

Odoo Roadshows

Benefits of
Becoming a Sponsor

US/Canada

odoo

Odoo Roadshows

Marketing Together with Partners

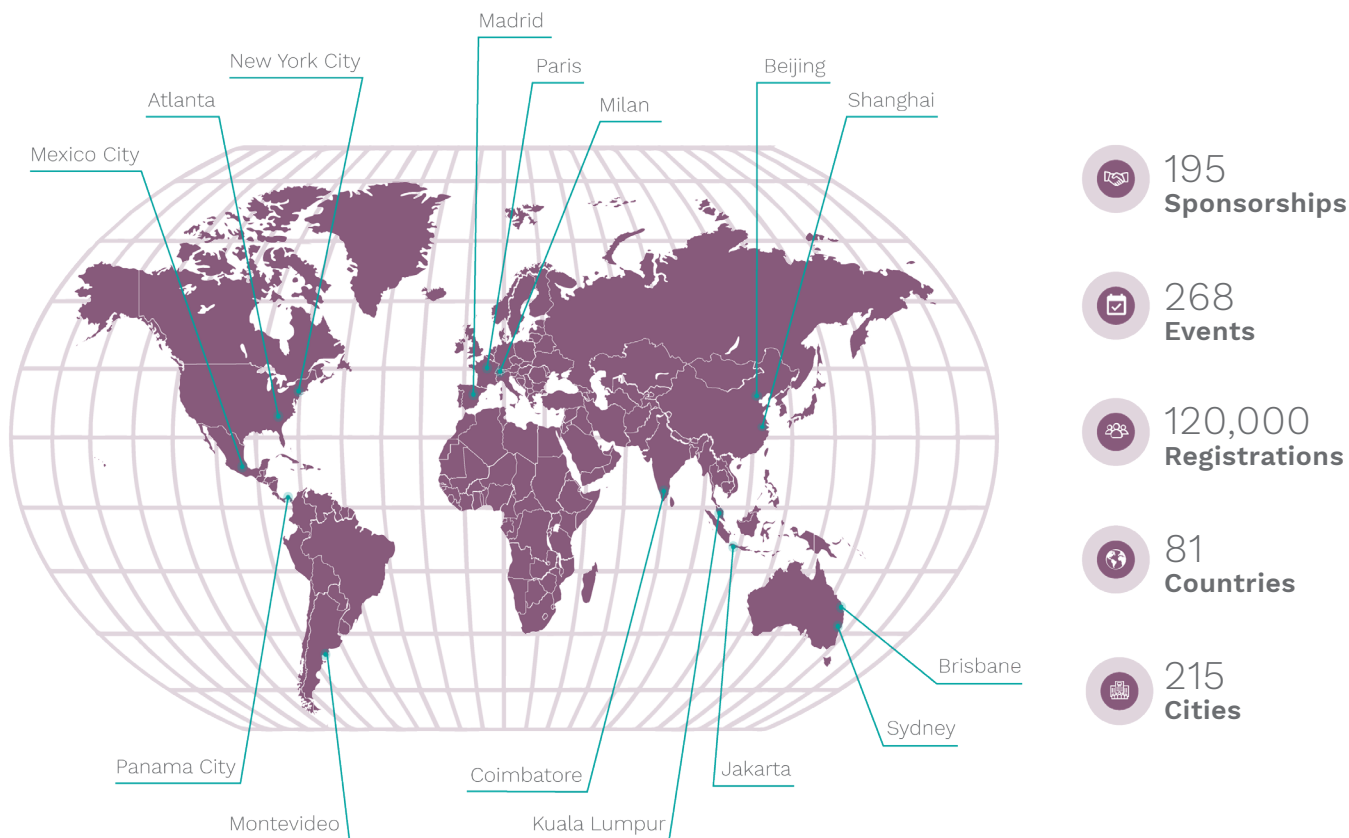
Odoo Roadshows are a series of events all around the world that are organized after the release of a new version of Odoo or the launch of a new application. These events are a great collaborative marketing effort between Odoo and our partners with the aim to attract quality leads in the partner's local sales region for an incredibly low investment cost.

