

SAPPHIRE NOW and the ASUG Annual Conference
May 15-18, 2011, Orlando, Florida
Drive Attendance Promotion – Exhibitor Opportunity



Promotion Overview

Objective

Incent exhibitors to drive customer registrations to SAPPHIRE NOW and the ASUG Annual Conference.

How Exhibitors Benefit

SAP and ASUG will reward each exhibiting company, that participates in the promotion, with **one complimentary conference registration** upon proof that promotion requirements have been met. The complimentary registration will be added to the exhibitor's console. Offer is limited to one badge per participating company and is for new registrations only. Refunds will not be given for previously purchased badges.

Method

Exhibitors will incorporate a unique URL and conference banner (provided by SAP and ASUG) into an e-mail communication to their customers. A rendering of the banner is below.



Follow These Steps

Commitment Date for Participation

- Send an e-mail to your exhibit manager by March 21 confirming participation in the promotion.
- Include the projected date of the mailing and the anticipated number of individual contacts.

Receiving the Banner

- On March 28 your exhibit manager will provide the conference logo banner along with a unique tracking URL.

Using the Banner

- The conference banner and the URL must be used in an e-mail communication to customers between March 28 and May 9.
- Follow these steps to link the banner and the URL in Outlook or Word:
 - Click on the banner > Insert > Hyperlink > copy and paste the URL into the address field > OK. Confirm that it works properly.
- Provide your exhibit manger with a sample of the e-mail.

Creative Tips

- The Exhibitor Information Web Site includes an [Invite Your Customers](#) page and SAP and ASUG developed invitations. Customize one of these for your promotion, or get creative with your own campaign.
- SAPPHIRE NOW and ASUG should always be capitalized as they are acronyms.
- As with all communications that include SAP, please adhere to the partner branding polices, available on the [Exhibitor Resources](#) page of the EIW.

Additional Information

URL Details

SAP and ASUG are piloting this offer in 2011 and will use unique URLs to measure the success of this promotion. The URLs will allow for tracking the number of click throughs to the conference Web site as well as those that resulted in a registration.

Additional Banners

The [Exhibitor Resources](#) page includes other banners for use on your Web site and in e-mail signatures. Note that the banner/URL mentioned in this promotion is the only one eligible for the complimentary conference registration. It may also be incorporated into your e-mail signatures and Web site.

Questions?

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