

Instructions and Guidelines - Pod Exhibitors

Due Date for Graphics: March 17, 2008

The Pod exhibit package has been designed as a turnkey solution. The Pod package components will automatically be delivered and set up in the exhibit space. This includes the booth structure, carpet, electrical, Internet, monitor, lighting and chairs. The only exception is the lead retrieval scanner which is included in the exhibit package, but must be picked up onsite at the Exhibitor Services Center. See additional information regarding lead retrieval at the bottom of this page.

The **Conference Exhibit Manager** for the Pod level is Danielle Garvey. Please contact Danielle, dgarvey@asug.com or 312.673.5817, with any questions regarding exhibiting at this event.

Set-up

Pod exhibits will be set up and ready for exhibitor move-in by 12:00 p.m., Sunday, May 4. **All exhibitors should be 'show ready' by 5:00 p.m. on Sunday.**

Graphic Panel Instructions

Included in the Pod package components are one color graphic panel and one custom logo header. See the following instructions and guidelines to submit the artwork necessary to produce the graphic panel.

All exhibitors are expected to comply with SAP's Partner Brand and Communications guidelines. These documents are located in the Exhibitor Information Web site on the Exhibitor Resources page, www.sapandasugexhibitors.com/guide.htm.

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

- The '**Freeman Artwork Submission Guidelines**' document is located in the online Exhibitor Manual. www.sapandasugexhibitors.com/manual.htm All graphic files must adhere to the specifications in this document to maintain the quality of the finished product and ensure a smooth production process.
- **Panel dimensions**, see the pod rendering on page 3 of this document for the location of the panel:
 - The panel size is: 42 7/16" wide x 93" high
 - Important note: this dimension includes a ¼" bleed
 - Company Logo Header: The logo provided during exhibit sign-up will be used. To provide a new version, please contact Danielle Garvey at dgarvey@asug.com for further instructions.
- The exhibitor is to provide a finished artwork file to Freeman (**EPS, AI, TIF, or JPG formats accepted**), preferably via a **CD or DVD**. *Both TIF and JPG files must be confirmed to be high enough resolution for output to the specific size.* See the 'Freeman Artwork Submission Guidelines' for specific details and the mailing address. The exhibitor must provide Freeman with an **8x10 color proof** of each graphic, no exceptions.
- **Graphic Panel Final Art Due: March 17, 2008.** Exhibitors are responsible for any rush fees associated with late submissions.
- Freeman will produce and install the graphic panels.
- For questions regarding the graphic panel process, please contact Freeman directly: Neka Mabry, neka.mabry@freemanco.com, 407.857.1500.

Lead Collection / Retrieval Scanner

A lead retrieval system is included as a component of the exhibit package. For complete information on this system and/or to upgrade, reference the 'Lead Retrieval' link in the Additional Services section of the Exhibitor Manual. Please plan to pick up the system onsite at the Exhibitor Services Center.

Pod Components

- **Pod Structure/Space**
 - Custom header with full-color logo (see rendering)
 - One full-color graphic panel (see rendering)
 - Raised monitor counter
 - Non-secure storage
 - Panel lighting
 - Two counter-high padded stools with backs
 - Literature rack
 - Carpet
 - Wastebasket
 - Nightly cleaning
 - Installation and dismantle labor
- **Flat Screen Display Monitor**
- **15 amp Circuit with Multi-Outlet Strip**
- **Lead Retrieval Unit**
- **High Speed Internet Connection**
- **Registrations Included: 2 Conference Badges**
 - Permits access to: SAPPHIRE sessions, ASUG Annual Conference sessions, Show Floor, meals and conference evening entertainment. Does not include access to the ASUG Annual Conference Pre-Conference Educational Sessions, held Sunday, May 4.
- **Additional Benefits**
 - Company name and booth number listed on the onsite Show Floor directories
 - Listed as an exhibitor in both the SAPPHIRE Pre-Event Program and the ASUG Annual Conference Advance Program mailed to SAP customer install base, prospects, partners, employees, ASUG members and volunteers
 - Company name, logo, booth number, 50-word description and Web site link on both the SAPPHIRE and ASUG Annual Conference Agenda Builders
 - SAP-related press releases included in the SAPPHIRE Virtual Press Room (subject to SAP approval)

Pod Space Guidelines

The following guidelines for display rules and regulations have been created to promote continuity and consistency. 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, standing banners, oversized computer hardware, tables.

Aisles

- Each exhibitor is responsible for keeping the aisles near their exhibit free from congestion caused by demonstrations or other promotional activities.

Pod Rendering



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