

All eyes on finance:
**accelerating outcomes
in the new world**

Apt**Connect** **2021**

SPONSORSHIP PROSPECTUS

Aptitude Community Event | November 3rd - 5th, 2021

AptCONNECT 2021

Sponsorship prospectus

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A note from our **CEO**

Dear Aptitude Partner Community,

It's hard to believe almost six months have passed since AptConnect 2020. As our world begins to emerge again, I am so excited to kick off the planning for AptConnect 2021 – an event that I hope will allow us to safely offer the energy and community of an in-person event and the ease and global reach of a virtual one.

It's an exciting time for finance. The challenges of 2020 have accelerated modernization efforts, pushed cloud adoption to new heights and demonstrated just how essential automation, analytics and agility are – and the critical role finance has to play in this space. With more budget dollars flowing to the office of finance, all eyes will be on the CFO to ensure value creation. Aptitude, together with our partner community, can help ensure their success!

AptConnect 2021 will kick off on November 3rd with in-person Client Advisory Board meetings and a Partner-only Session from 2-5pm EST at the Aloft Seaport Hotel in Boston, MA. A conference-wide Welcome Reception is planned for the evening. Our main event will run live to an in-person audience at Aloft with mainstage sessions broadcasted to our virtual audiences around the world. Additional content will be available on-demand via the conference platform for all conference participants. On November 5, a virtual-only conference will be run for our Asia Pacific audiences.

As in previous years we are working to build a compelling agenda of stories to share in partnership with you and our clients. We have also taken note of your feedback from the virtual experience last year and will ensure you are better able to engage 1:1 with conference participants online through chat and have the ability to pre-book meetings.

I am delighted to share this sponsorship prospectus, detailing the ways in which your organization can get involved with the event and the agenda. We value your commitment to Aptitude Software and hope you will join us in making AptConnect 2021 a great success.

Sincerely,

A handwritten signature in black ink that reads "J Suddards". The signature is fluid and cursive, with a large initial "J" and "S".

Jeremy Suddards, CEO, Aptitude Software



Date

November 3-5, 2021



Location

Aloft Boston Seaport District Hotel, 401-403 D Street, Boston, MA 02210



Theme

All eyes on finance: accelerating outcomes in the new world



Audience

AptConnect 2021 is the third annual Aptitude community event, bringing together finance professionals, advisory partners, and members of the Aptitude Software community for two days of networking, learning, product demos, and panel discussions. The event content is targeted at finance, finance IT, and digital finance transformation professionals.



Agenda

The agenda will feature the latest company news from Aptitude Software, new product announcements and demos, and real-world case studies and lessons learned from our clients, industry experts, and partners.

The agenda will also cover trends in finance such as:

- The finance department's role in the strategic future of the organization
- What a successful finance transformation looks like
- How to build the culture and processes necessary to support a digital finance department

Aptitude Software provides financial management software solutions to the world's leading organizations, and we are excited to confirm that some of our largest clients will be sharing their success stories on stage. Their real-world experience and practical advice will be invaluable to attending finance professionals. We want the audience to come away with solid advice on how they can drive their organization's finance function forward.

Conference Demographics

AptConnect is aimed at finance and finance IT professionals, from CFOs and financial controllers, directors of accounting or revenue management, through to chief actuarial officers and digital finance transformation leads.

Target Industries

- Banking
- Communications
- Financial services
- Healthcare
- Health insurance
- Insurance
- Media
- Technology
- Telecommunications

Target Roles

- Chief financial officer
- Chief information officer
- Chief technology officer
- Chief accounting officer
- Controller
- Finance transformation leader
- Finance IT
- Technical accounting manager
- Revenue/finance manager
- Project manager
- Accounting policy manager
- Financial reporting manager
- Revenue/finance analyst



AptCONNECT 2020

Feedback and stats

Last year's theme was 'Evolving finance in an unremitting world'. It was a fantastic success thanks to the wonderful finance professionals, advisory partners, and members of the Aptitude Software community who joined us for two days of networking, learning, Aptitude product demos, and case studies from some of the largest organizations in North America.

