

## Instructions and Guidelines – Ruby Turnkey Exhibitors

**Due Date for Graphics: March 17, 2008**

The Ruby Turnkey exhibit package has been designed as a turnkey solution. The Ruby Turnkey 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 Ruby Turnkey level is Sandy Lorenz. Please contact Sandy, [sandra.lorenz@sap.com](mailto:sandra.lorenz@sap.com) or 401.294.9356, with any questions regarding exhibiting at this event.

### Set-up

Ruby Turnkey 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.**

### Color Graphic Panels

Included in the package components are four graphic panels; a header, two back panels and one front panel. See the following instructions and guidelines to submit the artwork necessary to produce the graphic panels. If interested, additional panels may be customized at the exhibitor's expense. The Freeman contact listed below can provide pricing and dimensions.

**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](http://www.sapandasugexhibitors.com/guide.htm).

**Important:** Please provide these instructions 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](http://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 booth rendering on page 3 of this document for the location of each panel:
  - Company Logo Header: 91 5/8" wide x 11 7/8" high
  - A: 29 5/8" wide x 79 3/4" high
  - B: 60 5/8" wide x 43" high
  - C: 29 5/8" wide x 29 3/4" high
  - Important note: these dimensions include a 1/4" bleed
- 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](mailto: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.

## **Ruby Turnkey Components**

- **10' x 10' Booth Structure/Space**
  - Custom header with full color logo (see rendering)
  - Back wall and front counter graphic panel (A, B and C in rendering on page 3)
  - Side return panels
  - Front information counter
  - Back counter with non-secure storage
  - Two counter-high padded stools with backs
  - Three lights over booth header
  - Literature rack
  - Booth carpet
  - Wastebasket
  - Nightly cleaning
  - Install and dismantle labor
- **Flat Screen Display Monitor**
- **15 amp Circuit with Multi-Outlet Strip**
- **Lead Retrieval Scanner**
- **High Speed Internet Connection**
- **Registrations Included: 5 Conference Badges**
  - Permits access to: SAPPHIRE sessions, ASUG Annual Conference sessions, Show Floor, meals and conference evening entertainment. Not included are 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)

## **Ruby Turnkey 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.

### **Sight lines**

The structure provided as part of the Ruby Turnkey packages conforms to the event's sight line restrictions as listed below. If additional components are added to the exhibit space, please be sure to follow these restrictions:

- All display fixtures over 4' in height and placed within 10 lineal feet of an adjoining exhibit must be confined to that area of the exhibitor's space, which is at least 5 ft. from the aisle line
- Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the exhibit

### **Aisles**

- Sufficient space must be provided within the booth for the comfort and safety of persons watching demonstrations and other promotional activities
- Each exhibitor is responsible for keeping the aisles near its exhibit free from congestion caused by demonstrations or other promotional activities

### **Hanging Signs**

- Hanging signs, canopies, false ceilings and umbrellas are not permitted

- Suspended lighting grids will not be permitted

**Instructions and Guidelines –  
Ruby Turnkey Exhibitors (continued)**

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**Ruby Turnkey Rendering**



**\* All panel dimensions include a 1/4" bleed**

**Graphics for panels A, B and C and the header are to be provided by the exhibitor. Production costs are included in the exhibit package.**