



**SAPPHIRE NOW  
and  
2012 ASUG Annual Conference  
Exhibitor Resource Guide**

**May 14-16, 2012**

**North/South Building • Orange County Convention Center •  
Orlando, Florida**

**PLEASE REVIEW THIS DOCUMENT CAREFULLY**

This guide has been developed for companies participating in the SAPPHIRE NOW and 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.

## Table of Contents

Agenda .....	3
Attendance / Attendee List.....	3
Attire .....	3
Branding.....	3
Business Services.....	3
Cancellation / Reduction of Exhibit Space .....	3
Catering / Food / Beverage Dispensing .....	3
Computer Network Security .....	4
Contacts.....	4
Convention Center .....	5
Distribution of Marketing Material.....	5
Eligibility to Exhibit .....	5
Employment Solicitation.....	5
Exhibit Packages .....	5
Exhibit Space Guidelines .....	5
Exhibit Space Selection .....	5
Exhibitor Appointed Contractor / Labor .....	6
Exhibitor Console.....	6
Exhibitor Contests and Gifts.....	6
Exhibitor Events .....	6
Exhibitor Manual .....	7
Hotel Reservations.....	7
Insurance .....	8
Keynote Feed.....	8
Lead Collection / Retrieval Scanners .....	8
Logo Information .....	8
Marketing Information .....	8
Marketing Sponsorship Opportunities .....	8
Meeting Rooms.....	8
Move-in and Move-out .....	9
Network Security.....	9
Online/Virtual .....	9
Orlando .....	9
Payment.....	9
Press List / Press Releases .....	10
Registration.....	10
Rules and Regulations.....	12
Shipping Information .....	12
Show Floor Schedule.....	13
Social Media .....	13
Strategy, Positioning and Special Activities .....	13
Transportation.....	13
Web Site Links to Bookmark.....	13

## **Agenda**

To view the SAPPHIRE NOW and ASUG Annual Conference agenda, visit [www.sapandasug.com](http://www.sapandasug.com). The agenda content will begin to be published in February. The online 'Agenda Builder' is scheduled to be available in March. A detailed exhibitor conference schedule will be available in the online Exhibitor Manual in late January. 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 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 2012. Attendee demographic information from SAPPHIRE NOW and the 2011 ASUG Annual Conference is located at this link in the Exhibitor Information Web Site, [http://www.sapandasugexhibitors.com/PDFs/SAP-ASUG12\\_Exhibitor\\_Program\\_Prospectus.pdf](http://www.sapandasugexhibitors.com/PDFs/SAP-ASUG12_Exhibitor_Program_Prospectus.pdf).

While SAP and ASUG understand how the attendee list would be helpful information to exhibiting companies, it is against 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. Upon request, exhibit managers will provide a one-time list of companies with registered attendees on April 9.

When e-mailing customers, exhibitors should consider that attendees receive many mailings related to this 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 and the evening events are casual. To help plan, expect an average daytime high temperature of 87°F/30°C with an average evening low of 65°F/17°C. The average rainfall in May is 3.74 inches. A light sweater or jacket is recommended at the convention center as meeting rooms can be cool. The Orange County Convention Center is a large meeting facility and comfortable walking shoes are recommended.

## **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](http://www.sapandasugexhibitors.com). Please keep in mind when marketing your participation at this conference that SAPPHIRE NOW is an acronym and therefore should always be in capital letters. SAPPHIRE stands for SAP's Perennial Highly Integrated R/2-3 Exchange. ASUG is also an acronym and stands for Americas' SAP Users' Group and should also be capitalized.

## **Business Services**

The main 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**

Exhibit 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 Exhibit 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 Exhibit 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 19, 2012. 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 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. The show floor booth and conference room catering contact is Shelley Shackelford, [shelley.shackelford@centerplate.com](mailto:shelley.shackelford@centerplate.com), 407.685.5562. For

Sapphire level home base conference room catering needs, contact Joyce Sessoms, [joyce.sessoms@centerplate.com](mailto:joyce.sessoms@centerplate.com), 407.685.5580. Please see the Exhibitor Manual for both order forms and menus.

