

# re>≡CAP 2025

July 9th, 2025  
Sponsorship Prospectus

# About



## reCAP: The “(un)conference” about CAP

*“Establishing the link between the community & the development team”*

2020



[recordings](#)

- Online only
- One track, one day
- Keynote | 4 sessions
- ~350 online attendees

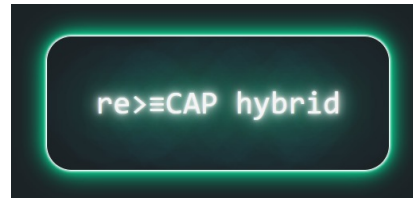
2021



[recordings](#)

- Online only
- One track, one day
- Keynote | 10 sessions
- 940 online attendees

2022



[recordings](#)

- Speakers onsite + broadcast
- One track, two ½ days
- Keynote | 16 sessions
- ~1000 online attendees

2023



[recordings main track](#)  
[recordings side track](#)

- Onsite conference + streaming
- Six tracks, one day
- Keynote | Podium Discussion | 4 workshops | 12 expert sessions | 38 sessions
- ~1300 attendees

2024



[recordings main track](#)  
[recordings side track](#)

- Onsite conference + streaming
- Four tracks, one day
- Keynote | 4 workshops | 7 expert sessions | 26 sessions
- ~1400 attendees

# Impressions [\(more images\)](#)



# Sample Agenda

	Main Track (Audimax)	Side Track (W1/2)	Workshops (W3)	Expert Pod (1st floor)	Canteen
09:00 – 10:00	<b>Intro</b> (O. Lilienthal / D.J Adams) 09.00 – 09.10 <b>Keynote</b> (D. Hutzel) 09.10 – 09.50				08.00 – 11.00 <b>Breakfast</b>
10:00 – 11:00	<b>CAP Advanced programming model plugin</b> (D. Van Vaerenbergh, W. Lemaire) 10.00 – 10.20 <b>Transforming legacy code to CAP with the help of GenAI</b> (C. Paulus) 10.30 – 10.50 <b>Yoga with Marion</b> 10.50 – 10.55	<b>BTP Developer's Guide: full-stack BTP Apps...</b> (S. Krämer, W. Scheer) 10.10 – 10.30 <b>Build scalable, responsive bus. apps w/ cap-js-community</b> (M. Grünfelder, O. Klemenz, R. Lindner) 10.50 – 11.00	<b>Getting started with CAP &amp; TypeScript</b> (G.-J. Klops, M. Cobbaut, N. Vandersteen, R. Wuvts) 10.00 – 11.30	<b>SAP Build Code</b> (I. Perez, M. Huber, M. Benderskiy) 10.00 – 11.00	
11:00 – 12:00	<b>Race with CAP</b> (H. Schäfer, V. Buzek, S. van Syckel, K. Schnitter, M. Naboka) 11.00 – 11.40 <b>Yoga with Marion</b> 11.40 – 11.50	<b>cap-js-community: WebSocket for CDS services</b> (O. Klemenz) 11.10 – 11.30 <b>cap-js-community: event-queue (resilient &amp; scalable)</b> (M. Grünfelder) 11.40 – 12.00		<b>Multi Tenancy &amp; Extensibility</b> (E. Liemke, N. Josipovic) 11.00 – 12.00	
12:00 – 01:00	<b>Change Tracking, Audit Logging, and Attachments</b> (R. Prasad GS, V. Mikhaylenko) 12.00 – 12.40 <b>Yoga with Marion</b> 12.40 – 12.45	<b>Develop a gen AI app w/ CAP &amp; HANA Cloud Vector Eng</b> (M. Faeth, W. Svojanovsky) 12.10 – 12.30 <b>HANA Cloud perform. tuning, hidden features...</b> (J. Bredler, S. Shetty) 11.35 – 12.55	<b>CAP beyond day one (DevOps)</b> (D. Schlachter, D. Mostowoj, S. van Syckel) 11.40 – 01.10	<b>GenAI: Joule, capGPT...</b> (D. Kunz) 12.00 – 01.00	12.00 – 02.00
01:00 – 02:00		<b>Observability w/ Cloud Logging &amp; Cloud ALM</b> (A. Satapathy, V. Shankaran) 01.30 – 01.50	<b>Build your own plugin &amp; use it in any app</b> 01.45 – 03.45		

