



EXCITE

by **Spryker**

May 2023

Sponsoring Options 2023

Subtitle

About EXCITE

Impressions of **EXCITE 2021**



Impressions of **EXCITE 2022**



“Spryker EXCITE 2023 is about YOU

In **2023**, we decided to give **EXCITE** a Spryker-esque twist: this year's episode is all about **YOU**: Our ecosystem of beloved **customers**, powerful **partners** and enthusiastic **developers**!

So **YOU** better not miss it:

Berlin, September 14th



Oskar, the Oryx

Key Facts - Spryker EXCITE Berlin, 2023



DATE

14.09.2023

With pre-dinners & a
hackathon on the
13.09.2023



LOCATION

**Berlin
Prenzlauer Berg**

Kulturbrauerei



AUDIENCE

**Spryker customers,
partners & their devs**

A gathering of the
complete Spryker
ecosystem



PHYSICAL

250-350

Physical attendees in
the Berlin location

What are the **benefits?**

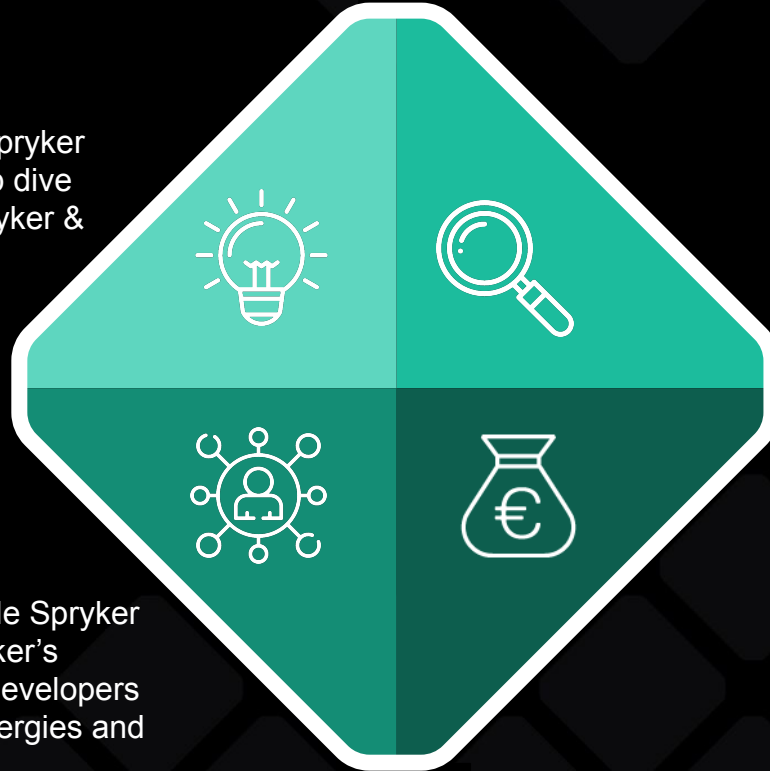


1 *Get Inspired*

By industry and best-in class commerce leaders and our Spryker product owners who will deep dive into the latest features of Spryker & our roadmap

3 *Network With Peers*

EXCITE will connect the whole Spryker ecosystem! Mingle with Spryker's executive team, customers, developers & other partners, explore synergies and share business opportunities!



2 *Find Solutions*

We'll show you numerous Spryker best practice examples that will broaden your horizon when it comes to new business use cases.

4 *Win New Customers*

Our aim is to connect Spryker customers with the "best of breed" solution & technology partners in our ecosystem! Our CSMs are briefed to create connections & enable new business for our sponsors.

Target Audiences & Content Streams



Customers

- 125-150 attendees
- One main customer stream (product & customer case content)
- incl. various masterclasses in coop. with partners (via sponsoring)

Partners

- 125-150 attendees
- One main partner stream (product & customer case content)
- incl. various masterclasses in coop. with partners (via sponsoring)

Prospects

- Spryker EXCITE is NOT open to the public
- However we will welcome prospects in the opportunity stage
- Partners are welcome to recommend attendees, prospects and customers

Developers

- Up to 75 devs from partners and customers
- Dedicated dev stage (incl. various masterclasses in coop. with partners)
- hackathon the day before EXCITE

Sponsors

- Limited to 9 sponsor packages
- Speaking opportunities on the partner, customer or dev track
- Deadline: **15.07.2023**

EXCITE Customer Speakers 2021/2022



RICOH

PacMart
your smart mart

SIEMENS
Healthineers



Mayco

O'NEAL



WELEDA
Since 1921

Example Agenda (subject to change)



