



EXHIBIT PACKAGES

SAPPHIRE NOW and 2012 ASUG Annual Conference
May 14–16, 2012

Orange County Convention Center
North/South Building
Orlando, Florida

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EXHIBITOR ELIGIBILITY, EXHIBIT SPACE SELECTION, PRIORITY POINTS

EXHIBITOR ELIGIBILITY

Eligibility to be an Exhibitor in this program is limited to companies that have a current partnership agreement in good standing with SAP, have an SAP complementary and certified product, or are in the process of partnership or complementary product certification. Companies that do not meet these criteria will require an explicit endorsement from SAP. All Exhibitors must be in good credit standing with SAP and ASUG with no past due amounts. SAP and ASUG reserve the right to reject or cancel any application/agreement to exhibit.

EXHIBIT SPACE SELECTION

Sapphire and Onyx levels: exhibit space selection is determined by the order of completion of the online Exhibitor Application. In addition, the signed Exhibitor Agreement must be received by the Exhibit Manager before space can be selected. Once space selection has begun, new exhibitors at these levels will select space on a first-come, first-served basis, based on availability. The Sapphire level will select space first, followed by the Onyx level.

Diamond, Emerald, Emerald Turnkey, Ruby, Ruby Turnkey and Pod levels: exhibit space will be selected within each package level. A Priority Point System will be used to establish priority for exhibit space selection. In order to be considered for the Priority Point System, the signed Exhibitor Agreement must be received by the Exhibit Manager and full payment must be received by SAP by February 6, 2012. Exhibitors who complete the Exhibitor Application and/or whose signed Exhibitor Agreement and full payment are received after February 6 will select space on a first-come, first-served basis, based on availability.

Exhibit space selection will take place in early 2012. SAP and ASUG do not represent that any space will be available to any applicant. SAP and ASUG retain the exclusive right to revise the show floor plan and/or move Exhibitors as necessary.

PRIORITY POINT SYSTEM FORMULA

Priority points will determine when an exhibitor selects space. Priority points are calculated per show beginning with participation at SAPPHIRE 2004 and the 2004 ASUG Annual Conference unless otherwise noted. If one or more exhibitors have equal points, the completion date of the 2012 Exhibitor Application will dictate priority. Point totals are cumulative as follows:

Points	Criteria
6	For each show at which the company exhibited (regardless of booth size)
.5	For every \$5,000 spent toward an exhibit package
2	For every \$5,000 spent toward Marketing Sponsorship Opportunities
1	For Marketing Sponsorship Opportunities purchased totaling less than \$5,000
2	For 2012 application and signed agreement received by December 31, 2011
5	For being an ASUG Associate Member by February 6, 2012
5	For being an SAP partner by February 6, 2012
2	For completing the previous year's Exhibitor Evaluation survey prior to the published deadline

EXHIBIT PACKAGES AT-A-GLANCE

Package Component	Sapphire	Onyx	Diamond	*Emerald Turnkey	Emerald	*Ruby Turnkey	Ruby	*Pod
Price	\$215,000	\$150,000	\$78,000	\$66,000	\$46,000	\$33,000	\$23,000	\$12,000
Space	30'x40'	30'x30'	20'x20'	10'x20'	10'x20'	10'x10'	10'x10'	pod
Conference Badges	65	50	20	10	10	5	5	2
Premium Location	x	x	x					
Option to Expand Exhibit Space	x	x	x					
Home Base Conference Room	x							
Pre-Fabricated Conference Room	x	x						
Invitation to Global Communications Dinner	x							
Spotlight Promotion	x							
Featured Exhibitor Promotion	x	x						
Microforum	2		1					
Partner Track Session	3	2						
Special Recognition in Conference On-site Guide	x							
Hotel Room Block (based on availability and package level)	x	x	x	x	x			
Turnkey Convenience*				x		x		x
Conference Web Site and Virtual Platform Presence	200 words	150 words	100 words	75 words	75 words	50 words	50 words	50 words
Opportunity to Purchase Marketing Sponsorships	x	x	x	x	x	x	x	x

* Emerald Turnkey, Ruby Turnkey and Pod level exhibit packages include a structure, display monitor, lead retrieval unit, Internet, electrical, chairs, carpet, and cleaning.

