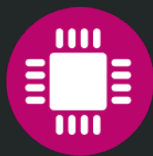


2025 SPONSORSHIP PROSPECTUS



08th - 10th of July, 2025 | St. Leon-Rot, GERMANY

2nd Annual



About Code Connect



Code Connect brings together some of the most exciting developer conferences covering the latest technologies: All in the same week and location.

This is your chance to deep dive into your chosen tech or broaden your horizon, understanding the end-to-end dev flow.

7th of July

8th of July

9th of July

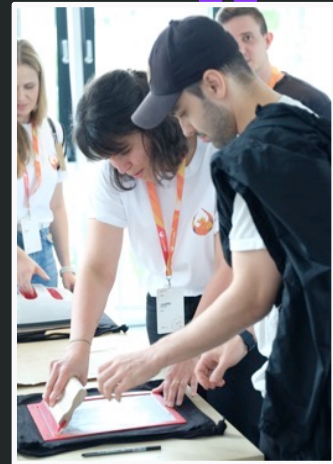
10th of July

Code Jams for UI5 and CAP

UI5con

re>≡CAP

HANA TechCon



Event Numbers

WHAT TO EXPECT at each conference day

400 people onsite + hundreds online

4 tracks

20-30 presentations

40+ speakers & experts

+ meet-the-experts sessions

+ hands-on workshops

... and way more



Quotes



Marian Zeis · 1st

Independent SAP Consultant and Developer

1w · 🌐

What a great week at CodeConnect. The highlight of the year!

Thanks to the organizers who made it possible for me to speak and the many people who make such a great community possible.

I already have ideas for presentations next year and can hardly wait.



Pieter Lemaire · 2nd

SAP Technical Consultant bij Expertum Consulting

6d · 🌐

+ Follow ...

Grateful for the opportunity to attend SAP's Code Connect event this week at SAP headquarters, thanks to [Expertum Consulting](#).

From reCAP to UI5Con and ABAPConf, it was an enriching experience.

I'm eager to delve into and apply the valuable insights gained! 📖 🧑

Looking forward to expanding this experience! 💡 🚀

[#SAP](#) [#CodeConnect](#) [#Expertum](#) [#reCAP24](#) [#UI5Con24](#) [#ABAPConf24](#)



Matt Harding ✓

@mattharding

There's more to say, but for now I'll just say SAP Code Connect in person had that something special that SAP Teched used to have 10 years ago! Thanks for (a) great conference(s)! Great to feel more connected to the Dev community again!



Mustafa Bensen · Following

SAP Champion 🏆 | SAP Business Technology Platfor...

[Visit my website](#)

7mo · 🌐

It's a wrap for Code Connect! So great to meet familiar and new [#sapcommunity](#) faces in person at [#reCAP24](#) and [#UI5con](#). I enjoyed hearing other's stories and keeping up-to-date on the latest developments and whats to come. Thanks very much to the organisers and crew for making this such a wonderful event!



John Patterson

@jasper_07

I woke up this morning with approx 100 notifications on Twitter and LinkedIn I happily read all, my takeaway from [#CodeConnect](#) the community is still very much alive, take the marketing out of the room and the conversations will return, just needs a new home

Former Sponsors



Engage with the Community

- Increase your **brand visibility** & presence in the SAP and CAP ecosystem
- **Network** with an international and highly skilled / **specialized audience**
- Get the **latest technology** updates and have **direct access** to the experts
- Ensure your **conference tickets** and **showcase** your projects, products, and **career opportunities**

BENEFITS

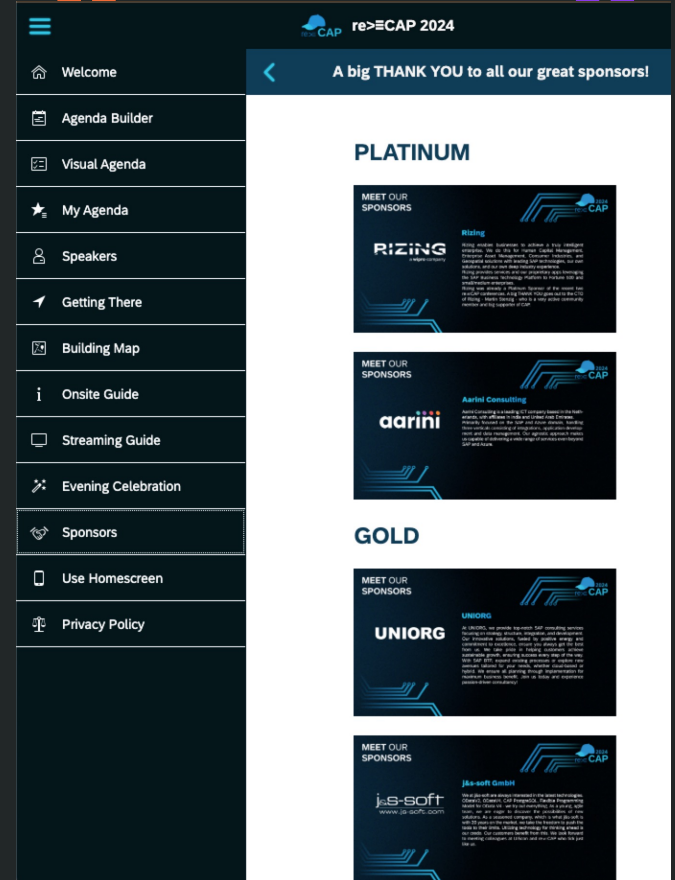
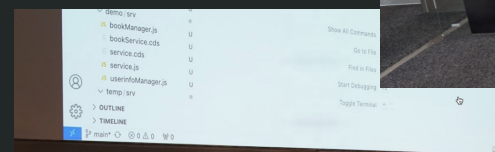
- ✓ Presence over four days
- ✓ Own Code Connect website
- ✓ Tickets for all conferences
- ✓ Exclusive promotions