Pre-evening (13.09.2023)	Intimate Dinners with Spryker customers & CSMs (sorted by interests and/or industry for better networking & exchange)		
08:00 - 09:30	Admission & Networking incl. Light Breakfast		
09:30 - 11:00	Keynote & Customer Cases @ Main Stage (full audience)		
11:00 - 11:20	Coffee Break		
11:20 - 12:40	Customer Cases & "The EXCITED Oskar Awards" @ Main Stage (full audience)		
12:40 - 14:00	Lunch & Networking Break		
14:00 - 16:00	Track 1 @ Customer Stage (incl. sponsored talk)	Track 2 @ Partner Stage (incl. sponsored talk)	Track 3 @ Developer Stage (incl. sponsored talk)
16:00 - 16:30	Lunch & Networking Break		
16:30 - 18:30	Customer Cases, Masterclasses & Best Practices @ Customer Stage (incl. sponsored MC)	Customer Cases, Masterclasses & Best Practices @ Partner Stage (incl. sponsored MC)	Hackathon Outcomes, Masterclasses & Best Practices @ Developer Stage (incl. sponsored MC)
From 19:00	Dinner & After Show Party		

Subtitle

Sponsoring Packages

Main Sponsoring Package (1x available / reserved)



- landing page (page & text)
- website integration (page & text)
- social media (page or graphics, 1 post with link to sponsors website pre or after event)
- post event video



- 20 min talk* in front of customer audience via zoom, 100
- Opportunity to speak prior to the talk
- Video recording of the talk (published afterwards on Spryker.com)



- banner to promote
- provide custom backgrounds
- posters & screens
- badges (if all attendees)
- sponsor wall & search tag



- Co-Marketing activity (e.g. webinar, webinar, blog article...)
- before or after EXPO/TE
- provide or create interview to enhance co-marketing activity on organic social



- Attendance for 2 included
- 50% discount on up to 3 further tickets

Main Stage Panel Sponsor (3x available)



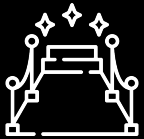
Digital Branding

- Landing page (logo & link)
- Various newsletters (logo & link)
- Social media (logo on graphics, 1 post with link to sponsors LinkedIn pre or post event)
- Post event video



Content

- Participation in 30 min panel talk with 2 other sponsors, moderated by Spryker in front of full audience*
- Video recording of the talk (published afterwards on Spryker.com)



Onsite Branding

- Mention in keynote
- Keynote screen backgrounds
- Posters & banners
- Badges (of all attendees)
- Sponsor wall & beach flags



Co-Marketing

- Co-Marketing Activity (e.g. podcast, webinar, blog article...)
- Before or after EXCITE
- Remote or onsite interview to advertise co-marketing activity on organic social



Participation

- Attendance for 4 included
- 50% discount on up to 5 further tickets



Speed Dating

- 3 pre-selected networking sessions with customers
- Spryker (CSMs) will curate the meetings

35K EUR

* Content to be aligned with Spryker, by application only

Customer Talk Sponsor (1x available)



Digital Branding

- Landing page (logo & link)
- Various newsletters (logo & link)
- Social media (logo on graphics, 1 post with link to sponsors LinkedIn pre or post event)
- Post event video



Content

- 20 min talk* in front of customers (audience size approx. 100)
- Opportunity to seat-drop prior to the talk
- Video recording of the talk (published afterwards on Spryker.com)



Onsite Branding

- Mention in keynote
- Keynote screen backgrounds
- Posters & banners
- Badges (of all attendees)
- Sponsor wall & beach flags



Co-Marketing

- Co-Marketing Activity (e.g. podcast, webinar, blog article...)
- Before or after EXCITE
- Remote or onsite interview to advertise co-marketing activity on organic social



Participation

- Attendance for 4 included
- 50% discount on up to 5 further tickets



Speed Dating

- 3 pre-selected networking sessions with customers
- Spryker (CSMs) will curate the meetings

30K EUR

* Content to be aligned with Spryker

Customer Masterclass Sponsor (1x available)



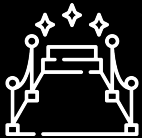
Digital Branding

- Landing page (logo & link)
- Various newsletters (logo & link)
- Social media (logo on graphics, 1 posts with link to sponsors LinkedIn pre or post event)
- Post event video



Content

- 40 min masterclass* in front of customers, audience size approx. 100, channel OR Industry focus
- Opportunity to seat-drop prior to the masterclass
- Video recording of the masterclass (published afterwards on Spryker.com)



Onsite Branding

- Mention in keynote
- Keynote screen backgrounds
- Posters & banners
- Badges (of all attendees)
- Sponsor wall & beach flags



Co-Marketing

- Co-Marketing Activity (e.g. podcast, webinar, blog article...)
- Before or after EXCITE
- Remote or onsite interview to advertise co-marketing activity on organic social



Participation

- Attendance for 4 included
- 50% discount on up to 5 further tickets

30K EUR

* together with Spryker & a customer, content co-created with Spryker

Partner Talk Sponsor (1x available)



