

Third Party Advantage Conference

tpac **2027**
SOUTH AFRICA



ISV / DEVELOPMENT PARTNER PROSPECTUS

Your solution.
The people who can grow it.

Where Connection Becomes Opportunity.

14–16 March 2027 • Misty Hills, Muldersdrift

The Sage ecosystem at Misty Hills



14–16 MARCH 2027

Misty Hills Country Hotel
Muldersdrift, Johannesburg
South Africa

Sage 300 • Sage X3 • Sage Intacct
Sage 200 Evolution • Sage CRM
Sage People / HR & Payroll

Sage partners, ISVs, technology specialists and customers. Accommodation is booked separately.

The people behind your next opportunity

VARs who recommend

Explain where your solution fits and how partners can sell, implement and support it.

Customers with a need

Test your message against real business problems and arrange a relevant follow-up demonstration.

Sage and specialists

Discuss product compatibility, integration and potential joint delivery opportunities.

Existing partners

Strengthen relationships and introduce the capabilities they may not yet know you offer.

A conference connected to a year-round community

~2,500

individual recipients

880+

VAR / partner organisations

230+

ISV / technology organisations

TPAC SA 2026

~250 delegates • 34 exhibitors • 18 Sage colleagues

Communications reach across TPAC and the Sage 300 Action Group. Overlapping measures, not projected attendance.

The Action Group keeps TPAC connected

A Sage 300 community that supports TPAC's broader Sage ecosystem.

Before TPAC

Product webinars and community conversations help partners discover relevant ISVs and plan whom to meet.

At Misty Hills

Face-to-face demonstrations and partner conversations turn awareness into deeper technical and commercial discussion.

After TPAC

Session debriefs and shared content support follow-up, further introductions and continued solution discovery.

Exhibitor packages

Benefit	Gold	Silver	Bronze
Investment	CAD6,500	CAD5,000	CAD4,000
Included attendee passes	2	1	1
50-minute sessions	2	1	Not included
Full-page Agenda Display advert	Included	Included	Not included
Monitor rental	Included in fee	CAD400 each	CAD400 each

All tiers include the shared benefits on the next page. Extra passes: CAD500 each. Silver/Bronze monitor rental: CAD400 per monitor.

Included with every exhibitor package

Gold includes two passes. Silver and Bronze include one pass each.

Three-day exhibition	One booth with a table, chairs and electricity in the exhibition area.
Visibility	Online Conference Guide listing and TPAC website listing with a link to your homepage.
Opening introduction	Two minutes to introduce your company at the opening session.
Delegate experience	Included pass(es) cover event meals, functions and the conference kit. Accommodation is excluded.

One VAR ticket. Two complementary perspectives.

VAR delegate offer. Sponsorship packages, exhibitor passes and Customer Day tickets are priced separately.

Flexi-pass option

Two colleagues from the same VAR can share one delegate ticket on two separate days: for example, sales one day and a technical resource the next.

Normal delegate fee

No extra charge for the flexi option. The applicable fee remains CAD300 early bird, CAD350 standard or CAD400 late. One attendee per ticket per day.

Pay for 3, get 4

Buy three VAR delegate passes and receive a fourth free. The offer remains available when using the flexi-pass option.

Conference programme at a glance

Day	Programme highlights
Sun 14 March	Opening and exhibitor introductions; solution sessions and exhibition; welcome reception. Times to follow.
Mon 15 March	08:00–10:00 AI Centre of Excellence. Customer Day 11:45–17:30. Gala dinner in the evening.
Tue 16 March	Sage keynote planned; solution sessions and exhibition. 13:00 Business Automation. Closing time to follow.

All times SAST (UTC+2). Programme remains indicative except stated session times; final timetable to follow.

Business Automation: beyond the core ERP

A practical session connecting business needs, technology and partner opportunity.

Tuesday • 13:00

16 March 2027, SAST. Explore how process, workflow and integration work together around ERP.

Business value

See how connected processes can reduce manual handoffs and rekeying, and support measurable operational improvements.

Partner opportunity

Connect customer priorities to the right capabilities and explore repeatable consulting, implementation and automation services.

Customer Day connects partners with buyers

Monday 15 March	Customer programme
11:45	Registration at Misty Hills
12:00–13:00	Lunch at Carnivore restaurant
13:00–14:00	AI and AI governance keynote: Greg Serandos and Monisha Prem
14:00–15:00	Customer-focused add-on solutions session
15:00–17:30	Exhibition access and direct conversations with solution providers

SAST (UTC+2). Open to Business Partner clients and non-affiliated companies.

Customer Day adds a second buying conversation

Monday exhibition access: 15:00–17:30. Customer-session speaking slots are not an automatic package entitlement.

Partner opportunity

VARs evaluate how your solution fits their portfolio and how they can take it to market.

Customer opportunity

Customers arrive from the AI and add-on sessions ready to ask about their own operational needs.

A stronger next step

Use exhibition conversations to agree a demonstration, technical discussion or scoped follow-up with the customer and their VAR.

Booking and delivery details

Tax treatment and detailed exhibition logistics require confirmation with TPAC.

Payment

100% deposit at registration. Charges are in Canadian dollars. No refunds after 31 December 2026.

Your team and monitor

Extra passes: CAD500 each. Gold includes monitor rental; Silver and Bronze rental is CAD400 per monitor. Accommodation is separate.

Your application

Provide company and attendee details, dietary requirements and the Sage products your solution connects to.

Your preparation

Agree booth dimensions, setup access, connectivity needs and session scheduling with TPAC before committing logistics.

Additional sponsorship opportunities

Optional sponsorship concepts. Pricing, availability and branding rights on enquiry.

Shared experiences

Networking evening, Coffee & Connections, gala dinner and event giveaways.

Visible throughout TPAC

Lanyards, notebooks, bags and table tent cards.

Beyond the venue

Podcast series, webinars and digital homepage banners.

Your next partner could be in the room

Gold CAD6,500 • Silver CAD5,000 • Bronze CAD4,000
Register your solution and start planning the conversations.

TPAC South Africa

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Registration: tpac.biz

Send your selected tier, attendee names, Sage product compatibility and proposed session topics.