



WHAT CAN QUEST
DO TO HELP YOU
GROW YOUR
BUSINESS?

**2015
PROMOTION AND
SPONSORSHIP KIT**

QUEST INTERNATIONAL USERS GROUP

We are a user-led, user-driven community focused on connecting Oracle applications users from around the world.

Through Quest, members can find resources – YOU – to maximize the value of their Oracle technology, specifically around PeopleSoft, JD Edwards EnterpriseOne or JD Edwards World.

With us you have a vibrant network at your fingertips – a network that allows you to not only reach new customers, but to interact with and understand those customers on a more personal level.

You become a key partner in our mission to provide customers with powerful tools, experiences and resources to maximize their business technology investments.

56,883 Members in Quest community

9,500+ Companies

99 different countries.

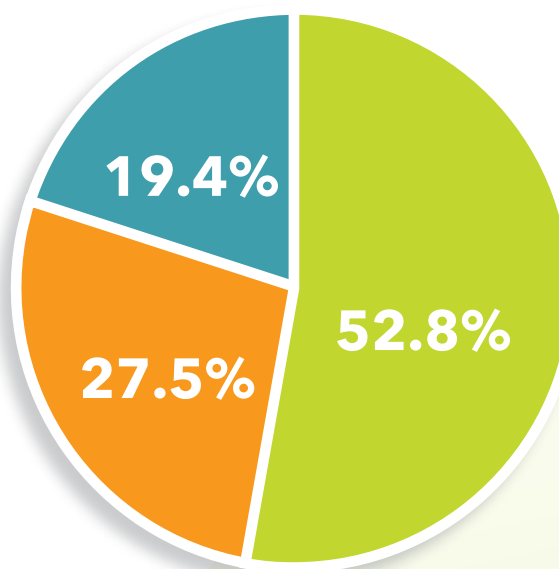
Mission Statement:

Helping companies maximize their business technology investments through collaboration.



Let Quest guide you to new customers, get the most leverage out of your marketing and branding dollars, and reach our thriving, growing and engaged community in 2015!

What is our **COMMUNITY** comprised of?



PeopleSoft -
52.8%

**JD Edwards
EnterpriseOne**
27.5%

JD Edwards World
19.4%

Quest's special interest groups (SIGs) are effective at linking customers with their peers around interests, industries or products.

Quest has groups around specific industries (i.e. Lifesciences, Financial Services), product modules (i.e. PeopleSoft Benefits, JD Edwards Financials) and community hot topics (i.e. Business Intelligence, Training). Take advantage of these focused communities to get your information in the right hands.

SPECIAL INTEREST GROUPS

SIGs

5,123

**ACTIVE INDIVIDUALS
PARTICIPATING
IN OUR SIG
COMMUNITIES**

SIGS WE SUPPORT

- 22** PeopleSoft SIG's
- 18** JD Edwards SIG's
- 1** Primavera SIG
- 3** Oracle Applications SIG's

QUEST PARTNER

The Quest Partner Program allows vendors to plan-out their year-long marketing initiatives in one contract, giving them exclusive partner benefits. Quest works with you to build a partner package tailored to your unique needs.

We work with you to customize your package for the perfect mix of face-to-face events, content advertising and sponsorship opportunities to fit your company's marketing and sales initiatives.

2014 Quest Partners

ALL Out Security
ARCTOOLS
Ataway Limited
Bottomline Technologies
Canon Information & Imaging Solutions, Inc.
CAPSCIENT
CD Group, Inc.
CDI Technology
Circular Edge
Corning Data
CSS International, Inc.
Datalytics Technologies, LLC
Denovo
DocuSphere
DSI
Elire
EmeraldCube Solutions
Global Software
Grant Thornton
GSI, Inc.
Hexaware Technologies
IBM

InsightSoftware.com
Intergrated Enterprise Solutions, Inc.
KPIT
K-Rise Systems, Inc.
L&T Infotech
Magic Software
Perceptive Software
Preferred Strategies
Premier Group
Q Software Global, Ltd.
ReportsNow
RF-SMART
Rimini Street
Smart ERP Solutions, Inc.
SNP GL Associates
Spinnaker Support
Syntax
TeamCain
Terillium
Velocity Technology Solutions
WorkStrategy

