



opentext™ Innovation Tour

APAC tour stops

Singapore

February 27, 2018

Sydney

March 1, 2018



Don't miss your chance to get involved! Network with key executives, promote your brand, and demonstrate your active engagement with OpenText by participating as a sponsor of Innovation Tour 2018. Each tour stop offers numerous ways to maximize your investment. You'll receive exclusive networking opportunities with key customers, OpenText personnel, and like-minded partners.

A look at last year's Innovation Tour




3,500+
customers

APAC 1,150+
EMEA 2,300+

20% Computer Software	5% Other	3% Media and Entertainment
14% Professional Services	4% Healthcare and Pharmaceutical	2% Distribution and Transportation
12% Financial Services	3% Insurance	2% Telecommunications
12% Public Sector	3% Engineering	2% Automotive
6% Manufacturing	3% Retail	2% Education

APAC 350+
EMEA 600+

900+
partners

213
sessions

213 sessions covering Enterprise Apps, ECM, BPM, Recommind, Industry, CEM, Analytics, B2B, eDOCS, Fax

Variety of senior customer level speakers from multiple industries including retail, financial services, manufacturing, and more

44
customer speakers





8
cities

Sydney, Singapore, Tokyo, London, Paris, Munich, Stockholm, Eindhoven

Australia, Asia, Europe

3
continents





Sydney

Thursday, March 1, 2018

International Convention Center—14 Darling Dr, Sydney NSW 2000, Australia

Opportunity	Description	Cost (USD)
Diamond sponsor 2 available	<ul style="list-style-type: none">• 30-minute presentation in Expo Theatre• 6x3** premium branded booth space including two stools, one monitor, and WiFi• Lead Scanner @booth• Marketing brochures in collateral kit*• Option for prize draw at evening reception party (prize to be provided by sponsor)• Company logo included on event website• Earlybird discount 20% for confirmation before 15 December, 2017 \$9,600	\$12,000
Emerald sponsor 5 available	<ul style="list-style-type: none">• 3x3** branded booth space including two stools, one monitor, and WiFi• Lead Scanner @booth• Marketing brochures in collateral kit*• Company logo included on event website• Earlybird discount 20% for confirmation before 15 December, 2017 \$8,000	\$10,000
Coffee pod sponsor 2 available	<ul style="list-style-type: none">• Branded coffee area with two Baristas and professional espresso machine• 250 co-branded reusable coffee cups• Marketing brochures in collateral kit*• Company logo included on event website• Earlybird discount 20% for confirmation before 15 December, 2017 \$4,800	\$6,000
Lunch sponsor 1 available	<ul style="list-style-type: none">• Prominent display of co-branded signage (food and beverages provided by OpenText)• Company logo included on event website• Earlybird discount 20% for confirmation before 15 December, 2017 \$4,800	\$6,000
Evening reception sponsor 1 available	<ul style="list-style-type: none">• Prominent display of co-branded signage (food and beverages provided by OpenText)• Option for prize draw at evening reception party (prize to be provided by sponsor)• Company logo included on event website• Earlybird discount 20% for confirmation before 15 December, 2017 \$4,000	\$5,000
Charging station sponsor 1 available	<ul style="list-style-type: none">• iPhone and Android Charging Station with Company branding• Company logo included on event website• Earlybird discount 20% for confirmation before 15 December, 2017 \$3,200	\$4,000

*Sponsor to provide marketing collateral, collateral to be approved by OpenText

** projected dimensions, subject to change



Singapore

Tuesday, February 27, 2018

Marina Bay Sands—10 Bayfront Ave, Singapore 018956

Opportunity	Description	Cost (USD)
Diamond sponsor 2 available	<ul style="list-style-type: none">• 30-minute presentation in Expo Theatre• 6x3** premium branded booth space including two stools, one monitor, and WiFi• Lead Scanner @booth• Option for prize draw at evening reception party (prize to be provided by sponsor)• Company logo included on event website• Earlybird discount 20% for confirmation before 15 December, 2017 \$9,600	\$12,000
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** projected dimensions, subject to change

Interested in an opportunity that isn't listed?

If there is a sponsorship opportunity that has worked well for your company's needs at past events, please contact **partnermarketing@opentext.com** to discuss the possibility of a customized package.*

*All customized packages will be dependent on venue capabilities and may not be offered for all locations

Important information

- All contracts will include 100% payment upon submission unless specific payment terms were negotiated
- Content for exhibitor booths is required a minimum of 30 days prior to event date

For more information and to secure your sponsorship, please email partnermarketing@opentext.com.

If you have any additional questions regarding 2018 Innovation Tour that are not related to sponsorship opportunities, please email innovationtour@opentext.com.

If you're an OpenText partner or customer, visit www.opentext.com/What-We-Do for more information about OpenText solutions.



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