

Due Date for Abstract: February 11, 2008

Due Date for Presentation: April 1, 2008

Partner Track Information

A Partner Track Session is an included component of the Sapphire, Onyx and Diamond level exhibit packages as outlined below:

Exhibit Package Level	1-Hour Session	30-Minute Session
Sapphire	Yes	Yes
Onyx	Yes	Yes
Diamond	No	Yes

Partner Track Sessions will be promoted along with all SAPHIRE and ASUG Annual Conference sessions; via conference Web sites, on the Agenda Builder Tool and in the Onsite Guide. Partners are also responsible for promoting and driving attendance to their sessions as follows:

- 1.) Develop a presentation that accomplishes an educational and informational objective
- 2.) Select a speaker and topic that is of interest to attendees
- 3.) Aggressively market your presentation both prior to the conference and onsite

When developing their presentation, the speaker should know their audience. For this information, reference the attendee demographics, located in the Exhibitor Prospectus which can be found on the right navigation bar of the Exhibitor Information Web site at <http://www.sapandasugexhibitors.com/home.htm>.

Partner Track speakers should consider, (not required), including a customer or a customer story as part their presentation. Sessions which are led by fellow customers, presenting solutions to a specific challenge, are often the best attended. Please see page 3 of this document for additional promotional ideas and opportunities.

Session Details

- Session time slots will be selected from the standard agenda timeframe OR from Meet Our Exhibitors time on Monday or Tuesday. Sessions will be located in either the Partner Theater OR one of the 15 SAPHIRE Show Floor.
- The Conference Exhibit Managers will reach out to each exhibitor, in the order in which their exhibit application was completed, to collect their time slot and theater location request.
- The time slots are either 30 or 60 minutes in length and speakers should include a brief time for Q & A within this time. There will be a clock on the podium. A production staff member will be outfitted with a microphone for the Q & A part of the session.
- It is important that the deadlines are met as all partner abstracts and presentations will be put through a review cycle for approval.
- Once approved presentations will be electronically transferred to the laptops in appropriate Show Floor theaters. Speakers should not bring a laptop or other media to present from. **Please be aware that no provisions will be made for projecting presentations from personal laptops.** All presentations will be run from the event server, and the files must be loaded on that server well before scheduled session times. No exceptions.

Partner Track Information Continued ...

Presentation Abstract Submissions **are due by February 11**

- Exhibitors should complete an online submission at <http://ecms.sap.com/cfp/st1.epx?eventid=6> entering the abstract, speaker information, etc. **IMPORTANT:** A proposal number will be generated at the end of the submission process and should immediately be emailed to the appropriate Conference Exhibit Manager.
- Submissions made by February 11 will be published in the online Agenda Builder by February 18. Generally presentation details will be published within 5 days of completion of the online submission.
- If exhibitors would like to use a previously submitted Call for Papers proposal that was not selected, they should forward the presentation title, speaker and/or proposal ID to their Conference Exhibit Manager.

Note: Final acceptance and regret notices from the SAPPHIRE Call for Papers and the ASUG Annual Conference Call for Speakers will be sent by February 8.

Presentation Submissions **are due by April 1**

- After the abstract has been submitted as described above, the speaker will be required to confirm their session. Then the Speaker Resource Center Web site link will be sent to them with complete instructions on how to upload their presentation. Information on how to make revisions to previously submitted presentations will also be included.
- Presentations must be submitted via the Speaker Resource Center Web site.
- Once approved, presentations will be electronically transferred to the laptops in the appropriate Show Floor theaters.
- Speakers must present from Show Floor theater laptops ONLY. No exceptions.
- Partner Track speakers should use their own company template.
- Presentations must be in a PowerPoint format.
- **Important note:** SAPPHIRE and ASUG Annual Conference Sessions are not held during the Meet Our Exhibitors time, encouraging focused attendee time with exhibitors via their booth or attendance at a Partner Track Session.

Registration

- 60 minute session speaker registration is complimentary. The speaker will receive a registration invitation via e-mail. Up to two speakers per session can receive a complimentary registration. Speakers should be entered at the time the proposal is submitted.
- 30 minute session speaker registration is not complimentary. The speaker should be registered via the Exhibitor Console using a package-included badge.
- Speaker substitutions or additions will be accepted through March 3, no exceptions. Exhibitors should e-mail their Conference Exhibit Manager the following speaker information to request a substitution or addition: name, job title, company name, e-mail address, office and mobile phone numbers, and 100 word biography.

Partner Track Information Continued ...

Session Promotion

For maximum return on investment, exhibitors should put their best, most educational SAP solutions forward to enhance a customer draw. To ensure that exhibitors build a presentation package that fills seats for greater prospecting and increased awareness, it is encouraged that they carry out the following suggestions:

- Present solid content in an educational format, offering new solutions to today's most pressing issues
- Select experienced, product-knowledgeable employees or customers to present their material
- Promote their presentation as an educational, solution-building experience
- Defer the "sales pitch" to follow-up calls with qualified leads obtained at their booth

Scanning of attendee badges and distributing collateral is not allowed at sessions. Please invite the attendees of your session to visit your booth for follow up activities.

Opportunities to enhance an exhibitor's session visibility are listed below:

Pre-Conference Opportunities

- **Agenda Builder** – Speaker name, title and abstract will be included in the Agenda Builder located on both the SAPPHIRE and ASUG Annual conference web sites. Attendees will have the ability to sort sessions via solution, industry, technology and service, and add to their unique agenda.

Onsite Opportunities

- **Show Floor Theater Schedule** – Partner Track Sessions will be held in theaters on the Show Floor, offering a greater opportunity for exposure. Session title, time and speaker will be listed on the plasma display of the Show Floor Theater Schedule at the theater of their session throughout the day of their session.
- **Onsite Guide** – Partner Track Sessions will be promoted in both the SAPPHIRE and ASUG Annual Conference sections of the Onsite Guide received at registration by all attendees

Independent Opportunities

- **Sponsorship** – Sponsorship opportunities are a great way to increase awareness. Exhibitors should consider offerings such as Onsite Guide advertising or the Show Floor Theater Schedule. Details for both are available on the Marketing Sponsorship Opportunities document located on the Exhibitor Information Web site www.sapandasugexhibitors.com.
- **Market from the Booth** – One of the best methods for drawing attendees to a session is to create awareness directly from the booth. Exhibitors should develop flyers or signage; include session details in event-specific printed collateral. Educate booth staff on the details (i.e. date, time, location) of the company's sessions so they can promote this information to conference attendees.

Questions

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