

**Instructions and Guidelines: Ruby Turnkey****Due Date: March 23, 2012**

This document includes general information relating to the Ruby Turnkey level exhibit package, instructions for submitting artwork for the graphic panels, and the exhibit space guidelines.

The Ruby Turnkey 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 chairs. 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 Ruby Turnkey level is Jim Boyle. Please contact Jim, [ja.boyle@sap.com](mailto:ja.boyle@sap.com) or 484.416.3067, with any questions regarding your exhibit package or these instructions.

**Move-In**

Booths 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 Panels**

**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 are three graphic panels: a header, a back, and a front panel. Refer to the following instructions to submit the artwork to Freeman who will produce and install the panels.

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 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.

- All artwork files must adhere to the 'Freeman Artwork Submission Guidelines' located in the Exhibitor Manual, [www.sapandasugexhibitors.com/manual.htm](http://www.sapandasugexhibitors.com/manual.htm).
- 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](mailto:erin.gomersall@freemanco.com) or 407.816.7944 with any questions regarding the panel artwork.
- Dimensions for each panel are below, see the booth renderings on page three for the location of each panel.
  - A: Company logo header: 110 1/16" wide x 12" high
  - B: Back panel: 110 1/16" wide x 45 1/2" high
  - C: Front panel: 21" wide x 32" highNote: These dimensions include a 1/4" bleed
- Additional panels may be printed at the exhibitor's expense. Contact Erin for dimensions and pricing.
- 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, 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

- **10' x 10' Booth Structure, Including:**

- Customized graphic panels (A, B and C in renderings)\*
- Front counter
- Back counter with non-secure storage – 20" deep, maple wood colored
- Side counter – 20" deep, maple wood colored
- Two counter-high padded chairs
- Lights
- Booth carpet (black and white blended - contact Freeman for pricing if you would like to order padding)
- Wastebasket
- Install and dismantle labor
- Nightly cleaning

\* Artwork for panels A-C to be provided by the exhibitor. Production costs included with the exhibit package. The non-graphic panels and doors are gray.

- **One 20" Flat Screen Display Monitor** – specs provided upon request
- **One 15 amp Circuit with Multi-Outlet Strip**
- **One Lead Retrieval System.** One lead retrieval system is included as a component of the exhibit package. For complete information on these systems 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 systems at the Exhibitor Services Center.
- **High Speed Internet Connection**
- **Registrations Included: 5 Conference Badges.** Permits access to all conference activities: SAPPHIRE NOW sessions, 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.

## Guidelines

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.

### 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.

### Sight Lines

The structure provided conforms to the event's sight line restrictions. If additional components are added to the exhibit space, please be sure to follow these restrictions: exhibit fixtures, components and identification signs are permitted to a maximum height of 8 feet. Any signage or booth component exceeding 8 feet will be removed or adjusted at the exhibitor's expense. The maximum height of 8 feet is allowed only in the rear half (5 feet) of the booth space, with a 4 foot height restriction imposed on all materials in the remaining space, forward to the aisle.

**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.

Ruby Turnkey Renderings

