



EXHIBITOR PROGRAM PACKAGES

SAPHIRE 2010 and the 2010 ASUG Annual Conference
May 16–19, 2010

Orange County Convention Center • West Building • Orlando, Florida

TABLE OF CONTENTS

Exhibitor Eligibility, Exhibit Space Selection, Priority Points	3
Exhibit Packages At-a-Glance	4
Sapphire Level Exhibit Package	5
Onyx Level Exhibit Package	7
Diamond Level Exhibit Package	9
Emerald Turnkey Level Exhibit Package	10
Emerald Level Exhibit Package	11
Ruby Turnkey Level Exhibit Package	12
Ruby Level Exhibit Package	13
Pod Level Exhibit Package	14

The firm deadline to complete and submit an Exhibitor Application is April 5, 2010. Applications will not be accepted past this date.

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 a SAP certified product(s), or are in the process of partnership or 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 conference 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 conference exhibit manager and full payment must be received by SAP by February 8.** Exhibitors who complete the Exhibitor Application and/or whose signed Exhibitor Agreement and full payment are received after February 8 will select space on a first-come, first-served basis, based on availability.

Exhibit space selection will take place in early 2010. 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 2010 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)
1	For every 10' x 10' booth unit purchased after the first unit in 2004 and 2005
.5	For every \$5,000 spent toward an exhibit package in 2006, 2007, 2008 and 2009
2	For Exhibitor Application and signed Agreement received by December 31, 2009
2	For every \$5,000 in Marketing Sponsorship Opportunities purchased
1	For Marketing Sponsorship Opportunities purchased totaling less than \$5,000
3	For being an Associate Member of ASUG (by February 8, 2010); starting with and including 2007
5	For being an SAP partner (by February 8, 2010); starting with and including 2007
2	For completing the 2009 Exhibitor Evaluation survey prior to the June 3, 2009 deadline

EXHIBIT PACKAGES AT-A-GLANCE

Package Component	Sapphire	Onyx	Diamond	*Emerald Turnkey	Emerald	*Ruby Turnkey	Ruby	*Pod
Price	\$215k	\$145k	\$75k	\$64k	\$45k	\$32k	\$22k	\$12k
Space	30'x40'	30'x30'	20'x20'	10'x20'	10'x20'	10'x10'	10'x10'	pod
Conference Badges	60	45	20	10	10	5	5	2
Premium Location	x	x	x					
Option to Expand Exhibit Space	x	x	x					
Home Base Conference Room	x							
SAPPHIRE Press Reception Invitations	x							
Exhibitor Track Session	2	2	1					
Featured Web Exhibitor	x	x						
Special Recognition in On-site Guide	x							
Pre-Fabricated Conference Room		x						
Banner			x					
Hotel Room Block at Prime Located Hotels (based on availability)	x	x						
Hotel Room Block (based on availability)	x	x	x	x	x			
Turnkey Convenience				x		x		x
Company Description Word Count	100	100	75	50	50	50	50	50

* The package components are included in addition to a structure, display monitor, lead retrieval unit, Internet service, electrical, labor and cleaning.

SAPPHIRE LEVEL EXHIBIT PACKAGE

Fee: \$215,000

★ Items **exclusive** to the Sapphire level package

- **30' x 40' Exhibit Space**
- **Registrations Included: 60 Conference Badges**
 - Permits access to all conference activities; SAPPHIRE sessions, the ASUG Annual Conference sessions, show floor, meals and conference evening entertainment
- **Premium Exhibit Space Location**
- **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
 - Conference badge not required for entry into this room
 - Available throughout the event
 - Exhibitor responsible for furnishings, Internet service, electrical, catering, etc.
- ★ **Two Invitations to Attend the SAPPHIRE Press Reception**
- **Two Exhibitor Track Sessions**
 - New! 20-minute speaking opportunity in a show floor theater to showcase how your organization / solutions enable SAP customers to be more successful
 - New! Session followed by a 20-minute audience discussion in a nearby area on the show floor that has been specifically designed to encourage audience participation and interaction
 - SAP and ASUG will promote the session and speaker in the Agenda Builder, on the conference Web site and in the conference On-site Guide (SAP and ASUG to approve)
- **Hotel Room Block at Prime Located Hotels — 60 room max.**
 - 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
- **Hotel Room Block**
 - Exhibitor responsible for room, tax and all costs associated with hotel rooms
 - Based on availability; first-come, first-served
- **'Featured Exhibitor' Web Site Inclusion**
 - Featured on conference Web site
 - Includes company name and abbreviated description (SAP and ASUG to approve) with hyperlink

