



opentext™ Innovation Tour

EMEA tour stops

Paris

April 10, 2018

London

April 12, 2018

Munich

April 16, 2018

Amsterdam

April 18, 2018

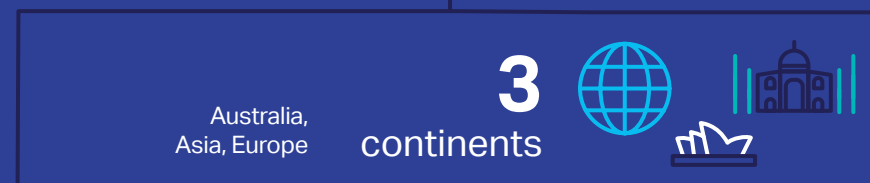
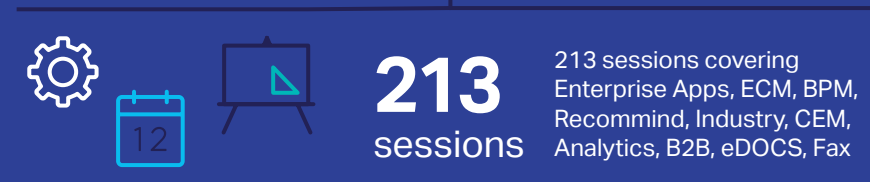
Stockholm

April 20, 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



Paris

Tuesday, April 10

Palais Brongniart—28, Place de la Bourse 75002 Paris

Opportunity	Description	Cost
Diamond sponsor Three available	<ul style="list-style-type: none">• 3m x 3m** premium branded booth space• Branded turnkey booth, monitor, high table, and two stools• 40-minute breakout session (must include customer speaker/testimonial)• Ad in event guide and logo on digital app• Eight partner passes	€15,000
Emerald sponsor Four available	<ul style="list-style-type: none">• 1.5m x1.5m ** branded booth space• 30-minute breakout session (must include customer speaker/testimonial)• Branded turnkey booth, monitor, one brochure stand, and two stools• Five partner passes	€12,500
Sapphire sponsor Eight available	<ul style="list-style-type: none">• Branded pod space• Branded turnkey pod, monitor, and one stool• Ad in event guide and logo on digital app• Three partner passes	€ 5,000
Breakfast sponsor One available	<ul style="list-style-type: none">• Co-branded (sponsor/OpenText) signage within reception area• Ad in event guide and logo on digital app• Two partner passes	€ 3,000
Lunch sponsor One available	<ul style="list-style-type: none">• Branded roll up banner prominently placed in meal hall• Ad in event guide and logo on digital app• Two partner passes	€ 3,000
Cocktail sponsor One available	<ul style="list-style-type: none">• Branded roll up banner prominently placed in reception area• Ad in event guide and logo on digital app• Two partner passes	€ 3,000
Brochure sponsor Four available	<ul style="list-style-type: none">• One piece of marketing collateral in the attendee kits, which are distributed to all attendees (sponsor to provide collateral to OpenText for approval)• A4 max size• One partner pass	€ 2,500
One-to-one sponsor One available	<ul style="list-style-type: none">• Co-branding (sponsor/OpenText) in One-to-one area• Partner brochure in area• Broadcast a video of partner• Ad in event guide and logo on digital app• Four partner passes	€ 6,500
Animation sponsor One available	<ul style="list-style-type: none">• Digital branding (logo) across the entire Innovation Tour Paris event, including the Innovation Tour website, Twitter wall, and event app• Rolling video featured in the expo area (sponsor to provide video)• Ad in event guide and logo on digital app• Three partner passes	€ 5,000

** projected dimensions, subject to change



Paris

(Continued)

Pen sponsor One available	<ul style="list-style-type: none">• Sponsor pens distributed to attendees upon arrival at the Innovation Tour stop (sponsor to provide pens)• Ad in event guide and logo on digital app• Two partner passes	€ 2,500
Event guide advertisement sponsor Four available	<ul style="list-style-type: none">• Half page advertisement• Digital ad on app• One partner pass	€1,500
Mobile charging station sponsor One available	<ul style="list-style-type: none">• Co-branded (sponsor/OpenText) mobile charging counter• Ad in event guide and digital ad on app• One partner pass	€ 3,000