SAP and ASUG reserve the right, at any time, to review the display materials, demos, company descriptions, marketing opportunity sponsorship messaging, collateral assets and presentations of all Exhibitors to address any sensitive and/or non-complementary issues.

SAPPHIRE LEVEL EXHIBIT PACKAGE FEE: \$215,000

- ★ Items exclusive to the Sapphire level package
 - 30' x 40' Exhibit Space
 - Raw space only, exhibitor to provide booth property
 - Registrations Included: 65 Conference Badges
 - Permits access to all conference activities; SAPPHIRE NOW sessions, ASUG Annual Conference sessions, keynotes, show floor, meals, and conference evening entertainment
 - Premium Exhibit Space Location
 - In the first group to select exhibit space (based on order in which application is completed and signed agreement is received)
 - Option to Expand Exhibit Space
 - 300 square feet - \$15,000
 - 400 square feet - \$20,000
- ★ Home Base Conference Room
 - Dedicated meeting room, located near the show floor, available throughout the event
 - Exhibitor responsible for furnishings, Internet service, electrical, catering, etc.
- One Pre-Fabricated Conference Room
 - Dedicated meeting room, located on the show floor
 - Conference badge required for entry into this room
 - Available during show floor hours only
 - Includes conference table, eight chairs, wastebasket and electrical
- ★ Two Invitations to Attend the SAPPHIRE NOW Global Communications (Press) Dinner
- ★ Spotlight Promotion
 - Pre-Conference E-mail
 - SAP and ASUG will promote Sapphire level exhibitors in one dedicated pre-conference e-mail to registered attendees
 - Logo, URL and 100-word description and contact information, driving attendees to reach out to the exhibitor prior to the conference to start dialog and/or pre-schedule meetings
- Featured Exhibitor Promotion
 - Rotating company logo with hyperlink on the conference Web site home page including abbreviated description
- Two Microforums
 - Host two 45-minute microforum discussions (no slides or demos)
 - Held around a large conference table (seating for 12) within a show floor campus
 - Microforums promoted in the Agenda Builder

SAPPHIRE LEVEL EXHIBIT PACKAGE

- Three Partner Track Sessions
 - 20-minute speaking opportunity in a show floor theater to showcase how the exhibitor's organization / solutions enable SAP customers to be more successful
 - Session followed by a 20-minute audience discussion opportunity
 - SAP and ASUG will promote the session in the Agenda Builder, on the conference Web site, and in the conference Daily Planner

- Hotel Room Block
 - Including prime located hotels: The Peabody Orlando, Rosen Centre Hotel and Hilton Orlando
 - Exhibitor responsible for room, tax, and all costs associated with hotel rooms
 - Based on availability; first-come, first-served

- ★ Special Recognition in the Conference On-site Guide

- Conference Web Site Presence
 - Company logo, booth number, 200-word description, and Web site link on the conference Web site before and during the conference
 - Exhibitor profile page to include company logo, 200-word description, Web site link, company address, line of business e-mail address, employee profiles, and up to ten collateral assets promoted on www.SAPPHIRENOW.com during and after the conference

- Additional Benefits
 - Company name and booth number listed in the conference On-site Guide
 - Option to have SAP-related press releases published in the SAPPHIRE NOW News Room (subject to SAP approval)