ALL PARTNERS RECEIVE THE FOLLOWING BENEFITS:

- Company listing on partner page on Questdirect.org
- Quest partner logo for use on website and communications
- Company logo on partner signage at COLLABORATE, RECONNECT and INFOCUS
- Recognition at Meeting of the Members
- All employees receive member registration rate at COLLABORATE
- Company logo on partner ads in *Q&A Magazine*

PARTNER BENEFITS	Platinum	Gold	Silver
Platinum Elite Partners require a minimum annual financial investment of \$100,000 and include all partner benefits below in addition to the option to purchase an email blast to the entire Quest community.*	Platinum Partner (minimum annual financial investment of \$60,000) Platinum Membership \$12,500	Gold Partner (minimum annual financial investment of \$40,000) Gold Membership \$7,500	Silver Partner (minimum annual financial investment of \$25,000) Silver Membership \$4,000
Priority booth selection (based on partner level and spend within level)	1st	2nd	3rd
Flexible payment plans	Q	Q	Q
Buyers Guide listing	Q	Q	Q
Rotating Banner Ad	Q (2 quarters)	Q (1 quarter)	
Q&A Magazine - Ad (1 issue)	Full	Full	Half
Number of individuals from your company listed on your membership record with login credentials	25	15	8
Option to participate in the VAC - Vendor Advisory Council	Q	Q	Q
Logo on partner ads in COLLABORATE onsite program	Q	Q	Q
Option to participate in SIG Leadership and access to SIG Forums	Q	Q	Q
Company listing in Quest's online Solution & Service Provider Directory	Q	Q	Q
Option to submit press releases to be posted to Questdirect.org	Q	Q	Q
Option to submit educational content, exhibit and sponsor at COLLABORATE, RECONNECT and INFOCUS	Q	Q	Q
Option to participate as an Online Content Provider	Q	Q	Q
Advertisement in Quest-opoly at COLLABORATE	Q		
Option to sponsor at Quest's Oracle OpenWorld events	Q	Q	Q
All employees receive member registration rate at COLLABORATE	Q	Q	Q

*Based on availability.

VENDOR MEMBERSHIP

**All memberships run from January 1st to December 31st.
Join early to get the most benefits and exposure!**

A Quest membership gives your company access to over 56,883 customers from 99 countries – and a stronger link to the Quest community. Not only will your company be positioned as a leader in the Oracle community, but Quest vendor members benefit from expanded access to Oracle customers around the world through Quest events and online tools.

Regardless of company size or budget, Quest provides vendor membership levels designed to fit your company's needs.

 Basic Membership Benefits		
	The most basic membership offered for most companies with three log-ins for Questdirect.org and limited opportunities for engagement with our community.	Only for companies with less than 10 employees and one log on to Questdirect.org
Membership	Cobalt \$2,500	Copper \$1,500
Number of individuals from your company listed on your membership record with login credentials	3	1
Company listing in Quest's online Solution & Provider Directory	Q	Q
Option to submit press releases to be posted to Questdirect.org	Q	Q
Option to submit educational content, exhibit and sponsor at RECONNECT and INFOCUS	Q	Q
Option to participate as an Online Content Provider	Q	Q
Option to sponsor at Quest's Oracle OpenWorld reception/events*	Q	Q
All employees receive member registration rate at COLLABORATE	Q	Q
Buyers Guide Listing	Q	

**Based on availability.*

FACE-TO-FACE EVENTS

COLLABORATE • EXECUTIVE FORUM • RECONNECT • INFOCUS • ORACLE OPENWORLD • INTERNATIONAL



COLLABORATE15

TECHNOLOGY AND APPLICATIONS FORUM
FOR THE ORACLE COMMUNITY



COLLABORATE15

Sun, April 12 -
Thurs, April 16, 2015

The Mandalay Bay Resort
& Casino Las Vegas, NV,
USA

COLLABORATE16

April 10 -
April 14, 2016

COLLABORATE is a unique, customer-driven event that provides attendees the opportunity to share success stories, receive first-hand interaction with other people using the same products and sharing the same experiences.