** projected dimensions, subject to change



London

Thursday, April 12

London O2 Intercontinental—Waterview Drive, Greenwich Peninsula, London , SE10 0TW, United Kingdom

Opportunity	Description	Cost
Diamond sponsor Two available	<ul style="list-style-type: none">• 3m x 3m** premium branded booth space• Branded turnkey booth, monitor, high table, and two stools• 40-minute breakout session (must include customer speaker/testimonial)• Eight partner passes	£13,500
Emerald sponsor Four available	<ul style="list-style-type: none">• 1.5m x 1.5m ** branded booth space• Branded turnkey booth, monitor, high table, and one stool• Five partner passes	£7,000
Sapphire sponsor Eight available	<ul style="list-style-type: none">• Branded pod space• Branded turnkey pod with monitor, and one stool• Three partner passes	£4,500
Cocktail sponsor One available	<ul style="list-style-type: none">• 60-minute reception• Co-branded (sponsor/OpenText) signage within reception area• Two partner passes	£2,500
Digital sponsor One available	<ul style="list-style-type: none">• Digital branding (logo) across the entire Innovation Tour London event, including the Innovation Tour website, Twitter wall, and event app• Rolling video featured in the expo area (sponsor to provide video)• Three partner passes	£5,000
Photo booth sponsor One available	<ul style="list-style-type: none">• Branded photo booth with on-site printing (prints will be sponsor/OpenText co-branded)• Two partner passes	£3,500
Pen sponsor One available	<ul style="list-style-type: none">• Sponsor pens distributed to attendees upon arrival at the Innovation Tour stop (sponsor to provide pens)• Two partner passes	£2,000
Mobile charging station sponsor One available	<ul style="list-style-type: none">• Co-branded (sponsor/OpenText) mobile charging counter• One partner pass	£2,000

** projected dimensions, subject to change



Munich

Monday, April 16

Infinity Conference Center & Hotel Munich—Unterschleißheim GmbH, Andreas-Danzer-Weg 1,
85716 Unterschleißheim, Germany

Opportunity	Description	Cost
Diamond sponsor One available	<ul style="list-style-type: none">• 3m x 3m** premium branded booth space• Branded turnkey booth, monitor, one brochure stand, high table, and two stools• 30-minute breakout session (must include customer speaker/testimonial)• Eight partner passes	€15,000
Emerald sponsor Four available	<ul style="list-style-type: none">• 1.5m x1.5m ** branded booth space• Branded turnkey booth, monitor, one brochure stand, and two stools• 30-minute breakout session (must include customer speaker/testimonial)• Five partner passes	€12,500
Sapphire sponsor Eight available	<ul style="list-style-type: none">• Branded pod space• Branded turnkey pod with monitor, and one stool• Three partner passes	€5,000
Brochure sponsor Four available	<ul style="list-style-type: none">• One piece of marketing collateral in the attendee kits, which are distributed to all attendees (sponsor to provide collateral to OpenText for approval)• A4 max size	€2,500
Photo booth sponsor One available	<ul style="list-style-type: none">• Branded photo booth with on-site printing (prints will be sponsor/OpenText co-branded)	€5,000
Mobile charging station sponsor One available	<ul style="list-style-type: none">• Co-branded (sponsor/OpenText) mobile charging counter	€3,000
Facebook sponsor Four available	<ul style="list-style-type: none">• Sponsor profile on Munich Innovation Tour Facebook page• Co-branded (sponsor/OpenText) Facebook ad	€2,000
Notepad sponsor One available	<ul style="list-style-type: none">• Co-branded (sponsor/OpenText) notepad distributed to attendees upon arrival at the Innovation Tour stop	€3,500
Pen sponsor One available	<ul style="list-style-type: none">• Sponsor pens distributed to attendees upon arrival at the Innovation Tour stop (sponsor to provide pens)	€2,500

** projected dimensions, subject to change



Amsterdam

Wednesday, April 18

Amsterdam Conference Centre Beurs van Berlage—Damrak 243, 1012 ZJ Amsterdam, The Netherlands

