



SAPHIRE NOW and the ASUG Annual Conference Exhibitor Resource Guide

May 16-19

West Building • Orange County Convention Center • Orlando, Florida

PLEASE REVIEW THIS DOCUMENT CAREFULLY

This guide has been developed for companies participating in the SAPHIRE NOW and the ASUG Annual Conference Exhibitor Program and will help to answer frequently asked questions and refer exhibitors to sources of additional information. For easy reference, all topics are listed in alphabetical order. Updates and additions will be noted as such in future editions.

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Agenda

To view the SAPPHIRE NOW and the ASUG Annual Conference agenda, visit www.sapandasug.com. The SAPPHIRE NOW and the ASUG Annual Conference 'Agenda Builder' is available online. A detailed exhibitor conference schedule is also available in the online Exhibitor Manual. Please refer to this schedule to determine staffing needs for your booth and for move-in and move-out information.

Attendance / Attendee List

SAPPHIRE NOW and the ASUG Annual Conference is SAP's premier annual customer event. Projected to gather thousands of customers, prospects and SAP experts in a single location, this event is unquestionably the best opportunity to accelerate existing sales cycles and secure a healthy pipeline for 2010. Attendee demographic information from SAPPHIRE 2009 and the 2009 ASUG Annual Conference is located at this link in the Exhibitor Information Web Site, www.sapandasugexhibitors.com/prospectus.htm.

While SAP and ASUG understand how the attendee list would be helpful information to exhibiting companies, it is against their data protection and privacy policies to distribute this information. As a professional courtesy to our attendees, SAP and ASUG keep this information confidential and do not release any registrant data.

When e-mailing customers, exhibitors should consider that attendees receive many mailings related to SAPPHIRE NOW and the ASUG Annual Conference. It is suggested that exhibitors include an "opt out / unsubscribe" option on all broadcast e-mails. Exhibitors should limit broadcasts to a targeted audience versus a generic database list whenever possible.

Attire

The suggested dress code for the conference is business casual. The evening events are casual. To help plan, expect an average daytime high temperature of 86°F/30°C with an average evening low of 63°F/17°C. The average rainfall in May is 3.74 inches.

Booth Guidelines

It is SAP and ASUG's goal to provide exhibitors with all the information necessary to properly design and build exhibits, as well as plan their booth's layout and content. Exhibit space guidelines have been developed to promote continuity and consistency. These guidelines will be strictly enforced and will provide an environment conducive to successful interaction with conference attendees. Guidelines for each level are located in the Exhibitor Manual.

Branding

The SAP Partner Branding Guide, as well as other communication guidelines and logo usage information, are located in the Exhibitor Resources section of the Exhibitor Information Web Site at this link, www.sapandasugexhibitors.com/resources.htm.

Business Services

The FedEx Kinko's at the Orange County Convention Center is located in the West Concourse, Hall C, Level 2. They offer a full range of business services everyday from 8:00 a.m.-5:00 p.m. Their direct phone number is 407.363.2831.

Cancellation / Reduction of Exhibit Space

Exhibitor Packages are limited and an integral revenue stream to offset the costs of the conference, and any cancellation or reduction of an Exhibit Package after SAP and ASUG receive the Exhibitor Agreement will result in additional SAP and ASUG efforts and cost and negatively impact the conference. Therefore exhibitor understands and agrees that any change in the selected Exhibitor Package after the agreement has been delivered will be subject to an administrative fee which it agrees SAP and ASUG may be entitled to, not as a penalty, but as a liquidated damage. For a reduction in the selected Exhibit Package, the administrative fee will be fifty percent (50%) of the difference between the original fee and the fee for the reduced Exhibitor Package selected. If exhibitor cancels the Exhibitor Agreement/Package selected, the administrative fee shall be fifty percent (50%) of the total Exhibit Package fee. The other 50% of the paid fee will be returned, but only in the event written cancellation of the agreement is received by March 22, 2010. The administrative fee for cancellations received after this date will be 100% and are NOT eligible for any refund. All notices required, or as may be given pursuant to this agreement, shall be in writing and shall be deemed duly given when delivered to the conference exhibit manager at the fax number stated on the agreement.

