sapito BV
- nsif Contracting Est
- WR Grace
- Yaskawa America, Inc.

Previous Summit Attendee Job Titles

- Global Process Owner
- IT Director
- SAP Analyst
- Founder
- Senior Manager – Financial Systems
- Solution Architect
- S/4 Global Growth VP
- Controller
- SAP COE
- Applications Operations Lead
- Senior Engineer
- VP Enterprise Transformation
- VP Enterprise Services
- Finance & Purchasing Director
- Systems Manager
- Director of Cost Accounting
- VP Customer Evolution
- CFO
- Controller
- Principal Solutions Architect
- SAP Solution Stream Lead
- Senior Program Director
- Enterprise Platform Lead
- Principal Consultant
- SAP Global Practice Leader
- Senior Director
- Corporate Controller
- Governance Lead
- Head of Global BU
- Sr. Delivery Director
- General Manager
- VP Consulting Services
- CEO
- IS Utility Solutions Manager
- Project Manager
- Head of Business Technology
- Associate Partner
- SAP North American Account Exec.
- Solutions Consulting Manager
- Digital Transformation SAP Leader
- Sr. Project Manager
- SAP On Cloud Leader & Chief Architect
- Solutions Manager
- AIS Manager
- Head of System Security and Compliance
- S4 Finance/Group Reporting Architect
- Senior SAP Delivery Consultant
- Data Governance & Strategy Analyst
- SAP Practice Lead
- CIO
- Global Customer Adoption Consultant
- Senior AI Solution Advisory
- COE Finance SAP
- Managing Director
- Accounting Manager
- SAP UX Foundation
- Principal Solution Advisor
- Finance Director
- CSO
- Analyst SAP Business Systems
- Group Engineering Manager
- Solutions Engineer
- Project ERP Manager
- Senior Solutions Architect

2026 Summit Series

SAPinsider Summit New Orleans

New Orleans, Louisiana



October 29–30, 2026

SAPinsider Summit Chicago

Chicago, Illinois



November 11–12, 2026

Interested in Sponsoring SAPinsider EMEA Copenhagen?

Contact sales@sapinsider.org to discuss available sponsorship opportunities, custom activation packages, and how we can help you achieve your marketing and business objectives at the event.