SAPPHIRE LEVEL EXHIBIT PACKAGE

- **Special Recognition in the Conference On-site Guide Distributed to All Attendees**
- **Additional Benefits**
 - Company name and booth number listed on the show floor directories and conference On-site Guide
 - Listed as an exhibitor in the SAPPHIRE Pre-Event Program Guide and the ASUG Annual Conference Advance Program – if Exhibitor Application and signed Exhibitor Agreement are submitted prior to the deadline
 - Company name, logo, booth number, 100-word description and Web site link on the conference Web site
 - SAP-related press releases included in the SAPPHIRE Virtual Press Room (subject to SAP approval)

ONYX LEVEL EXHIBIT PACKAGE

Fee: \$145,000

★ Item **exclusive** to the Onyx level package

- **30' x 30' Exhibit Space**
- **Registrations Included: 45 Conference Badges**
 - Permits access to all conference activities; SAPPHIRE sessions, the ASUG Annual Conference sessions, show floor, meals and conference evening entertainment
- **Premium Exhibit Space Location**
- **Option to Expand Exhibit Space**
 - 300 square feet - \$15,000
- **Two Exhibitor Track Sessions**
 - New! 20-minute speaking opportunity in a show floor theater to showcase how your organization / solutions enable SAP customers to be more successful
 - New! Session followed by a 20-minute audience discussion in a nearby area on the show floor that has been specifically designed to encourage audience participation and interaction
 - SAP and ASUG will promote the session and speaker in the Agenda Builder, on the conference Web site and in the conference On-site Guide (SAP and ASUG to approve)

★ **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 and eight chairs, Internet service and electrical
- **Hotel Room Block at Prime Located Hotels — 45 room max.**
 - 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
- **Hotel Room Block**
 - Exhibitor responsible for room, tax and all costs associated with hotel rooms
 - Based on availability; first-come, first-served
- **'Featured Exhibitor' Web Site Inclusion**
 - Featured on conference Web site
 - Includes company name and abbreviated description (SAP and ASUG to approve) with hyperlink

ONYX LEVEL EXHIBIT PACKAGE

- **Additional Benefits**

- Company name and booth number listed on the show floor directories and conference On-site Guide
- Listed as an exhibitor in the SAPPHIRE Pre-Event Program Guide and the ASUG Annual Conference Advance Program – if Exhibitor Application and signed Exhibitor Agreement are submitted prior to the deadline
- Company name, logo, booth number, 100-word description and Web site link on the conference Web site
- SAP-related press releases included in the SAPPHIRE Virtual Press Room (subject to SAP approval)

