

## Exhibit Space Guidelines: Ruby Level Exhibitors

It is the goal of SAP and ASUG to provide exhibitors with all the information necessary to properly design and build exhibits that fit within the established conference guidelines, as well as plan their booth's layout and content. The following 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. If unsure, and to avoid on-site issues, exhibitors are encouraged to submit a space rendering, including height elevations and hanging sign dimensions, to their exhibit manager for review.

Please note: the Ruby level exhibit package does not include a booth structure.

### 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.

### Branding

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](http://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](mailto:b.dorf@sap.com)) by April 9 for review. If the e-mail is larger than 6MB it will be rejected by the SAP firewall. Contact Barbara for alternative instructions.

### Hanging Signs

Hanging signs are not permitted as part of the Ruby level exhibit package.

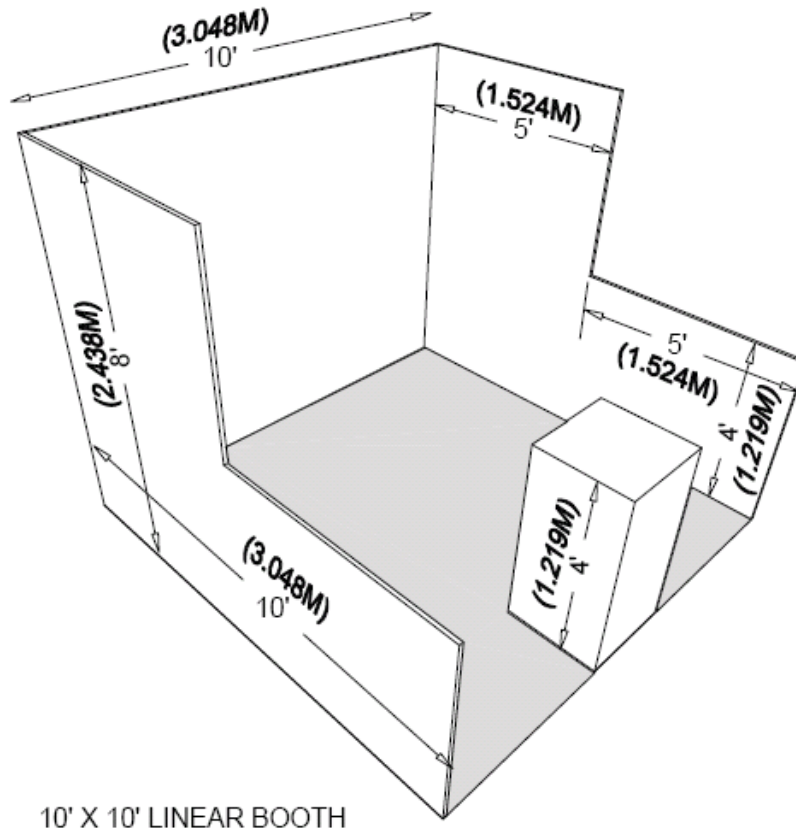
### Lighting

When creating a lighting plan, exhibitors should take into consideration that the show floor lighting is low. Convention center "house" lighting will not be in use. Some level of ambient lighting will be provided, but the show floor will not be blanketed in light.

### Height and Depth Sight Lines

- Exhibit fixtures, components and identification signs are permitted to a maximum height of 8'. Any signage or booth component exceeding 8' will be removed or adjusted at the exhibitor's expense.
- The maximum height of 8' is allowed only in the rear half (5') of the booth space, with a 4' height restriction imposed on all materials in the remaining space, forward to the aisle. This 4 foot height restriction is waived if the exhibitor's booth is located on the end of an aisle and the material over 4 feet high is on the open end.
- Please reference the rendering on the next page for height and depth sight line restrictions. Note that this rendering is for example only and that the Ruby level exhibit package does not include a booth structure.

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### Questions

- Exhibitors should contact their exhibit manager, Cassie Thompson, [cthompson@asug.com](mailto:cthompson@asug.com), if there are any questions about the above guidelines.