

MARKETING SPONSORSHIP OPPORTUNITIES

SAPPHIRE NOW and 2012 ASUG Annual Conference

May 14–16, 2012

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

MARKETING SPONSORSHIP OPPORTUNITIES

To help maximize an exhibitor's investment and strengthen brand awareness at SAPPHIRE NOW and 2012 ASUG Annual Conference, a variety of marketing tools, sponsorships and advertising channels have been developed. These opportunities will assist exhibitors increase their company's visibility at the conference and make a lasting impression on thousands of SAP customers, prospects, partners, employees, and press/analyst influencers!

- Marketing Sponsorship Opportunities may be purchased via the Exhibitor Console.
- Marketing Sponsorship Opportunities are only available to current exhibitors.
- Unique ideas for Marketing Sponsorship Opportunities should be submitted as a detailed proposal to a SAPPHIRE NOW and ASUG Annual Conference exhibit manager.
- The previous year sponsor of exclusive and limited items are given first right of refusal for the following year.

Note some items are all-inclusive, others will require additional expense (e.g., design, production, etc.) and therefore exhibitors should consider the total cost when making selections. The Marketing Sponsorship Opportunities listed in this document are subject to change.

The photos in this document do not represent the actual size of the item.

TERMS AND CONDITIONS

The following terms and conditions are in addition to the SAPPHIRE NOW and 2012 ASUG Annual Conference Exhibitor Program Rules and Regulations.

- SAP and ASUG must receive a signed Marketing Sponsorship Opportunity Agreement ("Agreement") immediately and in no less than 2 days following the submission of the Marketing Sponsorship Opportunity Application ("Application"). The Agreement must be executed by an authorized representative of the exhibitor indicating their agreement to the terms specified without any changes.
- The Application submitted by the exhibitor is an integral part of this Agreement and cannot be changed once submitted and the exhibitor is committed and may not change the exhibitor's Marketing Sponsorship Opportunity selection(s) made.
- Full payment for Marketing Sponsorship Opportunities must be received on or before March 19, 2012.
- Acceptance by SAP and ASUG of a signed Agreement is contingent upon SAP and ASUG's management review and approval. SAP and ASUG are not obligated to accept any Agreement and may reject any Agreement at its sole discretion.
- SAP and ASUG are under no obligation to reserve or order any sponsorship deliverables for the exhibitor until signed Agreement is received and accepted.
- The exhibitor will be responsible to coordinate and facilitate to meet the deadlines for the necessary Marketing Sponsorship Opportunity deliverables (e.g., proofs, final art, samples, etc.). **All ads, messaging and sponsor provided items must be reviewed and approved by SAP and ASUG before going into production.**
- UNDER NO CIRCUMSTANCES will SAP and ASUG produce exhibitors' marketing deliverables until a final approved version has been provided by the exhibitor and approved by SAP and ASUG. Any such approval shall not be unreasonably withheld or delayed. The final proof is required prior to the published deadline.
- Published deadlines are FINAL. No extensions will be allowed. If an exhibitor's proof or final artwork is not received in the required format prior to the published deadline, SAP and ASUG may terminate the Agreement without refund. Under such conditions the exhibitor agrees that SAP and ASUG are entitled to retain all payments made, not as a penalty, but as liquidated damage.
- Sponsorship deadlines and details are located in this document or will be provided by a SAPPHIRE NOW and ASUG Annual Conference exhibit manager.
- SAPPHIRENOW.com advertising content must be approved by SAP.
- SAP has no responsibility for any period when the SAPPHIRENOW.com advertising is not available due to disruption in service.
- Exhibitor agrees to indemnify, defend and hold SAP, and their respective subsidiaries, affiliates, officers, directors, employees, agents, and representatives (collectively the "Indemnified Parties"), harmless from any and all losses, damages, liabilities and claims relating to Exhibitor's advertisement used in this online Marketing Sponsorship Opportunity.
- SAPPHIRENOW.com advertising will be featured for 30 days after the physical event.