Catering / Food / Beverage Dispensing

The Orange County Convention Center prohibits food or beverages including bottled water and all alcoholic beverages from being brought into the building except by Centerplate, the exclusive caterer for the convention center. The distribution of alcoholic beverages, regardless of type and/or quantity, is the sole responsibility of Centerplate. All arrangements for the service of food and/or beverages must be made through their catering office. Please see the Exhibitor Manual for the catering order form, or, for show floor catering contact Sabrina Rinaldo, sabrina.rinaldo@centerplate.com, 407.685.5562, and for all meeting room catering contact Gina Johnson, gina.johnson@centerplate.com, 407.685.5866.

Contacts

To ensure the full benefit of exhibiting at SAPPHIRE NOW and the ASUG Annual Conference, we have a team of professionals to assist you. Correspondence and questions should be directed to the appropriate contacts below.

Sales and Exhibit Management

Sales / Conference Exhibit Manager Sapphire Exhibitors

Barb Kavetski
b.kavetski@sap.com
Tel: 610.518.6291
Fax: 484.698.7006

Sales / Conference Exhibit Manager Onyx Exhibitors

Ellen Stangroom
e.stangroom@sap.com
Tel: 610.954.7510
Fax: 425.650.3952

Exhibit Manager Diamond Exhibitors

James Boyle
ja.boyle@sap.com
Tel: 610.661.4115
Fax: 610.661.4116

Exhibit Manager Emerald and Ruby Turnkey Exhibitors

Sandy Lorenz
sandra.lorenz@sap.com
Tel: 508.210.0071
Fax: 401.633.7201

Exhibit Manager Ruby and Pod Exhibitors

Danielle Garvey
dgarvey@asug.com
Tel: 312.673.5817
Fax: 312.644.0575

Registration and Housing Services

Exhibitor Console and Registration

Jason Leiner
WebEvents Global
jason@sapandasugexhibitors.com
Tel: 916.759.8026
Fax: 866.630.5732

Hotel Reservations and Sub-Blocks

SAPPHIRE NOW and the ASUG Annual Conference
Housing Team
housing@sapandasug.com
Tel: 877.413.5751 or 916.550.9795

Freeman Services

Custom Booths

Angela Ragno
Freeman
angela.ragno@freemanco.com
Tel: 407.313.5820

Home Base Room Layout and Design

Renee Jennert
Freeman
renee.jennert@freemanco.com
Tel: 407.313.5860

Marketing Sponsorship Opportunity Graphics, Emerald Turnkey, Ruby Turnkey and Pod Graphics

Erin Gomersall
Freeman
erin.gomersall@freemanco.com
Tel: 407.816.7944

Convention Center

SAPPHIRE NOW and the ASUG Annual Conference will be held in the West Building of the Orange County Convention Center, Orlando, Florida. The show floor will be located on Level 2 in the West Concourse. The address is 9800 International Drive, Orlando, FL, 32819 and the main phone number is 800.345.9845. The Web site for the Orange County Convention Center is www.occc.net.

Eligibility to Exhibit

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.

Employment Solicitation

Although the SAPPHIRE NOW and the ASUG Annual Conference provides members of the SAP worldwide community with an important networking opportunity, direct employment solicitation is not permitted. Such exhibitor conduct may result in revoking exhibit privileges in these and future SAP and ASUG events. Any exhibitor engaging in employment solicitation may have their booth shut down immediately.

Evening Events

SAP and ASUG will host evening events between May 16 and May 19. Complete details are posted on the SAPPHIRE NOW and the ASUG Annual Conference Web site. Please note that the schedule is subject to change.

Monday, May 17 – Networking Reception and Exhibitor Showcase, held on show floor including exhibit areas

Tuesday, May 18 – Open evening (see Exhibitor Events for details)

Wednesday, May 19 – Celebration Night, Santana Live, Amway Arena

All conference badge holders are invited to the evening events. The exception is Single Day badge holders will not have access to Celebration Night. No one under 21 will be permitted to attend.

Exhibit Packages

The Exhibitor Program offers a choice of the following exhibit packages: Sapphire, Onyx, Diamond, Emerald, Emerald Turnkey, Ruby, Ruby Turnkey, and Pod. These comprehensive packages include several elements, such as attendee badges, exhibit space, and visibility opportunities. Details of these packages are on the Exhibitor Information Web Site, www.sapandasugexhibitors.com/packages.htm. The firm deadline to apply to exhibit is April 5, or when capacity is reached.

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.

In the event of an acquisition, merger, etc. of two companies that have accumulated priority points, the higher number of the two companies will be carried forward for the merged company. In the event that two companies merge and only one has accumulated priority points, those points will be carried forward for the merged company.

