



ASCEND

HOUSTON, TX ★ JUNE 13-16, 2027

Produced By



June 13-16, 2027 | George R. Brown Convention Center | Houston, TX

ELEVATING INSIGHTS FOR THE ORACLE USER COMMUNITY

It is our pleasure to invite you to sponsor and exhibit at the 2027 Ascend Conference, held on June 13-16, at the George R. Brown Convention Center in Houston, TX.

Ascend is the premier Oracle user community event that unites functional users, IT professionals, and expert resources for frank discussion and practical education to elevate insights and improve decision-making, project planning, and business operations. We hear it all the time: This is the best user conference our sponsors and exhibitors attend each year!



WHY PARTICIPATE IN ASCEND 2027?

Align your organization with a community of thousands of Oracle Users. At Ascend, you can showcase your products and services to professionals and influencers in Finance, Human Resources, Supply Chain and Technology who need the solutions you offer. Those individuals rely on OATUG and OHUG as indispensable resources for education, networking, and career development. Bringing both users groups together expands your audience reach to both finance and HR professionals plus the technology personnel that support them.

ELEVATING INSIGHTS FOR THE ORACLE USER COMMUNITY

WHO ARE THE HOSTS?

Oracle Applications and Technology Users Group (OATUG) and Oracle HCM Users Group (OHUG) bring together the functional and technical users of Oracle's applications. Combined, these two user groups create a community of peers to network and learn how to tap into the full potential of Oracle products with education focusing on:

- Analytics
- Cloud EPM
- Cloud ERP
- Cloud HCM
- Database
- E-Business Suite
- EBS HCM
- Human Resources
- Operations
- Oracle Cloud Infrastructure
- PeopleSoft HCM
- Sales & Marketing
- Taleo
- Technology & AI

WHO ATTENDS?

Executives, managers, users and developers working in:

- Business Management
- Technology
- Finance & Accounting
- Human Resources
- Operations

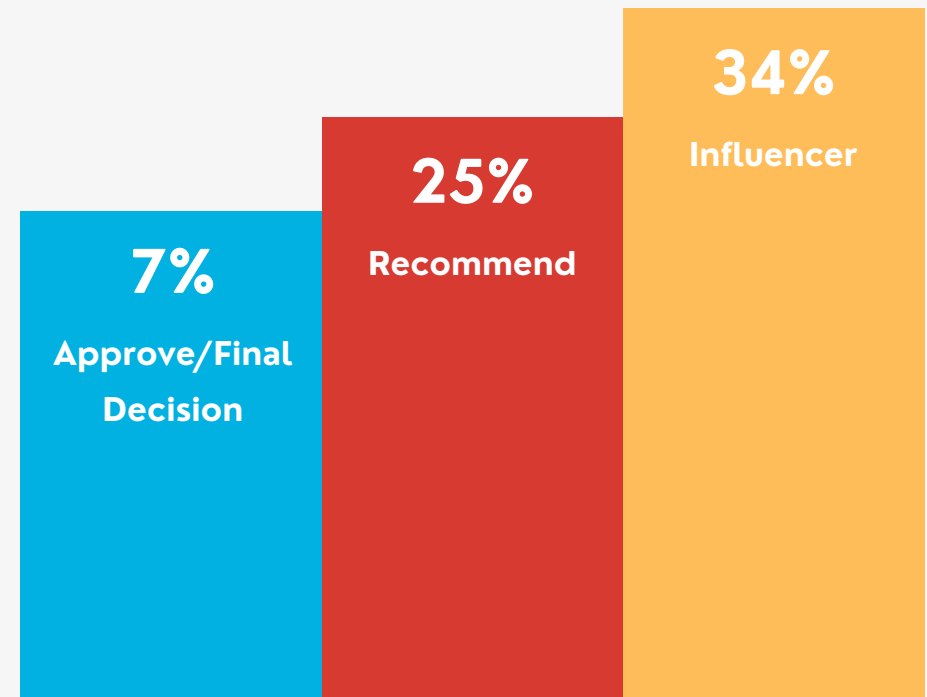


DECISION-MAKING

ASCEND ATTENDEES MAKE OR INFLUENCE PURCHASING DECISIONS RELATING TO:

- Accounting Services
- AI Implementation
- Cloud Infrastructure
- Cloud Migration
- Computer Products/Services
- Consulting
- Cyber Security
- Edge Technologies
- Financial Services
- Human Resource Solutions
- Hybrid Solutions
- Supply Chain Management
- Systems Integrations
- Tax Services
- Technology Providers