One of the main reasons customers attend is to discover technology solutions and services from industry leaders – like you!

Advertising both before and during COLLABORATE will allow you to drive traffic to your booth, sessions or special events.

COLLABORATE is managed by three Oracle Users Groups – IOUG, OAUG and Quest. Collectively we bring 6,000 Oracle technology and application professionals to one venue for Oracle education, customer exchange and networking.

WHY EXHIBIT WITH QUEST

- We are the ONLY group that can offer targeted face-to-face sponsor opportunities through our Quest-only receptions, Special Interest Group meetings and roundtables, Quest-opoly, and more for PeopleSoft and JD Edwards customers!
- Quest provides ongoing messaging opportunities to your target audience.
- Quest is THE HOME for the PeopleSoft and JD Edwards communities. This also includes Fusion/Oracle Cloud and Edge products like Primavera as it applies to those communities.
- We select ALL the content for these communities for the conference.
- We are the ONLY group that can offer targeted marketing opportunities to these communities from the time a customer registers through the event-close.
- We are the only COLLABORATE user group that offers product influence for JD Edwards and PeopleSoft.



The Quest Leadership Community Executive Forum is the premier event hosting 100+ senior level decision makers at COLLABORATE.

This is your opportunity to get engaged at a face-to-face event that blends best practices, interactive discussions, and focused networking.

This opportunity will be limited to four Quest partners. Contact your Account Executive for more information.

PeopleSoft

RECONNECT

July 21-23, 2015

Hyatt Regency O'Hare – Rosemont, IL
Questdirect.org/RECONNECT

KEY INFORMATION

200+ Education Sessions offered to almost
400 customers in 2013

Exhibitor Showcase Opportunity
\$4,000 Partner / \$4,500 Member

Quest-opoly for RECONNECT
\$750 Partner / \$1,000 Member

SIG Meetings

- Asset Lifecycle Management and Project Costing
- Benefits General Ledger
- Credit & Accounts Receivable
- Experts
- Financials
- Financial Services
- HCM
- Payroll for North America
- Recruiting
- Source to Settlement
- Staffing
- Supply Chain
- Technology
- Tools
- Treasury

THESE VERY SUCCESSFUL CONFERENCES, now in their fourth year, keep growing and growing - RECONNECT for the PeopleSoft community and INFOCUS for the JD Edwards community.

These events offer in-depth education into the product modules in a way that isn't possible at larger events.

Typical attendees for these 3-day events are end-users and power-users from North America.

Benefits

Title Sponsor Opening Night Reception
Vendor Awareness Sessions
Priority Booth Selection
Full Page Joint Ad in Advanced and Onsite Program
Opening Night Reception Branding
Inclusion in all Event Communications
Dedicated Pre-email Blast
Final Day Give Aways - Brief Speaking
Logo on all Promotion - Web, Advance Program, Event Signage

Sponsorships	Partner Rates
Afternoon Break	\$3,500
Bag Drop	\$1,500
Breakfast & Lunch (shared)	\$3,500
Conference Bags	\$7,500
Keycards	\$4,500
Keynote	\$7,500
Kickoff Super Session	\$7,500
Lanyards	\$5,000
Notepads	\$4,000
Pens	\$4,000
QLC Breakfast/Lunch	\$4,000
Water Bottles	\$5,000
Closing Party (cocktail reception)	\$5,000



JD Edwards

INFOCUS

August 17-19, 2015

Sheraton Downtown – Denver, CO

Questdirect.org/INFOCUS

	Marquee Level \$25,000	Premier \$20,000
	Q	
	Q (2)	Q (1)
	Q	Q
	Q	Q
	Q	Q
	Q	Q
	Q	Q
	Q	Q

