

## Drive Attendance Program

Due Date: April 27, 2018

### Objective

Driving attendance to SAPHIRE NOW and ASUG Annual Conference is an activity that is most effective if shared by SAP, ASUG, and you, our event exhibitors. I invite you to participate in the Drive Attendance Program so that together we achieve this shared goal.

### How You Will Benefit

Participate in this program to realize increased attendee awareness and be rewarded with **one complimentary conference registration (badge)**. Upon proof that the program tactics have been met, a complimentary registration will be added to your Exhibitor Console. This offer is limited to one registration per participating company and is for new registrations only. Refunds will not be given for previously purchased registrations.

### Program Tactics

Incorporate the unique URL and conference banner, both provided by your exhibit manager, into an e-mail communication to your customers. Use this as an opportunity to announce your participation at the conference and invite customers to visit your booth.

- The e-mail should include:
  - The conference banner hyperlinked to your unique URL.
  - All links to the conference Web site should be hyperlinked using your unique URL.
  - **Save time on revisions!** The correct conference name and capitalization should be used at each reference – **SAPHIRE NOW and ASUG Annual Conference**.
  - Messaging that encourages your customers to register for the event. Consider the information found on the [conference Web site](#) when developing your content.
  - As with all communications that include SAP, please adhere to the [partner branding policies](#).
- **Before** sending to your customers, send a proof of the e-mail to your exhibit manager for review.
- Send the e-mail to your customers by April 27.
- Provide your exhibit manager with a copy of the final e-mail and include:
  - Date of the mailing
  - Number of contacts the mailing was distributed to
- You will receive one complimentary conference registration (badge) in your console.
- Only this banner should be used for this program.



### Questions?

Contact your exhibit manager.