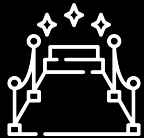
Digital Branding

- Landing page (logo & link)
- Various newsletters (logo & link)
- Social media (logo on graphics, 1 posts with link to sponsors LinkedIn pre or post event)
- Post event video



Content

- 20 min talk* in front of partners (audience size approx. 100)
- Opportunity to seat-drop prior to the talk
- Video recording of the talk (published afterwards on Spryker.com)



Onsite Branding

- Mention in keynote
- Keynote screen backgrounds
- Posters & banners
- Badges (of all attendees)
- Sponsor wall & beach flags



Co-Marketing

- Co-Marketing Activity (e.g. podcast, webinar, blog article...)
- Before or after EXCITE
- Remote or onsite interview to advertise co-marketing activity on organic social



Participation

- Attendance for 3 included
- 50% discount on up to 5 further tickets

20K EUR

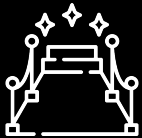
* Content to be aligned with Spryker

Partner Masterclass Sponsor (2x available)



Digital Branding

- Landing page (logo & link)
- Various newsletters (logo & link)
- Social media (logo on graphics, 1 posts with link to sponsors LinkedIn pre or post event)
- Post event video



Onsite Branding

- Mention in keynote
- Keynote screen backgrounds
- Posters & banners
- Badges (of all attendees)
- Sponsor wall & beach flags



Participation

- Attendance for 3 included
- 50% discount on up to 5 further tickets



Content

- 40 min masterclass* in front of partners, audience size approx. 100, channel OR Industry focus
- Opportunity to seat-drop prior to the masterclass
- Video recording of the masterclass (published afterwards on Spryker.com)



Co-Marketing

- Co-Marketing Activity (e.g. podcast, webinar, blog article...)
- Before or after EXCITE
- Remote or onsite interview to advertise co-marketing activity on organic social

20K EUR

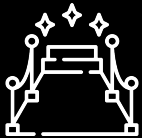
* together with Spryker & a customer, content co-created with Spryker

Developer Talk Sponsor (1x available)



Digital Branding

- Landing page (logo & link)
- Various newsletters (logo & link)
- Social media (logo on graphics, 1 posts with link to sponsors LinkedIn pre or post event)
- Post event video



Onsite Branding

- Mention in keynote
- Keynote screen backgrounds
- Posters & banners
- Badges (of all attendees)
- Sponsor wall & beach flags



Participation

- Attendance for 2 included
- 50% discount on up to 5 further tickets



Content

- 40 min masterclass* in front of partners, audience size approx. 100, channel OR Industry focus
- Opportunity to seat-drop prior to the masterclass
- Video recording of the masterclass (published afterwards on Spryker.com)



Co-Marketing

- Co-Marketing Activity (e.g. podcast, webinar, blog article...)
- Before or after EXCITE
- Remote or onsite interview to advertise co-marketing activity on organic social

15K EUR

* together with Spryker & a customer (if possible), content co-created with Spryker

Developer Masterclass Sponsor (2x available)



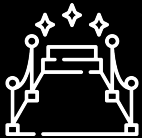
Digital Branding

- Landing page (logo & link)
- Various newsletters (logo & link)
- Social media (logo on graphics, 1 posts with link to sponsors LinkedIn pre or post event)
- Post event video



Content

- 20 min talk* in front of developers (audience size approx. 70, partners & customers)
- Opportunity to seat-drop prior to the talk
- Video recording of the talk (published afterwards on Spryker.com)



Onsite Branding

- Mention in keynote
- Keynote screen backgrounds
- Posters & banners
- Badges (of all attendees)
- Sponsor wall & beach flags



Co-Marketing

- Co-Marketing Activity (e.g. podcast, webinar, blog article...)
- Before or after EXCITE
- Remote or onsite interview to advertise co-marketing activity on organic social



Participation

- Attendance for 2 included
- 50% discount on up to 5 further tickets

15K EUR

* Content to be aligned with Spryker

Special Sponsor Offers



Industry Dinner Sponsor

- **Attendance** for 2 at EXCITE and at industry or topic focussed pre-dinners (automotive; B2B marketplace, tbd) at 13.09.2023
- Onsite & digital branding as sponsor
- Up to 20 attending customers & respective Spryker CSMs
- **4K EUR per dinner**

Coffee Sponsoring

- **Attendance** for 2 at EXCITE
- Sponsors logo on all coffee cups during EXCITE
- Additional goody placement at coffee station
- **4K EUR**

After Party Co-Sponsor

- Attendance for 2 at EXCITE
- Logo on bar branding
- Sponsors logo on dedicated “Special Drink” (tbd) bar
- Co-branded electrolytes
- **4K EUR**

Ice Cream Sponsoring

- **Attendance** for 2 at EXCITE
- Sponsors logo on ice cream cups during EXCITE
- Additional goody placement at ice cream station
- **4K EUR**

QUESTIONS?





Spryker

Contact



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