



Unlock the Power of the Sage Ecosystem at TPAC Southern Africa 2026

The premier event where partners, customers, and ISVs converge to drive business growth across Southern Africa.



What is TPAC Southern Africa 2026?

Premier Regional Event

Bringing together Sage partners, customers and ISVs from across Southern Africa

When & Where

8-10 March 2026 at Glenburn Lodge and Spa, Muldersdrift, South Africa

Strategic Focus

Share insights, showcase solutions and drive regional business growth

Why TPAC Southern Africa Matters for Your Business

1

Ecosystem Integration

Direct engagement with VARs, ISVs, and customers in a single high-value environment, connecting the entire Sage community.

2

Business Growth

Facilitate reseller agreements, expand product portfolios, and drive adoption across Southern African markets (including South Africa, Namibia, Botswana, and Zimbabwe), as well as Eastern and Western Africa, and the Middle East

3

Brand Elevation

Position your organisation as a thought leader through demos, workshops, and the TPAC LinkedIn Impact Collective, extending your reach beyond the event.

The TPAC Advantage: Measurable Business Outcomes

Reduced Churn

Enhance client retention by equipping VARs with expanded product knowledge and integration capabilities.

Increased Product Adoption

Drive solution uptake across Southern African markets (including South Africa, Namibia, Botswana, and Zimbabwe), as well as Eastern and Western Africa, and the Middle East through hands-on demonstrations and training.

Higher Partner Engagement

Leverage the Sage 300 Action Group and local partner networks to attract qualified participants and foster meaningful connections.

Our 2025 event delivered a 32% increase in partner product adoption and 47% boost in cross-selling opportunities.

TPAC Southern Africa: Your Year-Round Marketing Platform

1

Pre-Event (Jan-Mar 2026)

Product spotlights and email campaigns create anticipation and drive registrations. Early engagement opportunities with key partners and customers.

2

During Event (8-10 Mar 2026)

Live demonstrations, speaking sessions, networking events, and direct engagement with decision makers. Capture video testimonials and success stories.

3

Post-Event (Apr-Dec 2026)

Follow-up campaigns, LinkedIn Impact Collective content sharing, and targeted outreach based on event interactions. Convert connections into contracts.

TPAC isn't just a 3-day event—it's a continuous marketing touchpoint for maximising your Sage partnership throughout the year.

The TPAC LinkedIn Impact Collective

Amplify your reach beyond the physical event through our coordinated social media strategy:

5x Content Reach

Content shared through our collective network reaches 5x more relevant decision-makers than standard company posts.

Thought Leadership Positioning

Position your executives as regional experts through coordinated content sharing and engagement strategies.

Continuous Engagement

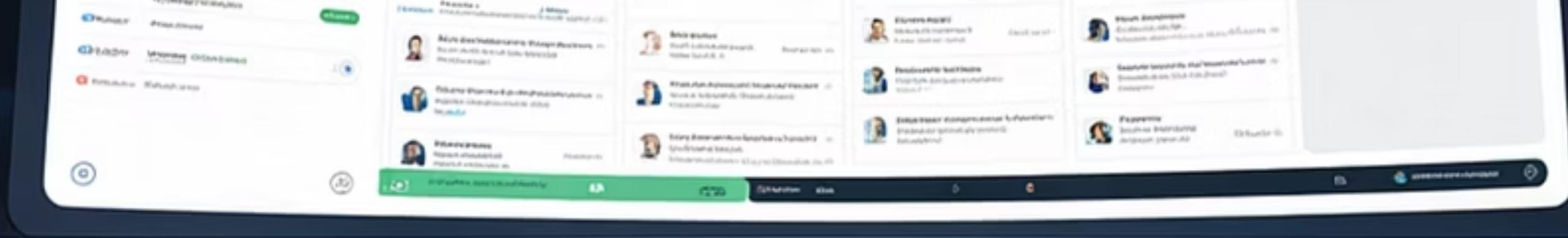
Maintain momentum with scheduled content drops throughout the year, keeping your solutions top-of-mind for the Sage ecosystem.

Launched in June/July 2025, the Impact Collective has already generated more than 8,000 impressions and 1,000 engagements in its first weeks — achieving an impressive 13% engagement rate, well above LinkedIn's average. This strong early traction highlights the quality of engagement from targeted business leaders and sets the stage for scaling to hundreds of thousands of impressions across Africa and the Middle East in the coming year.



