

## Exhibitor Press and Analyst Information

**Due Date: April 4, 2012**

**Be sure to forward this document to the appropriate contacts within your organization to ensure notification of important deadlines.**

Scheduled for May 14-16, 2012, at the Orange County Convention Center in Orlando, the co-located SAPHIRE<sup>®</sup> NOW and Americas' SAP Users' Group (ASUG) annual conferences unite again to deliver a powerful combination of the latest SAP<sup>®</sup> technology and ASUG's deep experience and insight. Projected to gather thousands of customers, prospects and SAP experts in a single location, this is unquestionably the best opportunity to accelerate existing sales cycles and secure a healthy pipeline for 2012 by becoming a more-competitive, best-run business.

The domestic and international press and analysts expected to attend represent a diverse group of publications and analyst firms covering key technology areas, vertical markets and the financial industry. Exhibitors will have the opportunity to meet with members of the press and analyst community to showcase products and technologies as they tour the show floor.

### Press Releases

We invite our exhibiting partners to capitalize on the high visibility of SAPHIRE NOW by issuing press releases at the conference. We are pleased to help you gain exposure for your announcements, but do require that all be approved in advance by SAP. All SAP-approved partner releases will be listed in the Partner News section of the SAPHIRE NOW Web site and will be linked to the releases on each partner's Web site. **The firm deadline for submitting press releases for SAP approval is Wednesday, April 4, 2011.** Due to the high volume of materials submitted for review and the review process itself, submissions received after April 4 will **NOT** be approved in time for distribution at SAPHIRE NOW.

When submitting your releases for approval via e-mail, please note the following important details:

- Send via e-mail as Microsoft Word attachments.
- Write "SAPHIRE NOW partner announcement – [company name]" in the subject line.
- Send to the attention of Cindy McKendry at [cindy.mckendry@sap.com](mailto:cindy.mckendry@sap.com).
- Please submit no more than two press releases for approval. Releases should be limited to three pages, double-spaced. And please note, we can only accept press releases for review and approval, not case studies, white papers, nor other materials.
- Make sure that your announcement(s) is(are) related in some way to SAP and/or SAPHIRE NOW.
- Please do not include graphics, logos, etc. in the electronic releases.
- Any materials referencing SAP competitors or language placing SAP or SAP solutions in an unfavorable light will be sent back for revisions, potentially causing a significant delay in the approval process.
- SAP is unable to provide quotes for partner press releases issued at SAPHIRE NOW, per event policy and reasons of equity.

### Partner Press Kits

All partners should distribute their press kits at their respective booths. SAP will not distribute press kits on behalf of its partners, inside or outside of the SAP press room.

### Press Lists

Partners who wish to obtain a copy of the list of publications on-site at SAPHIRE NOW should e-mail Ellen Stangroom, [e.stangroom@sap.com](mailto:e.stangroom@sap.com), on May 15 to receive a copy. The list will not be available, or distributed to partners, prior to that date. SAP will not provide individual names of press and analysts attending.

**If you have questions or require further information regarding press or analyst activities, please contact Cindy McKendry, SAP Partner Communications and Public Relations, +1 (503) 231-7274 or [cindy.mckendry@sap.com](mailto:cindy.mckendry@sap.com).**