Promotion Samples



Venue



Event App

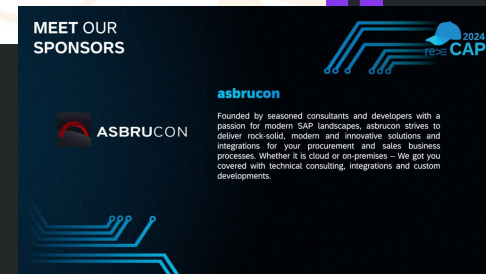
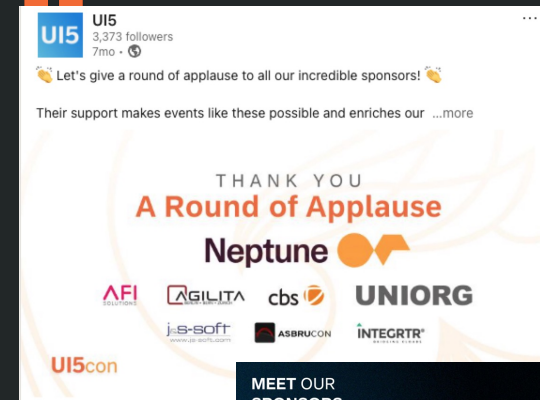
Promotion Samples



Slides incl. streaming



SWAG



Social Media

Promotion Samples

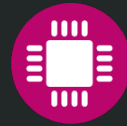


Sponsor Booth



Sponsorship Packages

UI5



€17.000*

DIAMOND

EXCLUSIVE

All benefits of the Platin. package
+2 tickets per event
(= 6 overall)
+1 dedicated social media mention (+Code Connect channel)
+1 dedicated social media promotion (must meet event guidelines)
+Up to 2 SWAGS for each event (must meet event guidelines)
1 sponsor banner at registration area (must meet event guidelines)
Logo on stage backdrop

Optional:

Booth for product or service showcase (+€4.500*; includes 2 additional staff tickets)
Call option on tickets; all events (+€720*/ticket)

€10.000*

PLATINUM

ONLY 2 AVAILABLE

All benefits of the Gold package
+2 tickets per event
(=4 overall)
1 dedicated social media promotion (must meet event guidelines)
Recognition during opening and closing
1 SWAG to table (must meet event guidelines)
2 sponsor posters at main areas (must meet event guidelines)
+ Code Jam facilities

Optional:

Booth for product or service showcase (+€4.500*; includes 2 additional staff tickets)
Call option on tickets; all events (+€720*/ticket)

€6.000*

GOLD

All benefits of the Silver package
+1 ticket per event
(=2 overall)
Inclusion in post-event promotional emails
1 dedicated social media mention (+Code Connect channel)
Logo on event signage

Optional:

Booth for product or service showcase (+€4.500*; includes 2 additional staff tickets)
Call option on tickets; all events (+€720*/ticket)

€3.600*

SILVER

Logo and reference on UI5con, re>CAP, and HANA Tech Con websites
+Code Connect website
Logo in conference app
1 ticket per event
Inclusion in pre-event promotional emails

Optional:

Call option on tickets; all events (+€720*/ticket)

*prices exclusive of VAT

Code Connect Sponsorship

Standard packages

Our [sponsorship packages](#) offer affordable options to support Code Connect and offer you a unique opportunity to place your brand at the heart of the UI5, CAP, and SAP HANA ecosystems.

The Code Connect packages include all the benefits of the individual UI5con, re>CAP, and HANA Tech Con packages and add [exclusive benefits](#).

Your ideas are welcome!

There's a creative, fun or otherwise cool way to present your organisation, product or service? We'd love to hear about it and create a sponsorship package [tailored to your needs](#).

Get in touch!

Interested to learn more? Couldn't find a suitable option? Small budget, but want to be involved, nevertheless?

Don't hesitate to reach out to us and we will work with you to find the perfect solution to your company's object and budget.

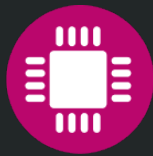
Just contact us at:

se.schmidt@sap.com



We're looking forward to hearing from you!