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

Exhibitor Appointed Contractor / Labor

All Exhibitor Appointed Contractors ("EAC") performing any work in the building for an exhibitor for services either before, during or after the event, are required to provide proof of insurance and have an online EAC form completed by April 26. This includes EACs performing work in the Sapphire level home base conference rooms, set-up and teardown staff, hired performers, photographers, audio visual companies, etc. If the form and insurance are not received, set-up will be denied and the EAC will be prohibited from the show floor or home base conference room. Proof of insurance and a completed EAC form are not required for the official conference service contractors. Exhibitors should reference the online form for complete details and notify their EAC of applicable Exhibitor Program policies, insurance requirements, etc. If EACs are not registered for the conference, they will be issued wristbands daily for access to the show floor, refer to the Registration/Wristband section in this guide for specific details. EACs are not eligible to book hotel rooms through the conference unless they are registered.

Exhibitor Console

The Exhibitor Console, www.sapandasugexhibitors.com/console.htm, has been developed to assist exhibitors in managing their presence at the conference. The primary logistics contact's e-mail address and the company's Exhibitor ID is required for access. The Exhibitor ID is located on the top right corner of the acknowledgement, invoice, and agreement documents

Within the Exhibitor Console exhibitors will be able to:

- Register their team
- View a task list and timeline with deadlines specific to their company
- Complete required online forms
- Purchase Marketing Sponsorship Opportunities
- Upload their logo and company description (revised descriptions should be sent to the conference exhibit manager)
- Re-print their exhibit package or marketing sponsorship agreement and invoice

Exhibitor Contests and Gifts

Exhibitor plans for any contests, gifts, raffles, etc. must be included in the online Strategy, Positioning and Special Activities form. If an exhibitor is unsure if their plans conform to the guidelines, they should check with their conference exhibit manager. SAP and ASUG reserve the right to prohibit, limit or discontinue the distribution of any gift, giveaways, raffle or similar promotions. There will be no announcements by SAP or ASUG of an exhibitor's contest, drawing or raffle winners.

Exhibitor Events

Exhibitor activities that conflict with the conference program are not permitted. This includes breakfasts, receptions or any other activities occurring in Orlando during the published conference program schedule. For the purposes of this conference, a conflicting activity is defined as one that assembles over 50 conference attendees in one location. Each exhibitor must complete the Strategy, Positioning and Special Activities online form, for internal SAP and ASUG use only, regarding their presence and messaging at the conference. SAP reserves the right to cancel any agreement that does not follow these regulations. One evening will be identified as an open evening. Exhibitors are invited to host their own events on this evening, starting any time after the close of conference activities, this includes the show floor.

Exhibitor Manual

The Exhibitor Manual is available on the Exhibitor Information Web Site located at www.sapandasugexhibitors.com/manual.htm. The Exhibitor Manual offers general information such as the conference schedule, exhibit space instructions and guidelines, links to required documents and online forms, Freeman forms, and additional services forms.

Hotel Reservations

Once the completed and signed Exhibitor Agreement has been received, an exhibitor may reserve hotel rooms. There are two ways this may be accomplished:

- Sapphire, Onyx, Diamond, Emerald level exhibitors may purchase a hotel sub-block for their staff.
- After an individual completes their own registration they may book a hotel room.

Please note: unofficial housing vendors may reach out to exhibitors to solicit business, giving the impression they are the official SAP and ASUG housing vendor. Exhibitors should notify their conference exhibit manager if they are solicited by an unofficial vendor.

Hotel Sub-Block Details: Sapphire, Onyx, Diamond, and Emerald level exhibitors had the opportunity to reserve a hotel sub-block through February 26 at one of the conference designated hotels. Exhibitors should contact their conference exhibit manager for more information and use the form included on the Registration page of the Exhibitor Information Web Site. A sub-block request must include a minimum of 10 rooms.

Individual Hotel Reservations: Reservations must be made online after completing the online registration form. The link to book housing is available on the registration acknowledgment page as well as by re-accessing an existing registration.

Please note: phone reservations will not be accepted. All hotel reservations must be made online after completing the online registration form.

Changes or cancellations to existing reservations may also be made via your registration by selecting "Modify My Hotel".

Deadline: Individual hotel reservations must be completed prior to April 29. After this date, we cannot guarantee hotel room availability at the special discounted rates. Do not contact the hotel for changes, modifications or cancellations prior to May 3.