## Computer Network Security

All exhibitors must complete the Computer Network Security and Technical Requirements online form located in the Exhibitor Console task list by April 13. This form is required and is in addition to any Orange County Convention Center forms for network or Internet access. SAP will provide a wireless-Lan network in the North/South Building of the OCCC during the conference. In an effort to keep the wireless-Lan network running smoothly all exhibitors are restricted from setting up their own wireless access points in the venue during the conference. This includes exhibit space, show floor meeting rooms and home base rooms. Neither installation nor operation is allowed. Any unauthorized devices found by security scans will be immediately switched off from the network.

## Contacts

To ensure the full benefit of exhibiting at this 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 / Exhibit Manager Sapphire Exhibitors

Barb Kavetski  
[b.kavetski@sap.com](mailto:b.kavetski@sap.com)  
Tel: 610.518.6291  
Fax: 484.698.7006

#### Sales / Exhibit Manager Onyx Exhibitors

Ellen Stangroom  
[e.stangroom@sap.com](mailto:e.stangroom@sap.com)  
Tel: 610.954.7510  
Fax: 425.650.3952

#### Exhibit Manager Diamond and Ruby Turnkey Exhibitors

James Boyle  
[ja.boyle@sap.com](mailto:ja.boyle@sap.com)  
Tel: 484.416.3067  
Fax: 610.661.4116

#### Exhibit Manager Emerald, Emerald Turnkey and Pod Exhibitors

Sandy Lorenz  
[sandra.lorenz@sap.com](mailto:sandra.lorenz@sap.com)  
Tel: 508.461.7421  
Fax: 401.633.7201

#### Exhibit Manager Ruby Exhibitors

Cassie Thompson  
[cthompson@asug.com](mailto:cthompson@asug.com)  
Tel: 312.673.5817  
Fax: 312.673.6990

### Registration and Hotel Reservations

#### Exhibitor Console and Registration

Exhibit Manager  
for  
Respective Level

#### Hotel Reservations and Sub-Blocks

Travel Planners  
Mr. Nephi Mata  
[sapandasug@tphousing.com](mailto:sapandasug@tphousing.com)  
Tel: 877.690.9212  
Int'l: 212.532.1660

### Freeman Services

#### Custom Booths

Angela Ragno  
Freeman  
[angela.ragno@freemanco.com](mailto:angela.ragno@freemanco.com)  
Tel: 407.313.5820

#### Home Base Room Layout and Design

Renee Jennert  
Freeman  
[renee.jennert@freemanco.com](mailto: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](mailto:erin.gomersall@freemanco.com)  
Tel: 407.816.7944

## Convention Center

SAPPHIRE NOW and 2012 ASUG Annual Conference will be held in the North/South Building of the Orange County Convention Center (OCCC), Orlando, Florida. The main phone number is 800.345.9845. The Web site for the convention center is [www.occc.net](http://www.occc.net).

## Distribution of Marketing Material

Exhibitor personnel to include booth staff, models, hostesses, and any hired help are not permitted to distribute literature or promotional items of any kind outside the confines of the contracted exhibit space. Branded exhibitor personnel are not permitted to walk the conference function space, the show floor or other OCCC property for the purposes of advertising their brand, solution, etc.

## 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 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.

## Employment Solicitation

Although this 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.

## 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 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](http://www.sapandasugexhibitors.com/packages.htm).

## Exhibit Space 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 exhibit package level are located in the Exhibitor Manual.

## Exhibit Space Selection

**Sapphire and Onyx levels:** Exhibit space selection is determined by the order of completion of the 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. 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 February or March. SAP and ASUG do not represent that any space will be available to any applicant and 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.

