

Show Floor Guide

The information in this guide will provide exhibitors with an orientation to the SAPHIRE 2010 and the 2010 ASUG Annual Conference show floor plan. While not anticipated, the show floor plan is subject to change.

Orientation

- The show floor will be located on Level II, in Halls A and B of the Orange County Convention Center's West Building.
- The Orange County Convention Center floor plans are available at www.occc.net/Planner/OverviewFloorPlans.asp.

Show Floor Entrance

- Conference attendees will enter the convention center from the shuttle drop-off location on Level I and travel up the escalators to reach the show floor on Level II.
- The entrance onto the show floor will be through the area labeled Networking Lounge, identified as Main Entry with two red arrows.

SAP Campuses

- The four SAP areas referred to as campuses (formerly known as villages) and their corresponding content are as follows:
 - Industries – Consumer, Manufacturing, Public Sector, Retail, Energy (Utilities, O&G), Healthcare
 - Lines of Business – IT, Finance, HR, Operations and Services, Sales, Marketing
 - Innovation – On Demand, In Memory, Sustainability, Constellation, others TBD
 - Small Businesses and Midsize Companies
- The following topics will be embedded in each campus:
 - Ecosystem
 - SAP Business Suite
 - SAP BusinessObjects
 - Services and Support
 - Platform and Technology
- Each campus will include at least one open air theater, SAP demo pods, self-service kiosks, a reception desk, and seating.
- There will be no walls around these campuses.

Points of Interest on the Show Floor Plan

- Keynote Theater (General Session)
 - Located in the middle of the show floor, will seat approximately 6,000 attendees.
 - Enclosed with both stationary and pivoting walls. The walls on the angle will pivot to create both an entrance and an exit for the keynote and a pass through from one side of the show floor to the other.
 - The lounge seating at the front of the keynote theater will be available for impromptu meetings when keynotes are not in session.

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Points of Interest on the Show Floor Plan (continued)

- Broadcast Theaters (look like trumpets)
 - Located near the main entrance, behind the Networking Lounge, the two theaters will each seat approximately 400 attendees.
 - These theaters will be enclosed by glass walls and will be used throughout the day.
- The Partner Theater will be located in the area labeled Partner Ecosystem, located on the upper right hand corner.
- Conference rooms are available for purchase and will be located in the Partner Meeting Center planned for the Partner Ecosystems area, located on the upper right.
- Solid grey circles identify floor to ceiling columns, which are approximately 9 feet in diameter.
- Green boxes (both open and solid) identify electrical floor ports.
- The Exhibitor Service Center is located on the far left.
- Registration will be located on Level I of the West Concourse.
- The Executive Meeting Center (EMC), located on the bottom left, will be surrounded by walls at varying heights.
- The Meet our Customers (MOC) area, located on the upper left, will be enclosed for privacy.

Catering/Food Service

- Lunch will be served Monday, Tuesday and Wednesday in the areas labeled Catering, located on the far right and far left of the plan.
- Snack and beverage stations will be positioned in each campus. Be sure to check the Marketing Sponsorship Opportunities document for details regarding sponsoring the SAPPHIRE Campus Refreshment Breaks.

Conference Rooms

- Exhibitors may purchase a conference room via the Marketing Sponsorship Opportunity Sign-Up link, located in their Exhibitor Console. One conference room is included with the Onyx package.
- Conference rooms will be located in the Partner Meeting Center. The location is planned upper right hand corner.

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