Advertising	Partner Rates
Onsite Program (cover)	\$1,500
Onsite Program (interior)	\$1,000
Pre event Email Blasts	\$2,500
VAS – Vendor Awareness Session	\$1,500



KEY INFORMATION

200+ Education Sessions offered and estimating more than 400 customers in 2014

Exhibitor Showcase Opportunity
\$4,000 Partner / \$4,500 Member

Quest-opoly for INFOCUS
\$750 Partner / \$1,000 Member

SIG Meetings

- EAM
- Homebuilders
- JDE E1 HCM
- E1 Manufacturing and Distribution
- JDE World Upgrade Consortium
- JDE E1 Upgrade Consortium
- JDE Financials
- JDE Technology
- Life Sciences Industry Users Group
- Oracle Real Estate
- Training SIG



OpenWorld - how do you find a way to make an impression at an event like OpenWorld?

Through Quest you can finally make an impact at Oracle OpenWorld.

Unique opportunities for your company brand:

- Non-exclusive reception sponsorships available at the Quest hosted OOW Party*
- Beverage/Glass Sponsor
- Specialty Sponsorships

**Based on availability.*

INTERNATIONAL OPPORTUNITIES

JD Edwards

INFOCUS

Quest Australia/New Zealand

For our partners we are happy to offer including your Quest ANZ sponsorship or exhibit space in your 2015 contract.

September 17 - 18, 2015

Sydney, Australia

INFOCUS Australia & New Zealand is in its third year and is a specific JD Edwards-only conference, tailored to the needs of the JD Edwards user community.

INFOCUS ANZ includes education sessions with a choice of half-day workshops. Education features modular, deep-dive sessions designed to build the users expertise around their current JD Edwards investment

Last year 150 people from 76 unique companies attended.

For additional international opportunities please reach out to your account executive.

CONTENT - ONLINE LEARNING

Our Online Learning series are virtual events focused around a specific topic related to JD Edwards and PeopleSoft. Series will include Oracle sessions, customer-led sessions and vendor participation.

WEBINAR AND ONLINE LEARNING SERIES OPPORTUNITIES

Promotion-only Webinar

\$1,500 Partner / \$2,000 Member

We promote your webinar across several platforms to the Quest community. Your session, company logo and details appear on the Quest Events Calendar, which are included in the monthly *Education Download* that goes out to all Quest members on the last Wednesday prior to the month of your session. We also promote your webinar in the *Weekly Download* the week prior to your session.

Use these events to showcase your organization as a content expert and drive attendees through our series campaign.

You will receive a full list of attendees and their contact information following the event.

Quest Hosted Online Learning Series

\$3,500 Partner / \$4,000 Member

Content must align with the Series topic(s) for that month
Receive same benefits as Promotion-only Webinars, plus the following

- The registration list for the session
- A copy of the session recording
- Results from the survey administered to attendees at the close of the webinar
- The results of any poll questions that may have been given during the presentation

Sessions are offered to both JD Edwards and PeopleSoft members on the following topics:

Other Online Learning Series for 2015
COLLABORATE Preview Series
RECONNECT Preview Series
INFOCUS Preview Series

Online Learning Series for 2015
Financials*
Supply Chain Management*
Open Enrollment/Benefits
Tools and Tech*
Upgrades*
Asset Management
Professional Development
Project Management

**Series offered for both PeopleSoft and JD Edwards*

6,225

INDIVIDUALS TAKING
ADVANTAGE OF OUR
ONLINE LEARNING

CONTENT - Q&A MAGAZINE

Reach target customers with our five-time per year Q&A magazine, Quest's digital publication that offers Oracle interviews, customer insights and community news.

All four of these publications will be printed and distributed at the events they cover: COLLABORATE, RECONNECT, OpenWorld and INFOCUS. Don't miss out on these opportunities to reach your target audience and increase your brand recognition.

5 Issues – Four printed issues for distribution in all attendee bags for our face-to-face events. (Fifth issue is available digitally) Each issue centered around an event will feature the Buyer's Guide, with the full listing for COLLABORATE and then product specific listings, JDE or PeopleSoft, for those events.

