

Exhibit Space Guidelines: Sapphire, Onyx, Diamond 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.

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 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) 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

With the understanding that a hanging sign(s) may be an integral part of an exhibitor's display, the following guidelines have been developed. If unsure and to avoid on-site issues, exhibitors are encouraged to submit a rendering, including height elevations and hanging sign dimensions, to their exhibit manager for review.

- The bottom of the hanging sign and hanging audio visual screens must be at least 14' above the show floor.
- The height of the hanging sign may not exceed the maximum height of 22'.
- Exhibitors must comply with the dimensions in the exhibit space chart below when developing hanging signage.
- If a square or rectangular sign is used, the longest side may not exceed the linear dimensions below.
- If multiple signs are planned, the design must be presented to the exhibit manager for review and approval.

Exhibit Space Dimensions	Largest Size – Linear Sign Dimensions	Largest Size – Round Sign Dimensions
30' x 50'	8' high x 25' long	8' high x 30' diameter
30' x 40'	8' high x 20' long	8' high x 24' diameter
30' x 30'	8' high x 15' long	8' high x 20' diameter
20' x 30'	8' high x 13' long	8' high x 18' diameter
20' x 20'	8' high x 10' long	8' high x 14' diameter

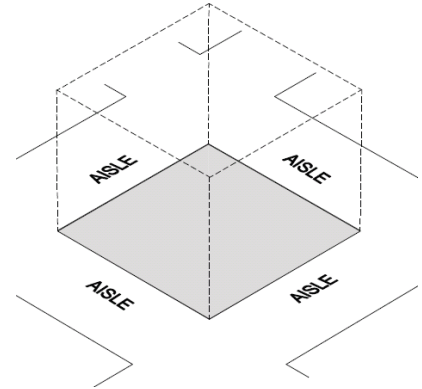
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Height

- Exhibit fixtures, components, and floor supported signs are permitted to a maximum height of 22'.
- Towers, hanging signs, canopies, false ceilings, and umbrellas are part of the overall exhibit presentation and must be treated as a component of the total booth configuration, not to exceed the maximum height of 22'.

Island Exhibit Space

- An island exhibit space is any sized space exposed to aisles on all four sides. An island exhibit space can range from 20' x 20' up to 30' x 50', configured in a square or rectangular shape.
- The entire cubic content of the space may be used with floor supported materials, up to the maximum allowable height of 22'.



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.

It is important that exhibitors provide enough light within their own exhibit space to conduct business and highlight their displays according to their company’s taste and guidelines. Exhibitors may provide their own lighting, or purchase lighting, via the Supplemental Lighting Show Floor Form located in the Exhibitor Manual.

- Suspended lighting grids are permitted with a maximum height of 24'. Lighting equipment must be located within the exhibit space and shine into the booth area only. Lighting must not create a distraction to the conference or other exhibits.
- Bright, flashing, and moving lights are not permitted.
- Any filters or audio visual screens that the lighting is shining on must not exceed the maximum height of 22'.

Multi-Level Exhibits

A multi-level exhibit is a booth where the display fixture includes two or more levels. A multi-level exhibit requires prior approval by the OCCC. Multi-level or covered exhibits must be in compliance with the OCCC Guidelines for Multi-Level and Covered Exhibits located at www.occc.net/pdf/Guide_Multilevel.pdf.

Scaled, signed, and dated blue prints (with front and side elevations) by a registered architect or engineer must be submitted to the OCCC Event Services Division, as per the above mentioned guidelines, by March 9, at least 60 days prior to installation. A copy should also be sent to the exhibit manager.

Questions

Exhibitors should contact their exhibit manager, www.sapandasugexhibitors.com/contact.htm, if there are any questions about the above guidelines.