Hotel Deposit Policy: All hotels require a one-night room and tax deposit by credit card to secure a reservation. Credit cards will be charged upon completion of your hotel reservation any time after April 29.

Changes to Registration: Before April 29, changes or cancellations to existing reservations can be made using the "Modify My Hotel" function. You will need the last name and acknowledgment number of your hotel reservation to log in. An automatic response will be sent to the e-mail address on file. Please keep this for your records. For additional assistance, please contact the SAPPHIRE NOW and ASUG Annual Conference housing team at housing@sapandasug.com. Do not contact the hotel for changes, modifications or cancellations prior to May 3.

All cancellations must be received seven (7) business days prior to arrival to receive a full refund of the deposit. Refunded credit card deposits will appear on your next credit card statement.

All cancellations made within seven (7) business days of arrival date will forfeit deposit. Failure to check in to the hotel on the designated arrival date will also result in a forfeiture of the deposit and the remaining nights of the reservation will

be cancelled. After Monday, May 3, if your plans change, you must notify the hotel directly for any cancellations or modifications to the reservation. SAP and ASUG will not be responsible for any lost deposits.

Questions regarding hotels should be directed to the SAPPHIRE NOW and ASUG Annual Conference housing team: E-mail: housing@sapandasug.com Hours of operation: 8:00 a.m.– 5:00 p.m. PST, Monday–Friday
Phone: 877.413.5751 Int'l phone: 916.550.9795

Insurance

Exhibitor: In accordance with the SAPPHIRE NOW and the ASUG Annual Conference Exhibitor Application signed by the exhibitor, and the Rules and Regulations, the exhibitor is responsible for obtaining sufficient insurance covering all personnel, exhibit material and equipment. A Certificate of Insurance must be provided to the conference exhibit manager by March 26. Details are specified in the Insurance Requirement Notice located in the Required Documents section of the Exhibitor Manual.

Exhibitor Appointed Contractor: All Exhibitor Appointed Contractors ("EAC") performing any work in the building for an exhibitor are required to provide proof of insurance and have an online EAC form completed. All exhibitors using outside contractors who are providing any show service, must provide the name of such contractors and the appropriate insurance certificates from the contractors via the Exhibitor Appointed Contractor (EAC) online form. This form can be found in the task list and timeline of the Exhibitor Console.

Keynote Feed

SAP and ASUG will host joint keynote sessions. A live feed to your exhibit space is available for \$400 and the deadline to submit your request is April 12. If interested please work directly with Joe Venturella at i4D Event Services, joe@i4devents.com, 219.310.1228, who will provide a quote and answer any questions about the feed.

Lead Collection / Retrieval Scanners

Detailed information and order forms for lead retrieval scanners are available in the Exhibitor Manual. Exhibitors should plan to pick up their system on-site at the Exhibitor Service Center. Lead retrieval systems are included with the Emerald Turnkey, Ruby Turnkey and Pod level exhibit packages but must be ordered for all other levels.

In no event shall exhibitors collect, use, sell, transfer or otherwise release the names of conference attendees or any of their information or data received directly, or indirectly, during the event to any third party, unless expressly approved by such attendee. Exhibitors should not share their leads with anyone outside of their company. Any solicitation of this information should be forwarded to the exhibitor's conference exhibit manager for further investigation.

Logo Information – SAPPHIRE NOW and the ASUG Annual Conference

Conference Logos: SAPPHIRE NOW and the ASUG Annual Conference logos are available in eps, gif, and jpg formats by contacting Noelle Fischer, n.fischer@sap.com. These logos may be used on exhibitor pre-conference and on-site promotional materials. The logos must remain intact. A proof of how the logo will be used will be required to ensure the logo guidelines are followed.

Web Banners: A choice of Web banners may be found in the Exhibitor Resources section of the Exhibitor Manual. These may be customized with the exhibitor's booth number and used on their Web sites and/or in e-mail signatures by contacting Noelle Fischer at n.fischer@sap.com.

Conference URL Links: Exhibitors are welcome to post the SAPPHIRE NOW and the ASUG Annual Conference URL link on their Web site: www.sapandasug.com.

Marketing Information

Each exhibitor should access their Exhibitor Console to upload their logo and description, if not uploaded during the application process. Once the information is received, reviewed and approved by SAP and ASUG it will be loaded onto the SAPPHIRE NOW and the ASUG Annual Conference Agenda Builder. The Agenda Builder is located on the conference Web site.