PURCHASE DECISIONS



WHY COMPANIES CHOOSE ASCEND

"This was our fifth consecutive year sponsoring Ascend. The organizers are incredibly attentive to the needs of their sponsors. Event planning and setup is a collaborative process, from conference programming to booth design. The community energy throughout the event creates a collaborative/communal environment!!"- **Caleb Gilbride, Partner Development Manager, Opkey**

SPONSORSHIP

	Vibranium Sponsors \$40,000+	Diamond Sponsors \$30,000+	Platinum Sponsors \$20,000+	Gold Sponsors \$10,000+
Pre- & Post-Conference Attendee List	✓	✓	✓	✓
Dedicated Exhibitor Page in the Conference App	✓	✓	✓	✓
Recognition by Sponsor Level on Ascend Website	✓	✓	✓	✓
Recognition by Sponsor Level on Conference Signs	✓	✓	✓	✓
Recognition by Sponsor Level on Special Session Walk-in Slide	✓	✓	✓	
Complimentary Webinar in our Year-Round Offering	✓	✓		
Recognition in an All-Attendee Email During Event	✓	✓		
Prominent On-site Location Branding Opportunities	✓			

EXHIBITOR OPTIONS

We offer dedicated show hours to allow your team members to take breaks, network outside the hall, and enjoy early access to lunch so you can eat before attendees arrive in the hall for food. We design with you in mind!

	10' x 10' \$7,000	10' x 20' \$13,500	10' x 30' \$20,000	10' x 10' Digital Display Booth \$10,500
In-Person Conference Passes*	2 passes	4 passes	5 passes	2 passes
Furniture	Skirted 6' Table, 2 chairs, wastebasket	2 Skirted 6' Tables, 4 chairs, wastebasket	3 Skirted 6' Tables, 6 chairs, wastebasket	Pedestal Table, 2 stools, wastebasket
Lead Retrieval	Included	Included	Included	Included
Display/Graphics	Not Included <i>Order Form in Exhibitor Kit</i>	Not Included <i>Order Form in Exhibitor Kit</i>	Not Included <i>Order Form in Exhibitor Kit</i>	Digital Signage
Electrical/Monitor	Monitor Not Included, Power Strip & Power Drop Included	Monitor Not Included, Power Strip & Power Drop Included	Monitor Not Included, Power Strip & Power Drop Included	Monitor Not Included, Power Strip & Power Drop Included
Carpet	Included (Tuxedo Color)	Included (Tuxedo Color)	Included (Tuxedo Color)	Included (Tuxedo Color)

*Additional Booth Staff Pass: Maximum of five (5) additional booth staff conference passes available for an additional \$650 each.
Non-transferable, for your team only.

EXHIBITOR OPTIONS

Ascend offers all exhibitors one complimentary traffic driving experience with our annual “Power Bingo” activity. Increase leads and build long-lasting relationships with additional traffic driving & lead generating sponsorships available through the Ascend 2027 Prospectus.

	Kiosk 6' x 8' Single \$8,500	Kiosk 10' x 8' Deluxe \$10,100	10' x 10' Glow Wall \$16,750	10' x 20' Glow Wall \$33,500
In-Person Conference Passes*	1 pass	2 passes	2 passes	4 passes
Furniture	Storage counter, 2 stools, wastebasket	Storage counter, 2 stools, wastebasket	(1) 2'x2' Front counter, (1) 2'x2' Back counter, 2 stools, wastebasket	(1) 2'x2' Front counter, (1) 2'x2' Back counter, 2 stools, wastebasket
Lead Retrieval	Included	Included	Included	Included
Display/Graphics	Counter Graphics, 6'x8' Back Wall Graphics	Counter Graphics, 8'x10' Back Wall Graphics	10'x10' Backlit Glow Wall with Monitor Mount	10'x20' Backlit Glow Wall with Monitor Mount
Monitor/Electrical	Monitor Not Included, Power Strip & Power Drop Included	Monitor Not Included, Power Strip & Power Drop Included	Monitor, Power Strip, Power Drop Included	Monitor, Power Strip, Power drop Included
Carpet	Included (Tuxedo Color)	Included (Tuxedo Color)	Included (Tuxedo Color)	Included (Tuxedo Color)

*Additional Booth Staff Pass: Maximum of five (5) additional booth staff conference passes available for an additional \$650 each.
Non-transferable, for your team only.