MARKETING SPONSORSHIP OPPORTUNITIES AT-A-GLANCE LIST

 *SOLD OUT Items*

Sponsorship	Quantity	Fee	Page
Note Pad	1	\$25,000	4
Transportation	3	\$20,000	4
On-Site Guide Back Cover Ad	1	\$15,000	5
Conference Room	20	\$13,000	5
Hotel Room Key Card	1	\$10,000	6
On-Site Guide Ad	2	\$10,000	6
Shoe Shine Station	1	\$10,000	7
Escalator Clings	4	\$10,000	7
Show Floor Directories	4	\$8,000	8
SAPPHIRE NOW Campus Refreshment Break	4	\$8,000	8
SAPPHIRE NOW Run Better Campus Refreshment Break	2	\$8,000	9
Mobile Guide Banner Ad	10	\$7,000	10
Daily Update	3	\$6,000	10
Hot Beverage Sleeve	2	\$5,000	11
Ethernet Retractable Cable	1	\$5,000	11
Hotel Room Drop	5	\$5,000	12
ASUG Annual Conference Refreshment Break	3	\$4,000	12
Directional Signage	5	\$3,000	13
Glass Door Cling Ad	7	\$3,000	13
SAPPHIRENOW.COM Replay Page Banner Ad	10	\$3,000	14

NOTE PAD

EXCLUSIVE

This opportunity provides a great start to the sponsor’s exposure throughout the conference and beyond. Sponsor may place their ad, contact information, booth number, etc. directly on the front cover of the note pad, a highly visible and frequently used item. The back cover will include conference branding. The hard cover note pad will be distributed to attendees.

SAP and ASUG will provide 8,000 note pads.

Opportunity fee:	\$25,000
Note pad proof due:	March 19 – exhibit manager will provide size and other specifications for the notebook
Note pad final due:	March 26

TRANSPORTATION

3 OPPORTUNITIES

Thousands of conference attendees will be transported to and from the Orange County Convention Center, and event designated hotels throughout the week of May 14, and thousands more will see your message on the high traffic streets of Orlando. As the conference transportation sponsor, you will receive valuable branding mileage. This sponsorship includes the following components:



- Logo on the transportation route signage, located just outside the conference main entrance at the North/South Building of the Orange County Convention Center
- Logo on the lobby transportation signage at all conference designated hotels
- Logo on the shuttle schedules distributed to attendees at conference designated hotels at check-in
- Banners placed on the loading side of buses (3 buses per sponsor)
- Logo recognition in the On-site Guide and Daily Update
- Sponsor has the opportunity to provide branded items such as additional bus banners, wraps, head rests, etc. at their expense.

Opportunity fee:	\$20,000 (inclusive of signage and banner production costs)
Banner proof due:	April 2 – exhibit manager will provide size and other specifications
Final banner due:	April 9
Logo art specs:	The logo provided during exhibitor sign-up will be used. To provide a new version, exhibitors should reference the Logo Guidelines at the end of this document and send logo to their exhibit manager.
Logo due:	April 2

ON-SITE GUIDE BACK COVER AD

EXCLUSIVE

The official On-site Guide contains information about the event and is one of only a few conference printed items distributed to attendees by SAP and ASUG. This sponsorship includes one full-color, full cover advertisement. Ad specifications to be provided by exhibit manager.

Opportunity fee:	\$15,000 (plus sponsor's applicable costs)
Artwork proof due to exhibit manager:	March 26 – exhibit manager will provide size and other specifications
Final artwork due to exhibit manager:	April 2

CONFERENCE ROOM

20 OPPORTUNITIES

Would your company be better served by meeting with customers and prospects in a private meeting room? Invite attendees to meet with you in your dedicated conference room, located on the show floor.

Each conference room will have a ceiling and be furnished with carpet, a table and chairs, electricity, and a locking door. A sign with the company logo will be placed on the door.

As these dedicated conference rooms are located on the show floor, a conference badge is required for access. Exhibitors should not schedule customer meetings in these rooms when the show floor is closed.



Rendering shows 2 rooms next to each other.

Sponsor bears any additional costs and responsibilities, including items such as audio-visual, floral, and Internet service. Further details are available in the Conference Room Information Sheet located in the Exhibitor Manual.