ONYX LEVEL EXHIBIT PACKAGE

FEE: \$150,000

- 30' x 30' Exhibit Space
 - Raw space only, exhibitor to provide booth property
- Registrations Included: 50 Conference Badges
 - Permits access to all conference activities; SAPPHIRE NOW sessions, ASUG Annual Conference sessions, keynotes, show floor, meals, and conference evening entertainment
- Premium Exhibit Space Location
- Option to Expand Exhibit Space
 - 300 square feet - \$15,000
- Two Partner Track Sessions
 - 20-minute speaking opportunity in a show floor theater to showcase how the exhibitor's organization / solutions enable SAP customers to be more successful
 - Session followed by a 20-minute audience discussion opportunity
 - SAP and ASUG will promote the session in the Agenda Builder, on the conference Web site, and in the conference Daily Planner
- One Pre-Fabricated Conference Room
 - Dedicated meeting room, located on the show floor
 - Conference badge required for entry into this room
 - Available during show floor hours only
 - Includes conference table, eight chairs, wastebasket and electrical
- Featured Exhibitor Promotion
 - Rotating company logo with hyperlink on the conference Web site home page including abbreviated description
- Hotel Room Block
 - Including prime located hotels: The Peabody Orlando, Rosen Centre Hotel and Hilton Orlando
 - Exhibitor responsible for room, tax, and all costs associated with hotel rooms
 - Based on availability; first-come, first-served
- Conference Web Site Presence
 - Company logo, booth number, 150-word description, and Web site link on the conference Web site before and during the conference
 - Exhibitor profile page to include company logo, 150-word description, Web site link, company address, line of business e-mail address, employee profiles, and up to ten collateral assets promoted on www.SAPPHIRENOW.com during and after the conference
- Additional Benefits
 - Company name and booth number listed in the conference On-site Guide
 - Option to have SAP-related press releases published in the SAPPHIRE NOW News Room (subject to SAP approval)

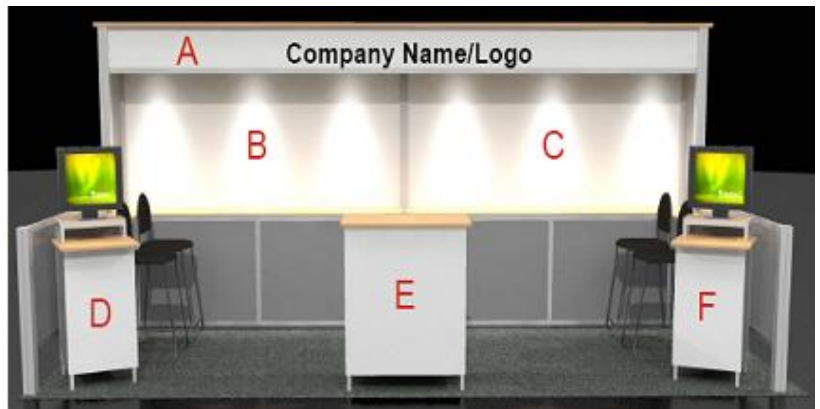
DIAMOND LEVEL EXHIBIT PACKAGE FEE: \$78,000

- 20' x 20' Exhibit Space
 - Raw space only, exhibitor to provide booth property
- Registrations Included: 20 Conference Badges
 - Permits access to all conference activities; SAPPHIRE NOW sessions, ASUG Annual Conference sessions, keynotes, show floor, meals, and conference evening entertainment
- Option to Expand Exhibit Space
 - 200 square feet - \$10,000
- One Microforum
 - Host a 45-minute microforum discussion (no slides or demos)
 - Held around a large conference table (seating for 12) within a show floor campus
 - Microforums promoted in the Agenda Builder
- Hotel Room Block
 - Exhibitor responsible for room, tax, and all costs associated with hotel rooms
 - Based on availability; first-come, first-served
- Conference Web Site Presence
 - Company logo, booth number, 100-word description, and Web site link on the conference Web site before and during the conference
 - Exhibitor profile page to include company logo, 100-word description, Web site link, company address, line of business e-mail address, employee profiles, and up to ten collateral assets promoted on www.SAPPHIRENOW.com during and after the conference
- Additional Benefits
 - Company name and booth number listed in the conference On-site Guide
 - Option to have SAP-related press releases published in the SAPPHIRE NOW News Room (subject to SAP approval)

EMERALD TURNKEY LEVEL EXHIBIT PACKAGE

FEE: \$66,000

- 10' x 20' Booth Structure/Space
 - Includes 10' x 20' booth structure shown
 - Custom header with full-color logo *
 - Back wall full-color graphic panel *
 - Front information counters with full-color graphic panels
 - Back counter with non-secure storage
 - Two side counters
 - Four counter-high chairs
 - Six lights
 - Booth carpet
 - Install and dismantle labor
 - Nightly cleaning
 - Wastebaskets



