



SAN FRANCISCO, MARCH 27-29, 2017

# Sponsorship Prospectus

# ABOUT HUB

The Anaplan Hub conference brings together the world's smartest executives, business planning professionals, and model builders to share best practices on using the Anaplan platform. You will see live, hands-on demos and gain insight into how other members of the Anaplan business planning community are harnessing the power of the platform to improve business results.

This year, for the very first time, Hub17 will be a truly global conference. It will be the one and only event where over 1,500 Anaplanners from around the world will gather to meet, learn and share.

**Hub17 will take place in San Francisco on March 27-29, 2017 at the Fairmont Hotel and Masonic Center.**





# HUB16 BY THE NUMBERS

With significant growth in size and scope each year, Hub continues to be the top destination for performance management planners and smart leaders from around the world. Here's a look at last year's numbers.

**75+**

Sessions

**90+**

Speakers

**3**

Full conference days

**12+**

Hours of expo time

**1,300+**

professionals and  
Anaplan attendees

**57%**

attendance growth  
over previous year

**94%**

of attendees would recommend  
Hub to a friend or colleague



# WHY SPONSOR HUB17?

As a Hub17 sponsor, you'll have a front row seat and access to an all-star list of business planning leaders and decision-makers. Attendees from last year's conferences included **DocuSign, Kellogg, Tyco International, Intel Corporation** and many other **Fortune 2000 companies**. You'll also be able to extend your marketing reach and brand awareness to over 1,500 attendees, many of whom are top industry leaders and C-level executives.



*The support from Anaplan and the collaboration are amazing. There is such a great energy and vibe from both sponsors and attendees at Hub. We can't wait to see what next year has in store.*

**OpenSymmetry**



*The Anaplan team has been very open with us about what the capabilities are and how we can integrate. That's really the level of true partnership that we have been looking for, as opposed to just being viewed as purely for an implementation or maybe in a transactional approach.*



*There is a major shift going on and Anaplan is at the forefront. It appears to be the fastest-growing vendor in this space and the one which already has good traction with large companies. - Paul Hammerman*

**FORRESTER®**

# HUB16 SPONSORS

## Platinum

**Deloitte.**

## Gold

OpenSymmetry

## Silver

 **aviana**

 **PLAN ROCKET**  
CONSULTING

**pwc** 

  
**Voiant**

 **ZS**

 **Akili**

 **Impetus**  
Consulting Group

## Bronze

 **FP&A** Certified Corporate  
Financial Planning &  
Analysis Professional

 **BETTERVU**

 **INTANGENT**

 **Solvanni**  
Solving Any Business Need

**12**  
**TWELVE**  
consulting group

 **Workforce**  
**INSIGHT**

**snapLogic**

 **RESOURCE**  
**TORRENT**

 **ACUMEN**  
solutions

# HUB16 FEATURED SPEAKERS

Platinum, Gold and Silver level sponsors can also take advantage of high profile speaking sessions. Here are just a few of the industry leaders and experts who spoke at last year's conference.

## Keynote speakers



Eric Tabor  
Director Global Information  
Technology for Finance



Alfredo Colas  
Director Business Services &  
IT



Doug Merritt  
President & CEO



Keith Krach  
Chairman & CEO



Robert Frazzini  
Chief Transformation  
Officer

## Speakers



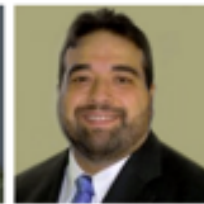
Yousuf Khan  
Pure Storage



Pat Lawlor  
Intel Corporation



Diane Hamilton  
Juniper Networks



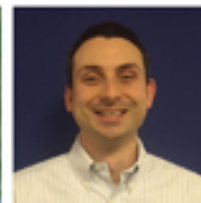
Peter Orlando  
Tyco International



Markus Lonnquist  
Red Robin Gourmet Burgers



Patrick Durham  
Domo



John Karantonis  
United Airlines



Lindsey Nelson  
Career Builder



Chanjala Shangari  
Capco



Stephen Bonck  
Deloitte

# SPONSORSHIP PACKAGES

We have a wide range of sponsorship packages available, all allowing you to showcase your products and services in the best manner possible.

