

SAPPHIRE NOW and ASUG Annual Conference Exhibit Packages

June 5–7, 2018

Orange County Convention Center | North/South Building
Orlando, Florida





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Exhibitor Eligibility

Eligibility to be an Exhibitor in this program is limited to companies that have a current partnership agreement in good standing with SAP. Exhibitors must have no outstanding credit issues or past due amounts with SAP or ASUG. SAP and ASUG reserve the right to reject or cancel any application/agreement to exhibit.

Payment Terms and Signed Agreement

After the Exhibitor Application has been submitted, a package payment request with a link to an invoice and an application acknowledgement with a PDF of the Exhibitor Agreement, will be generated and sent via e-mail to all contacts listed on the application.

- It is the responsibility of the exhibiting company to process the invoice through their organization for payment to SAP by February 26, 2018.
- It is the responsibility of the exhibiting company to process the agreement for signature and submit to the assigned exhibit manager within two weeks of completing the application and no later than February 26.
- The exhibitor logistics contacts, as submitted in the application, will be e-mailed a receipt when payment and the signed agreement have been received.

Exhibit Space Selection

A Priority Point System will establish exhibit space selection order.

- To be eligible for space selection using the Priority Point System, payment and the signed agreement must be received by February 26, 2018.
- The Sapphire level exhibitors will select space first, followed by the Onyx, Diamond, Emerald, Ruby, and Pod level exhibitors.
- Exhibitors whose signed agreement and payment are received after February 26 will select space in the order that payment is received once the priority point space selection is complete.
- SAP and ASUG do not represent that any space will be available to any exhibitor. SAP and ASUG retain the exclusive right to revise the show floor plan and/or move exhibitors as necessary.
- Space selection will begin after February 26.

Priority Point System Formula

Priority points are calculated each year beginning with participation at SAPPHIRE 2004 and the 2004 ASUG Annual Conference.

Points	Criteria
6	For exhibiting at any level
.5	For every \$5,000 spent toward an exhibit package
2	For every \$5,000 spent toward marketing sponsorships
1	For marketing sponsorships purchased totaling less than \$5,000
2	For the 2017 application and signed agreement received by December 31, 2017
5	For being an ASUG Associate Affiliate Member by February 26, 2018
5	For being an SAP partner by February 26, 2018
2	For completing the previous year's exhibitor evaluation prior to the published deadline

Exhibit Packages At-a-Glance

Package Components	Sapphire	Onyx	Diamond	Emerald Turnkey	Emerald	Ruby Turnkey	Pod
Fee	\$230,000	\$160,500	\$83,500	\$70,600	\$49,300	\$35,300	\$15,000
Quantity Available	Sold Out 14	Sold Out 18	Sold Out 15	No limit – available until space is sold out or the sign-up deadline, whichever comes first			
Conference Badges	65	50	20	10	10	5	3
SAP Global Partner Summit Badges	15	10	5				
Discount Badges for the SAP Global Partner Summit	X	X	X	X	X	X	X
Space	30'x40'	30'x30'	20'x20'	10'x20'	10'x20'	10'x10'	pod
Premium Location	X	X	X				
Opportunity to Expand Exhibit Space	X	X	X				
Turnkey Convenience: includes a booth structure, display monitor, lead retrieval unit(s), Internet, electrical, chairs, carpet, and cleaning				X		X	X
Home-Base Conference Room	X						
Show Floor Conference Room	X	X					
Theater Presentation	2	2					
Small Theater Presentation	4		1				
Invitation to Media and Analyst Pre-Concert Reception (Thursday)	2						
Spotlight Promotion – Pre-Conference E-Mail	X						
Featured Exhibitor Promotion on the Home Page of the Conference Web Site	X	X					
Hotel Room Block (based on availability)	X	X	X	X	X		
Included in Exhibitor Lists Wherever Promoted (i.e. Conference Web Site, Event Mobile App)	X	X	X	X	X	X	X
Opportunity to Purchase Marketing Sponsorships	X	X	X	X	X	X	X

Sapphire Level Exhibit Package – Fee: \$230,000 | 14 Opportunities | **Sold Out**