* Exhibitor to provide artwork, SAP/ASUG to produce

- Two Flat Screen Display Monitors
- Two 15 amp Circuits with Multi-Outlet Strips
- Two Lead Retrieval Scanners
- Internet (Two Connections)
- Registrations Included: 10 Conference Badges
 - Permits access to all conference activities; SAPPHIRE NOW sessions, ASUG Annual Conference sessions, keynotes, show floor, meals and conference evening entertainment
- Hotel Room Block
 - Exhibitor responsible for room, tax, and all costs associated with hotel rooms
 - Based on availability; first-come, first-served
- Conference Web Site Presence
 - Company logo, booth number, 75-word description, and Web site link on the conference Web site before and during the conference
 - Exhibitor profile page to include company logo, 75-word description, Web site link, company address, line of business e-mail address, employee profiles, and up to ten collateral assets promoted on www.SAPPHIRENOW.com during and after the conference
- Additional Benefits
 - Company name and booth number listed in the conference On-site Guide
 - Option to have SAP-related press releases published in the SAPPHIRE NOW News Room (subject to SAP approval)

EMERALD LEVEL EXHIBIT PACKAGE FEE: \$46,000

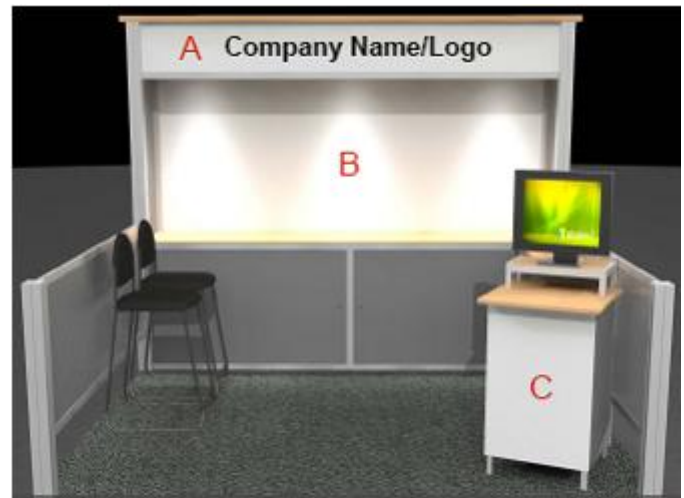
- 10' x 20' Exhibit Space
 - Raw space only, exhibitor to provide booth property
- Registrations Included: 10 Conference Badges
 - Permits access to all conference activities; SAPPHIRE NOW sessions, ASUG Annual Conference sessions, keynotes, show floor, meals, and conference evening entertainment
- Hotel Room Block
 - Exhibitor responsible for room, tax, and all costs associated with hotel rooms
 - Based on availability; first-come, first-served
- Conference Web Site Presence
 - Company logo, booth number, 75-word description, and Web site link on the conference Web site before and during the conference
 - Exhibitor profile page to include company logo, 75-word description, Web site link, company address, line of business e-mail address, employee profiles, and up to ten collateral assets promoted on www.SAPPHIRENOW.com during and after the conference
- Additional Benefits
 - Company name and booth number listed in the conference On-site Guide
 - Option to have SAP-related press releases published in the SAPPHIRE NOW News Room (subject to SAP approval)

RUBY TURNKEY LEVEL EXHIBIT PACKAGE

FEE: \$33,000

- 10' x 10' Booth Structure/Space
 - Includes 10' x 10' booth structure shown
 - Custom header with full-color logo *
 - Back wall full-color graphic panel *
 - Front information counter with full-color graphic panel
 - Back counter with non-secure storage
 - Side counter
 - Two counter-high padded chairs
 - Three lights
 - Booth carpet
 - Install and dismantle labor
 - Nightly cleaning
 - Wastebasket