DIAMOND LEVEL EXHIBIT PACKAGE

Fee: \$75,000

★ Item **exclusive** to the Diamond level package

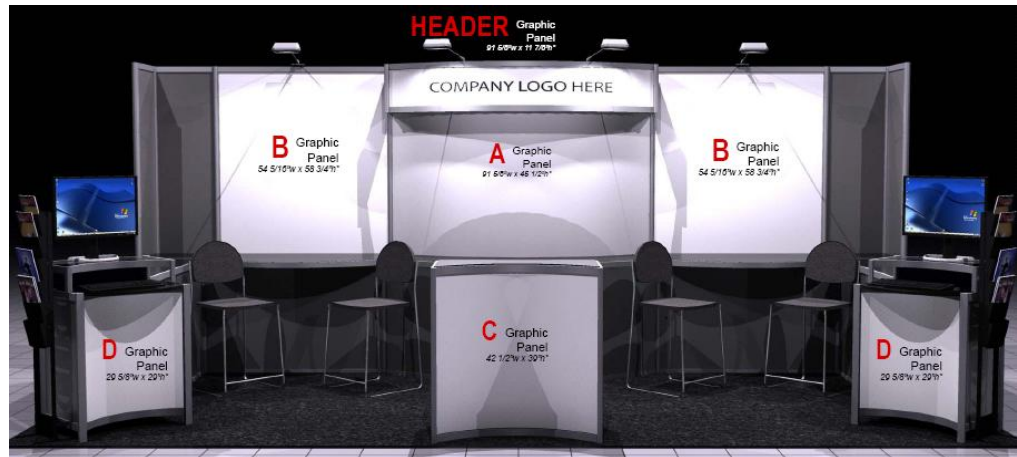
- **20' x 20' Exhibit Space**
- **Registrations Included: 20 Conference Badges**
 - Permits access to all conference activities; SAPPHIRE sessions, the ASUG Annual Conference sessions, show floor, meals and conference evening entertainment
- **Option to Expand Exhibit Space**
 - 200 square feet - \$10,000
- **One Exhibitor Track Session**
 - New! 20-minute speaking opportunity in a show floor theater to showcase how your organization / solutions enable SAP customers to be more successful
 - New! Session followed by a 20-minute audience discussion in a nearby area on the show floor that has been specifically designed to encourage audience participation and interaction
 - SAP and ASUG will promote the session and speaker in the Agenda Builder, on the conference Web site and in the conference On-site Guide (SAP and ASUG to approve)
- **Hotel Room Block**
 - Exhibitor responsible for room, tax and all costs associated with hotel rooms
 - Based on availability; first-come, first-served
- ★ **One Conference Branded Banner (with exhibitor logo)**
 - Hung in conference high-traffic conference area
- **Additional Benefits**
 - Company name and booth number listed on the show floor directories and conference On-site Guide
 - Listed as an exhibitor in the SAPPHIRE Pre-Event Program Guide and the ASUG Annual Conference Advance Program – if Exhibitor Application and signed Exhibitor Agreement are submitted prior to the deadline
 - Company name, logo, booth number, 75-word description and Web site link on the conference Web site
 - SAP-related press releases included in the SAPPHIRE Virtual Press Room (subject to SAP approval)

EMERALD TURNKEY LEVEL EXHIBIT PACKAGE

Fee: \$64,000

- **10' x 20' Booth Structure/Space**

- 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
- Four counter-high padded chairs
- Four lights
- Two literature racks
- Booth carpet
- Wastebaskets
- Nightly cleaning
- Install and dismantle labor



Emerald Turnkey exhibit rendering

* 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 Service (Two Connections)**

- **Registrations Included: 10 Conference Badges**

- Permits access to all conference activities; SAPPHIRE sessions, the ASUG Annual Conference sessions, 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

- **Additional Benefits**

- Company name and booth number listed on the show floor directories and conference On-site Guide
- Listed as an exhibitor in the SAPPHIRE Pre-Event Program Guide and the ASUG Annual Conference Advance Program – if Exhibitor Application and signed Exhibitor Agreement are submitted prior to the deadline
- Company name, logo, booth number, 50-word description and Web site link on the conference Web site
- SAP-related press releases included in the SAPPHIRE Virtual Press Room (subject to SAP approval)

EMERALD LEVEL EXHIBIT PACKAGE

Fee: \$45,000

- **10' x 20' Exhibit Space**
- **Registrations Included: 10 Conference Badges**
 - Permits access to all conference activities; SAPPHIRE sessions, the ASUG Annual Conference sessions, 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
- **Additional Benefits**
 - Company name and booth number listed on the show floor directories and conference On-site Guide
 - Listed as an exhibitor in the SAPPHIRE Pre-Event Program Guide and the ASUG Annual Conference Advance Program – if Exhibitor Application and signed Exhibitor Agreement are submitted prior to the deadline
 - Company name, logo, booth number, 50-word description and Web site link on the conference Web site
 - SAP-related press releases included in the SAPPHIRE Virtual Press Room (subject to SAP approval)

RUBY TURNKEY LEVEL EXHIBIT PACKAGE

Fee: \$32,000

- **10' x 10' Booth Structure/Space**

- 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
- Two counter-high padded chairs
- Three lights over booth header
- Literature rack
- Booth carpet
- Wastebasket
- Nightly cleaning
- Install and dismantle labor



