

Concrete Collaborations Campaign Terms and Conditions

1. Eligibility: This marketing engagement campaign ("Campaign") is open to a selected group of partners invited by SAP Concur. **2. Campaign Duration:** The Campaign will run for a period of 6 months (April 16- October 1) from the start date specified by SAP Concur, unless terminated earlier by SAP Concur.

4. Target Audience: The Campaign is targeted at select SAP Concur Partners – invite only. The eligible partners will receive campaign communications.

5. Key Activity Entry Eligibility

Partners will be encouraged to participate in various marketing activities with SAP Concur. To receive credit toward the campaign, partners must log their activities at www.sapconcurconcretecollaborations.com.

Activities that have not been logged will NOT count toward the campaign and cannot receive credit toward prize allocation.

Activity	Points	Submission to leaderboard
Initiates Case Study (to be completed in FY 2025)	25	Outline of the case study plan
Execute Demand Gen Campaign	20	Screenshot of email
Host Client Event or Webinar	20	Screenshot of invite or Link to Webinar
*Sponsor SAP Concur Event (ex. Fusion)	20	Screenshot of confirmation
*Attend SAP Concur Event	15	Details of event attended
Attended SAP Concur hosted Webinar	15	Info of Webinar attended
Publish a Press Release	15	Screenshot of PR
Post SAP Concur Blog	15	Link to post
Send newsletter or communication to the SAP field contacts	10	Screenshot of Email/Newsletter
Promote the Partnership on your website	10	Link to site or screenshot
Update your SAP Concur Partner Directory Listing	10	Link to updated listing
Have the correct SAP Concur logo on website	5	Link to site or screenshot

Post to LinkedIn with #SAPConcurPartner	5	Link to post or screenshot
Register for Get Social	5	Screenshot Registration/ confirmation
Get your team Marketing Hub Access	5	Submit proof of access
Download or View assets from Marketing Hub	5	Report what assets you downloaded
Complete Post Campaign Survey	10	Participate in Concrete Collaborations survey

*Will accept submissions from Q1 participation

6. Prize Structure: Prizes will be provided based on the level of engagement and effectiveness of each marketing activity, as determined by SAP Concur in its sole discretion. Entries will be tallied as described above. Rewards will be given to 1 partner in each region. The Partner will have the discretion how to distribute the award to their team.

7. Submission and Approval: Partners must complete the activities as described in Key Activity Entry Eligibility. Only approved activities will be eligible for prizes.

8. Payment of Prizes: Prizes will be paid out based on the Partner's cumulative performance at the end of the Campaign period. The partner will have a choice of gift options.

9. Intellectual Property Rights: Partners retain ownership of any intellectual property created during the Campaign. However, Partners grant SAP Concur the right to use, modify, and reproduce such content for marketing and promotional purposes related to SAP Concur products and services.

10. Compliance: Partners must comply with all applicable laws, regulations, and SAP Concur's policies throughout the Campaign.

11. Termination: SAP Concur reserves the right to terminate or modify the Campaign, or disqualify any Partner, at its sole discretion, with or without cause.

12. Governing Law: These Terms and the Campaign shall be governed by and construed in accordance with the laws of [jurisdiction], without regard to its conflict of law principles.

By participating in this Campaign, Partners acknowledge that they have read, understood, and agree to abide by these Terms and Conditions.