## **Deadlines for sponsorship sign-up**

The last day to sign your sponsorship agreement is January 31, 2017. Sponsors will not be accepted after this date.

## **Reserve your sponsorship package**

To request your Hub17 sponsorship package, or if you have any questions about our sponsorship opportunities, email us at [SponsorHub17@anaplan.com](mailto:SponsorHub17@anaplan.com)

## **A la carte sponsorship opportunities**

A la carte opportunities will be released beginning January 15, subject to availability.





	EXHIBITOR	SILVER	GOLD	PLATINUM
San Francisco Sponsorship Price	\$15,000	\$25,000	\$50,000	\$125,000
Quantity Available	8	12	3	1
Logo On Hub 2017 Website	✓	✓	✓	Premier
Complimentary Conference Passes	2	5	10	30
Complimentary Enablement Training Passes		2	3	10
Additional Discounted Conference Passes At 50% Off	2	5	10	unlimited
Lead Retrieval	✓	✓	✓	✓
Exhibit Space	5 x 5 Turnkey Booth	10 x 10 Turnkey Booth	10 x 20 Turnkey Booth	20 x 20 Turnkey Booth
Priority Booth Location			Priority	Premier
Exhibit Screens	1	1	2	2
Wireless Internet Connection (Expo Network)	Included	Included	Included	Included
On-Site Event Branding	✓	✓	✓	Premier
Material Handling	25 lbs	100lbs	200lbs	200lbs
Social Media Mentions		✓	✓	✓
Meeting Room		2 hour time slot	2 hour time slot	Dedicated
Blog Promotion Inclusion		✓	Exclusive blog	Exclusive blog
Video Testimonial - First Time Sponsors Only		✓	✓	✓
Sponsor Speaking Session		1	2	3
Event App Promotion		1 promoted post	1 promoted post	1 push notification
Lunch Sponsorship			✓	✓
Gala Party Sponsorship				✓
Press Release Mention				✓
(1) Exclusive Lunch Meeting- 20 People				✓
Hub 2016 Attendee List				✓
One Track Sponsorship				✓
Name Badge Lanyards- Logo With Anaplan + Platinum				✓



# ADDITIONAL INFORMATION

## Learning opportunities

Hub17 will offer a wide selection of learning opportunities, with more than 60 breakout sessions falling into distinct tracks, providing content for everyone, including sales, finance, marketing, HR, and supply chain leaders. The conference provides the optimal experience for attendees to expand their knowledge around the Anaplan platform and our partner ecosystem.

## Breakout sessions

Learn from peers, Anaplan, and industry experts as they share best practices and personal experiences using Anaplan across the enterprise. The majority of these sessions will be delivered by Anaplan customers, giving attendees the opportunity to hear real-world advice and insight on how the Anaplan platform is being used.

## Networking opportunities

At Hub17, attendees will have the unprecedented opportunity to learn and network with approximately 1,500 of their peers. A variety of events are planned as an ideal forum for everyone to connect based on similar geography, industry, and the work that they do.

## Closing Party

As the final night commencement, the Closing Party is the premier opportunity for attendees and sponsors to network and enjoy their success at Hub17. The event will have food, cocktails, entertainment, and plenty of celebratory spirit. Our Platinum-level sponsor will be the exclusive featured sponsor at this event.

## Expo Hall

The Expo Hall will be the focal point of the conference and the hub of activity, bringing sponsors together with fellow members of the Anaplan community. Meals will be served in the Expo Hall, and there will be ample time for attendees to visit and explore the expo floor on March 28th and 29th. Exact times for the Expo Hall will be released closer to the event.

## Booth selection

Booth selection will take place in February 2017. At that time, sponsors will have the opportunity to select the booth of their choice in their sponsorship level (based on availability). The selection process will begin in the order in which the signed agreements were received.

# ABOUT US

Anaplan is the leading planning and performance management platform for smart businesses. Anaplan combines an unrivaled planning and modeling engine, predictive analytics, and cloud collaboration into one simple interface for business users. Anaplan is a privately held company based in San Francisco with 16 offices worldwide. To learn more, visit [anaplan.com](http://anaplan.com). Follow us on: [Twitter](#), [LinkedIn](#), [YouTube](#), and [Facebook](#).



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