Opportunity fee:	\$13,000 (plus sponsor's applicable costs) (a conference room is included with the Sapphire and Onyx level exhibit packages)
Logo art specs:	The logo provided during exhibitor sign-up will be used for the door sign. To provide a new version, exhibitors should reference the Logo Guidelines at the end of this document and send logo to their exhibit manager.
Logo due to exhibit manager:	April 2

HOTEL ROOM KEY CARD

EXCLUSIVE

Reach thousands of conference attendees by placing your company logo or message on attendee hotel room key cards distributed during hotel check-in. This is a great opportunity to gain recognition and connect with attendees prior to visiting the show floor and throughout the conference. This could be your key to success!



Sponsor bears all key production vendor and hotel costs. Sponsor to work directly with hotels and key production vendor(s). Your exhibit manager will provide hotel delivery costs and key production information upon request.

Opportunity fee:	\$10,000 (plus sponsor's applicable costs)
Proof due to exhibit manager:	April 2

ON-SITE GUIDE AD

2 OPPORTUNITIES

The On-site Guide will serve as a comprehensive source of information about the event. It is the foremost on-site, and post-show, reference for attendees of SAPPHIRE NOW and ASUG Annual Conference.

Included in this sponsorship is one full-color, full-page advertisement inside the On-site Guide.

Opportunity fee:	\$10,000 (plus sponsor's applicable costs)
Proof due to exhibit manager:	March 26
Final ad due:	April 2
Format:	Please reference the Advertisement Final Artwork Specifications document located in the Marketing Opportunities section of the Exhibitor Information Web Site.

SHOE SHINE STATION

EXCLUSIVE

Sponsor's brand will shine along with their customers' shoes! Be the first to sponsor the shoe shine station which will be located in the main foyer of the convention center. The sponsor may distribute vouchers from their booth to attendees for a complimentary shoe shine. This sponsorship includes the following components:

- SAP and ASUG will provide the shoe shine station, including two attendants, two shoe shine chairs, an informal seating area (perfect for impromptu discussions with customers), and a meter board sign.
- Recognition in the On-site Guide and the Daily Update as the shoe shine sponsor.
- Sponsor has the opportunity to provide branded t-shirts or caps for the attendants to wear.

Opportunity fee:	\$10,000 (plus sponsor's applicable costs)
Signage artwork proof due to exhibit manager:	March 26 – exhibit manager will provide size and other specifications
Voucher proof due to exhibit manager:	April 2
Signage final artwork due to exhibit manager:	April 2
Logo art specs:	The logo provided during exhibitor sign-up will be used. To provide a new version, exhibitors should reference the Logo Guidelines at the end of this document and send logo to their exhibit manager.
Logo due to exhibit manager:	April 2

ESCALATOR CLINGS

4 OPPORTUNITIES

Sponsor's logo will be printed on cling material which will be placed on two escalators, located in the interior of the North/South Building of the Orange County Convention Center. Conference branding will be placed on the cling as well.

- Escalators bring attendees from Level 2 (main level and registration), where they enter each morning, to Level 1 to enter the show floor.
- Escalators bring attendees from Level 2 (main level and registration) up to Level 3 to attend ASUG sessions.



Opportunity fee:	\$10,000 (plus sponsor's applicable costs)
Logo art specs:	The logo provided during exhibitor sign-up will be used. To provide a new version, exhibitors should reference the Logo Guidelines at the end of this document and send logo to their exhibit manager.
Logo due to exhibit manager:	April 2

SHOW FLOOR DIRECTORY

4 OPPORTUNITIES

Prominently display your ad or message on one of the conference show floor directories positioned in high traffic areas on the show floor. The ad panel will be part of a freestanding show floor directory featuring conference branding, the show floor plan and an exhibitor listing. The directories are an excellent stopping point, even a landmark, and widely used by attendees to navigate the show floor.

Opportunity fee:	\$8,000
Ad proof due to exhibit manager:	March 26 - exhibit manager will provide size and other specifications
Final artwork due:	April 2
Format:	See the Freeman Artwork Submission Guidelines document located in the Exhibitor Manual.