- **COLLABORATE 15 Edition**

Ad Deadline: February 16
Publication: March 9

- **RECONNECT 15 Edition**

Ad Deadline: May 25
Publication: June 15

- **INFOCUS 15 Edition**

Ad Deadline: June 22
Publication: July 13

- **Oracle OpenWorld Edition**

Ad Deadline: August 28
Publication: September 18

- **End of Year Edition (Digital Only)**

Ad Deadline: October 19
Publication: November 9

In addition to our regular editorial features, Q&A will bring you these specialized advertising opportunities:

Full page Advertisements:

Cover: \$4,000/partner, \$4,500/member

Full page: \$3,000/partner, \$3,500/member

Paid Content Spread: \$4,500

This in-depth piece is an advertisement of yours on one side and then a related customer article or Q&A on the other. Sponsor agrees to work with editorial staff to develop a content piece that showcases the Partner's expertise in the marketplace.

- Includes mention of spread and link in a *Weekly Download* (average week has 33,700 emails)
- Two social media pushes to Quest's LinkedIn and Twitter networks within the first 60 days after digital publication
- Q&A Issue is featured in a specific Q&A email blast to the community of interest with specific reference of the content spread
- Mention of spread in an editorial blog which is drafted and posted after the issue is released

Advertorial: \$6,000

Partner will supply an article that tells the company story as a sales piece on one side with an Advertisement on the other. This opportunity is exclusive with one (1) offering per issue. Partner has the right to use this as a direct sales spread.

Includes all benefits of Paid Content Spread, plus:

- Only one vendor per issue
- Can use this as a direct spread and sales pitch
- A great opportunity to promote a new product or service offering

DID YOU KNOW?

- Q&A Magazine has more than doubled its unique readership in 2014.
- Each issue of Q&A Magazine averages more than 40,000 page views.
- Readers who view Q&A Magazine once are more than 50% likely to visit the magazine a second time.

CONTENT - SIG OPPORTUNITIES

Premier SIG Sponsorship:

\$15,000 per SIG (*only one opportunity of this nature per SIG per year*)

Ability to be exclusive sponsor of specific SIG reception onsite at COLLABORATE:

- Food and beverage would be at an additional expense of the sponsor.
- Ability for vendor to scan leads at the reception.

Exclusive rights to marketing and material-drops at each face-to-face event the SIG meets at during the year.

Exclusive, promoted content sponsor for one webinar call during the year with the SIG.*

Ability to survey attendees before and after face-to-face meetings as well as around the exclusive webinar offering.

Ability for one SIG wide email blast for the year.*

For SIG's that are not under an exclusive contract, as listed to the left, the following a la carte offerings would be available:

Face-to-face Options:

Non-exclusive SIG Reception opportunity - \$3,000

- Food and beverage would be at an additional expense of the sponsor.

Non-exclusive marketing and material drop at single SIG face-to-face meeting - \$1,500

Web and Digital Offerings

Sponsorship of one SIG Webinar Call during the year (*only one per SIG offered*)* - \$3,500

For Platinum Partners only: one SIG wide email blast, only available one-per-year, per SIG - \$2,500.*

**Content to be approved by SIG and Quest*

SIGS WE SUPPORT

- 22** PeopleSoft SIG's
- 18** JD Edwards SIG's
- 1** Primavera SIG
- 3** Oracle Applications SIG's

COLLABORATE 2014 STATS

- Average of **43** SIGs participate
- Over **950** unique SIG participants
- Average attendance **58**

2013 TO 2014 STATS

- **62%** growth in COLLABORATE participation
- **121%** growth in active SIG participants

Reach out to your account executive for more information on opportunities to engage, discuss and be an integral part of our thriving SIG communities.