Amongst all the marketing activities we invest in, Odoo Roadshow events frequently yield the highest ROI as the majority of these events generate several closed deals with both current and new prospects.

Facts & Figures

The average event attracts between 100 and 200 companies, with larger event sponsorships reaching 500 to 1,000 attendees, depending on several factors such as the location of the event and its promotion budget. More than 80% of the total attendees at these events are decision makers and prospective buyers.

The image below shows some statistics we gathered from the previous Odoo Roadshows:



Presenters

Odoo sends a minimum of one representative to each event, with the possibility of more based on the number of registrations. Each Sponsor will have stage time to introduce themselves and participate in the Partner Panel. When applicable, we encourage partners to present customer success story videos. For additional assistance with research/interviews, writing, designing, editing, and publishing this type of media, partners should email the press team via press@odoo.com at least 1 month prior to the event.

Sponsoring

Odoo will pay the costs of the event venue, catering, refreshments, WiFi and A/V fees, travel and expenses for Odoo employees, as well as provide free marketing/event promotion services (mass mailing campaigns, design presentation campaigns, and promotional materials), as well as provide 2 printed rollup banners for the event per partner.

The partner will pay a fixed sponsorship fee for the event. Pricing for Roadshow sponsorship is as follows:

	The Americas & Middle East	Asia & Africa	Europe
Sponsorship	\$2,000 USD	\$2,000 USD	1,800€

The visibility and the leads acquired during the event will be divided amongst all sponsors. Sponsors should aim to attract at least 30 attendees each through their own promotional efforts, leads, customers, and local community. A custom tracked link can be provided for the partner's personal and professional invitations. For assistance on promotional strategies, the partner may request assistance from the Odoo Marketing & Events team through their designated Account Manager.

Target Market

We are open to targeting new countries & cities to grow the reach of the partner's customer base. Feel free to contact us if you are interested in organizing an event in your target city. The city must be a large or high-density metropolitan area (top 5 in that country).

Events in new cities & countries are particularly effective as Odoo can engage all leads from the past 2 years and invite them to an event in this new location.

Event Agenda

Most successful events are organized after work hours (starting around 5:30pm in most cities), scheduled on a Tuesday-Thursday (to optimize attendance), and last an average duration of 3 hours, roughly following this agenda:

30Min	Welcome/Registration
15Min	Intro (Odoo Presentation) Company history, ecosystem, and introduction to our software.
30Min	Demo The presentation will consist of a series of mini demonstrations (5-10minutes) that showcase how to tackle specific problems faced by companies using Odoo.
45Min	Partner Panel Sponsoring partners will be invited onstage to participate in an interview/debate conducted by the Odoo Employee onsite. The questions will be the same for all sponsors and will be focused on methodology, experience with the implementation of Odoo, etc. All questions will be sent to sponsors in advance so that they can prepare their answers. Sponsors are encouraged to show a video of a customer success story event. For timing purposes, the number of customer testimonials is limited to two per event.
60Min	Meet the Team w/ drinks Odoo employees and sponsoring partners will have the opportunity to socialize and interact with the attendees and clarify particular doubts. During this section, Odoo will provide a cocktail with appetizers and drinks. Note: Demo booths, additional breakout sessions, trainings, and giveaways may be organized through the Odoo events team only.

**The agenda may change on a case by case basis

Types of Roadshows

- **Global Roadshows**

Roadshows that aim to present the whole Odoo ecosystem. Global Roadshows are a great way to introduce Odoo to a broad audience of diverse attendees.

- **Single-Scope Roadshows**

Roadshows that target one specific subject (HR, Services, MRP, Accounting,). The demonstration, partner panel interview, customer testimonials and Q&A will be focused around the subject of the evening. The promotion of Single-Scope roadshows will target leads of the specific sector.

- **Master Roadshows**

Master Roadshows consist of 3 days worth of roadshows in key cities. The first event is a Global Roadshow, the second and third evenings are both Single-Scope Roadshows.