Rendering of Directory

SAPPHIRE NOW CAMPUS REFRESHMENT BREAK

4 OPPORTUNITIES

Attendees need the chance to rest and refuel each day. This sponsorship provides exposure to a targeted audience at the well-visited campus refreshment break areas. Sponsors may select a specific campus for sponsorship – campus names are subject to change:

- Analytics
- Cloud
- Database and Technology
- Mobile SOLD

This sponsorship is for all three show days at one specific campus (selection is first-come, first-served) and includes the following components:



- Sponsor's ad will rotate with the daily theater schedule on the plasma screen located next to the sponsored campus theater.
- Sponsor's ad will rotate with the notice for the upcoming presentation on the theater screen in sponsored campus between sessions.
- Recognition with sponsor's logo printed on table covers placed on six beverage tables in the campus break areas. The sponsor may have the table covers at the conclusion of the event.
- Recognition in the On-site Guide and the Daily Update as a campus break sponsor
- Note this is a branding opportunity, not a speaking opportunity.
- Sponsor has the opportunity to provide branded items (e.g., napkins, cups). Note: hot beverage sleeves are a separate sponsorship.

Opportunity fee:	\$8,000 (plus sponsor's applicable costs)
Ad proof due to exhibit manager:	April 2
Final ad due to exhibit manager:	April 9
Logo art specs:	The logo provided during exhibitor sign-up will be used for the table covers. To provide a new version, exhibitors should reference the Logo Guidelines at the end of this document and send logo to their exhibit manager.
Logo due to exhibit manager:	April 2

SAPPHIRE NOW RUN BETTER CAMPUS REFRESHMENT BREAK

2 OPPORTUNITIES

Attendees need the chance to rest and refuel each day. This sponsorship provides exposure to a targeted audience in the well-visited Run Better Campus refreshment break areas. The Run Better Campus is the largest campus on the show floor bringing together Industries and Lines of Business.

This sponsorship is for all three show days and includes the following components:



- Sponsor’s ad will rotate with the daily theater schedule on the plasma screen located next to one of the Run Better campus theaters.
- Sponsor’s ad will rotate with the notice for the upcoming presentation on one of the Run Better theater screens between sessions.
- Recognition with sponsor’s logo printed on table covers placed on several beverage tables in the campus break areas. The sponsor may have the table covers at the conclusion of the event.
- Recognition in the On-site Guide and the Daily Update as a campus break sponsor.
- Note this is a branding opportunity, not a speaking opportunity.
- Sponsor has the opportunity to provide branded items (e.g., napkins, cups). Note: hot beverage sleeves are a separate sponsorship.

Opportunity fee:	\$8,000 (plus sponsor’s applicable costs)
Ad proof due to exhibit manager:	April 2
Final ad due to exhibit manager:	April 9
Logo art specs:	The logo provided during exhibitor sign-up will be used for the table covers. To provide a new version, exhibitors should reference the Logo Guidelines at the end of this document and send logo to their exhibit manager.
Logo due to exhibit manager:	April 2

MOBILE GUIDE BANNER AD

10 OPPORTUNITES

Statistics show that over 80% of SAPPHERE NOW and ASUG Annual Conference attendees use mobile devices. The Mobile Guide is a convenient tool bringing attendees practical and up-to-date information on session changes and event news as they navigate the event.

New this year is the opportunity to place a banner ad in the Mobile Guide. Sponsors should consider this vehicle as a way to highlight their brand, promote key messages, and drive attendees to their booth or sessions.

This sponsorship includes the following components:

- Smartphone (iPhone, Android, BlackBerry 5.0 and up) banner ad: A full-color, clickable banner ad linked to sponsor's content (i.e. exhibitor description or one session description within the guide, no external Web site links available).
- Apple iPad banner ad: A full-color, clickable banner ad linked to sponsor's content (i.e. exhibitor description or one session description within the guide, no external website links available). Note, this can be a different ad than what is used for the smartphone banner ad.
- The sponsored banner ads will be featured in a random rotation on every ad promotion available screen throughout the guide.
- The Mobile Guide will be available two days prior to the conference start through June 2012 and ads will be visible during this entire time.