Marketing Sponsorship Opportunities

To help maximize exhibitors' investment and presence at SAPPHIRE NOW and the ASUG Annual Conference, a variety of marketing sponsorships are available for purchase via the Exhibitor Console. For a complete listing, please review the Marketing Sponsorship Opportunities document on the Exhibitor Information Web Site, www.sapandasugexhibitors.com/marketingopps.htm. Unique ideas for sponsorships should be submitted as a detailed

proposal to an exhibitor's conference exhibit manager. Marketing Sponsorship Opportunities are only made available to current exhibitors.

Meeting Rooms

Conference Rooms: Conference rooms are located in the Partner Meeting Center on the show floor and are available as Marketing Sponsorship Opportunities and may be purchased via the Exhibitor Console. Find further details in the Conference Room Information Sheet in the Exhibitor Manual.

Meeting Space: Exhibitors may also contact the local hotels if interested in meeting space. Conference exhibit managers will provide the hotel listing and appropriate contact information upon request.

Move-in and Move-out

Move-in and move-out dates are listed below according to your package level. Exhibitors must be 'show ready' by 5:00 p.m. on Sunday, May 16. Please refer to the Registration – Wristband section in this document for information regarding access to the show floor during move-in dates. Installation and dismantle Exhibitor Appointed Contractors will not have access to the show floor for move-out until one hour after the close of the show floor to allow for aisle carpet roll-up and truss dismantle. See the Freeman Quick Facts document in the Exhibitor Manual for additional details.

Move-in Dates:	May 12-16	Sapphire and Onyx level exhibitors
Move-in Dates:	May 13-16	Diamond level exhibitors
Move-in Dates:	May 14-16	Emerald and Ruby level exhibitors
Move-in Dates:	May 16	Emerald Turnkey, Ruby Turnkey and Pod levels

Network Security

All exhibitors must complete the Computer Network Security and Technical Requirements online form located in the Exhibitor Console task list by April 26. This form is required and is in addition to any Orange County Convention Center forms for network or Internet access. Exhibitors should review the 'Exhibit Hardware, Software, and Demonstration Material' clause within the Rules and Regulations located in the application section of the Exhibitor Information Web Site.

Orlando

In addition to Walt Disney World Resort, Universal Orlando Resort, SeaWorld Orlando, Kennedy Space Center, and Wet 'n Wild, Orlando and the surrounding area offer gardens, art museums, and performing arts centers. Visit Orlando's restaurants and clubs, including places for quiet meals from around the world, waterfront dining, and dinner shows. For more information about Orlando attractions, visit www.cityoforlando.net/visit.htm.

Payment

Exhibit package payment is due on or before February 8. Payment will be due immediately from exhibitors who apply after this date. All payments must be received prior to on-site move-in. Note: exhibitors whose payment and signed agreement is received by February 8 will participate in the priority point exhibit space selection process. See a complete explanation of this process in the aforementioned Exhibit Space Selection section.

Marketing Sponsorship Opportunity payment is due on or before March 22. Payment will be due immediately from exhibitors who purchase sponsorships after this date. All payments must be received before sponsorship deliverables will be executed.

Submission of all invoices to the proper internal department for processing is the responsibility of the primary logistics contact of the exhibiting company. W-9 Form: A copy of the SAP W-9 form is available from the exhibitor's conference exhibit manager.

Payment for exhibit packages and Marketing Sponsorship Opportunities will be accepted in the form of check, wire transfer or credit card (Amex, Visa, MasterCard). Exhibitors who do not have SAP Global Marketing listed in their company vendor system may require the following information:

SAP Global Marketing, Inc.
95 Morton Street
New York, NY 10014
Employer ID#: 52-2290494

Checks should be made payable to SAP Global Marketing, Inc. and remit to:

SAP Global Marketing, Inc.
Attn: Anna Andrews

3999 West Chester Pike
Newtown Square, PA 19073
Phone: 610.661.1000

Wire Transfers will require the following information:

SAP Global Marketing, Inc.
Account: 6213781564
Citizens Bank, 1 Citizens Drive, Riverside, RI 02915
Phone: 877.471.1961
ABA: 036076150
SWIFT (Int'l): CTZIUS33 – Payment Reference: SAPPHIRE 2010

Credit Card payments may be made at any time. For questions, or to receive a copy of the authorization form, contact your conference exhibit manager or Jason Leiner, jason@sapandasugexhibitors.com or 916.759.8026.