Opportunity	Description	Cost
Diamond sponsor One available	<ul style="list-style-type: none">• 3m x 3m** premium branded booth space• Branded turnkey booth, monitor, two high tables, and four chairs• 30-minute breakout session (must include customer speaker/testimonial)• Sponsor brochure placed in attendee bag (must be approved by OpenText)• Eight partner passes	€ 12,500
Emerald sponsor Four available	<ul style="list-style-type: none">• 1.5m x 1.5m ** branded booth space• Turnkey booth, monitor, one high table, and two chairs• Five partner passes	€ 8,000
Sapphire sponsor Eight available	<ul style="list-style-type: none">• Branded pod space• Turnkey booth, monitor, one high table, and two stools• Four partner passes	€ 5,000
Customer case break out sponsor Three available	<ul style="list-style-type: none">• Dedicated break out• Business case presentation—sponsor to arrange customer presenting OpenText business case• Two partner passes	€ 1,000
Brochure sponsor Four available	<ul style="list-style-type: none">• One piece of marketing collateral in the attendee kits, which are distributed to all attendees (sponsor to provide collateral to OpenText for approval)• A4 max size• One partner pass	€ 2,500
Delegate padfolio sponsor One available	<ul style="list-style-type: none">• Co-branded (sponsor/OpenText) notepad distributed to attendees upon arrival at the Innovation Tour stop• One partner pass	€ 2,000
Pen sponsor One available	<ul style="list-style-type: none">• Sponsor pens distributed to attendees upon arrival at the Innovation Tour stop (sponsor to provide pens)• Ad in event guide and logo on digital app• Two partner passes	€ 2,500
Mobile charging station sponsor Three available	<ul style="list-style-type: none">• Co-branded (sponsor/OpenText) mobile charging counter	€ 3,000
Photo booth sponsor One available	<ul style="list-style-type: none">• Branded photo booth with on-site printing (prints will be sponsor/OpenText co-branded)• Two partner passes	€ 5,000
Lunch sponsor One available	<ul style="list-style-type: none">• Branded roll up banner prominently placed in meal hall• Ad in event guide and logo on digital app• One partner pass	€ 2,000

** projected dimensions, subject to change



Stockholm

Friday, April 20

Grand Hotel—Södra Blasieholmshamnen 8, 103 27 Stockholm

Opportunity	Description	Cost
Diamond sponsor One available	<ul style="list-style-type: none">• 3m x 3m** premium branded booth space• Branded turnkey booth, monitor, high table, and two stools• 40-minute breakout session (must include customer speaker/testimonial)• Eight partner passes	100,000 SEK
Emerald sponsor Four available	<ul style="list-style-type: none">• 1.5m x 1.5m ** branded booth space• Branded turnkey booth, monitor, high table, and one stool• Five partner passes	70,000 SEK
Sapphire sponsor Eight available	<ul style="list-style-type: none">• Branded pod space• Branded turnkey booth, monitor, and one stool• Three partner passes	60,000 SEK
Cocktail sponsor One available	<ul style="list-style-type: none">• 60-minute reception• Co-branded (sponsor/OpenText) signage within reception area• Two partner passes	52,000 SEK
Lunch sponsor One available	<ul style="list-style-type: none">• Co-branded (sponsor/OpenText) signage prominently placed in lunch hall• Two partner passes	52,000 SEK
Pen sponsor One available	<ul style="list-style-type: none">• Sponsor pens distributed to attendees upon arrival at the Innovation Tour stop (sponsor to provide pens)• Two partner passes	52,000 SEK
Mobile charging station sponsor One available	<ul style="list-style-type: none">• Co-branded (sponsor/OpenText) mobile charging counter• One partner pass	60,000 SEK

** projected dimensions, subject to change

Interested in an opportunity that isn't listed?

Please contact Partner Marketing at 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 full payment upon submission unless specific payment terms were negotiated
- Currency is dependent on location
- Content for sponsor 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**](mailto:partnermarketing@opentext.com).

If you have any questions regarding Innovation Tour 2018 that are not related to sponsorship opportunities, please email [**innovationtour@opentext.com**](mailto:innovationtour@opentext.com).

If you're an OpenText partner or customer, visit [**www.opentext.com/What-We-Do**](http://www.opentext.com/What-We-Do) for more information about OpenText solutions.



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