	Main Track (Audimax)	Side Track (W1/2)	Workshops (W3)	Expert Pod (1st floor)	Canteen
02:00 – 03:00	<b>CAP JS Community: Best of CAP-JS</b> (M. Zeis) 02.00 – 02.20 <b>Seamless Integration: Crafting the perfect CAP&amp;UI5 Dev. Env</b> (M. Zeis, P. Müssig, W. Lemaire) 02.30 – 02.50	<b>Observing CAP Apps with OpenTelemetry</b> (S. Henke) 02.00 – 02.20 <b>Yoga with Marion</b> 02.20 – 02.25 <b>Elevate Your Cloud-Native CAP Apps to Peak Perform.</b> (T. Sandfuchs) 02.30 – 02.50	01.45 – 03.45 <b>Build your own plugin and use it in a(ny) CAP application (Node.js + Java)</b> (C. Georgi, D. Schlachter, R. Prasad GS, R. de Silva Jayasinghe)	02.00 – 03.00 <b>Runtimes: Java &amp; Node.js</b> (A. Görlter, M. Becker, M. Braun, D. Kunz, H. Witteborg)	
03:00 – 04:00	<b>CAP Embedded Analytics</b> (S. Imat) 03.00 – 03.20 <b>Yoga with Marion</b> 03.20 – 03.25 <b>Integrate auth. w/ German citizen accounts into your CAP App</b> (M. Hardig) 03.30 – 03.50	<b>New CDS Modelling Features</b> (A. Meyerling) 03.00 – 03.20 <b>Native OData Adapter of CAP Node.js</b> (S. van Syckel) 03.30 – 03.50	03.50 – 05.50 <b>Experience AI-powered SAP Fiori development with SAP Build Code</b> (I. Perez, M. Huber, V. E. Seifert Bazzo)	03.00 – 04.00 <b>Performance &amp; Monitoring</b> (S. Henke, T. Sandfuchs)	03.00 – 04.30 <b>Afternoon Snack</b>
04:00 – 05:00	<b>Synchronising Drafts in CAP Services</b> (S. Haller) 04.00 – 04.20 <b>Type it Up! Advancements in CAP's JS and Typescript Support</b> (C. Georgi, D. O'Grady) 04.30 – 04.50	<b>Generic / Transactional Outbox</b> (D. Kunz, D. Mostowoj, T. Borik) 04.00 – 04.40 <b>Yoga with Marion</b> 04.40 – 04.50		04.00 – 05.00 <b>Calesi &amp; BTP Developer Guide</b> (D. Schlachter, S. Krämer, W. Scheer)	
05:00 – 06:00	<b>CAP on SAP HANA: What's new?</b> (A. Görlter, B. den Os, M. Schur) 05.00 – 05.20 <b>Lessons learned: Same project @ diff. customers &amp; infrastr.</b> (C. Überle, P. Bell) 04.30 – 04.50 <b>Closing</b> 05.50 – 06.00	<b>CQRS Pattern implementation with CAP</b> (A. Dedecolli) 05.00 – 05.20 <b>CAP Node.js Best Practices: The Ops part of DevOps</b> (M. Lauffer) 03.30 – 03.50		05.00 – 05.50 <b>Typescript &amp; Tooling</b> (C. Georgi, D. O'Grady)	
from 06.00	<b>Evening Celebration</b>				

# Feedback



**Geert-Jan Klaps** • 1st

SAP Business Technology Platform Expert | SAP Mentor | Technology E...

1w • 🌐

🚀 Had a blast at [SAP reCAP 2024](#), giving our first workshop about getting started with CAP & TypeScript! We were even overbooked, ended up with about 50 people instead of 40! 🤖  
Thanks to everyone who joined our session, hope you enjoyed it!



**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](#)



**Mohammad Ali Alnaser** • 2nd

Development Consultant at SAP | AI & Cloud Enthusiast

1w • 🌐

+ Follow ...