Conference Agenda Highlights





Pre and Post Conference Training

Saturday, 7 March

1

2

Wednesday, 11 March

Target Audiences at TPAC Southern Africa

ISVs / Exhibitors

Connect with complementary solution providers to highlight integrations and develop joint go-to-market strategies. Build partnerships that expand your market reach.

VARs / Business Partners

Drive business development, solution adoption, and training engagement with the resellers who directly influence customer purchasing decisions across Southern Africa, as well as Eastern and Western Africa, and the Middle East.

End Customers

Showcase your product capabilities, share success stories, and demonstrate new features directly to the businesses using Sage solutions every day.

Our carefully curated attendee list ensures you'll connect with the right decision-makers for your business objectives.

Proud to Announce Sage as Our Platinum Sponsor

Leading the Way in Business Technology



Global Leader

Sage empowers millions of small and mid-sized businesses worldwide with cutting-edge accounting, financial, HR, and payroll technology.



Innovation Excellence

As our Platinum Sponsor, Sage demonstrates unwavering commitment to innovation and partnership excellence, driving transformative solutions.



Strategic Partnership

This sponsorship reflects Sage's dedication to our ecosystem, delivering strategic collaboration and unmatched industry expertise.

Together with Sage

We unlock new opportunities and deliver exceptional value to our customers and partners, building a future of shared success and innovation.



Sage Products at TPAC 2026

Sage will showcase its comprehensive product lineup at TPAC 2026, featuring six key solutions that drive business efficiency and growth:



Sage X3

Enterprise management solution



Sage 300

Business management system



Sage Intacct

Cloud financial management



Sage Premier Payroll & HR

Comprehensive workforce management



Sage 300 People

HR and payroll solution



Sage CRM

Customer relationship management

Exhibitor Packages

Super Stand

\$12,500 CAD

- Shared double booth (extended booth space) for up to four ISVs with full amenities (1 large screen display monitor)
- 4 full attendee passes & moderate visibility
- 2 minutes at opening session per ISV
- 1 breakaway session per ISV
- Conference guide listing

Gold Package

\$5,500 CAD

- 3m×3m booth with full amenities
- 6 conference passes & high visibility positioning
- 5-minute opening session slot & 1-hour technical presentation
- Conference guide listing

Silver Package

\$4,000 CAD

- 2m×2m booth with amenities
- 4 conference passes & moderate visibility
- 30-minute technical presentation or panel inclusion
- Optional pre/post training

Bronze Package

\$3,000 CAD

- 2m×2m booth with basic amenities
- 2 conference passes
- Conference guide listing
- Basic presence with no speaking opportunities

Secure yours today for maximum impact and ROI.

Marketing ROI & Measurement: Prove Your Impact

68%

Partner Engagement

Of TPAC 2025 exhibitors reported meaningful business development opportunities with VARs and ISVs

42%

Lead Generation

Average increase in qualified leads for exhibitors compared to standalone marketing activities

3.2x

Content Engagement

Higher engagement rates for content shared through the TPAC LinkedIn Impact Collective

29%

Product Adoption

Average increase in product trials and adoptions within 90 days post-event

We provide comprehensive post-event reporting to help you demonstrate clear ROI to your marketing stakeholders.

The Unmatched Setting: Glenburn Lodge & Spa

Located just 45 minutes from Johannesburg in the tranquil Muldersdrift area, Glenburn Lodge offers:



State-of-the-Art Facilities

Modern conference spaces with advanced AV equipment and reliable high-speed internet for seamless presentations and demonstrations.



Inspirational Setting

Nestled at the foothills of the Zwartkop Mountains with panoramic views that create the perfect backdrop for meaningful business conversations.



Networking Spaces

Multiple indoor and outdoor areas designed for both formal sessions and casual networking opportunities to build lasting relationships.

The venue's blend of professional facilities and natural beauty creates an ideal environment for productive engagement.

Secure Your Place at TPAC Southern Africa 2026

Don't miss this opportunity to position your organisation at the heart of the Southern African Sage ecosystem. Gold Exhibitor packages are limited and allocated on a first-come, first-served basis.

Early bird packages save 15% when secured before **31 December 2025**. Contact your Sage Marketing representative today or email tpac2026@sage.com to reserve your spot.

Tag a colleague who needs to know about this opportunity!