



# **SAPHIRE NOW and ASUG Annual Conference Exhibitor Resource Guide**

**June 5–7, 2018**

**North/South Building • Orange County Convention Center (OCCC) •  
9899 International Drive, Orlando, Florida**

This guide answers frequently asked questions and refers you to resources for additional information.

The Exhibitor Information Web Site, <http://events.sap.com/sapandasugexhibitors/en/home>, is your source for all exhibitor-related information. Please bookmark this Web site since you will be referring to it over the next several months.

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## Web Site Links to Bookmark

The following links will be referred to during the planning of the SAPPHIRE NOW and ASUG Annual Conference Exhibitor Program and therefore may be useful to bookmark as favorites:

- Conference Web Site: [www.sapandasug.com](http://www.sapandasug.com)
- Exhibitor Information Web Site (EIW): <http://events.sap.com/sapandasugexhibitors/en/home>
- Exhibitor Management Console (EMC): <http://events.sap.com/sapandasugexhibitors/en/console>
- Exhibitor Manual: <http://events.sap.com/sapandasugexhibitors/en/manual>

## Agenda

Find a detailed [exhibitor conference schedule](#) in the Exhibitor Manual and your console. Refer to this schedule to determine your staffing needs and for move-in and move-out information. We respectfully request that you not conduct presentations in your booth during the keynote sessions and that you do not begin moving out until the show floor has closed on Thursday.

To view the conference agenda, visit the conference Web site at [www.sapandasug.com](http://www.sapandasug.com).

## Attendance / Attendee List

The projected attendance is 20,000 customers, prospects, partners and SAP experts. The 2017 attendee demographics are available from your exhibit manager.

While SAP and ASUG understand how the attendee list/contact information would be helpful information to exhibiting companies, it is against data protection and privacy policies to distribute this information. List brokers who claim to have the attendee database have not obtained it from a legitimate source. Upon request, exhibit managers will provide a one-time list of companies who have registered attendees on May 4. This list will only include company names.

When e-mailing customers, exhibitors should include an "opt out/unsubscribe" option on all broadcast e-mails. Please limit broadcasts to a targeted audience versus a generic database list when possible.

## Attire

The suggested dress code for the conference is business and the evening events are casual. To help plan, expect an average daytime high temperature of 90°F/32°C with an average evening low of 71°F/22°C. The average rainfall in June is over 6 inches. The Orange County Convention Center is a large meeting facility and comfortable walking shoes are recommended. A light sweater or jacket is recommended as meeting rooms can be cool.

## Branding

The [partner branding guidelines](#) are available on the Exhibitor Information Web Site. Please use these guidelines while preparing your booth graphics. If they mention SAP in any way, including products, logos, and companies, a proof must be sent to your exhibit manager for review and approval prior to production.

## Business Services

The FedEx Office at the OCCC is located outside the West Concourse Hall C. A full range of services is offered daily from 8:00 a.m.-5:00 p.m. Contact 407.363.2832 or [usa3996@fedex.com](mailto:usa3996@fedex.com).

## Cancellation / Reduction of Exhibit Space

Exhibit Packages are limited and an integral revenue stream to offset the costs of the Conference, and any cancellation or reduction of an Exhibit Package after SAP and ASUG receive the Exhibitor Agreement will result in additional SAP and ASUG efforts and cost and negatively impact the Conference. Therefore Exhibitor understands and agrees that any change in the selected Exhibit Package after the Agreement has been delivered will be subject to an administrative fee which it agrees SAP and ASUG may be entitled to, not as a penalty, but as a liquidated damage. For a reduction in the selected Exhibit Package, the administrative fee will be fifty percent (50%) of the difference between the original fee and the fee for the reduced Exhibit Package selected. If Exhibitor cancels the Exhibitor Agreement/Package selected, the administrative fee shall be fifty percent (50%) of the total Exhibit Package fee. The other 50% of the paid fee will be returned, but only in the event written cancellation of the Agreement is received by April 9, 2018. The administrative fee for cancellations received after this date will be 100% and are NOT eligible for any refund. All notices required, or as may be given pursuant to this Agreement, shall be in writing and shall be deemed duly given when delivered to the Exhibit Manager at the fax number stated on the Agreement.

