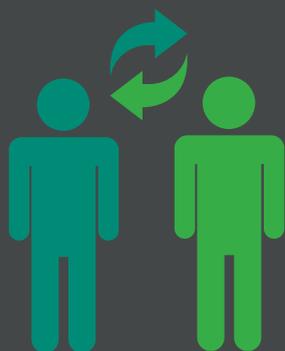


July 21–26 | Washington, D.C.  
Gaylord National Resort and Convention Center

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## The No-Nonsense Guide to Hosting Customers at Sage Summit

Engaging with customers at Sage Summit is a terrific way to build rapport. However, just being present isn't enough. Use this guide to ensure the best possible experience at Sage Summit for you and your customers.



## 1. Spread the word.

**First things first: Invite your customers to attend Sage Summit. It's simple.**

- Remind them the best time to register is early.
- Promote the conference using turnkey tools.
- Place an "I Am Going" badge on your website.
- Add an "I Am Going" badge to your email signature.
- Discuss Sage Summit in newsletters, blogs, and social media.

Find tools and badges at: [SageSummit.com/MarketingTools](https://SageSummit.com/MarketingTools)



## 2. Have a sit down.

**Help attendees map out their schedules. Use the [Schedule Planner Worksheet](#) to identify:**

- Sessions to attend.
- Expo booths to visit.
- People to meet.
- Activities to participate in.



## 3. Bring a big enough posse.

**Give your customers the attention they deserve. Bring at least one team member for every 2-3 clients in attendance.**

Save up to \$170 per attendee with the group rate. [Details](#)



## 4. Exchange digits and details.

**Before you depart, send the "Pack Your Bags" email template customized with:**

- Your contact information.
- Social media handles.
- Meeting points.
- CPE credit information.
- Mobile app.
- ... and more.

Don't forget to use the Pack Your Bags HTML email. [Download Now](#)



## 5. Establish a meeting spot.

Each day, set a time and a place to meet with your customers. Use this daily connection to discuss what they've learned and preview upcoming activities and sessions.

### Recommended meeting spots:

- **Social Lounge** (Chesapeake Lobby area)
- **Entrance to Sage Marketplace Live Expo** (Near the registration desks. At the Sage corporate booth. In one of the industry lounges at Sage Marketplace Live.)
- **Java Coast** (café-style seating outside)
- **National Pastime Sports Bar and Grill**
- **Belvedere Lobby Bar**
- **Cherry Blossom Lobby**



## 6. Be a social Sherpa.

Attendees view Sage Summit as a prime opportunity to build their professional network. Introduce customers to your contacts, including other clients, Sage employees, and exhibitors.

Encourage customers to download the mobile app. It has a people-finder for connecting with like-minded attendees.



## 7. Keep a journal.

Take notes and write a summary of what you and your clients saw, heard, and discussed. This will help you follow up and close the loop after the conference.



## 8. Share the smarts.

Sage Summit is about knowledge transfer. Lend your expertise to the conversation by expanding on what was covered in sessions or demonstrated in the Sage Summit Marketplace Live Expo.



## 9. Wine 'em. Dine 'em.

Schedule a dinner or happy hour together on Tuesday or Thursday evening, which are open nights.

### Our favorite Gaylord National restaurants and taverns:

- **Old Hickory Steakhouse**  
301-965-5100 (reservations required)
- **National Pastime Sports Bar and Grill**  
301-965-5500
- **Pienza Buffet Restaurant**  
301-965-5200

### Our favorite National Harbor restaurants and taverns:

- **Rosa Mexicano** | 301-567-1005
- **Ketchup** | 301-749-7099
- **Fiorella Italian Kitchen and Pizzeria**  
301-839-1811
- **McCormick and Schmick's**  
301-567-6224
- **Bond 45** | 301-839-1445

For additional options refer to:  
[NationalHarbor.com/dining](http://NationalHarbor.com/dining)



## 10. Synthesize it all.

Schedule meetings a week or two after the conference with each client who attended.

- Review what they learned.
- Discuss solutions and technologies they saw.
- Answer any lingering questions they have.
- Make recommendations on next steps.
- Remind them to register for CPE credit.

Encourage your customers to visit the new Sage City online community to continue the conversation.

**Promoting Sage Summit to customers is easy and rewarding.**

[Access turnkey marketing tools and learn about incentives.](#)