EXHIBITOR OPTIONS

Sample booth
set-ups



10' x 10' Booth
Available in 10'x20' & 10'x30'



10' x 10' Digital Display Booth

For additional items not included in booths, (i.e. monitors, monitor stands, furniture, etc.) order directly through our tradeshow partner. Email jhobbs@oatug.org or michelle.trias@ohug.org with any questions.



Cancellation Policy: Cancellations on or before April 9, 2027 will receive a 50% refund less any expenses that have been incurred prior to the date of cancellation on sponsorship/exhibit total. Cancellations for exhibit space must be submitted in writing to: OATUG Exhibitors & Sponsors – jhobbs@oatug.org, or OHUG Exhibitors & Sponsors – michelle.trias@ohug.org.
No refunds will be granted for cancellations after April 9, 2027.

EXHIBITOR OPTIONS

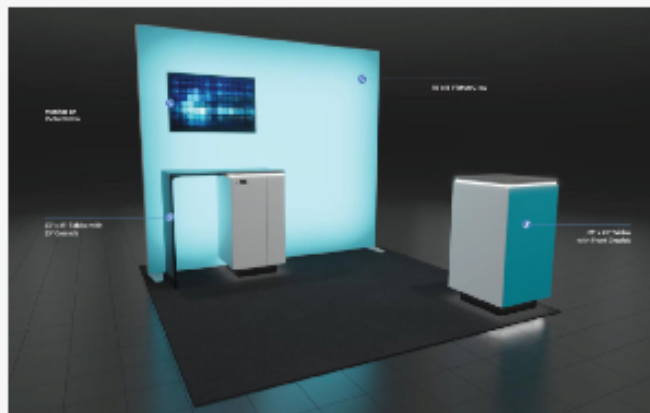
Sample booth
set-ups



6' x 8' Kiosk



10' x 8' Kiosk



10' x 10' Glow Wall



10' x 20' Glow Wall

“Glow Wall” & “Kiosk” Orders: Orders for “Glow Wall” & “Kiosk” booths received April 11 – May 2, 2027 are subject to a rush fee of \$500. “Glow Wall” and “Kiosk” booth orders received May 3 – May 31, 2027 are subject to a \$750 fee. All graphics submitted will be provided back to exhibitor for proof for approval. Graphics provided must be print ready. Additional revisions will be charged a \$250 revision fee. Graphic proofs that are approved AFTER May 2, 2027 will be charged \$750 to cover rush graphic fees.

EXCLUSIVE ASCEND OPPORTUNITIES

Exhibitor VIP Meeting Room

\$10,000 (3 available)

Host your own VIP lounge or meeting room in an Ascend conference meeting space. This is a chance to create your own activation, hold meetings, or special events and receptions. Sponsorship covers signage and space rental only. Days Available: 4 (1 day setup + 3 days of event, open to close). Includes 2 complimentary full conference passes.

Wi-Fi Sponsor & Registration Check-In

\$15,000 (exclusive opportunity)

Sponsorship selects the network name and password and a splash page will be prominently displayed with the sponsor's company logo. At registration check-in, the sponsors logo will appear on the check-in homepage.

Attendee Appreciation Event

\$6,000 (4 available)

Your logo included on a branded bandana handed out at the door. Your logo will be included throughout the venue on signage, branded napkins. The Attendee Appreciation Event will be held on Tuesday, June 15th.

Work Lounge Sponsor

\$7,500 (2 available)

Working on-the-go is a necessity – even when at the conference. Put your brand on one of our two dedicated work spaces for attendees to plug in, connect, and be productive. These zones are in a highly trafficked location just outside of the Partner Pavilion or outside the Education Hallway. Includes 2 complimentary full conference passes.

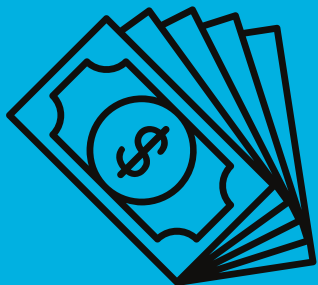
Welcome Reception Sponsorship

\$10,500 (exclusive opportunity)

Your logo prominently displayed at the reception bars across the event with branded napkins. Promotional item handed out by event staff when doors open (promotional item provided by the sponsor). Logo displayed at reception entrance & logo floor decals direct people to your booth. The Welcome Reception will be held on Sunday, June 13.

Reception Theme: Wild West Welcome (exhibit hall)

Dust off your boots and hat, Western wear is welcome, as we kick off the conference with a laid-back frontier atmosphere. It's the perfect chance to unwind, network, and connect with colleagues from around the world.