## Catering / Food / Beverage Dispensing

The OCCC prohibits food or beverages (including bottled water and alcoholic beverages) from being brought into the building except by Centerplate, the exclusive caterer for the convention center. All arrangements for the service of food and/or beverages must be made through their catering office. The distribution of alcoholic beverages, regardless of type and/or quantity, is the sole responsibility of Centerplate. [Catering order forms and menus](#) may be found in the Exhibitor Manual.

- Booth and show floor conference room catering contact: Frank Smith, [frank.smith@centerplate.com](mailto:frank.smith@centerplate.com), 407.685.5874.
- Sapphire level home-base conference room catering contact: Brenda Jenkins, [brenda.jenkins@centerplate.com](mailto:brenda.jenkins@centerplate.com), 407.685.5656.

## Company Description and Logo

A company description should be uploaded to your console, if not submitted during the application process, and will appear online in the exhibitor section of the conference Agenda Builder and the event mobile app. Descriptions will be reviewed and edited as needed to comply with SAP branding guidelines. Change requests should be e-mailed to your exhibit manager.

A Web (.eps and .jpg) and print logo (.eps or vector AI) should be uploaded to your console as they may both be needed.

## Computer Network Security

All exhibitors must complete the Computer Network Security form in your console by April 6. This form is in addition to the OCCC Internet services order form. Note the Emerald Turnkey, Ruby Turnkey, and Pod levels do not need to order Internet services as they are included with these exhibit packages.

Complimentary Wi-Fi access is available for all conference attendees utilizing a 5.0 GHz capable device in the OCCC during the conference. In an effort to keep the Wi-Fi network running smoothly, all exhibitors are asked not to set up their own Wi-Fi access points in the venue before and during the conference. This includes exhibit space, show floor meeting rooms, and home-base rooms. Requests for a variance should be sent to your exhibit manager.

Due to the number of attendees and limitations of Wi-Fi technology, the Wi-Fi network can become oversaturated quickly in high-density environments. This is especially true for older devices that use the 802.11b/g/n (2.4 GHz) protocol, which is limited to three channels. Therefore, 2.4 GHz capability is not an option for attendee Wi-Fi.

## Contacts

It is important that you receive all of our exhibitor communications which will come from various e-mail addresses. Please save the e-mail addresses below to your "safe sender" list to ensure these communications are not missed:

- Exhibitor communications: [exhibitors@sapandasug.com](mailto:exhibitors@sapandasug.com)
- General conference communications: [sap@mailsap.com](mailto:sap@mailsap.com)
- Registration communications/on-site updates: [registration@sapandasug.com](mailto:registration@sapandasug.com)
- Payment communications: [payments@sapandasug.com](mailto:payments@sapandasug.com)
- Housing communications: [sapandasugexhibitors@conferencedirect.com](mailto:sapandasugexhibitors@conferencedirect.com)

We have a team of professionals to assist you! Questions should be directed to the contacts below. The [Directory of Suppliers](#) lists the "official show vendors".

Exhibit Management		
<b>Exhibit Manager</b> <b><u>Sapphire</u></b> <b>Exhibitors</b>	<b>Exhibit Manager</b> <b><u>Onyx</u></b> <b>Exhibitors</b>	
<b>Barb Kavetski</b> <a href="mailto:b.kavetski@sap.com">b.kavetski@sap.com</a> Tel: 610.518.6291 Fax: 610.848.3247	<b>Ellen Stangroom</b> <a href="mailto:e.stangroom@sap.com">e.stangroom@sap.com</a> Tel: 508.461.7683 Fax: 610.848.1134	
<b>Exhibit Manager</b> <b><u>Diamond</u></b> <b>Exhibitors</b>	<b>Exhibit Manager</b> <b><u>Emerald and Pod</u></b> <b>Exhibitors</b>	<b>Exhibit Manager</b> <b><u>Emerald Turnkey and Ruby Turnkey</u></b> <b>Exhibitors</b>