** Exhibitor to provide artwork, SAP/ASUG to produce*



- Flat Screen Display Monitor
- 15 amp Circuit with Multi-Outlet Strip
- Lead Retrieval Scanner
- Internet
- Registrations Included: 5 Conference Badges
 - Permits access to all conference activities; SAPPHIRE NOW sessions, ASUG Annual Conference sessions, keynotes, show floor, meals, and conference evening entertainment
- Conference Web Site Presence
 - Company logo, booth number, 50-word description, and Web site link on the conference Web site before and during the conference
 - Exhibitor profile page to include company logo, 50-word description, Web site link, company address, line of business e-mail address, employee profiles, and up to ten collateral assets promoted on www.SAPPHIRENOW.com during and after the conference
- Additional Benefits
 - Company name and booth number listed on the show floor directories and conference On-site Guide
 - Option to have SAP-related press releases published in the SAPPHIRE NOW News Room (subject to SAP approval)

RUBY LEVEL EXHIBIT PACKAGE

FEE: \$23,000

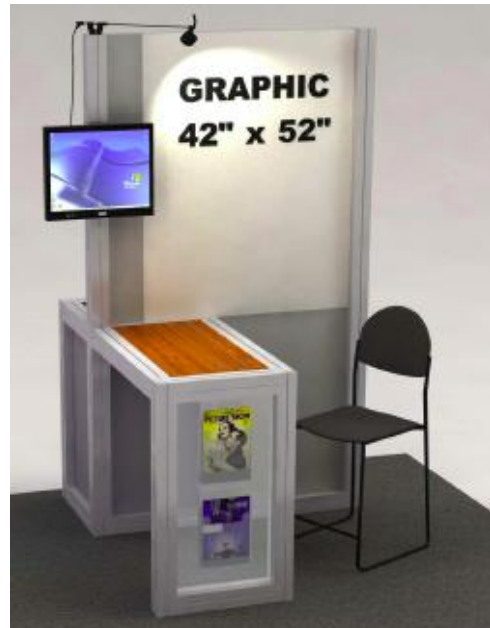
- 10' x 10' Exhibit Space
 - Raw space only, exhibitor to provide booth property
- Registrations Included: 5 Conference Badges
 - Permits access to all conference activities; SAPPHIRE NOW sessions, ASUG Annual Conference sessions, keynotes, show floor, meals and conference evening entertainment
- Conference Web Site Presence
 - Company logo, booth number, 50-word description, and Web site link on the conference Web site before and during the conference
 - Exhibitor profile page to include company logo, 50-word description, Web site link, company address, line of business e-mail address, employee profiles, and up to ten collateral assets promoted on www.SAPPHIRENOW.com during and after the conference
- Additional Benefits
 - Company name and booth number listed on the show floor directories and conference On-site Guide
 - Option to have SAP-related press releases published in the SAPPHIRE NOW News Room (subject to SAP approval)

POD LEVEL EXHIBIT PACKAGE

FEE: \$12,000

- Pod Structure/Space
 - Includes Pod structure shown
 - Custom full-color graphic panel
 - Non-secure storage
 - Panel lighting
 - One counter-high padded chair
 - Carpet
 - Installation and dismantle labor
 - Nightly cleaning
 - Wastebasket

** Exhibitor to provide artwork, SAP/ASUG to produce*



- Flat Screen Display Monitor
- 15 amp Circuit with Multi-Outlet Strip
- Lead Retrieval Scanner
- Internet
- Pods will be integrated into the overall exhibit space on the show floor
- Registrations Included: 2 Conference Badges
 - Permits access to all conference activities; SAPPHIRE NOW sessions, ASUG Annual Conference sessions, show floor, meals, and conference evening entertainment
- Conference Web Site Presence
 - Company logo, booth number, 50-word description, and Web site link on the conference Web site before and during the conference
 - Exhibitor profile page to include company logo, 50-word description, Web site link, company address, line of business e-mail address, employee profiles, and up to ten collateral assets promoted on www.SAPPHIRENOW.com during and after the conference
- Additional Benefits
 - Company name and booth number listed in the conference On-site Guide
 - Option to have SAP-related press releases published in the SAPPHIRE NOW News Room (subject to SAP approval)

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