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)
.5	For every \$5,000 spent toward an exhibit package
2	For every \$5,000 spent towards 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

### Exhibitor Appointed Contractor / Labor

All Exhibitor Appointed Contractors ("EAC") performing any work in the building either before, during or after the event, are required to provide proof of insurance and have an online EAC form completed by April 20. This includes: contractors performing work in the Sapphire level home base conference rooms, outside contractors hired for installation/dismantle, performers, photographers, audio visual companies, etc. If the form and insurance are not received, the EAC will be prohibited from working in the building. 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. Official conference service contractors are not required to provide proof of insurance or a completed EAC form.

### Exhibitor Console

The Exhibitor Console, [www.sapandasugexhibitors.com/console.htm](http://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 (available in January)
- Upload their logo and company description (revised descriptions should be sent to the exhibit manager)
- Reprint agreements and invoices

### 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 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. Tuesday 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.

Exhibitors should not in any way distribute items or hold special activities that appear to be official SAP and/or ASUG sponsored items or events. In addition, no exhibitor activity should interfere with the attendee experience.

SAP and ASUG will host evening events during the week. When available, details will be posted on the conference Web site. Please note that the schedule is subject to change.

**Tuesday, May 15** – Open evening

**Wednesday, May 16** – Celebration Night concert

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

Exhibitors should not in any way distribute items or hold special activities that appear to be official SAP-ASUG sponsored items or events. In addition, no exhibitor activity should interfere with the attendee experience.

## Exhibitor Manual

The Exhibitor Manual is available on the Exhibitor Information Web Site located at [www.sapandasugexhibitors.com/manual.htm](http://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

The official housing vendor is Travel Planners. Unofficial housing vendors may reach out to exhibitors to solicit business, giving the impression they are the official SAP and ASUG housing vendor. Exhibitors are asked to notify their exhibit manager if they are solicited by an unofficial vendor. Once the completed and signed Exhibitor Agreement has been received, an exhibitor may reserve hotel rooms. There are two ways this may be accomplished:

**Hotel Sub-Block:** Exhibitors who require at least ten hotel rooms have the opportunity to reserve a hotel sub-block at one of the conference designated hotels. Instructions will be sent by their exhibit manager once a signed agreement has been submitted. The deadline to submit a hotel sub-block request is March 1.

**Individual Hotel Reservations:** After each individual completes their online registration, they will have an opportunity to book a hotel room. Select "Book Hotel Now" and available hotel options will be provided through the conference housing system. The link to book housing is also available by re-accessing an existing registration using the "Access my Registration" function and select "Book/Modify My Hotel". Please note: all reservations must be made online, phone reservations will not be accepted.

**Deadline:** Individual hotel reservations must be completed prior to May 1, 5:00 p.m. EST. After this date, SAP and ASUG cannot guarantee hotel room availability at the special discounted rates. Attendees should not contact the hotel for changes, modifications or cancellations prior to three days before arrival.

**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 a hotel reservation any time after May 1.

**Changes:** Changes to an existing hotel reservation can be made online by using the "Access My Registration" function on the conference registration page, <http://www.sapandasug.com/registration.html>, and selecting "Book/Modify My Hotel". The last name and the reservation number of the hotel reservation will be needed to log in – this information can be found on the hotel confirmation e-mail. Exhibitors should keep the automatic response that will be sent to the e-mail address on file. For additional assistance, exhibitors may contact at [sapandasug@tphousing.com](mailto:sapandasug@tphousing.com). Change requests may also be made in writing to this same e-mail address.

**Cancellations:** All cancellations must be received two 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 two business days of arrival date will forfeit the 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. If your plans change less than three days prior to arrival, 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.

Cancellations to an existing hotel reservation can be made online by using the "Access My Registration" function and selecting "Book/Modify My Hotel". The last name and the reservation number of the hotel reservation will be needed to log in – this information can be found on the hotel confirmation e-mail. Exhibitors should keep the automatic response that will be sent to the e-mail address on file. For additional assistance, please contact [sapandasug@tphousing.com](mailto:sapandasug@tphousing.com). Cancellation requests may also be made in writing to this same e-mail address.