Opportunity fee:	\$7,000
Ad proof due to exhibit manager:	April 2 - exhibit manager will provide dimensions and artwork specifications
Ad due to exhibit manager:	April 9

DAILY UPDATE

3 OPPORTUNITIES (MONDAY, TUESDAY, WEDNESDAY)

The Daily Update will provide session schedule updates, links to the Agenda Builder, keynote replays, daily highlights and general SAPPHERE NOW and ASUG Annual Conference program updates necessary for navigating the day.

The Daily Update will link from the home page of the Information Stations. Information Stations are where attendees check their e-mail, access the Agenda Builder, download SAP collateral and read the Daily Update.

The Daily Update will be e-mailed daily, Monday through Wednesday, to all registered conference attendees.

This sponsorship includes the following components:

- Logo, booth number and hyperlink to sponsoring company's Web site will appear on the front page of the Daily Update on the days sponsored.
- Additionally, sponsor's session(s) being held on the day of sponsorship will be highlighted.

Opportunity fee:	\$6,000
Logo art specs:	The logo provided during exhibitor sign-up will be used. To provide a new version, exhibitors should reference the Logo Guidelines at the end of this document and send logo to their exhibit manager.
Logo due to exhibit manager:	April 2

HOT BEVERAGE SLEEVE

2 OPPORTUNITIES

Sponsor's company logo, booth number, and tagline can envelop attendees' hot beverage cups! For many attendees, coffee or tea fuels their day. Sponsor bears all material and production costs. A sample cup will be provided to ensure the correct size.

Hot beverage sleeves will be available to attendees in break and meal areas.



Opportunity fee:	\$5,000 (plus sponsor's applicable costs)
Proof due to exhibit manager:	April 2
Quantity:	7,500
Arrive (on-site) by:	May 8
Ship to:	Hold for: SAP and ASUG MGMT (Hot Beverage Sleeve) C/O FREEMAN 10088 General Drive Orlando, FL 32824 Tel: 407.857.1500 Note: Freeman will accept crated, boxed or skidded materials beginning April 9

ETHERNET RETRACTABLE CABLE

EXCLUSIVE

Over a hundred soft seating options on the show floor will include wired furniture: Meet Our Customers Pavilion, the Executive Meeting Center and areas within the networking lounge. SAP and ASUG will outfit these areas with approximately 1,000 retractable Ethernet cables each bearing the sponsor's company logo. The logo will be a one color imprint.



Any cables not taken by attendees will be given to the sponsor at the conclusion of the conference.

Opportunity fee:	\$5,000
Logo art specs:	The logo provided during exhibitor sign-up will be used. To provide a new version, exhibitors should reference the Logo Guidelines at the end of this document and send logo to their exhibit manager.
Logo due to exhibit manager:	April 2

HOTEL ROOM DROP

5 OPPORTUNITIES

Sponsor provides a collateral piece or giveaway item to the hotels of their choosing and the hotel staff places it in the rooms of the attendees or under their hotel room door.

Sponsor bears all material and production costs of the item and will work directly with the hotels to coordinate the drop. Hotels charge an additional 'per room' labor fee which generally ranges from \$1 to \$5. Sponsor should contact their exhibit manager for hotel information and fee chart.

Opportunity fee:	\$5,000 (plus sponsor's applicable production and hotel costs)
Proof due to exhibit manager:	April 2

ASUG ANNUAL CONFERENCE REFRESHMENT BREAK

3 OPPORTUNITIES

Attendees need the chance to rest and refuel each day. Sponsors can step up and provide their company with exposure at the well-visited refreshment breaks. Breaks for the ASUG Annual Conference attendees will take place in the ASUG lounge on the show floor, which is a hub of activity, and the South Concourse near the educational sessions. This sponsorship includes the following components:



- Recognition with sponsor's logo on form fitting table covers placed on a total of five beverage tables in the ASUG lounge and the ASUG Annual Conference educational session break areas. The sponsor may have the table covers at the conclusion of the event.
- Sponsor has the opportunity to provide branding items (e.g. napkins, cups). Note: hot beverage sleeves are a separate sponsorship.