**James Boyle**  
[ja.boyle@sap.com](mailto:ja.boyle@sap.com)  
Tel: 484.416.3067  
Fax: 610.848.1395

**Sandy Lorenz**  
[sandra.lorenz@sap.com](mailto:sandra.lorenz@sap.com)  
Tel: 508.461.7421  
Fax: 610.848.1149

**Ana Napolitano**  
[ana.napolitano@asug.com](mailto:ana.napolitano@asug.com)  
Tel: 312.673.5607  
Fax: 312.644.0575

## Marketing Opportunities

### Marketing Opportunities Manager

**Kerri Czopek**  
[kerri.czopek@asug.com](mailto:kerri.czopek@asug.com)  
Tel: 312.673.5434  
Fax: 312.644.0575

## Registration and Hotel Reservation

### Registration

**Alli Bayless**  
[alli@webeventsglobal.com](mailto:alli@webeventsglobal.com)  
Tel: 866.557.0941

### Hotel Reservations and Sub-Blocks

**ConferenceDirect – Brittini Pemleton**  
[sapandasugexhibitors@conferencedirect.com](mailto:sapandasugexhibitors@conferencedirect.com)  
Tel: 866.557.0941

## Freeman Services

### Custom Booths

**Luis Andrade**  
[Luis.Andrade@freemanco.com](mailto:Luis.Andrade@freemanco.com)  
Tel: 407.313.5847

### Home-Base Room Layout and Design

**Luis Andrade**  
[Luis.Andrade@freemanco.com](mailto:Luis.Andrade@freemanco.com)  
Tel: 407.313.5847

### Marketing Opportunities Graphics Turnkey and Pod Graphics

**Angela Ragno**  
[Angela.Ragno@freemanxp.com](mailto:Angela.Ragno@freemanxp.com)  
Tel: 321.446.4922

## Convention Center

SAPPHIRE NOW and ASUG Annual Conference will be held in the North/South Building of the Orange County Convention Center (OCCC), 9899 International Drive, Orlando, Florida. The main phone number is 800.345.9845 and their Web site is [www.occc.net](http://www.occc.net). Their policies and service order forms may be found in the [Exhibitor Manual](#).

## CPE Credit

ASUG does not offer a formal CPE credit program at the conference. Attendees will find session abstract information in the conference Agenda Builder and may self-submit for credit.

## Directory of Suppliers

The vendors listed in the [Directory of Suppliers](#) in the Exhibitor Manual are 'official show vendors'. If your on-site contractor is not on this list, they will need to follow the exhibitor appointed contractor (EAC) instructions in this guide.

Unofficial vendors may reach out to you to solicit business. Neither SAP nor ASUG can verify the authenticity of such companies. If unsure of a vendor, ask your exhibit manager or refer to the Directory of Suppliers. As an example, ConferenceDirect is the official housing vendor and Freeman is the show decorator and freight coordinator.

## Distribution of Marketing Material

Exhibitor personnel including booth staff, hostesses, and any hired help, are not permitted to distribute literature or promotional items of any kind outside the confines of your contracted exhibit space. Branded exhibitor personnel are not permitted to walk the conference function space, the show floor, or other OCCC property for the purposes of advertising your brand, solution, etc.

## Employment Solicitation

Although this conference provides members of the SAP worldwide community an important networking opportunity, direct employment solicitation is not permitted. Such conduct may result in revoking exhibit privileges in these and future SAP and ASUG events. Any exhibitor engaging in employment solicitation may have their booth shut down immediately.



## Exhibit Space Policies

Policies for each exhibit package level are located in the [Exhibitor Manual](#) and will be strictly enforced. Exhibit Space Selection

A Priority Point System will be used to establish the order of exhibit space selection. Refer to the [Floor Plans and Space Selection](#) page of the Exhibitor Information Web Site.