Big Dream Giveaway \$750

You want emails and phone numbers, and we want to do that right, which means attendees opting IN to share.

We'll offer a single-click "opt in" that will enter them into a drawing to win, and sponsors cash in receiving the full attendee opt-in list including their contact details.



LEAD GENERATORS

Power Hour Session Sponsor

\$5,000 (2 available)

Focused general sessions covering current trends & hot topics. These sessions run concurrently. Sponsor will introduce the main speaker with a sponsor-provided company slide displayed during the introduction. Sponsor-provided seat drop will be placed on all seats and sponsors may scan attendees as they enter the session.

Featured Partner in All-Attendee Emails

\$2,000 (2 available/email)

- **Registration Confirmation Email:** Every attendee has to register, and everyone will see your brand. Don't miss this opportunity for maximum exposure. Buy early for increased visibility.
- **Start-Building-Your-Agenda Email:** Your logo placed on the marketing email sent to all registered attendees.
- **Know-Before-You-Go Email:** The Ascend Know Before You Go email is delivered twice before the conference, giving your banner ad twice the viewing impressions with 1,400 attendees each time it's sent.

Play to Win: Engage Attendees

\$500 per game/QR Code

Transform your booth into a destination with our interactive gamification feature. Attendees earn points by visiting your booth, engaging with your team through a custom game or challenge, and scanning a QR code. All points contribute toward a grand prize drawing, ensuring consistent traffic throughout the conference.

- Unique QR code for your booth
- 300 points awarded per attendee scan; 500 points for Vibranium and Diamond Sponsors
- Listing in "Gamification Participants" section of app
- Engagement activity setup support

Morning Coffee

\$5,000 (2 available)

Your logo will be prominently displayed on signage at the morning conference break stations along with branded napkins. Gain leads through a special QR code for attendees to scan. Scanning the QR code captures the lead, while attendees are incentivized to win a \$25 Starbucks card and receive points for the "Play to Win" game. Drawings each day. 6 lucky winners per day. Leads will be delivered to the sponsor by conference organizers.





THOUGHT LEADERSHIP

Education Offerings

Pre-Conference eLearning Session

\$3,000 (5 available)

- 60-minute virtual education session
- Complimentary virtual pass(es) for your speaker(s)
- Recording available upon request
- Registration list will be provided for this session

Industry Insight Session

\$4,750 (8 HCM sessions available, 8 EBS/ERP/EPM/
Analytics Sessions available)

Reach a targeted audience of customers through this 60-minute company showcase. Use this time to demonstrate how your product or service solves the current challenges faced by Oracle Users. It is suggested that these sessions be educational, as you are in a competing time slot against concurrent education rooms.

Specifics:

- Dedicated Session Room
- 60-minute education session
- Scheduled during standard breakout sessions
- One (1) complimentary full conference pass
- Ability to purchase multiple sessions
- 8 EBS/ERP/EPM/Analytics sessions available
- 8 HCM sessions available
- Lead scanning permitted by sponsor

Solution Showcase Session

\$3,250 (8 available)

Located in the Ascend Partner Pavilion Mini-Theater, this 25-minute session allows sponsors to showcase their top solutions addressing today's biggest issues experienced by Oracle customers. These sessions will be conducted during dedicated Partner Pavilion hours. Lead scanning by the sponsor is permitted for this session.

Customer Roundtable Participation

\$4,750 (3 available)

These interactive, audience-driven discussions will be co-facilitated by a representative from your team and a leader from OATUG or OHUG. Only User attendees are invited to join. This is an in-person attendee exclusive. These run during the roundtable-only time slots and will not compete with other education. Includes 1 full conference pass. Lead scanning by the sponsor is permitted for this session.

Session topics available include:

- Cloud customer roundtable
- Journey to the Cloud roundtable
- IT director roundtable
- HR roundtable

Women in Technology (WIT) Ignite Session

\$3,500 (2 available)

"TED Talk-style" inspirational insight (10-minute time slot)
Sponsor may scan attendees at entrance.

BRAND RECOGNITION

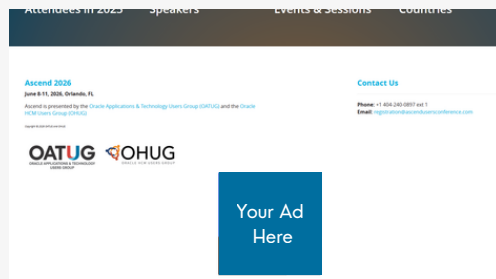
Signature 10' x 20' booth + Conference Bag Sponsorship \$20,000 (exclusive opportunity)

This exclusive opportunity offers sponsors the conference bag, a premier location 10' x 20' booth space, and 4 full conference complimentary passes. Your booth will be the first one attendees will see at the entrance to the Partner Pavilion. Conference bags will be given away at your booth space and two bag racks for distribution will be included.