Event Promotion

The Odoo Marketing Team will work with the partner (free of charge) for the promotion and organization of these events. The team will start promoting each event between 1 and 2 months before the event date through multiple channels, with a minimum of 8 weeks lead time prior to the event date for partners to join this promotion (unless otherwise specified).

Odoo event promotion includes:

- Online marketing efforts such as mass mail campaigns to the comprehensive database of leads for the event region and surrounding areas;
- Social media communications across all our platforms (reach: +136k subscribers);
- Outbound marketing activities to targeted market segments, and online advertising campaigns.

As part of the organization of the event, Odoo will be responsible for hosting the platform to promote the event and manage attendee subscriptions. The subscriptions to an event are always free and open to all who express interest in participating.

Sponsors should plan to promote the event with mass mail campaigns sent to their contact database (leads & customers) as well as outreach via other local marketing activities. Odoo expects each sponsor to bring at least 30 attendees to the event. Additional assistance on mass mail campaigns and outbound event marketing strategies can be requested as needed.

Additionally, Odoo offers you the ability to design and customize a digital advertising and promotion package that will fit your budget and target audience size. Simply choose how much you would like to invest in the event promotion and let us take care of the rest for you! We will do everything from event planning and management to the marketing strategy and ad campaign execution/monitoring (free of charge).

The associated Odoo services are provided as part of the sponsorship and we will only charge you for the direct advertising or printing costs from the vendor or promotional channel. The marketing, design, and press team labor hours and associated service costs are 100% on us.

Event Goodies

Odoo will design, print, and ship goodies for the tour when requested by the partner. Odoo will include 2 roll-up banners (1 generic, 1 customized) for free per sponsored event. Additional branded items are available on request.



Keychains



Mugs



Roll-up Banners



Die-Cut Stickers

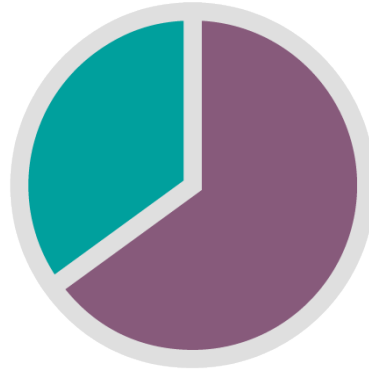


Pens

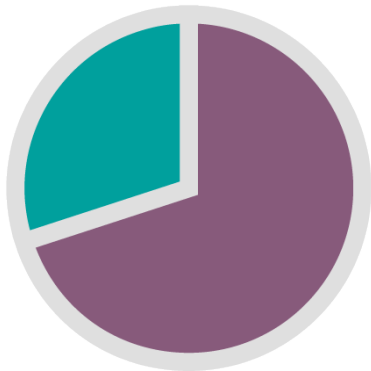
Attendee Stats



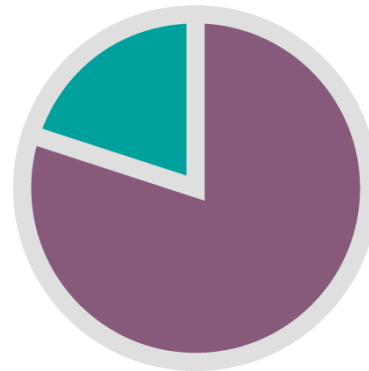
60% planned to implement their project within 6 months of the event



65% have decided to go with Odoo



70% of the attendees had a concrete project while attending the event



80% had a good or excellent impression about the event

“ The Odoo Roadshow events are the best way to collaborate with Odoo to showcase your business and achieve common goals with your customers, Odoo, and the market. These practices strengthen trust with your current customers. The investment made for these events is recovered almost immediately. ”



Nhomar Hernandez - Vauxoo CEO

Odoo Gold Partner - Mexico & Peru since 2007

“ Odoo Roadshow events represent one of our best channels for lead acquisition and have delivered tremendous ROI over the years. In 2015, we have gathered more than 40 local decision-makers in Luxembourg and have started working on 10 concrete opportunities. It turned out we signed about half of them. ”



Philippe Fontaine - Acsonne Managing Director

Odoo Gold Partner - Belgium & Luxembourg since 2011

Partner Checklist for a Successful Roadshow

The success of your event is our top priority! Odoo aims to facilitate highly effective lead generation, and in order to streamline this process we have created a checklist of what the partner should expect to do before, during, and after the event.