## Exhibitor Appointed Contractor

If your company is using an exhibitor appointed contractor (EAC) for any work in the building, before, during or after the event, we require the following:

1. Complete the Exhibitor Appointed Contractor form located in your console by May 4.
2. Provide a certificate of insurance for each EAC. Details are specified in the [Certificate of Insurance Instructions](#) in the Exhibitor Manual.

An EAC includes, but is not limited to, installation/dismantle personnel, booth hostesses, performers, photographers, audio visual companies, and contractors performing work in the Sapphire level home-base conference rooms. If the form and insurance are not received, the EAC will be prohibited from working in the building. *Vendors listed in the [Directory of Suppliers](#) are not considered EACs and therefore you do not need to provide their insurance.*

EACs will be issued wristbands daily for access to the show floor. Details will be provided in the Exhibitor On-Site Survival Guide, which will be distributed prior to the conference.

## Exhibitor Events

Activities which conflict with the conference program are not permitted. This includes breakfasts, receptions or any other activities occurring in Orlando during the published conference program schedule. For the purposes of this conference, a conflicting activity is defined as one that assembles over 50 conference attendees in one location. SAP and ASUG reserve the right to cancel any exhibitor agreement that does not follow these regulations.

SAP and ASUG will host evening events, by invitation, Monday–Thursday. To eliminate conflicts, we ask that our partners start their own events after 8:30 p.m. with Wednesday being the preferred evening for partner events.

Please complete the required Strategy and Special Activities form in your console to notify us of your hosted event plans. This information is for internal SAP and ASUG use only.

## Exhibitor Console

Your [console](#) will assist you in managing your presence at the conference. Each logistics contact will log in using their own e-mail address and password. Information to set up a password will be sent via e-mail upon completing the application to exhibit. Via the console you will be able to:

- Invite your team to register and book hotel rooms
- View a task list with deadlines specific to your participation
- Complete required online forms
- Purchase marketing opportunities
- Upload your company description and logo (changes should be e-mailed to your exhibit manager)
- Print agreements, invoices, and receipts

## Exhibitor Contests and Gifts

Plans for any contests, gifts, raffles, etc. must be included in the online Strategy and Special Activities form in your console. If you are unsure if your plans conform to the guidelines, check with your exhibit manager. SAP and ASUG reserve the right to prohibit, limit or discontinue the distribution of any gift, giveaways, contests, raffles, drawings, hospitality suite or any similar type of promotion in any way related to the Conference. There will be no announcements by SAP or ASUG of exhibitor's promotions.

## Exhibitor Manual

The [Exhibitor Manual](#) includes information such as the exhibitor conference schedule, exhibit space policies, Freeman forms, additional services forms, and more.

## Future Event Dates

SAP TechEd Las Vegas	October 1 – 5, 2018
SAP TechEd Barcelona	October 23 – 25, 2018
SAP TechEd Bangalore	November 28 – 30, 2018
SAPPHIRE NOW and ASUG Annual Conference	May 7 – 9, 2019

## Hotel Reservations

SAP and ASUG have negotiated discounted hotel room rates at a variety of Orlando properties. The official housing vendor is ConferenceDirect. The exhibitor contact is Brittini Pemleton, [sapandasugexhibitors@conferencedirect.com](mailto:sapandasugexhibitors@conferencedirect.com) or 866.557.0941. ConferenceDirect will not reach out to you to solicit business.

There are two ways for exhibitors to reserve hotel rooms:

**Hotel Sub-Block:** Instructions and forms will be sent to Sapphire, Onyx, Diamond, and Emerald level exhibitors in January. Hotel sub-blocks are based on availability, first-come, first-served, and there is a 10 room minimum. The deadline to submit a request is March 14. Contact your exhibit manager for more information.

**Individual Hotel Reservations:** Individual reservations may be made online as part of the conference registration process. Discounted hotel rates, based on hotel availability, are available until **Monday, May 21** or until the official conference hotel blocks are filled. We strongly encourage you to reserve your hotel room early for the best opportunity to book at the conference hotels.