Press List / Press Releases

SAP does not provide the press list for SAPPHIRE prior to the event. Partners who wish to obtain a copy of the list of publications on-site at SAPPHIRE 2010 should e-mail Ellen Stangroom, e.stangroom@sap.com, on May 18 to receive a copy. The list will not be available, or distributed to partners, prior to that date. SAP will not provide individual names of press and analysts attending.

Press Releases: Exhibitors are ultimately responsible for promoting their company's SAP-related announcements and activities. However, SAP invites its partners to capitalize on the high visibility of SAPPHIRE and the ASUG Annual Conference by issuing SAP-related press releases at the conference, but do require that all be approved by SAP in advance. The deadline for submitting SAP-related press releases for SAP review/approval will be in April 7. Complete details may be found in the Exhibitor Press and Analyst Information form located in the Exhibitor Manual.

Registration

The Exhibitor Program offers a registration system that allows control of the exhibit package badge allotments by the exhibitor's primary logistics contact. Through the Exhibitor Console, the primary logistics contact will have the option to: register themselves, send invitations to colleagues to register, purchase additional badges for both colleagues and customers, and track usage.

- The signed Exhibitor Agreement is required before exhibitor registration will be made available.
- The conference badges included with the exhibit packages are intended to be used by the exhibiting company's personnel.
- There is no deadline to complete the registration process for the exhibitor allotted badges.
- The exhibitor logistics contact should identify and then invite each staff person to register.
- Additional employee conference badges may be purchased via the console at the discounted registration rate of \$1,550 and there is no deadline for purchase.
- Exhibitors may also purchase conference badges for their customers at the discounted exhibitor rate of \$1,550. To purchase badges for customers, exhibitors should select the "purchasable customer badges" option in Exhibitor Registration or contact Jason Leiner at jason@sapandasugexhibitors.com or 916.759.8026.
- Badges with the 'Exhibitor' designation will have the exhibiting company's name printed on the badge.
- Early admittance to the show floor is restricted to attendees with badges that have the 'Exhibitor' designation.
- 'Exhibits Only' or 'Booth Staff' badges are not offered.
- A Single Day badge will be offered to exhibitor's employees at the price of \$1,000. The Single Day badge will not allow access to the evening events such as the ASUG Welcome and Networking Reception and SAP Celebration Night. Single Day badges will be available after April 29 through on-site. Single Day badges are only available to employees of the exhibiting company, not to SAP employees, customers or prospects.
- Badges should be worn only by the person whose name is on the badge. Sharing of badges is not allowed and could result in security confiscating the badge for the remainder of the conference.

Contact Information: The registration contact person for exhibitors is Jason Leiner, jason@sapandasugexhibitors.com or 916.759.8026.

Exhibitor Badges Include Access To:

- Keynotes
- SAPPHIRE NOW sessions
- The ASUG Annual Conference sessions
- Show floor
- Meals
- Conference evening entertainment (except for Single Day badges)

Not included are the ASUG Annual Conference Pre-Conference Educational Sessions, held Sunday, May 16.

Exhibit Package Badge Allotments:

Exhibit Package	Badge Allotment
Sapphire	60
Onyx	45
Diamond	20
Emerald / Emerald Turnkey	10
Ruby / Ruby Turnkey	5
Pod	2

Changes and Substitutions:

To make a change to the name, title, phone or e-mail address of an existing reservation: click on the corresponding Edit button for the record you would like to change, enter the information then click Update.

To make a substitution for someone who is registered with a package-included badge: click on the corresponding Edit button for the record you would like to change. Enter the new person's details and click Update.

To make a substitution for someone who is registered with a purchased registration: substitutions will be permitted only if the substitution is for someone from the exhibiting company. A \$150.00 administrative fee will apply to any substitutions requiring updates to payment information. You must submit substitution requests in writing on a Substitution Form, and fax the form to 413.653.9014. Written substitution requests on company letterhead will also be accepted on-site. Contact your conference exhibit manager or [Jason Leiner](#) for a copy of the form.

To make a substitution for someone who has been invited but has not registered: click on the corresponding Edit button for the record you would like to change. Enter the new person's details and click Update and then resend the invitation.

