

Third Party Advantage Conference

tpac **2027**
SOUTH AFRICA



SAGE VAR / BUSINESS PARTNER PROSPECTUS

The solution your client needs next

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.

A stronger answer to your next customer brief

More capability

Discover add-ons, integrations and specialist services for needs beyond the core ERP platform.

Better qualification

Ask developers about compatibility, implementation effort, support and commercial arrangements.

New services

Explore consulting, integration and delivery opportunities around your existing customer base.

Closer relationships

Meet Sage, existing suppliers and other VARs who understand the challenges you face.

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.

Business Partner registration

Booking period	Fee per delegate	Indicative rand
Through 31 Oct 2026	CAD300	~R3,500
1 Nov 2026–31 Jan 2027	CAD350	~R4,000
1 Feb 2027–conference	CAD400	~R4,500

Charges are in CAD; rand equivalents fluctuate. Accommodation is excluded.

Your conference registration includes

Three days of sessions

Products and services for Sage 300, Sage 200, Sage CRM, Sage Intacct, Sage X3 and Sage People.

Direct access

Face-to-face conversations with developers and other Business Partners.

Meals and networking

Conference lunches, breaks and dinners, entertainment, welcome reception and gala dinner.

Bring your team

Use normal or flexi delegate passes, and pay for three to get a fourth free. Register the attending colleagues and their dietary requirements.

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.

Monday puts AI in business context

A practical conversation about AI, reliable data and responsible use around ERP.

08:00–10:00

Centre of Excellence: General AI Session for conference delegates. Opening keynote followed by a moderated panel.

Sage and ISV voices

Planned Sage keynote contribution from John Thomas, with Sage and selected ISV representatives in the discussion.

AAAI perspectives

Greg Serandos and Monisha Prem bring AI strategy, adoption and governance expertise to Monday's programme.

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.

A customer invitation with a clear purpose

Customer registrations are separate from your Business Partner pass.

In person

Customer Day costs CAD65 per person (~R750), including Carnivore lunch, the sessions and exhibition access.

A shared agenda

Agree the customer's key business challenge, meet suitable ISVs together and plan the next discussion.

Group and virtual options

A discount for VARs bringing 4+ customers and a CAD100 virtual add-on per registered VAR/ISV are under consideration. Ask TPAC for confirmed terms.

A better solution starts with a conversation

Book your team and invite your customers to join you.
Early bird Business Partner registration: CAD300 through 31 October 2026.

TPAC South Africa

087 109 0995 | info@tpac.biz

Registration: tpac.biz

Confirm cancellation terms before payment: the supplied Business Partner form's refund date needs correction.