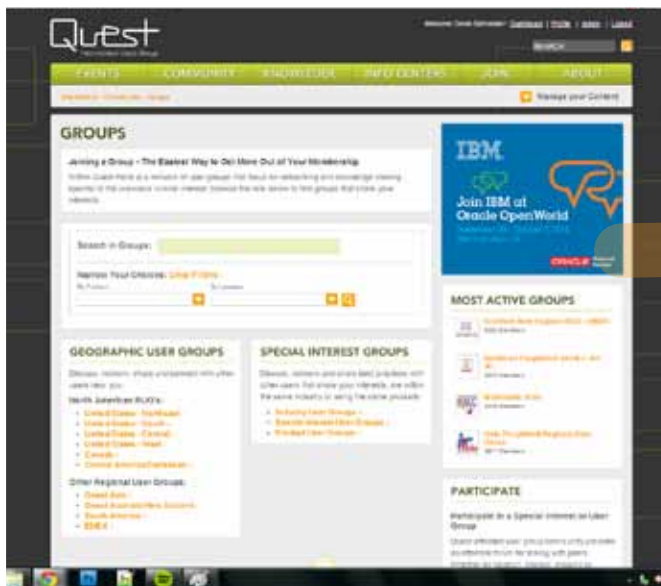
SIG CALLS

- PeopleSoft average of **75** attendees
- JD Edwards average of **35** attendees

BRANDING

Don't stop at Face-to-Face events and content. To be remembered, you need to keep reminding customers why you are the best, and, why they need to be working with you.

Take advantage of these opportunities to grow your business:



Banner Ads

\$2,500 per Quarter Partner / \$3,000 per Quarter Member

Speak out and speak out often with a space in our continually rotating online community banner ads. Banner ads can also be customized to appear only to your target audience.

Weekly Download Sponsorship

Sponsor a content focused newsletter with your advertorial delivered right into customer inboxes. These are product specific to either the JD Edwards or PeopleSoft communities. Partner benefit only.

- Two weeks before COLLABORATE - \$2,500 or \$3,000 both communities
- Two weeks before INFOCUS, RECONNECT or OOW - \$2,000 or \$2,500 both communities
- All other weeks - \$1,500 or \$2,000 both communities

Online Community

1,245,099

**UNIQUE PAGE
VIEWS ANNUALLY**

**70% increase YOY
for unique visitors**

1,110,662 2013 UNIQUE
PAGE VIEWS

THE VENDOR RELATIONSHIP TEAM

QUEST IS GROWING!

With a strategic initiative set by our Board of Directors and being closely tracked and executed by the entire Quest team, we are already well under way towards our Quest 2016 goals.

Quest is devoting significant resources to execute this plan, including investments in software to deliver more relevant content to our customers, making significant enhancements to our customer experience (including the Quest website), and increasing our staffing to facilitate a deeper customer engagement process. With more customers and more traction with these customers we can provide an even larger and robust network for you, our solution and service providers, to tap into as well. With just one year into this three year plan, we are already tracking ahead of the metrics our board has established to help us reach this goal.

One thing is for sure: we can't do this without your help. Please continue advocating and engaging with Quest - provide constructive feedback to the Quest board and staff; talk about the value of Quest in your part of the community, and continue to introduce your customers to the world of user groups if they are not already participating. Research has proven that customers engaged with user groups are more satisfied with their ERP investment and in turn spend more to maintain and utilize it to its full capacity.

We are looking forward to a great year in 2015 and beyond. Thank you for your participation and interest in the Quest community.

**Consistent Customer Contact
Drives Results**



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WHAT'S NEXT?



COLLABORATE 15

PeopleSoft

RECONNECT

JD Edwards

INFOCUS

COLLABORATE 15

April 12-16, 2015
The Mandalay Bay
Resort & Casino
Las Vegas, Nevada

The full-spectrum
Oracle Applications
and Technology
Conference

RECONNECT

July 21-23, 2015
Rosemont, Illinois
Westin O'Hare

The PeopleSoft
Deep-Dive Event

INFOCUS

August 17-19, 2015
Denver, Colorado
Sheraton Denver
Downtown

The JD Edwards
EnterpriseOne
Deep-Dive Event



QuestDirect.org