★ Items exclusive to the Sapphire level package

- Conference Registrations: 65 Badges
 - Badges permit access to all conference activities: SAPPHIRE NOW sessions, ASUG Annual Conference sessions, keynotes, show floor, lunch, and Thursday evening entertainment
 - Opportunity to purchase additional conference badges at a discounted rate of \$1,650
- SAP Global Partner Summit Registrations: 15 Badges
 - The premier SAP partner information and enablement event, held on Monday, June 4
 - Opportunity to purchase additional SAP Global Partner Summit badges at a discounted rate of \$295
- 30' x 40' Island Exhibit Space
 - Raw space only
- Premium Exhibit Space Location
- Opportunity to Expand Exhibit Space
 - 300 square feet: \$18,000
 - 400 square feet: \$24,000
- ★ Home-Base Conference Room
 - Dedicated meeting room, located in the South or North Concourse, available throughout the event
 - Exhibitor responsible for furnishings, Internet, electrical, catering, etc.
- Show Floor Conference Room
 - Dedicated meeting room located on the show floor, available during show floor hours
- Two Theater Presentations
 - 20-minute speaking opportunity
 - Show floor location with seating for approximately 125 people
 - Sessions will be included in the Session Catalog
- Four Small Theater Presentations
 - 20-minute speaking opportunity
 - Space may be used to host a lecture, live demo, or discussion
 - Show floor location with seating for approximately 50 people
 - Sessions will be promoted in the Session Catalog
- ★ Two Invitations to Attend the SAPPHIRE NOW Media and Analyst Preconcert Reception
- Featured Exhibitor Promotion
 - Company logo linked to the company's Web site posted on the conference Web site home page, in rotation with all exhibitors in the top two levels

Sapphire Level Exhibit Package

- Hotel Room Block
 - Opportunity to block 25 rooms, based on availability, in prime location hotels: Hyatt Regency Orlando, Rosen Centre Hotel, and Hilton Orlando
 - Exhibitor is responsible for all costs associated with hotel rooms
 - Additional blocks based on availability on a first-come, first-served basis
- Visibility
 - Company name, logo, description (up to 1,350 characters, including spaces), link to Web site, and booth number published on the conference Web site and in the event mobile app
 - Opportunity to provide content and be promoted via SAPPHIRE NOW social media, primarily Twitter
 - Opportunity to purchase marketing sponsorships



Onyx Level Exhibit Package – Fee: \$160,500 | 18 Opportunities | **Sold Out**

- Conference Registrations: 50 Badges
 - Badges permit access to all conference activities: SAPPHIRE NOW sessions, ASUG Annual Conference sessions, keynotes, show floor, lunch, and Thursday evening entertainment
 - Opportunity to purchase additional conference badges at a discounted rate of \$1,650
- SAP Global Partner Summit Registrations: 10 Badges
 - The premier SAP partner information and enablement event, held on Monday, June 4
 - Opportunity to purchase additional SAP Global Partner Summit badges at a discounted rate of \$295
- 30' x 30' Island Exhibit Space
 - Raw space only
- Premium Exhibit Space Location
- Opportunity to Expand Exhibit Space
 - 300 square feet: \$18,000
- Show Floor Conference Room
 - Dedicated meeting room located on the show floor, available during show floor hours
- Two Theater Presentations
 - 20-minute speaking opportunity
 - Show floor location with seating for approximately 125 people
 - Sessions will be included in the Session Catalog
- Featured Exhibitor Promotion
 - Company logo linked to the company's Web site posted on the conference Web site home page, in rotation with all exhibitors in the top two levels
- Hotel Room Block
 - Opportunity to block 20 rooms, based on availability, in prime location hotels: Hyatt Regency Orlando, Rosen Centre Hotel, and Hilton Orlando
 - Exhibitor is responsible for all costs associated with hotel rooms
 - Additional blocks based on availability on a first-come, first-served basis
- Visibility
 - Company name, logo, description (up to 1,000 characters, including spaces), link to Web site, and booth number published on the conference Web site and in the event mobile app
 - Opportunity to provide content and be promoted via SAPPHIRE NOW social media, primarily Twitter
 - Opportunity to purchase marketing sponsorships