Please note: cancelling a conference registration does not cancel the corresponding hotel reservation. This must be done using the steps above.

**Questions** regarding hotels should be directed to Mr. Nephi Mata at Travel Planners:

E-mail: [NMata@tphousing.com](mailto:NMata@tphousing.com)

Hours of operation: Monday - Friday, 9:00 a.m. - 7:00 p.m. EST

Phone: 877.690.9212

Int'l phone: 212.532.1660

## Insurance

**Exhibitor:** In accordance with the 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 exhibit manager by March 23. 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 \$600 and the deadline to submit your request is April 11. If interested, please work directly with Joe Venturella at i4D Event Services, [joe@i4devents.com](mailto:joe@i4devents.com), 219.310.1228.

## Lead Collection / Retrieval Scanners

Detailed information and order forms for lead retrieval scanners will be 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 exhibit manager for further investigation.

## Logo Information

**Conference Logos:** SAPPHIRE NOW and ASUG Annual Conference logos are available in eps, gif, and jpg formats by contacting Noelle Fischer, [n.fischer@sap.com](mailto: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](mailto:n.fischer@sap.com).

**Conference URL Links:** Exhibitors are welcome to post the SAPPHIRE NOW and ASUG Annual Conference URL on their Web site: [www.sapandasug.com](http://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 conference Agenda Builder. The Agenda Builder will be located on the conference Web site in March.

## Marketing Sponsorship Opportunities

To help maximize exhibitors' investment and presence at the conference, a variety of marketing sponsorships will be available for purchase in mid-January via the Exhibitor Console. For a complete listing, please review the Marketing Sponsorship Opportunities document on the Exhibitor Information Web Site, [www.sapandasugexhibitors.com/marketinginfo.htm](http://www.sapandasugexhibitors.com/marketinginfo.htm). Unique ideas for sponsorships should be submitted as a detailed proposal to an exhibitor's exhibit manager. Marketing Sponsorship Opportunities are only made available to current exhibitors.

## Meeting Rooms

**Conference Rooms:** Pre-fabricated conference rooms are located on the show floor and available for purchase via the Marketing Sponsorship Opportunities shopping cart in the Exhibitor Console. Find further details in the Conference Room Information Sheet in the Exhibitor Manual.

**Meeting Space:** Exhibitors may also contact local hotels if interested in meeting space. 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 13. 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 9-13	Sapphire and Onyx level exhibitors
Move-in Dates:	May 10-13	Diamond level exhibitors
Move-in Dates:	May 11-13	Emerald and Ruby level exhibitors
Move-in Dates:	May 13	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 13. 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. SAP will provide a wireless-Lan network in the North/South Building of the OCCO during SAPPHERE NOW and the ASUG Annual Conference. In an effort to keep the wireless-Lan network running smoothly all exhibitors are restricted from setting up their own wireless access points in the venue during the conference. This includes exhibit space, show floor meeting rooms and home base rooms. Neither installation nor operation is allowed. Any unauthorized devices found by security scans will be immediately switched off from the network.

## Online/Virtual

With the introduction of "private" or single company online/virtual experiences over the recent year or so, SAP is introducing some guidelines to ensure coordination between the exhibitors and SAP, as well as ensuring the attendee experience continues to be placed in the forefront. All exhibitors hosting non-SAP online booths during SAPPHERE NOW and ASUG Annual Conference must comply with these guidelines.

- Exhibitors are asked to share site statistics (number of unique visitors) with SAP after the close of the conference.
- Distribution of content, including video or audio streaming, from a booth or any other locations at the event is restricted during conference keynote sessions. Please reference the Exhibitor Conference Schedule for these exact times. If desired, SAP can attempt to make the keynote feeds available to the exhibitors for inclusion.
- Exhibitor is responsible for securing releases from all participants in any media they create on show site and cannot assume that release has been secured by SAP. SAP has no role or responsibility for any activity related to media created and distributed by exhibitor unless said media is specifically provided by SAP.

