

SAP and ASUG 2008 Exhibitor Program On-Site Exhibitor Resource Guide

**Orange County Convention Center
Orlando, Florida
May 4-7, 2008**

This Guide includes information pertinent to exhibiting companies. Exhibitors should also read the Logistics section of the Onsite Guide for additional details.

Agenda

Visit <http://www.sapphire2008agenda.com/usa2008/index.epx> to view the SAPPHIRE 2008 and the 2008 ASUG Annual Conference Activities and/or build your own personal agenda.

Attire

The suggested dress code for the conference is business casual and evening events are casual. To help you plan, you can expect an average daytime high temperature of 86°F/30°C with an average evening low of 63°F/17°C. We recommend a light sweater or jacket at the convention center as meeting rooms are set for maximum capacity and can be cool. Please keep in mind the Orange County Convention Center is a large meeting facility and comfortable walking shoes are recommended.

Business Service Center

There is a FedEx Kinko's located in the Orange County Convention Center which offers a full range of business services. FedEx Kinko's is located in the West Central Lobby, outside West Hall C, and their direct phone number is 407.363.2831. Their hours are 8:00 a.m. to 5:00 p.m. everyday.

Concert Event

Admission to the Tuesday night Eric Clapton concert is included in your conference registration. The concert event is at Amway Arena, 600 W. Amelia Street, Orlando, from 7:30-11:00. To receive a ticket to the concert, you must show your conference badge and photo identification. Ticket distribution will start one hour prior to the concert; seating will be determined randomly. Be sure to come with those with whom you would like to be seated to ensure that your seats will be together. Guest tickets will not be available and no one under 21 will be admitted. **No cameras or recorders will be allowed in the concert arena.** See the on-site guide for more details and for the evening's shuttle service schedule.

Conduct

Confidentially

Information obtained at SAPPHIRE and the ASUG Annual Conference should be considered confidential. In no event shall Exhibitor 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.

Employment Solicitation

Although the SAP and ASUG 2008 Exhibitor Program Orlando provides the 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.

Promote complimentary products and services

Promoting or distributing any products or services that are competitive to any SAP software products or related services would be considered to be inconsistent with the purpose of SAPPHIRE and the ASUG Annual Conference. To help maximize your return we encourage you to highlight the complimentary products and services you deliver to SAP customers as you develop your demonstrations, signage and collateral.

Convention Center

The SAP and ASUG 2008 Exhibitor Program will be held in the West Building of the Orange County Convention Center, Orlando, Florida. The show floor will be located in the West Concourse. The address is 9800 International Drive, Orlando, FL 32819 and the main phone number is 407.685.9800. The Web site for the Orange County Convention Center is www.occc.net.

Evening Events

Please note: while the co-located events are scheduled for May 4-7, the show floor is scheduled to be open May 5-7.

Sunday, May 4

6:00 p.m. – 8:00 p.m. ASUG Welcome and Networking Reception will be held on the show floor in designated theaters at the Orange County Convention Center. All conference badge holders are invited. See 'Welcome Networking Reception' section below for more details. Exhibitor areas will not be accessible to conference attendees during the reception.

Monday, May 5

Anytime after 6:30 p.m. Exhibitor hosted events. *These events are by invitation only.*

Tuesday, May 6

7:30 p.m. – 11:00 p.m. SAP Concert Event, Eric Clapton – Amway Arena. See 'Concert' section above and the on-site guide for details regarding tickets, shuttle service, etc.

Exhibitor Service Center

The Exhibitor Service Center which includes Freeman, lead retrieval, audio visual, Orange County Convention Center Services (electric, Internet, etc.) is located in the rear of Hall A3 just outside the Keynote Theater, to the right of the 'Meet Our Customers' Village.

First Aid

The First Aid Station is located in Med Room 3 in West Central Lobby outside of West Hall C. Dial 5-1119 for emergencies from any convention center house phone or 407.685.1119 to reach building security.

Freeman

Freeman is located at the Exhibitor Service Center in the rear of Hall A3 just outside the Keynote Theater, to the right of 'Meet Our Customers'. Their on-site telephone number is 407.685.4241.

Housing Desk

If you have any questions regarding your hotel reservations, please stop by the SAP and ASUG Housing Desk located in Registration West Hall A/B Lobby of the Orange County Convention Center. This service will be available during conference registration hours.

Luggage Storage

Luggage storage and coat check are located in West Hall A. Please be prepared to present both photo identification and your conference badge. Hours of operation follows:

Sunday	8:00 a.m. – 8:00 p.m.
Monday	7:00 a.m. – 7:00 p.m.
Tuesday	7:00 a.m. – 6:00 p.m.
Wednesday	7:00 a.m. – 2:00 p.m.

Meals

The food court outside of West Hall C at the Orange County Convention Center will be open for purchased food beginning Thursday, May 1 through Sunday, May 4 based on the following schedule:

Day	Breakfast	Lunch & Dinner
Thursday, May 1	5:30 a.m.–10:00 a.m.	11:00 a.m.– 8:00 p.m.
Friday, May 2	5:30 a.m.–10:00 a.m.	11:00 a.m.– 8:00 p.m.
Saturday, May 3	5:30 a.m.–10:00 a.m.	11:00 a.m.– 8:00 p.m.
Sunday, May 4	5:30 a.m.–10:00 a.m.	11:00 a.m.– 5:00 p.m.

Your registration includes breakfast and lunch beginning on Monday, May 5. Breakfast will be served in West Halls A and B Concourse. Lunch will be served in West Hall C and West Hall D.