The infographic below shows some of the highlights.

by the numbers

1st



Ever virtual
AptConnect
event

12



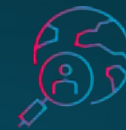
Time zones,
across 5
continents

13



Client and
Partner
speakers

27



prospects
joined
+833% YoY

c.100



organizations
represented
+190% YoY

575



Registered
attendees over
2 days

85%



of delegates rated the
content 'Excellent' or 'Very Good'



88%



of delegates were 'Extremely likely' to
recommend to a colleague or friend

Overview of sponsorship packages

Option details for in-person + virtual sponsorship

We are very hopeful that we will be able to host an in-person event at Aloft Hotel Boston. The prices on this page include an in-person sponsorship presence as well as a sponsorship presence within the virtual platform. In the event we must cancel the in-person event, half of your sponsorship fee will be returned to you.

All sponsors will receive a special discount code to pass on to prospects. We are also open to discussing additional sponsorship opportunities.

	Event pack insert	Gamification prize sponsor	Silver	Gold	Platinum
Sponsorship package price*	\$3,500	\$3,500	\$7,000*	\$12,000*	\$20,000*
Logo on AptConnect website	✓	✓	✓	✓	✓
Company profile on AptConnect website	✓	✓	✓	✓	✓
Logo on pre-event email communications	✓	✓	✓	✓	✓
Social media promotion			✓	✓	✓
Mention in press release			✓	✓	✓
Pop-up stand at the in-person event in Boston			✓	✓	✓
Branded virtual expo booth with 1:1 chat on event platform			✓	✓	✓
Logo and announcements on virtual event platform			✓	✓	✓
Speaking opportunity				✓	✓
Host your own session					✓
Sponsor the virtual entrance Lobby on event platform					✓
Complimentary registration passes	2	2	2	4	6

*Virtual-only packages are available at half the cost.

Option details for virtual platform and virtual booths

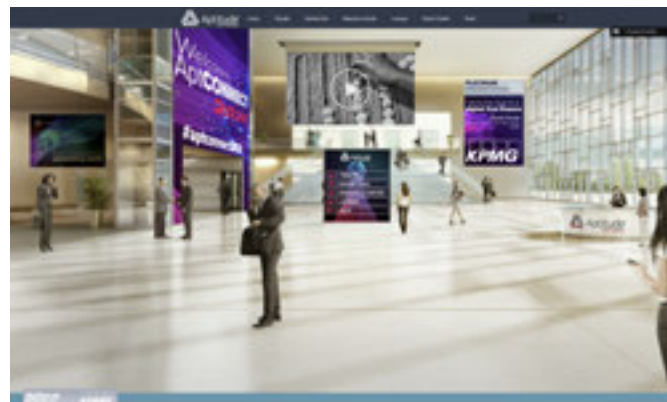
In addition to the previous page Platinum, Gold and Silver sponsors will receive the following 'virtual' extras on the event platform.

Report of attendees in booth
Branded virtual expo booth including 1:1 chat
Booth announcement on Lobby streaming line (scrolling bottom of screen)
Logo in Lounge
Logo in Resource Center
Logo rotating on Exhibit Hall placard
Logo on Auditorium placard
Access to customize virtual expo booth and build out
Speaker biography on Auditorium vertical tab
Speaker announcement on Lobby streaming line (scrolling bottom of screen)
Prominent logo rotating on platform entrance Lobby placard

Silver	Gold	Platinum
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
	✓	✓
	✓	✓
	✓	✓
	✓	✓
	✓	✓
	✓	✓
	✓	✓
		✓

Illustrative examples of the virtual platform

Taken from AptConnect 2020, these illustrations show the entrance lobby and the main theatre.