## 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](http://www.cityoforlando.net/visit.htm).

## Payment

Exhibit package payment is due on or before February 6. 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 6 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 19. 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. A copy of the SAP W-9 form is available from the 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: Invoice number on invoice

**Credit Card** payments may be made at any time by completing an authorization form. For questions, or to receive a copy of the form, contact your exhibit manager.

## Press List / Press Releases

SAP does not provide the press list prior to the event. Partners who wish to obtain a copy of the list of publications on-site should e-mail Ellen Stangroom, [e.stangroom@sap.com](mailto:e.stangroom@sap.com), on Tuesday, May 15 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 this 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 4. Complete details may be found in the Exhibitor Press and Analyst Information form located in the Exhibitor Manual.

## Registration

Everyone who attends the Conference must register. This includes all Conference attendees, exhibitor employees and booth staff. SAP and ASUG shall have the sole control over admission policies to the Conference at all times. The Exhibitor Program offers a registration system that allows control of the package included badges by the exhibitor. Through the Exhibitor Console, the primary logistics contact will have the option to: 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 may be used at the exhibitor's discretion. They may be used for the exhibiting company's personnel or given to a customer.
- 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.
- Badges with the 'Partner' 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 'Partner' 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 Celebration Night. Single Day badges will be available after April 26 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 your exhibit manager with registration questions, [www.sapandasugexhibitors.com/contact.htm](http://www.sapandasugexhibitors.com/contact.htm).

**Exhibitor Badges Include Access To:**

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

Not included is access to ASUG Pre-Conference Educational Sessions, held Sunday, May 13.

**Exhibit Package Badge Allotments:**

Exhibit Package	Badge Allotment
Sapphire	65
Onyx	50
Diamond	20
Emerald / Emerald Turnkey	10
Ruby / Ruby Turnkey	5
Pod	2

**Changes and Substitutions:**

**To make a change to the name, title, phone, e-mail address, or hotel room block, if applicable, 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 exhibit manager 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:** A \$350 service charge applies to all registration cancellations submitted in writing and received on or before April 6 at 5:00 PM PDT. A registrant must provide the registration confirmation number and submit a written cancellation request either via e-mail to [payments@sapandasug.com](mailto:payments@sapandasug.com) or faxed to 413.653.9014. SAP and ASUG will not accept a cancellation request over the telephone. SAP and ASUG will not issue refunds for cancellations received after April 6 at 5:00 PM PDT. Conference no-shows are ineligible for a refund.

Registration cancellations or substitutions will not automatically update your hotel reservation. Changes or cancellations to an existing hotel reservation can be made on-line by using the [Access My Registration](#) function on the conference registration page, <http://www.sapandasug.com/registration.html>, and selecting "Book/Modify My Hotel". You will need the last name and the reservation number of the hotel reservation to log in – this information can be found on your hotel confirmation e-mail. An automatic response will be sent to the e-mail address on file. Please keep this e-mail for your records. For additional assistance, please contact SAPPHIRE NOW and ASUG Annual Conference housing at [sapandasug@tphousing.com](mailto:sapandasug@tphousing.com).

**Wristbands**

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 installation/dismantle, performers, photographers, audio visual companies, etc. Wristbands are issued on a daily basis for that day only and may be rescinded if warranted.

### **Exhibitor Non-employees**

- The exhibitor must have completed the online EAC form and submitted proof of insurance for each contracted company hired for the conference.
- Only EACs who have the above credentials in place will be allowed to work in the building
- It is the exhibitor's responsibility to notify their EAC where to pick up the wristbands and of applicable SAP and ASUG 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. The 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 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 show floor access. Please forward these names to your 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 in early May.

