

Exhibit Space Guidelines: Emerald Level Exhibitors

It is SAP and ASUG's goal to provide exhibitors with all the information necessary to properly design and build exhibits, as well as plan their booth's layout and content. 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.

Height and Depth Sight Lines

- Exhibit fixtures, components and identification signs are permitted to a maximum height of 8 feet (see details in next bullet). 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.
- Please reference the rendering below for height and depth sight line restrictions:

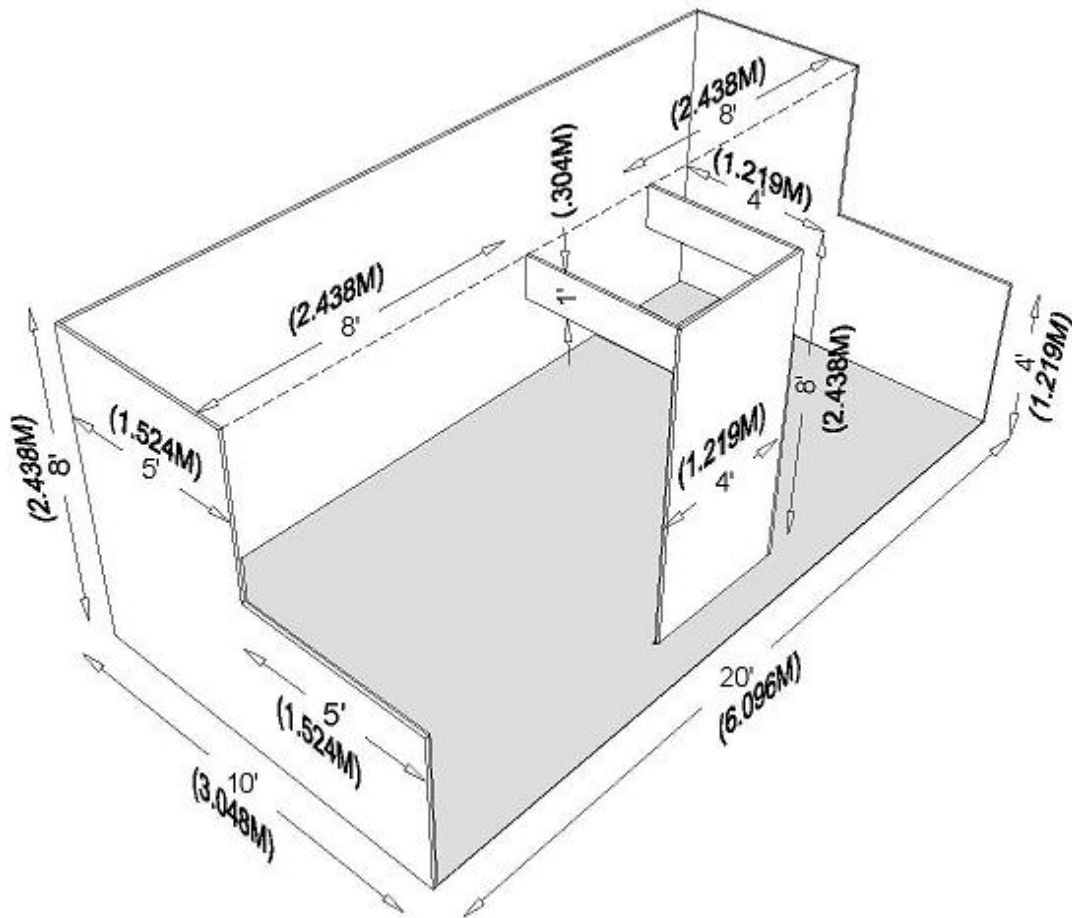


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Aisles and Common Areas

- The aisles, passageways, and overhead spaces remain strictly under the control of SAP and ASUG. 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.
- **Distribution of Marketing Material.** Booth personnel and any hired help, including models, hostesses, etc. are not permitted to distribute any literature or promotional items of any kind outside the confines of the contracted exhibit space. The distribution of any article that interferes with the activities in, or obstructs access to, neighboring booths, or otherwise impedes aisles, is prohibited. Any exhibitor handing out literature or promotional items outside of their contract space may have their booth shut down immediately. This includes all function space or other Orange County Convention Center property. All distribution material and signage is subject to the advance approval of SAP and ASUG to be in conformance with the Exhibitor Agreement including the Exhibitor Manual.

Branding

Exhibitors should consider the SAP Partner Branding Guidelines <http://www.sapandasugexhibitors.com/resources.htm> when developing signage.

Hanging Signs

- Hanging signs are not permitted as part of the Emerald level exhibit display.

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 halls will not be blanketed in light.
- Suspended lighting grids are not permitted as part of the Emerald level exhibit display.

Questions

Exhibitors should contact their conference exhibit manager, Sandy Lorenz, sandra.lorenz@sap.com, if there are any questions.