Conference Website Ad \$999 (6 available)

Get your name across the site with your digital marketing placed right on the Ascend Users Conference Website.

- Website footer (1080 x 1080 size)
- Redirect link permitted

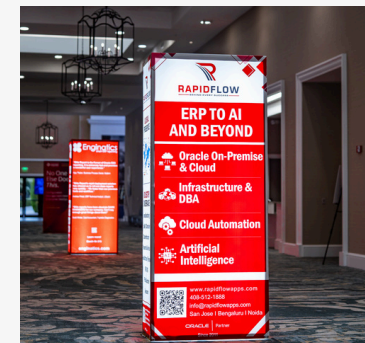


Portable Charging Station \$3,500 (5 available)

Ascend offers a convenient and portable charging station, perfect for attendees to grab and go. Your branding will be displayed on signs and chargers.

High-Visibility Glow Tower \$4,000 (6 available)

Place your custom graphic on a 3x8 double-sided illuminated box sign. These large format glow towers are the perfect way to catch every attendee's attention. Located throughout the central main access corridor of the Ascend Education Breakout Rooms, attendees won't miss your brand or message in this high-traffic location.



BRANDED ITEMS
AVAILABLE TO THE FIRST
1,000 ATTENDEES

SOLD

LANYARD | \$7,000
(exclusive co-branded w/ Ascend logo)

SOLD

WATER BOTTLE | \$14,000
(exclusive opportunity)

HOTEL KEY CARD | \$6,000
(exclusive co-branded w/ Ascend logo on every hotel room key handed out to attendees.)

BRAND RECOGNITION

Hilton Sky Bridge Cling

\$10,000 (exclusive opportunity)

Your company logo won't be missed through this exclusive offering. Located on the Hilton Sky Bridge Level 2 & 3. Panel size: 4½' x 3' and includes 12 panels.



Marriott Sky Bridge Cling

\$8,500 (exclusive opportunity)

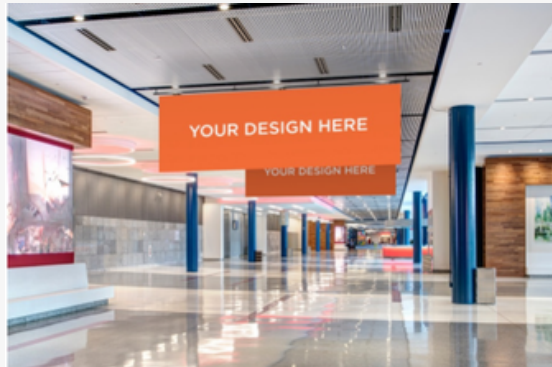
Your company logo won't be missed through this exclusive offering. Located on the Marriott Sky Bridge Level 2. Panel Size: 4' x 8' and includes 5 panels.



Exhibit Level Banners

\$10,000 (4 available)

Your advertisement will be highly visible to attendees in this high-traffic area located on the Partner Pavilion/Registration level. Banner size is 21' x 6'3".



Entrance Door Cling

\$5,000 (exclusive opportunity)

Your company logo won't be missed through this exclusive offering. Placed on the Hilton Hotel entrance and exit doors, conference attendees moving between the Hilton & George R. Brown Convention Center can't miss your presence at Ascend 2027.



A POWERFUL PARTNERSHIP

Contact Us



Serving the Oracle user community since 1990, today the members of the Oracle Applications & Technology Users Group (OATUG) represent a wide range of industries in the private sector, public sector, universities, nonprofits and beyond. Ours is a truly global community, with members in more than 30 countries. And while OATUG started as an organization for Oracle E-Business Suite (EBS) users, today the organization also serves Oracle customers using the wide range of Oracle Cloud applications and technology solutions including Cloud ERP, EPM and Database.

OATUG Sales Contact

James Hobbs
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jhobbs@oatug.org



Oracle HCM Users Group (OHUG) is an organization devoted exclusively to providing users with valuable insight into Oracle E-Business Suite HCM, PeopleSoft HCM, HCM Cloud, Taleo, and Learn applications. OHUG provides its members with in-depth training sessions from industry experts, along with the opportunity to share experiences and best practices with colleagues using the same applications.

OHUG Sales Contact

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