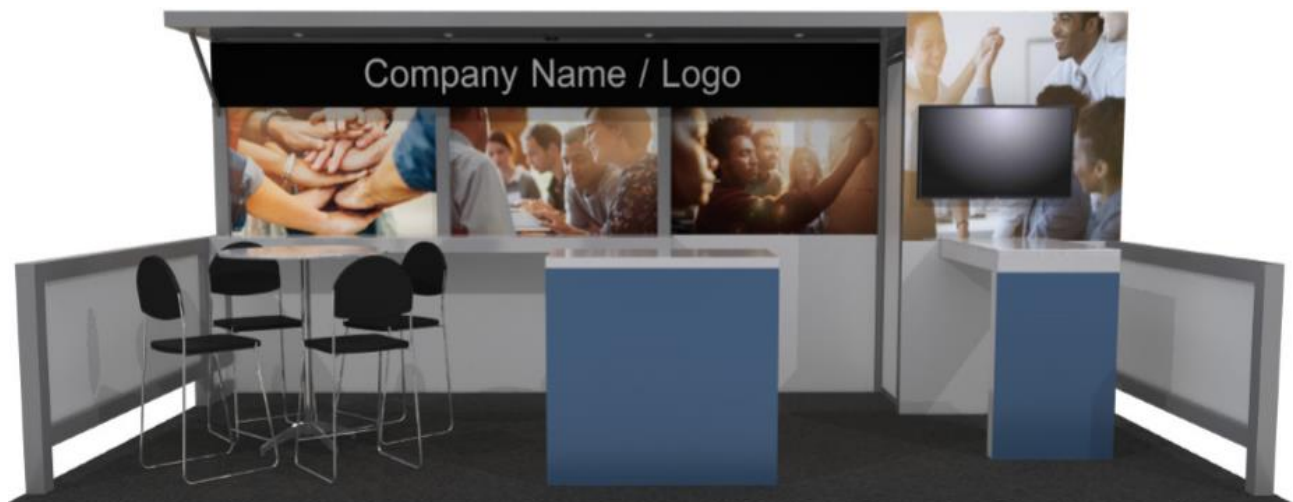


Diamond Level Exhibit Package – Fee: \$83,500 | 45 Opportunities | **Sold Out**

- Conference Registrations: 20 Badges
 - Badges permit access to all conference activities: SAPPHIRE NOW sessions, ASUG Annual Conference sessions, keynotes, show floor, lunch, and Thursday evening entertainment
 - Opportunity to purchase additional conference badges at a discounted rate of \$1,650
- SAP Global Partner Summit Registrations: 5 Badges
 - The premier SAP partner information and enablement event, held on Monday, June 4
 - Opportunity to purchase additional SAP Global Partner Summit badges at a discounted rate of \$295
- 20' x 20' Island Exhibit Space
 - Raw space only
- Opportunity to Expand Exhibit Space
 - 200 square feet: \$12,000
- One Small Theater Presentation
 - 20-minute speaking opportunity
 - Space may be used to host a lecture, live demo, or discussion
 - Show floor location with seating for approximately 50 people
 - Session will be included in the Session Catalog
- Hotel Room Block
 - Exhibitor is responsible for all costs associated with hotel rooms
 - Based on availability on a first-come, first-served basis
- Visibility
 - Company name, logo, description (up to 850 characters, including spaces), link to Web site, and booth number published on the conference Web site and in the event mobile app
 - Opportunity to provide content and be promoted via SAPPHIRE NOW social media, primarily Twitter
 - Opportunity to purchase marketing sponsorships

Emerald Turnkey Level Exhibit Package – Fee: \$70,600

- Conference Registrations: 10 Badges
 - Badges permit access to all conference activities: SAPPHIRE NOW sessions, ASUG Annual Conference sessions, keynotes, show floor, lunch, and Thursday evening entertainment
 - Opportunity to purchase additional conference badges at a discounted rate of \$1,650
- Opportunity to purchase SAP Global Partner Summit badges at a discounted rate of \$295
- 10' x 20' Inline Exhibit Space
 - 10' x 20' booth structure – rendering below
 - Full-color graphic panels
 - Header with company logo, three back walls, front counter, peninsula counter and wall. *Exhibitor to provide artwork, SAP/ASUG to produce.*
 - Non-secure storage in front counter and closet
 - Bistro height table and four chairs
 - Lighting, carpet, and wastebaskets
 - Install and dismantle labor
 - Nightly cleaning including vacuuming
- One 40" Flat Screen Display Monitor and Cable
- Two Lead Capture Devices
- Electricity with Four Multi-Outlet Power Strips
- Four Hard-Wired Internet Connections
- Hotel Room Block
 - Exhibitor is responsible for all costs associated with hotel rooms
 - Based on availability on a first-come, first-served basis
- Visibility
 - Company name, logo, description (up to 750 characters, including spaces), link to Web site, and booth number published on the conference Web site and in the event mobile app
 - Opportunity to provide content and be promoted via SAPPHIRE NOW social media, primarily Twitter
 - Opportunity to purchase marketing sponsorships