Sponsorship package summary



Platinum sponsor

Package price: \$20,000*

- Company logo on AptConnect website
- Company profile on AptConnect website
- Company logo in pre-event email communications
- Social media promotion
- Mention in event press release
- Pop-up stand at the in-person event in Boston
- Virtual expo booth with customization access
- Virtual expo booth attendees report
- All virtual event platform announcement features
- Company logo in all event platform locations
- Speaking opportunity with bio in auditorium
- Opportunity to host your own conference session
- 6 complimentary registration passes



Gold sponsor

Package price: \$12,000*

- Company logo on AptConnect website
- Company profile on AptConnect website
- Company logo in pre-event email communications
- Social media promotion
- Mention in event press release
- Pop-up stand at the in-person event in Boston
- Virtual expo booth with customization access
- Virtual expo booth attendees report
- Virtual event platform announcement features
- Company logo in 4 event platform locations
- Speaking opportunity with bio in auditorium
- 4 complimentary registration passes



Silver sponsor

Package price: \$7,000*

- Company logo on AptConnect website
- Company profile on AptConnect website
- Company logo in pre-event email communications
- Social media promotion
- Mention in event press release
- Pop-up stand at the in-person event in Boston
- Virtual expo booth
- Virtual expo booth attendees report
- Virtual event platform announcement feature
- Company logo in event platform lounge
- 2 complimentary registration passes



Gamification sponsor

Package price: \$3,500

- Company logo on AptConnect website
- Company profile on AptConnect website
- Company logo in pre-event email communications
- Company logo on event lanyard worn by all attendees
- 2 complimentary registration passes



Event Insert sponsor

Package price: \$3,500

- Company logo on AptConnect website
- Company profile on AptConnect website
- Company logo in pre-event email communications
- Company logo on signage at AptConnect welcome reception
- 2 complimentary registration passes

**Virtual-only packages are available at half the cost.*

Contact us

Sponsorship opportunities will be confirmed on a first come, first served basis. We would be delighted to talk you through the packages available. Thank you again for considering an AptConnect 2021 sponsorship and for your continued support of Aptitude Software.



Carl
Gern

Strategic Alliances Director – North America

Carl joined Aptitude in late 2019 to lead our alliance program across the North American region. His primary focus is identifying joint pursuits and ensuring our partners are supported properly across the business development, marketing and enablement streams. Carl brings over two decades of experience in the software industry, with a focus on leading partner organizations over the last decade. He brings extensive experience in working with alliance partners, system integrators, resellers and OEM partners. He's adept at finding the best path to value for our partners and our shared clients.

carl.gern@aptitudesoftware.com



Matt
Edwards

Strategic Alliances Director – International

Matt has recently joined from BAE Systems Applied Intelligence to drive our alliance programme across the International Business. At Applied Intelligence he was primarily responsible for global strategic alliances and partnerships focused on their financial crime and cyber security solutions portfolio, as well as heading up their consulting within their Financial Services business. A strategy and organisational design and change consultant by trade, Matt has over 20 years of enterprise software delivery and business transformation experience across the Financial Services, Media and Telco industries. He brings extensive experience of working with Systems Integrators, Advisories and Strategic Alliance partners.

matthew.edwards@aptitudesoftware.com

For more information about the event, please visit www.aptitudeconnect.com



Aptitude Software provides software solutions that enable finance professionals to run their global businesses, forecast decision outcomes, and comply with complex regulations. Uniquely combining deep finance expertise and IP rich technology, Aptitude gives finance leaders the tools they need to transform their business and achieve their ambitions.

Aptitude is proud to have served the offices of finance for over 20 years, delivering financial control and insight to create a world of financial confidence for our global clients.

Aptitude Software supports businesses with combined revenues approaching \$1 trillion and over 500 million end customers. Headquartered in London, Aptitude Software is an operating company of Aptitude Software Group plc.

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For more information, please refer to: [https:// www.aptitudesoftware.com/patentsandtrademarks](https://www.aptitudesoftware.com/patentsandtrademarks)

