

## Diamond Level Exhibitor Presentation Instructions

**Due Date for Abstract: March 14, 2018**  
**Due Date for Presentation: May 25, 2018**

This document provides presentation information and instructions for Diamond level exhibitors. Please forward to your speaker or others who will be involved in the process. Included with your exhibit package is the following:

### One Small Theater Presentation

- Location: one of the small show floor theaters in the Business Applications or Services and Support areas. These theaters are non-specific and your session content does not need to align with the area.
- Format – your choice:
  - 20-minute lecture (promoted in the session catalog as a Small Theater Presentation)
  - 20-minute demo (promoted in the session catalog as a Demo)
- Seating: 45 attendees
- See page 2 for theater rendering and set-up

### March 14 Due Date: Session Title, Abstract, Speaker Information, and Scheduling

Submit the information below via the “Speaking” section of your [Exhibitor Console](#) dashboard. The information will be published in the session catalog, once an SAP branding review has been completed.

### The submission link will be available starting at 12:00 noon ET on March 14.

- Title: limit of 75 characters including spaces
- Abstract: limit of 350 characters including spaces
- Speaker name and contact information; one speaker is allowed
- Schedule: Select the date and time for the session. Selection is on a first-come, first-served basis.
- Tips for effective titles and abstracts:
  - Start with an engaging imperative/action verb (e.g. create, achieve, learn, explore, manage)
  - Lead with a benefit to the attendee

**Speaker Responsibility.** Speakers will receive an e-mail introducing them to the Speaker Resource Center. Here they will confirm their participation as a speaker, select session tags, and upload their presentation file. While we encourage the exhibitor to upload their ppt for SAP review this is optional and not required.

### May 25 Due Date: Presentation Files

- Use your own company template.
- Presentations must be in a 16x9 format
- Files must use Microsoft Windows 10 and Microsoft Office 2016
- Maximum 12 slides (lecture), maximum 3 slides (demo)
- An SAP laptop will be provided in each theater. Alternatively, speakers may use their own laptop and/or USB flash drive; however, they must go to their session site in advance to test the equipment. This must be done prior to the first or after the last session of the day.

### Speaker Registration

The speaker should use an exhibit package-included badge or purchase a badge. All registrations are managed via the [Exhibitor Console](#). Speaker is responsible for their own travel and hotel costs.

### SAP Partner Branding

Session titles, abstracts, and presentations will be edited for SAP brand compliance. Please adhere to the [SAP Partner Branding Guidelines](#).

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## Badge Scanning

The scanning of badges is allowed within your theater area. Plan to use your own equipment and staff and be respectful of attendees who ask not to have their badge scanned.

Please note: Your company may be invited by SAP or ASUG to present in a session. Exhibitors are only permitted to scan badges at their package-included sessions. You will not be permitted to scan badges at SAP or ASUG awarded sessions.

**Collateral Distribution** To support sustainability goals, please do not distribute printed material at your presentations.

**Videotaping** Small Theater Presentations will not be videotaped and private taping is not permitted.

## Presentation Promotion

- Session Catalog: Located on the conference Web site and in the event mobile app. Attendees will select sessions to add to their unique agendas, available pre-conference and on-site.
- Digital Display: Monitors with the current schedule will be located at each theater.
- Exhibitor Promotion: Exhibitors should promote and drive attendance to their presentations. We suggest the following:
  - Develop a presentation/demo that will engage, educate, inspire, and involve the audience.
  - Present solid content and a topic that is of interest to attendees.
  - Select experienced, engaging, product-knowledgeable employees or customers to present the material.
  - Market the presentation/demo prior to the conference and on-site.
  - Defer the "sales pitch" until later, e.g., follow-up calls.

## Additional Opportunities for Promotion

- Sponsorships: [Marketing opportunities](#) are a great way to increase awareness. Consider a banner ad in the event mobile app, for example.
- Market from your booth: One of the best methods for drawing attendees is to create awareness directly from your booth. Include session details in event-specific collateral, e-mail campaigns, and on event microsites. Educate your booth staff regarding session details (e.g. date, time, location) so they can promote this information to attendees who visit your booth.

## Small Theater Presentation Rendering and Set-Up

Each small theater will seat 45 attendees and is equipped as follows:

- One laptop with a standard hardwired Internet connection
- One handheld microphone and one hardwired microphone at the lectern
- A writable white wall on the back panel

This rendering shows two small theaters back-to-back. Set-up is approximate and subject to change.



## Questions?

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