

Exhibit Space Policies Emerald Level Exhibitors

Due Date: April 20, 2018

This document has been designed as a tool to assist in the design of your booth and graphics. Refer to [Partner Branding](#) on the Exhibitor Information Web Site for display and branding guidelines.

These policies will be strictly enforced. Graphics or exhibit space layouts found to be out of compliance will be removed at the exhibitor's expense. The following is required to avoid on-site issues:

- **Due April 20 – Proof of Booth Graphics:** E-mail a proof of all booth graphics to your exhibit manager, for review and approval, prior to production.
- **Show Ready** – All exhibits must be set-up and “show ready” by 5:00 p.m., Monday, June 4.

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, and other OCCC property. No signs, decorations, banners, advertising matter, or special exhibits will be permitted in these areas. Booth components and lighting grids may not extend, or cover any part of the aisle or neighboring exhibits.
- You are responsible for keeping the aisles near your 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 your exhibit space.

Content

Exhibitor shall not market, advertise, promote, or distribute any products or services that are non-complementary to any SAP software products or related services. SAP and ASUG reserve the right, at any time, to review the display materials, demos, company descriptions, marketing sponsorship messaging, collateral assets and presentations of all Exhibitors to address any sensitive and/or non-complementary issues. SAP and ASUG may remove any exhibit, which, in their opinion, may detract from the general character of the Conference as a whole, or consists of products or services that are non-complementary or otherwise inconsistent with the purpose of the Conference.

Lighting

When creating a lighting plan, take into consideration that the show floor lighting is low because convention center “house” lighting will not be in use. ***It is important to include ample lighting in your design for conversation, demo displays, and to showcase your company's brand.*** Exhibitors may provide their own lighting, order from the Orange County Convention Center, or consider ordering a custom lighting plan. Refer to the Additional Services section of the [Exhibitor Manual](#) for custom lighting plan information.

- Lighting equipment must be located within your exhibit space and shine into your exhibit space only.
- Lighting must not create a distraction to the conference or other exhibits.
- Bright, flashing lights and the physical movement of lights are not permitted.

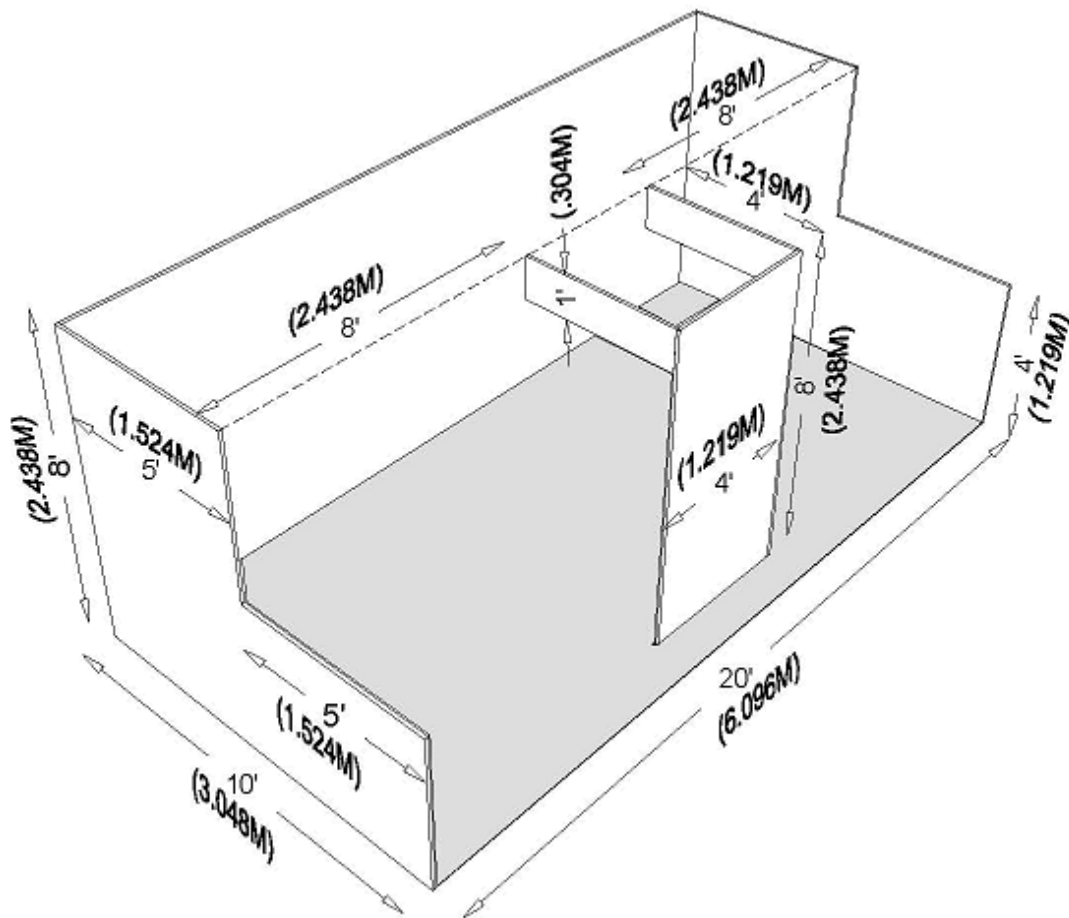
Hanging Signs

Hanging signs are not permitted for Emerald level exhibits.

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Height and Depth Sight Lines

- Exhibit fixtures, components, and identification signs are permitted to a maximum height of 8 feet. 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. This 4 foot height restriction is applied only to the portion of exhibit space which is within 10 feet of an adjoining booth.
- The rendering below illustrates the height and depth sight lines restrictions. The Emerald level exhibit package **does not** include a booth structure.



Questions?

Please contact your exhibit manager, Sandy Lorenz, sandra.lorenz@sap.com, 508.461.7421, if there are any questions about the information provided in this document.