Opportunity fee:	\$4,000 (plus sponsor's applicable costs)
Logo art specs:	The logo provided during exhibitor sign-up will be used. To provide a new version, exhibitors should reference the Logo Guidelines at the end of this document and send logo to their exhibit manager.
Logo due to exhibit manager:	April 2

DIRECTIONAL SIGNAGE

5 OPPORTUNITIES

Sponsor’s ad will be placed on one panel of a freestanding directional sign. Directional signage and conference branding will be placed on the other sides.

These directional signs will be placed in the public spaces listed below to guide attendees to various locations: executive areas, press area, ASUG education sessions, show floor, transportation pick-up points, etc.

- Foyer of show floor entrance/exit
- Foyer of ASUG education sessions
- Registration



Opportunity fee:	\$3,000 (plus sponsor’s applicable costs)
Proof due to exhibit manager:	March 19 – exhibit manager will provide size and other specifications
Final artwork due:	March 26

GLASS DOOR CLING AD

7 OPPORTUNITIES

Sponsor’s ad will be placed on the inside of two glass doors of a main conference entrance, located in the South Building of the Orange County Convention Center. Conference branding will be placed on the other side.

Attendees will see your message daily as they walk the foyer halls.

Opportunity fee:	\$3,000 (plus sponsor’s applicable costs)
Proof due to exhibit manager:	March 19 – exhibit manager will provide size and other specifications
Final artwork due:	March 26



SAPPHIRENOW.COM REPLAY PAGE BANNER AD

10 OPPORTUNITIES

Between May-August 2011 the sapphirenow.com site (live broadcasts and relay sessions) received over 100,000 unique visitors and over 550,000 page views. This is a monthly average of approximately 137,00 impressions across all banner ads per month. Impressions will be split evenly across banners. Note: past site performance is not a guarantee on future performance.

Continuing the momentum, SAP will again offer SAPPHIRENOW.com as the virtual component of the physical SAPPHIRE NOW conference. SAPPHIRENOW.com will feature exhibitors, sessions, keynotes, solution experience demos, and more, via live and on demand video. This online experience will be available to conference attendees both during and after the event.

This sponsorship includes the following components:

- A full color clickable banner ad hyperlinked to sponsor's SAPPHIRENOW.com profile page, or page of their choice, approximate ad dimensions 250(w) x 300 (h) pixels. Animated .gif ads allowed.
- The sponsor's banner ad will appear under the video player on all replay pages. Banners will be equally rotated based on the number of sponsors.
- All sponsors' ads will randomly rotate along with other conference branded ads.
- The replay pages will be available May 14 through August 2012. Ads will be visible during this time.
- Sponsor logos, with hyperlink to SAPPHIRENOW.com profile page, included in one daily e-mail sent to all virtual registrants during the physical event.
- SAP to provide statistical data on the number of banner clicks, etc.

Sponsors should consider this vehicle to highlight their brand, promote key messages, to drive attendees to their sapphirenow.com profile page, sessions and/or collateral offerings.

Opportunity fee:	\$3,000
Proof due to exhibit manager:	April 30
Final artwork due to exhibit manager:	May 7

LOGO GUIDELINES

Please review these instructions before submitting your company logo:

- DO NOT send your logo in bitmap formats: no .GIF, no .JPG, and no .TIF.
- Logos MUST be created in VECTOR-based application, such as Adobe Illustrator.
- Files must be saved in .AI or .EPS formats.
- Importing a bitmap file (JPG or TIF for instance) of your logo into Adobe Illustrator and saving as an .AI or .EPS file won't change the fact that it's a bitmap. If you don't have the correct file format, ask your graphics dept. or advertising agency to supply you with one.
- All fonts MUST be changed to outlines and logo colors converted to CMYK.
- If your company has a web-safe colored logo in a vector-based format, supply it as well, but be sure it's named as such...example: companyx_web.eps.
- Name your file after your company, we receive many logos... example: companyx.eps.
- Per SAP branding guidelines, DO NOT mention "SAP" in your tagline or logo graphics.
- Hint for making your company's logo "pop"... If you have a version of your company logo without a tagline, submit it! Logos will be sized down on our Web site and in our On-site Guide and often taglines are unreadable at this scale.

For questions regarding the above, please contact Noelle Fischer at n.fischer@sap.com.

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