- **Housing Deposit Policy:** All reservations require a credit card guarantee. A credit card will be required upon arrival at the hotel as the final method of payment.
- **Hotel Changes and Cancellations:** Changing or cancelling a conference registration will not alter or cancel a hotel reservation. Changes or cancellations to an existing hotel reservation must be made online by using the [“Access My Registration”](#) function and selecting "Book/Modify My Hotel." The guest last name and corresponding acknowledgement number of the hotel reservation are needed to log in; this information is located on the hotel confirmation e-mail. Changes to an existing hotel reservation are subject to availability.
- After **Monday, May 21**, contact the hotel directly for changes and cancellations (subject to change per hotel).
- All hotel cancellations made within three business days of arrival will result in a cancellation fee of one night's room and tax charged to the credit card on file. Failure to check in to the hotel on the designated arrival date will also result in a one night's room and tax charge to the credit card on file and the remaining nights of the reservation will be cancelled. SAP and ASUG are not responsible for any no-show charges or cancellation fees.

Several unaffiliated hotel and travel groups may solicit you offering discounted pricing. Neither SAP nor ASUG can verify the authenticity of such companies or their representations, and will not be able to provide a resolution to issues related to reservations made via these companies.

## Insurance

In accordance with the Exhibitor Application signed by the exhibitor, and the Rules and Regulations, the exhibitor is responsible for obtaining sufficient insurance covering all personnel, exhibit material, and equipment. A certificate of insurance must be provided to your exhibit manager by April 6. Details are specified in the [Certificate of Insurance Instructions](#) in the Exhibitor Manual.

## Keynote Feed

SAP and ASUG will each host keynote sessions. A live feed to your exhibit space is available for \$750. A live feed to a Sapphire level home-based conference room is available for \$1,250. The deadline to submit a request is April 6. If interested, please work directly with Donnie Smith at i4D Event Services, [donnie@i4devents.com](mailto:donnie@i4devents.com), 219.310.1228.

## Lead Collection / Retrieval Scanners

Detailed information and order forms for lead retrieval will be available in the [Exhibitor Manual](#). Lead retrieval systems are included with the Emerald Turnkey, Ruby Turnkey, and Pod level exhibit packages. All other levels must order and pay for their lead retrieval system.

In no event shall exhibitors collect, use, sell, transfer or otherwise release the names of conference attendees or any of their information or data received directly, or indirectly, during the event to any third party, unless expressly approved by such attendee. Exhibitors should not share their leads with anyone outside of their company. Any solicitation of this information should be forwarded to the exhibitor's exhibit manager for further investigation.

## Logo Information

**Conference Logos:** SAPPHIRE NOW and ASUG Annual Conference logos are available in eps, gif, and jpg formats by contacting Noelle Fischer, [n.fischer@sap.com](mailto:n.fischer@sap.com). These logos may be used in promotional materials. A proof of how the logo will be used will be required to ensure the logo guidelines are followed.

**Web Banners:** A selection of complimentary Web banners will be available under the Manage my Presence section of the Exhibitor Information Web Site.

**Conference URL Links:** We invite you to publish the conference URL, [www.sapandasug.com](http://www.sapandasug.com), in your materials, e-mails, and on your Web site.

## Marketing Opportunities

To help maximize your investment and presence at the conference, a variety of marketing opportunities are available for purchase via your console. The Marketing Opportunity Prospectus will be available in February. These opportunities are only made available to current exhibitors. Contact Kerri Czopek, [kerri.czopek@asug.com](mailto:kerri.czopek@asug.com), with questions.

## Meeting Rooms

**Show Floor Conference Rooms:** Conference rooms are available for purchase via your console.

**Meeting Space:** As an exhibitor, you may also contact local hotels if interested in meeting space. Contact your exhibit manager for the hotel listing and contact information.

## Move-In and Move-Out

**Move-In:** Dates are listed below according to your package level. Refer to the 'Registration – Wristband' section in this document for information regarding access to the show floor during move-in dates.

Installation and dismantle exhibitor appointed contractors (EACs) will not have access to the show floor for move-out until one hour after the close of the show floor to allow for aisle carpet roll-up and truss dismantle. Refer to the Freeman Quick Facts document in the Exhibitor Manual for additional details.