To cancel a paid registration: to cover administrative costs, a service fee will be charged for all cancelled registrations. Cancellations received by February 26 will receive a 75% refund. Cancellations received from February 27 through April 2 will receive a 50% refund. Regrettably, no refunds will be given on cancellations received after April 2. Phone cancellations will not be accepted. Written cancellations must be sent by e-mail to payments@sapandasug.com or faxed to 413.653.9014.

Registration cancellations will not automatically update your hotel reservation.

Wristbands

Exhibitor Non-employees

Wristbands are for EAC's (Exhibitor Appointed Contractors) who are hired by the exhibitor for services either before, during or after the event. This includes outside contractors hired for set-up and tear down, performers, photographers, audio visual companies, etc. Wristbands are issued on a daily basis for that day only.

- The exhibitor must have completed the online EAC form for each contracted company hired for the conference. This includes installation/dismantle contractors, performers, actors, photographers, etc.
- Only EACs who are on the EAC list and have the above credentials in place will be allowed to conduct work in, and have access to, the show floor or the Sapphire level home base conference rooms.
- It is the exhibitor's responsibility to notify their EAC where to pick up the wristbands and of applicable SAP and ASUG 2009 Exhibitor Program policies, insurance requirements, etc.
- Approved EACs should send one person from their group to pick up wristbands daily to gain access to the show floor and/or the home base conference room area. This person will be required to list specific names for each wristband recipient. The Exhibitor On-Site Survival Guide will specify the pick-up location.

Exhibitor Employees

Wristbands are also required for exhibitor employees/staff in the following circumstances:

- Exhibitor staff that will assist or supervise set-up, and will be attending the conference, must register and wear their conference badge which will allow them appropriate show floor access. If access is required before registration is open, a wristband should be picked up each day.
- Exhibitor staff that will assist or supervise set-up, and will not be attending the conference, will need to pick up a wristband each day which will allow them appropriate show floor access. These staff members will need to be specifically named on the wristband list. Please forward these names to your conference exhibit manager prior to the arriving on-site.

All badge pick-ups require photo identification. More detailed information will be provided in the Exhibitor On-Site Survival Guide which will be posted on the Exhibitor Information Web Site at the end of April.

Rules and Regulations

The Exhibitor Program Rules and Regulations document may be found in the Application section of the Exhibitor Information Web Site. In addition to the Rules and Regulations, all exhibitors are required to comply with the operational policies of the Orange County Convention Center, and the Exhibitor Manual, both located in the Exhibitor Information Web Site.

If a conflict exists with the Rules and Regulations, Exhibitor Manual, the OCCC Operational Policies and any other term in the agreement, always follow the stricter rule or regulation.

SAPPHIRE NOW Value Proposition

The SAPPHIRE NOW conference is the next-generation iteration of SAPPHIRE, the essential event at which to see, hear, and experience how innovative business solutions from SAP can enable long-term, profitable, business growth. Building on the foundation of SAPPHIRE, SAPPHIRE NOW allows SAP customers, partners, and prospects to attend more sessions, to see more thought leaders, and to interact and collaborate more effectively with other participants around the globe. This enhanced, real-time connectivity is achieved by connecting physical event attendees in Frankfurt, Germany, and Orlando, Florida, USA, with global participants through a newly-designed online experience that incorporates the latest social media and community functionality.

Shipping Information

Freeman will accept crated, boxed or skidded materials beginning April 19 to the advance warehouse. Shipping labels should be addressed as follows and will also be available in the Exhibitor Manual:

Advance Warehouse:

Exhibiting Company Name / Booth #
SAPPHIRE / ASUG Exhibitor Program
C/O Freeman
10088 General Drive
Orlando, FL 32824

Freeman will receive shipments sent directly to the Orange County Convention Center beginning May 12. Shipments arriving before this date may be refused by the facility. Shipping labels should be addressed as follows and are also available in the Exhibitor Manual:

Show Site:

Exhibiting Company Name / Booth #
SAPPHIRE/ ASUG Exhibitor Program
C/O Freeman
Orange County Convention Center
9800 International Drive
Orlando, FL 32819

To obtain specific shipping instructions and required arrival dates for Marketing Sponsorship Opportunities, exhibitors should refer to the Marketing Sponsorship Opportunities document, located in the marketing Information section of the Exhibitor Information Web Site.

Show Floor Schedule

Although subject to change, the show floor is scheduled to be open Monday through Wednesday, May 16-19. A detailed exhibitor conference schedule is published in the Exhibitor Manual. Unless otherwise noted, exhibitors are encouraged to be 'show-ready' at least 30 minutes prior to the show floor opening each day.