## **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 OCCO Operational Policies, and any other term in the agreement, always follow the stricter rule or regulation. Exhibitors should not in any way distribute items or hold special activities that appear to be official SAP-ASUG sponsored items or events. In addition, no exhibitor activity should interfere with the attendee experience.

## **Shipping Information**

Freeman will accept crated, boxed or skidded materials beginning April 9 to the advance warehouse. Material arriving after May 2 will be received at the warehouse with an additional after deadline charge. Warehouse materials are accepted at the warehouse Monday through Friday between the hours of 8:00 a.m. - 3:30 p.m. Shipping labels should be addressed as follows and are also be available in the Exhibitor Manual:

### **Advance Warehouse:**

Exhibiting Company Name / Booth #  
SAPPHIRE NOW / 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 9. 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 NOW / ASUG Exhibitor Program  
C/O Freeman  
Orange County Convention Center  
9400 Universal Blvd.  
Orlando, FL 32819

All items and materials that are brought into the facility may be subject to Material Handling Charges from Freeman and are the responsibility of the exhibitor. This also applies to items not ordered through the official show vendors.

## Show Floor Schedule

Although subject to change, the show floor is scheduled to be open Monday through Wednesday, May 14-16. A detailed exhibitor conference schedule will be published in the Exhibitor Manual when available. Exhibitors are encouraged to be 'show-ready' at least 30 minutes prior to the show floor opening each day.

## Social Media

SAPPHIRE NOW and 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 an expanded reach for the news that exhibitors, SAP and ASUG will be sharing in Orlando. Social media outlets will also be employed to recruit new attendees and new audiences for the event. During the actual event, 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

- Twitter - <http://twitter.com/sapphireNOW>
  - SAPPHIRE handle is: @SAPPHIRENOW
  - Hashtag: #SAPPHIRENOW
  - The SAP Community Network: @SAPCommNet
- Facebook - <http://www.facebook.com/SAPPHIRENOW>
- LinkedIn - <http://www.linkedin.com/groups?mostPopular=&gid=2855549>
- YouTube - <http://www.youtube.com/sapphireNOW>

### ASUG Annual Conference

- Twitter - <http://twitter.com/asug365>, hashtag #ASUG2012
- Facebook - <http://www.facebook.com/asug365>
- LinkedIn - <http://www.linkedin.com/groups?mostPopular=&gid=112172>
- YouTube - <http://www.youtube.com/asugTV>

## Strategy, Positioning and Special Activities

All exhibitors must complete this online form regarding their presence and messaging at this conference by April 13. 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

SAP and ASUG will have an official transportation vendor. 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 the designated company.

**Exhibitor Arranged Transportation:** Exhibitors should contact the transportation company to make these arrangements. Contact information will be provided when available.

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

**Evening Event Shuttle:** Celebration Night – refer to the On-site Guide available in early May for information regarding shuttle service to the event venue. After the event complimentary shuttle service will be available to all 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](http://www.sapandasugexhibitors.com)

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

- Exhibitor Console: [www.sapandasugexhibitors.com/console.htm](http://www.sapandasugexhibitors.com/console.htm)
  - Task list and timeline, registration, online forms, purchase Marketing Sponsorship Opportunities, print invoices and agreements.
  - The primary logistics contact's e-mail address and the Exhibitor ID will be required for access.
- Exhibitor Manual: [www.sapandasugexhibitors.com/manual.htm](http://www.sapandasugexhibitors.com/manual.htm)

- Exhibitor Resource Guide, partner branding policies, and logos: [www.sapandasugexhibitors.com/resources.htm](http://www.sapandasugexhibitors.com/resources.htm)
  - The guide will be updated as new information becomes available.
- Orange County Convention Center: [www.occc.net](http://www.occc.net)

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

- SAPPHIRE NOW and ASUG Annual Conference: [www.sapandasug.com](http://www.sapandasug.com)