INDIVIDUAL SPONSOR PACKAGES



Sponsorship Packages

UI5con

€7.000*

DIAMOND

EXCLUSIVE

- All benefits of the Platinum package
- +2 tickets to event (= 6 tickets)
- +1 dedicated social media mention
- +1 dedicated social media promotion (must meet event guidelines)
- +1 SWAG (=2 SWAGS) to table (must meet event guidelines)
- 1 sponsor banner at registration area (must meet event guidelines)
- Logo on stage backdrop

Optional:

- Booth for product or service showcase (+€2.000*; includes 2 additional staff tickets)
- Call option on tickets (+€300*/ticket)

€4.000*

PLATINUM

ONLY 2 AVAILABLE

- All benefits of the Gold package
- +2 tickets to event (=4 tickets)
- 1 dedicated social media promotion (must meet event guidelines)
- Recognition during opening and closing
- 1 SWAG to table (must meet event guidelines)
- 2 sponsor posters at main areas (must meet event guidelines)

Optional:

- Booth for product or service showcase (+€2.000; includes 2 additional staff tickets)
- Call option on tickets (+€300*/ticket)

€2.500*

GOLD

- All benefits of the Silver package
- +1 ticket to event (= 2 tickets)
- Inclusion in post-event promotional emails
- 1 dedicated social media mention
- Logo on event signage

Optional:

- Booth for product or service showcase (+€2.000*; includes 2 additional staff tickets)
- Call option on tickets (+€300*/ticket)

€1.500*

SILVER

- Logo and reference on UI5con websites
- Logo in conference app
- 1 ticket to event
- Inclusion in pre-event promotional emails

Optional:

- Call option on tickets (+€300*/ticket)

*prices exclusive of VAT

Sponsorship Packages



€7.000*

DIAMOND

EXCLUSIVE

- All benefits of the Platinum package
- +2 tickets to event (= 6 tickets)
- + 1 session (main track)
- +1 dedicated social media mention
- +1 dedicated social media promotion (must meet event guidelines)
- (must meet event guidelines)
- 1 sponsor banner at registration area (must meet event guidelines)
- Logo on stage backdrop

Optional:

- Booth for product or service showcase (+€2.000*; includes 2 additional staff tickets)
- Call option on tickets (+€300*/ticket)

€4.000*

PLATINUM

ONLY 2 AVAILABLE

- All benefits of the Gold package
- +2 tickets to event (=4 tickets)
- 1 dedicated social media promotion (must meet event guidelines)
- Recognition during opening and closing
- SWAG to table (must meet event guidelines)
- 2 sponsor posters at main areas (must meet event guidelines)

Optional:

- Booth for product or service showcase (+€2.000; includes 2 additional staff tickets)
- Call option on tickets (+€300*/ticket)

€2.500*

GOLD

- All benefits of the Silver package
- +1 ticket to event (= 2 tickets)
- Inclusion in post-event promotional emails
- 1 dedicated social media mention
- Logo on event signage

Optional:

- Booth for product or service showcase (+€2.000*; includes 2 additional staff tickets)
- Call option on tickets (+€300*/ticket)

€1.500*

SILVER

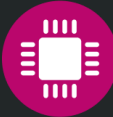
- Logo and reference on website
- Logo in conference app
- 1 ticket to event
- Inclusion in pre-event promotional emails

Optional:

- Call option on tickets (+€300*/ticket)

*prices exclusive of VAT

Sponsorship Packages HANA Tech Con



€5.000*
DIAMOND

EXCLUSIVE

- All benefits of the Platinum package
- +2 tickets to event (= 6 tickets)
- +1 dedicated social media mention
- +1 dedicated social media promotion (must meet event guidelines)
- +1 SWAG (=2 SWAGS) to table (must meet event guidelines)
- 1 sponsor banner at registration area (must meet event guidelines)
- Logo on stage backdrop

Optional:

- Booth for product or service showcase (+1.000*; includes 2 additional staff tickets)
- Call option on tickets (+€200*/ticket)

€3.000*
PLATINUM

ONLY 2 AVAILABLE

- All benefits of the Gold package
- +2 tickets to event (=4 tickets)
- 1 dedicated social media promotion (must meet event guidelines)
- Recognition during opening and closing
- 1 SWAG to table (must meet event guidelines)
- 2 sponsor posters at main areas (must meet event guidelines)

Optional:

- Booth for product or service showcase (+€1.000; includes 2 additional staff tickets)
- Call option on tickets (+€200*/ticket)

€1.750*
GOLD

- All benefits of the Silver package
- +1 ticket to event (= 2 tickets)
- Inclusion in post-event promotional emails
- 1 dedicated social media mention
- Logo on event signage

Optional:

- Booth for product or service showcase (+1.000*; includes 2 additional staff tickets)
- Call option on tickets (+€200*/ticket)

€1.000*
SILVER

- Logo and reference on HANA Tech Con website
- Logo in conference app
- 1 ticket to event
- Inclusion in pre-event promotional emails

Optional:

- Call option on tickets (+€200*/ticket)

*prices exclusive of VAT