Exciting day at reCAP24! 🚀

I had the pleasure of attending a series of insightful sessions today. From learning about the CAP Advanced Programming Model to diving deep into the latest features of CAP Node.js, it was a fantastic opportunity to connect, learn, and grow.

A big thanks to the organizers and all the speakers for sharing their knowledge and expertise. Looking forward to implementing these new insights in our projects.



**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!



**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!



**Kevin Riedelsheimer** (He/Him) • 1st

Developer Advocate @SAP with passion and dedication to our commu...

1w • 🌐

...

[#reCAP24](#) was such an amazing event! I've met so many great people from the SAP Developer Community, had great conversations about tech and development experiences.



**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



**Jhodel Cailan** • 1st

Technical Architect at Rizing

1w • Edited • 🌐

...

Had an awesome time at [#reCAP24](#)! Well done orga and CAP team for a bigger and better reCAP conference! [Ole Lilienthal](#) [Daniel Hutzl](#) [Anna-Maria Möll](#) [Gregor Wolf](#) [Volker Buzek](#) [Sebastian Schmidt](#) [DJ Adams](#)

## Some Numbers (from 2024)



### Event

400 people onsite  
>1.000 people online  
4 tracks  
26 presentations  
50+ speakers & experts  
7 meet-the-experts sessions  
4 hands-on workshops

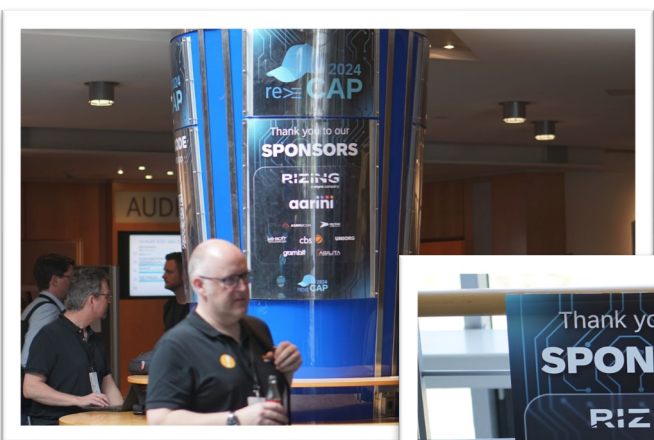
### Participants

71% SAP external participants  
26 Countries  
60% EMEA | 25% APJ | 15% AMER  
CAP skill level  
36% Rookie | 44% Insider | 20% Master  
Main roles  
SAP partners & customers, developers,  
architects, consultants...

## Former Sponsors



# Sponsors Promotion Samples



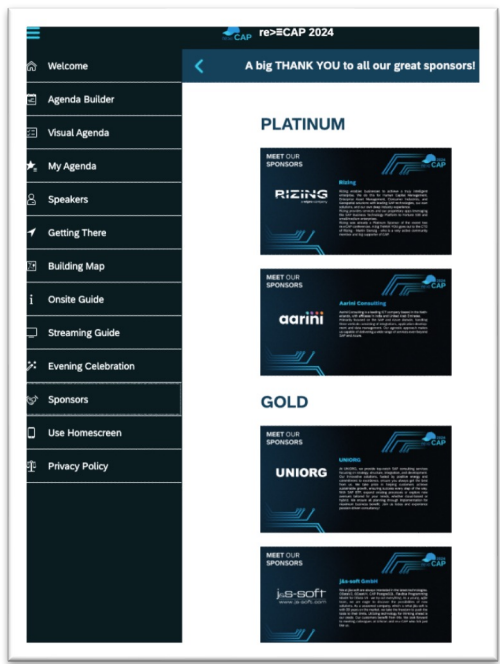
Venue



Slides incl. streaming



Give-Aways



Event App



Social Media



# 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**



# Sponsor 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)
- 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 conference website
- Logo in conference app
- 1 ticket to event
- Inclusion in pre-event promotional emails

Optional:

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

## Get in Contact!



Do you have **any questions** about our sponsoring options, or couldn't find a **suitable solution**?

Do not hesitate to reach out for further information, or an individual package **tailor-made for your objectives and budget**.

Please feel free to contact us – we're looking forward to hearing from you!

## 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.

[se.schmidt@sap.com](mailto:se.schmidt@sap.com)