On-site Guide

The on-site guide that you will receive upon check-in will provide you with detailed shuttle service schedule, evening event schedules, maps of the convention center and show floor and more.

Press List

SAP does not provide the press list for SAPPHIRE prior to the event. However, after the first day of the event, a copy of the press list (not including reporter's names) may be requested. Please send such requests to Ellen Stangroom at e.stangroom@sap.com, beginning on Tuesday, May 6. If you have further questions regarding the press list, please contact Jason Loesche at j.loesche@sap.com.

Registration

Exhibitor Registration Check-In

Registration check-in for SAPPHIRE and the ASUG Annual Conference is located in the Orange County Convention Center – Registration West Hall A Lobby. There will also be a courtesy satellite check-in location Sunday, May 4 for those staying at or near the Universal Royal Pacific Hotel.

Badges

Badges are necessary to gain access to all activities, including conference-sponsored activities outside of the Orange County Convention Center. Please be careful not to lose your badge. The cost to replace a badge is the full conference fee you paid for your registration.

Photo Identification

Be sure to bring photo identification with you to registration to receive your badge. If you do not have photo identification with you, you will not be provided with your event badge. Photo identification will also be required for the Tuesday night Concert Event.

Wrist Bands

Wristbands are for EAC (Exhibitor Appointed Contractors) who are employed by the exhibitor for set-up and teardown only. It is the exhibitor's responsibility to notify their EAC of applicable SAP and ASUG 2008 Exhibitor Program policies.

- Exhibitors that will assist or supervise set-up must register and wear their conference badge, which will allow them appropriate show floor access. If access is required before registration is open please follow the wrist band procedure.
- Only EACs with the proper forms and insurance paperwork in place will be allowed on the show floor. This includes install and dismantle staff, hired performers, actors, photographers, audiovisual companies, etc.
- Hired performers, actors, photographers, exhibitor IT staff and exhibitor installation/dismantle are not required to register but must be an approved 'wristband' recipient to gain access to the show floor.

Registration continued

Wristband Pick-up (available the night before)

Prior to registration opening on Saturday, May 3:

- Dock 7
- Security office – located in Registration Office 17, next to room W224

After registration opens on Saturday, May 3:

- Exhibitor registration desk, see Jason Leiner
- Dock 7
- Security office – located in Registration Office 17, next to room W224

Exhibitor Registration Hours of Operation (On-site):

Date	Open	Close
Saturday, May 3	8:00 a.m.	5:00 p.m.
Sunday, May 4	8:00 a.m.	8:00 p.m.
Monday, May 5	7:00 a.m.	6:00 p.m.
Tuesday, May 6	7:00 a.m.	5:30 p.m.
Wednesday, May 7	7:00 a.m.	1:00 p.m.

Schedule

The show floor will be open Monday thru Wednesday. A detailed Exhibitor Conference Schedule is posted in the Exhibitor Manual www.sapandasugexhibitors.com. Exhibitors are encouraged to be 'show-ready' at least 30 minutes prior to the show floor opening each day. Show floor hours are subject to change. While the show floor is not officially open during the general sessions there will be attendees in some of the theaters which are used for overflow seating for the general sessions.

Security / Lost and Found

The security office will be located in the West D Lobby, Registration Office 17, next to room W224. Hours of operation are as follows:

Sunday	8:00 a.m. – 8:00 p.m.
Monday	7:00 a.m. – 6:00 p.m.
Tuesday	7:00 a.m. – 5:30 p.m.
Wednesday	7:00 a.m. – 1:00 p.m.

Speaker Preparation Room

The speaker preparation room is located in 315AB. All speakers **MUST** check in at the speaker preparation room on-site at least 24 hours before their session to verify their presentation. **Speakers who do not check in at the speaker preparation room prior to their presentation will have their session cancelled.** Speakers cannot go straight to their presentation location with their presentation in hand.

Hours of operation are as follows:

Sunday, May 4	12:00 p.m. – 7:00 p.m.
Monday, May 5	7:00 a.m. – 5:00 p.m.
Tuesday, May 6	7:00 a.m. – 5:30 p.m.
Wednesday, May 7	8:00 a.m. – 4:00 p.m.

Transportation

Airport Transportation: You are responsible for arranging transportation to and from the airport to the conference center and/or your hotel. Mears Transportation Group offers shuttle service from Orlando International Airport to all designated ASUG and SAP hotels and the Orange County Convention Center. Mears shuttles run 24 hours a day, 7 days a week, departing every 30 minutes. One day prior to your departure, please make a return reservation by calling the reservation number, 1.800.759.5219.

Daily Transportation: Complimentary ground transportation is available between the convention center and all official SAPPHIRE and ASUG Annual Conference hotels, except those within walking distance of the Orange County Convention Center. Shuttles depart regularly from the OCCC outside of Registration West Hall A/B Lobby. Shuttle routes are clearly identified by route number. The on-site guide provides the detailed shuttle service schedule.

Welcome Networking Reception

Everyone is invited to attend the ASUG Welcome and Networking Reception Sunday night from 6:00 p.m. – 8:00 p.m. at the Orange County Convention Center, Hall B Concourse Hall B Show Floor. A portion of the show floor will be transformed into a lively community festival with entertainment. Exhibitor areas will not be accessible to conference attendees during the reception. See the on-site guide for more details and for the evening's shuttle service schedule.

Wireless Internet Connectivity

Wireless Internet connectivity is available in the convention center. You must supply your own wireless equipment to reach this system. This system is provided at no cost to conference attendees. Please connect to the wireless network with the service set identifier (SSID) of "Instant Internet." After connecting, start your Web browser first in order to use the wireless network.