Ruby Turnkey exhibit rendering

* Exhibitor to provide artwork, SAP/ASUG to produce

- **Flat Screen Display Monitor**

- **15 amp Circuit with Multi-Outlet Strip**

- **Lead Retrieval Scanner**

- **Internet Service**

- **Registrations Included: 5 Conference Badges**

- Permits access to all conference activities; SAPPHIRE sessions, the ASUG Annual Conference sessions, show floor, meals and conference evening entertainment

- **Additional Benefits**

- Company name and booth number listed on the show floor directories and conference On-site Guide
- Listed as an exhibitor in the SAPPHIRE Pre-Event Program Guide and the ASUG Annual Conference Advance Program – if Exhibitor Application and signed Exhibitor Agreement are submitted prior to the deadline
- Company name, logo, booth number, 50-word description and Web site link on the conference Web site
- SAP-related press releases included in the SAPPHIRE Virtual Press Room (subject to SAP approval)

RUBY LEVEL EXHIBIT PACKAGE

Fee: \$22,000

- **10' x 10' Exhibit Space**
- **Registrations Included: 5 Conference Badges**
 - Permits access to all conference activities; SAPPHIRE sessions, the ASUG Annual Conference sessions, show floor, meals and conference evening entertainment
- **Additional Benefits**
 - Company name and booth number listed on the show floor directories and conference On-site Guide
 - Listed as an exhibitor in the SAPPHIRE Pre-Event Program Guide and the ASUG Annual Conference Advance Program – if Exhibitor Application and signed Exhibitor Agreement are submitted prior to the deadline
 - Company name, logo, booth number, 50-word description and Web site link on the conference Web site
 - SAP-related press releases included in the SAPPHIRE Virtual Press Room (subject to SAP approval)

POD LEVEL EXHIBIT PACKAGE

Fee: \$12,000

- **Pod Structure/Space**

- Custom full-color graphic panel
- Non-secure storage
- Panel lighting
- One counter-high padded chair
- Two literature pockets
- Carpet
- Wastebasket
- Nightly cleaning
- Installation and dismantle labor

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

- **Flat Screen Display Monitor**

- **15 amp Circuit with Multi-Outlet Strip**

- **Lead Retrieval Scanner**

- **Internet Service**

- **Pods will be integrated into overall exhibit space on the show floor**

- **Registrations Included: 2 Conference Badges**

- Permits access to all conference activities; SAPPHIRE sessions, the ASUG Annual Conference sessions, show floor, meals and conference evening entertainment

- **Additional Benefits**

- Company name and booth number listed on the show floor directories and conference On-site Guide
- Listed as an exhibitor in the SAPPHIRE Pre-Event Program Guide and the ASUG Annual Conference Advance Program – if Exhibitor Application and signed Exhibitor Agreement are submitted prior to the deadline
- Company name, logo, booth number, 50-word description and Web site link on the conference Web site
- SAP-related press releases included in the SAPPHIRE Virtual Press Room (subject to SAP approval)



Pod exhibit rendering

©2008 by SAP AG. All rights reserved. SAP, R/3, xApps, xApp, SAP NetWeaver, Duet, PartnerEdge, ByDesign, SAP Business ByDesign, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and in several other countries all over the world.

Business Objects and the Business Objects logo, BusinessObjects, Crystal Reports, Crystal Decisions, Web Intelligence, Xcelsius, and other Business Objects products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Business Objects S.A. in the United States and in several other countries all over the world. Business Objects is an SAP company.

All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary.

These materials are subject to change without notice. These materials are provided by SAP AG and its affiliated companies ("SAP Group") for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

© 2008 by Americas' SAP Users' Group (ASUG). All rights reserved. These materials are provided by ASUG for informational purposes only, without representation or warranty of any kind, and ASUG shall not be liable for errors or omissions with respect to the materials. The only warranties for ASUG products and services are those that are set forth in the express warranty statements accompanying such products and services, if any.



SAP America Inc.
3999 West Chester Pike
Newtown Square, PA 19073
Phone: 610-661-1000



ASUG
401 North Michigan Ave.
Chicago, IL 60611
Phone: 312-321-5142