Pre-Event:

Odoo

- Event Page
- Personalized link for sponsor invitations
- Social media promotion
- Mass mail campaign
- Advertising campaigns
- Promotional images
- Main presentation
- Distribute event leads to partner(s)

Sponsor

- Sponsor logo for goodies
- Prepare the Partner Panel interview
- Invite customer (testimonial)
- Contact leads/customers with event invitation
- Follow up on all event leads with a welcome email

During the Event:

Odoo

- Odoo presentation
- Demo on Odoo
- Answer questions

Sponsor

- Debate
- Introduce customers
- Interact with leads
- Answer questions

Post-Event:

Odoo

- Thank you email to attendees
- Verify all remaining leads are sent to partner

Sponsor

- Schedule meetings with new leads
- Feedback session with the Odoo Events Manager
- Follow up on any remaining leads

Frequently Asked Questions

How do you choose a city to hold the event?

When picking a city, we recommend focusing on the top 5 cities in your country. If you need assistance selecting a location, Odoo can provide you a list of all the cities currently scheduled for Roadshows. Any partner is welcome to join any event with open sponsorship.

How do I select my advertising budget?

When selecting a budget, we ask that all partners agree on an equal contribution (even if you chose to not contribute). This provides equal impact for your contribution and fosters collaborative efforts amongst all sponsors. For small events we recommend a budget of \$1,000 for digital advertising and basic goodies. For medium sized events a budget between \$1,500-\$2,500 with digital advertising and basic goodies is sufficient. If you're holding a large event we recommend a budget contribution of \$3,000+ with advanced digital advertising and premium goodies for your guests. Regardless of the budget constraints, we will help choose the right mix to provide maximum ROI for all sponsors.

How is the advertising budget used?

Digital advertisements are critical to attracting maximum visibility and new leads to your event. We will create a campaign that targets high value leads with a demonstrable buyer profile and promote this campaign through the most popular advertising channels for minimizing cost per lead. Odoo also does an email marketing campaign to local prospects, push notifications to website subscribers, and event promotion across all social media channels - all for free. The only costs you pay are media costs charged by channel vendors (i.e. LinkedIn, Facebook, Google, Eventbrite, etc.)

What are the goodies and branded materials?

Branded materials are any items produced for the event with Odoo and Sponsor branding. Branded event banners, flags, sponsor rollups, promotional flyers, and brochures are all considered branded materials. Odoo will provide two free rollup banners for each Sponsor, as well as design assets for banners, brochure, flyers and goodies. Additionally, Odoo can facilitate the printing and shipping of branded materials for your event (vendor costs can be built into the advertising budget if desired).

Who plans the event and works with the venue?

Odoo does all of the planning and event logistics management, and there will be Odoo staff on-site. The partner is welcome to participate in these logistics, however we know you are busy and are happy to take care of 100% of the planning if needed.

Are there other add-ons available for these events?

The Odoo events team is ready to collaborate with you on the event, let's get creative! Depending on the event, you may decide to have a photographer/videographer, games/prizes, or live music/entertainment. Odoo can facilitate these add-ons at cost, simply let us know what interests you!

Can partners attend the event if they are not sponsors?

All of our events are open to the public and welcome any member of the Odoo ecosystem to learn, connect, and enjoy the experience. Please note however that only official event sponsors may prospect sales opportunities at these events (no exceptions).

Is there a maximum number of sponsors?

We typically cap the sponsors at a maximum of 4 to allocate enough time for each sponsor to present to the audience. The typical event has 2 sponsors allowing substantial visibility for each partner during the presentation.

Can I sponsor more than one city?

Of course! We encourage our partners to participate in the global tour and allow sponsorship of multiple cities if desired.

Email events@odoo.com if you have any questions or suggestions. We look forward to working with you!