### **All exhibits must be set up and 'show ready' by 5:00 p.m. on Monday, June 4.**

Move-in:	May 31–June 4	8:00 a.m.–5:00 p.m.	Sapphire and Onyx levels
Move-in:	June 1–4	8:00 a.m.–5:00 p.m.	Diamond level
Move-in:	June 2–4	8:00 a.m.–5:00 p.m.	Emerald level
Move-in:	June 4	8:00 a.m.–5:00 p.m.	Emerald Turnkey and Ruby Turnkey levels
Move-in:	June 4	12:00 p.m.–5:00 p.m.	Pod level

**Move-Out:** Exhibitors will be permitted to begin packing up the exhibit space on June 7 but freight cannot be moved until June 8. Packing up early by any exhibitor is not allowed.

Move-out:	June 7	5:30 p.m.–10:00 p.m.	All levels
Move-out:	June 8	8:00 a.m.–5:00 p.m.	All levels
Move-out:	June 9	8:00 a.m.–5:00 p.m.	All levels
Move-out:	June 10	8:00 a.m.–4:00 p.m.	All levels

## Orlando

For information on Orlando attractions, contact Amie Garrett, [agarrett@hello-florida.com](mailto:agarrett@hello-florida.com), at Hello! Florida, [www.hello-usa.com/hello-florida/](http://www.hello-usa.com/hello-florida/), or Visit Orlando, [www.orlandomeeting.com](http://www.orlandomeeting.com).

## Payment

Detailed payment information is located on your invoice. You may reprint your invoice on the My Documents page of your console.

Submission of all invoices to their proper internal department for processing is the responsibility of the exhibiting company.

Payment for exhibit packages and marketing opportunities are accepted in the form of check, bank transfer, and credit card (Amex, Visa, MasterCard). If paying by bank transfer, you are responsible for any fees. Credit card payments may be made at any time by accessing the credit card link on your invoice. No exhibitor will be allowed to set-up/move-in until all payments have been received.

Exhibit package payment is due on or before February 26. Payment is due upon receipt if you apply after this date. If payment is received by February 26, you will participate in the priority point exhibit space selection process. Refer to the [Floor Plans and Space Selection](#) page of the Exhibitor Information Web Site.



Marketing opportunity payments are due on or before April 20. Payment is due upon receipt if a purchase is made after this date. Payments must be received before deliverables will be executed.

Registration payment details may be found in the Registration section of this document.

Exhibitors who do not have SAP Global Marketing listed in their vendor system may require the taxpayer ID#: 52-2290494. A copy of the SAP W-9 form is available from your exhibit manager.

## Photography

Exhibitors are permitted to take photos in your booth and/or meeting room, but are not allowed to take photos outside of your own space, i.e., on the show floor or other public spaces. If the photographer is not registered for the event, please complete the exhibitor appointed contractor (EAC) form and provide the required insurance. Refer to the Access to the Show Floor section in this guide for details.

## Press List / Press Releases

SAP does not provide the press list prior to the event. If you wish to obtain a copy of the list of publications who are attending, e-mail your exhibit manager on or after Wednesday, June 6. The list will not be available or distributed prior to that date and will not include individual names of press and analysts attending.

**Press Releases:** You are responsible for promoting your company's SAP-related announcements and activities. However, SAP invites its partners to capitalize on the high visibility of this conference by issuing SAP-related press releases, but do require that all be approved by SAP in advance. Complete details are located on the [Press Information](#) document in the Exhibitor Manual.

## Registration

Everyone who attends the conference must register. An allotted number of badges are included with each exhibit package. SAP and ASUG shall have sole control over admission policies to the conference at all times. Manage your registrations via your [console](#): send the invitations to register, purchase additional badges for staff and customers, and track usage. If a staff member of an exhibiting partner mistakenly attempts to register on the conference Web site, when they select "Exhibitor" as their registration type, the pop-up message below will appear.

