

Instructions and Guidelines: Pod

Due Date: March 23, 2012

This document includes general information relating to the Pod level exhibit package, instructions for submitting artwork for the graphic panel, a booth rendering, and the exhibit space guidelines.

The Pod exhibit package has been designed as a turnkey solution. The package components will automatically be delivered and set up in the exhibit space. This includes the booth structure, carpet, electrical, Internet, monitor, lighting, and chair. The only exception is the lead retrieval system which is included in the exhibit package, but must be picked up on-site at the Exhibitor Service Center.

The exhibit manager for the Pod level is Sandy Lorenz. Please contact Sandy, sandra.lorenz@sap.com or 508.461.7421, with any questions regarding your exhibit package or these instructions.

Move-In

The Pods will be set up and ready for exhibitor move-in by 12:00 p.m., Sunday, May 13. **Exhibitors must be 'show ready' by 5:00 p.m. on Sunday.**

Graphic Panel

Important: Please provide these instructions and the 'Freeman Artwork Submission Guidelines' noted below to the person preparing the artwork for the panels.

Included with the exhibit package is a graphic panel. Refer to the following instructions to submit the artwork to Freeman who will produce and install the panels. See page two for a rendering of the Pod and additional booth details.

SAP requires that all exhibitors follow the partner branding policies when preparing event material. Use this link to view the policies. Be sure to consult the SAP Partner Branding Guidelines www.sapandasugexhibitors.com/resources.htm when developing booth graphics and collateral material. Exhibitors using the SAP brand (event logo, SAP partner logo, SAP product naming) in booth graphics or collateral material must provide a proof for review and approval prior to production. Please include your company name in the file name and submit proof to Barbara Dorf, b.dorf@sap.com, by March 16 for review. If the e-mail is larger than 6MB it will be rejected by the SAP firewall. Contact Barbara for alternative instructions.

- The 'Freeman Artwork Submission Guidelines' is located in the Exhibitor Manual, www.sapandasugexhibitors.com/manual.htm. All artwork files must adhere to the outlined specifications.
- Graphic panel artwork is due March 23. Exhibitors are responsible for any rush fees associated with late submissions.
- Contact Erin Gomersall at Freeman, erin.gomersall@freemanco.com or 407.816.7944, with any questions regarding the artwork.
- Dimensions for the panel to be printed are below, see the booth rendering on page two for the location of the panel:
 - Pod graphic panel size is: 42" wide x 52" high
 - Exhibiting company's name or logo should be at the top part of the panel for easy recognition by conference attendees.

Note: These dimensions include a 1/4" bleed

- Exhibitor must provide a finished artwork file to Freeman (EPS, AI, TIF, or JPG formats accepted), preferably via a CD or DVD. See the 'Freeman Artwork Submission Guidelines' for specific details regarding minimum requirements, and acceptable file formats and format types. Exhibitors should provide Freeman with an 8 x 10" color proof of each graphic. Mail artwork to: Freeman, Attn: Erin Gomersall, 2200 Consulate Dr., Orlando, FL 32837.
- Files may also be posted to Freeman's FTP site, however a hard copy proof and backup of the files on CD/DVD are requested. Contact Erin for the link and password to the site.

Package-Included Components

- **Structure/Space**
 - One full-color graphic panel (see rendering)
 - Non-secure storage
 - Panel lighting
 - One counter-high padded chair
 - Two literature pockets
 - Carpet (black and white blended)
 - Wastebasket
 - Install and dismantle labor
 - Nightly cleaning
- **20" Flat Screen Display Monitor**
- **15 amp Circuit with Multi-Outlet Strip**
- **Lead Retrieval System.** One lead retrieval system is included as a component of the exhibit package. For complete information on these systems and/or to upgrade, reference the 'Lead Retrieval for Turnkey Levels' link in the Additional Services section of the Exhibitor Manual. Please plan to pick up the system on-site at the Exhibitor Services Center.
- **2 High Speed Internet Connections**
- **Registrations Included: 2 Conference Badges.** Permits access to all conference activities: SAPPHIRE and the ASUG Annual Conference sessions, keynotes, show floor, meals and conference evening entertainment. Not included are the ASUG Annual Conference Pre-Conference Educational Sessions, held Sunday, May 13.



Pod Rendering

The following exhibit space guidelines have been developed to promote continuity and consistency. These guidelines will be strictly enforced. Compliance with these guidelines will provide an environment conducive to successful interaction with conference attendees.

Additional Furnishings

- The configuration of the Pod space does not allow for additional furnishings. This includes, but is not limited to, signs, standing banners, oversized computer hardware, and tables.

Aisles and Common Areas

- The aisles, passageways, and overhead spaces remain strictly under the control of SAP and ASUG. This includes all conference function space, the show floor or other Orange County Convention Center (OCCC) property. No signs, decorations, banners, advertising matter or special exhibits will be permitted in these areas. Signs or lighting grids may not extend, or cover, any part of the aisle or neighboring exhibits.
- Each exhibitor is responsible for keeping the aisles near its exhibit space free from congestion caused by demonstrations and other promotional activities. Sufficient space must be provided within the booth for the comfort and safety of attendees watching demonstrations and other promotional activities. All marketing activities, including the use of talent personnel, must be conducted within the exhibit space. Any exhibitor hosting activities outside the contracted space may have their booth shut down immediately.

Hanging Signs

Hanging signs and suspended lighting grids are not permitted for this exhibit package level.

Wireless Access

SAP will provide a wireless-Lan network in the North/South Building of the OCCC during SAPPHIRE 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.