Emerald Level Exhibit Package – Fee: \$49,300

- Conference Registrations: 10 Badges
 - Badges permit access to all conference activities: SAPPHIRE NOW sessions, ASUG Annual Conference sessions, keynotes, show floor, lunch, and Thursday evening entertainment
 - Opportunity to purchase additional conference badges at a discounted rate of \$1,650
- Opportunity to purchase SAP Global Partner Summit badges at a discounted rate of \$295
- 10' x 20' Inline Exhibit Space
 - Raw space only, exhibitor to provide booth property
- Hotel Room Block
 - Exhibitor is responsible for all costs associated with hotel rooms
 - Based on availability on a first-come, first-served basis
- Visibility
 -
 - Company name, logo, description (up to 750 characters, including spaces), link to Web site, and booth number published on the conference Web site and in the event mobile app
 - Opportunity to provide content and be promoted via SAPPHIRE NOW social media, primarily Twitter
 - Opportunity to purchase marketing sponsorships

Ruby Turnkey Level Exhibit Package – Fee: \$35,300

- Conference Registrations: 5 Badges
 - Badges permit access to all conference activities: SAPPHIRE NOW sessions, ASUG Annual Conference sessions, keynotes, show floor, lunch, and Thursday evening entertainment
 - Opportunity to purchase additional conference badges at a discounted rate of \$1,650
- Opportunity to purchase SAP Global Partner Summit badges at a discounted rate of \$295
- 10' x 10' Inline Exhibit Space
 - 10' x 10' booth structure: *Two design options are offered - see renderings below.*
 - Full-color graphic panels
 - Header with company logo, two back walls, front counter or peninsula counter. *Exhibitor to provide artwork, SAP/ASUG to produce.*
 - Non-secure storage
 - Two counter-height chairs
 - Lighting, carpet, and wastebasket
 - Install and dismantle labor
 - Nightly cleaning including vacuuming
- 24" Flat Screen Display Monitor and Cable
- Lead Capture Device
- Electricity with Two Multi-Outlet Power Strips
- Two Hard-Wired Internet Connections
- Visibility
 - Company name, logo, description (up to 750 characters, including spaces), link to Web site, and booth number published on the conference Web site and in the event mobile app
 - Opportunity to provide content and be promoted via SAPPHIRE NOW social media, primarily Twitter
 - Opportunity to purchase marketing sponsorships

Option A



Option B



Pod Level Exhibit Package – Fee: \$15,000

- Conference Registrations: 3 Badges
 - Badges permit access to all conference activities: SAPPHIRE NOW sessions, ASUG Annual Conference sessions, show floor, lunch, and Thursday evening entertainment
 - Opportunity to purchase additional conference badges at a discounted rate of \$1,650
- Opportunity to purchase SAP Global Partner Summit badges at a discounted rate of \$295
- Pod Space
 - Pod structure
 - Two full-color graphic panels
Exhibitor to provide artwork, SAP/ASUG to produce.
 - Counter-height chair
 - Non-secure storage
 - Lighting, carpet, and wastebasket
 - Install and dismantle labor
 - Nightly cleaning including vacuuming
- 24" Flat Screen Display Monitor and Cable
- Electricity with Multi-Outlet Power Strip
- Lead Capture Device
- Hard-Wired Internet Connection
- Visibility
 - Company name, logo, description (up to 750 characters, including spaces), link to Web site, and booth number published on the conference Web site and in the event mobile app
 - Opportunity to provide content and be promoted via SAPPHIRE NOW social media, primarily Twitter
 - Opportunity to purchase marketing sponsorships



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