*Stop! Please contact your company's primary logistics contact for information on exhibitor registration and pricing. If you are uncertain who that is, contact us at [exhibitors@sapandasug.com](mailto:exhibitors@sapandasug.com).*

If the person continues with their registration and selects another registration type, they will pay the prevailing rate for registration vs. the discounted exhibitor rate of \$1,650. The difference between the rate they paid and the exhibitor rate is not able to be refunded. However, the individual's registration may be moved into your console so that you have a summary of everyone from your company who is registered.

- Please do not extend a badge to an SAP employee. SAP employees must be invited to participate and register via an internal process.
- Package-included badges do not expire and may be used for staff or to invite customers.
- Badges for the exhibiting company's staff and executives will have a 'Partner' designation and the exhibiting company's name printed on the badge.
- Additional conference badges, above the allotted amount, may be purchased for staff and customers via your console at the discounted registration rate of \$1,650. There is no deadline for purchase.
- Purchased badges for exhibitor staff may be either prepaid before sending the invitation or sent with a balance due.
- Purchased customer badges:
  - Registrations **must** be prepaid by the exhibiting company before the invitation to register may be sent to the customer. There is not a way for exhibitors to invite customers but then have the customer pay the discounted exhibitor rate.
  - If exhibitors would like to invite customers to the event, but have them pay their own way, they should direct their customers to the [conference Web site](#) to register themselves at the prevailing rate.
  - Customer badges will be printed with an 'Attendee' designation and the customer's company name.
  - If, during the registration process, the customer selects ASUG pre-conference seminar sessions, they will be prompted to pay for those sessions with a credit card.
- Early admittance to the show floor is only allowed for badges that have the 'Partner' designation.
- 'Exhibits Only' or 'Booth Staff' badges are not available.

- Single Day badges will be available after May 8 for \$1,000 and are only available to employees of the exhibiting company, not to SAP employees, customers or prospects. Single day badges purchased for Thursday do not include access to the concert.
- Guest tickets are not available for purchase.
- Registration to attend the [SAP Global Partner Summit](#), taking place on June 4, will be available to SAP partners during the registration process.
  - Sapphire, Onyx, and Diamond level exhibit packages include an allotment of SAP Global Partner Summit badges with their exhibit package.
  - A discounted rate of \$295 is available to registrants of the remaining levels and any additional badges purchased by the levels noted above. Registrants will be prompted to pay via a credit card at the time of registration.
- A Buy 7, Get 8 Group Discount is offered on the conference Web site but may not be combined with the discounted exhibitor rate of \$1,650. Please note that the group discount is only a savings (\$31 per badge) if your company is an ASUG member and the purchase is made by April 13. These registrations must be purchased through the conference Web site and not your Exhibitor Console. However, notify your exhibit manager if you would like those records moved into your console (for tracking purposes only). See the discount details [here](#).
- Badges should be worn only by the person whose name is on the badge. Sharing of badges is not allowed and could result in security confiscating the badge for the remainder of the conference.
- All badge pick-ups require photo identification.
- Contact Alli Bayless at [alli@webeventsglobal.com](mailto:alli@webeventsglobal.com) with registration questions.

**Registration payment** may be made in the form of check, wire or credit card (Amex, Visa, MasterCard). If paying by bank transfer, you are responsible for all fees.

If you would like to pay via check or bank transfer and require an invoice for a single registration:

- The individual should start the registration process, stop at the verification page, and make note of the registration reference number.
- E-mail the request to [payments@sapandasug.com](mailto:payments@sapandasug.com) and include: the registration reference number, the address if different than what is listed in the registration, and P.O. if it is required. Invoices are payable upon receipt.

If you would like to pay via check or bank transfer and require one invoice for multiple registrations:

- Each individual should start the registration process, stop at the verification page, and make note of their registration reference number.
- E-mail the request to [payments@sapandasug.com](mailto:payments@sapandasug.com) and include: the registration reference numbers for all registrations being paid for, the address if different than what is listed in the registration, and P.O. if it is required. Invoices are payable upon receipt.