Speaking Opportunities

SAP and ASUG issued a “Call for Papers/Speakers” via their respective Web sites and other communication. The deadline for the SAPPHIRE Call for Papers is January 14 and the deadline for the ASUG Annual Conference Call for Speakers is December 11. Please find the link to the Call for Papers/Speakers via the right navigation bar on the home page of the Exhibitor Information Web Site. Acceptance and declined notices will be e-mailed to the submitter in February and March.

The complete SAPPHIRE NOW and the ASUG Annual Conference “Agenda Builder” is available on the conference Web site.

Information regarding the speaking opportunity included in the Sapphire, Onyx and Diamond packages will come directly from the conference exhibit managers. Details are also available in the Exhibit Package Inclusions section of the Exhibitor Manual.

Social Media

SAPPHIRE NOW and the ASUG Annual Conference sites have been established in Facebook, Twitter and LinkedIn as a way to serve attendees, exhibitors, employees, press and influencers. SAP and ASUG are working to recruit friends and followers in order to provide good reach for the news that you, and SAP and ASUG are going to be sharing in Orlando and Frankfurt. Social media outlets will also be employed to recruit new attendees and new audiences for the event. During the actual events in Orlando and Frankfurt, SAP and ASUG will support a wide variety of activities to encourage participants to use social media to share their views with others in the audience and communicate to their followers. See details below:

SAPPHIRE NOW

- <http://twitter.com/sapphirenow>
 - SAPPHIRE handle is: @sapphirenow
 - Hashtag: #sapphirenow
 - The SAP Community Network: @SAPCommNet
- <http://www.facebook.com/SAPPHIRENOW>

ASUG Annual Conference

- <http://twitter.com/asugannualconf>
 - ASUG handle is: @asugannualconf
 - Hashtag is #ASUG
- <http://www.facebook.com/event.php?eid=377114748168&ref=ts>

LINKEDIN

www.linkedin.com - go to Group Directory and search on “SAPPHIRENOW” and “Americas’ SAP Users’ Group” and join.

Strategy, Positioning and Special Activities

All exhibitors must complete this online form regarding their presence and messaging at SAPPHIRE NOW and the ASUG Annual Conference by April 12. The information is for internal SAP and ASUG use only. The form is located in the task list and timeline via the Exhibitor Console. Exhibitors should update their form (using the same process) if any information changes, or if there is new information to add.

Transportation

Convention Planning Services (CPS) is the official transportation vendor for SAPPHIRE NOW and the ASUG Annual Conference. Due to space limitations, other transportation vendors will not be given access/allowed to pick up or drop off attendees at the Orange County Convention Center at any time during the conference. Exhibitors requiring scheduled transportation from the convention center must use CPS.

Exhibitor Arranged Transportation: Exhibitors are encouraged to contact Annette Udziela at CPS to assist with any conference transportation needs, 407-393-6146 or Annette.udziela@cpsflorida.com. Refer to the Transportation link in the Exhibitor Manual for additional information.

Conference Transportation: Complimentary shuttle service will be available between the Orange County Convention Center and all official conference hotels.

Evening Event Shuttle: Networking Reception and Exhibitor Showcase - Complimentary shuttle service will be available between the convention center and all official conference hotels.

Celebration night – See the On-site Guide for information regarding shuttle service to the event venue. After the event there will be complimentary shuttle service to all official conference hotels.

Web Site Links to Bookmark

The links below will be commonly referred to during the planning of the Exhibitor Program and therefore may be useful to bookmark as favorites:

Exhibitor Information Web Site: www.sapandasugexhibitors.com (this is not a public URL)

Direct links to information found within the Exhibitor Information Web Site:

- Exhibitor Console: www.sapandasugexhibitors.com/console.htm
 - Task list and timeline, registration, online forms, purchase Marketing Sponsorship Opportunities, download invoices.
 - The primary logistics contact's e-mail address and the Exhibitor ID will be required for access.
- Exhibitor Manual: www.sapandasugexhibitors.com/manual.htm
- Exhibitor Resource Guide: www.sapandasugexhibitors.com/resources.htm
 - This guide will be updated as new information becomes available.
- Orange County Convention Center: www.occc.net

Exhibitors are welcome to post the SAPPHIRE NOW and the ASUG Annual Conference link on their Web site:

- SAPPHIRE NOW and the ASUG Annual Conference: www.sapandasug.com