#### **Badges Include Access to**

- SAPPHIRE NOW sessions
- ASUG Annual Conference sessions
- Keynotes
- Show floor
- Lunch
- SAP concert

Not included is access to the ASUG Pre-Conference Seminars or the [SAP Global Partner Summit](#), both held on Monday, June 4.

#### **Package-Included Badge Allotments**

Exhibit Package	Badge Allotment
<b>Sapphire</b>	<b>65</b>
<b>Onyx</b>	<b>50</b>
<b>Diamond</b>	<b>20</b>
<b>Emerald / Emerald Turnkey</b>	<b>10</b>

## Change, Cancellation, and Substitution Instructions

*Registration cancellations or substitutions will not automatically update the hotel reservation. See the Hotel section above for instructions on how to change/cancel reservations.*

**To make a change to the spelling of the name, title, phone, or e-mail address of an existing reservation:** Click on the corresponding Edit button for the record you would like to change.

**To make a substitution for someone who is registered with a package-included badge:** Click on the corresponding Cancel button to delete the record. Refresh your console and add the new person. Important: cancelling a registration does not cancel a hotel reservation.

**To make a substitution for someone who is registered with a purchased registration:** Substitutions will be permitted only if you are substituting with someone from the same company. There is no fee for name-change substitutions, as long as payment information is not changed. A \$150 administrative fee will apply to any substitutions requiring updates to payment information. E-mail substitution requests to [payments@sapandasug.com](mailto:payments@sapandasug.com).

**To make a substitution for someone who has been added or invited but has not registered:** Click on the corresponding Cancel button to delete the record.

**To cancel a purchased registration:** A \$350 service charge applies to all registration cancellations submitted in writing and received on or before April 27. A registrant must provide the registration confirmation number and submit a written cancellation request via e-mail to [payments@sapandasug.com](mailto:payments@sapandasug.com). Cancellation requests will not be accepted over the phone.

SAP and ASUG will not issue refunds on cancellations received after April 27. Conference no-shows are not eligible for a refund.

## Wristbands

**Exhibitor Appointed Contractors (EACs):** Refer to the Exhibitor Appointed Contractors section above. Wristbands are for EACs who are not 'official show vendors' listed in the Directory of Suppliers hired for services either before, during or after the event. This includes outside contractors hired for installation/dismantle, booth hostesses, performers, photographers, audio visual companies, etc. and for exhibitor employees/staff under special circumstances. Wristbands are issued on a daily basis for that day only and may be rescinded if warranted.

**Exhibitor Employees/Staff:** Wristbands are required for exhibitor employees/staff who will assist or supervise set-up and will require access to the show floor before registration is open. Please forward these names to your exhibit manager prior to them arriving on-site. Details will be provided in the Exhibitor On-Site Survival Guide, available prior to the conference.

## Rules and Regulations

The [Exhibitor Program Rules and Regulations](#) are an integral part of the Exhibitor Agreement and must be followed. In addition, exhibitors are required to comply with the operational policies of the [Orange County Convention Center](#) and the [Exhibitor Manual](#). If a conflict exists with the Rules and Regulations, Exhibitor Manual, the OCCC Operational Policies, and any other term in the agreement, always follow the stricter rule or regulation.

Exhibitors should not in any way distribute items or hold special activities that appear to be official SAP or ASUG-sponsored items or events. No exhibitor activity should interfere with the attendee experience.

Drones may not be flown at the OCCC. This includes any type of drone, at anytime, anywhere on or off the show floor – including your booth.

## SAP Global Partner Summit

Scheduled for Monday, June 4 at the Hyatt Regency Orlando, the SAP Global Partner Summit is a must-attend event for all SAP partners. For more information visit the [Exhibitor Information Web Site](#).

## Shipping Information

Freeman will accept crated, boxed or skidded materials beginning April 30 to the advance warehouse address below. Material arriving after May 24 will be received at the warehouse with an additional "after deadline" charge. Materials will be accepted at the warehouse Monday–Friday, 8:00 a.m.–3:30 p.m. Shipping labels are available in the [Exhibitor Manual](#) or should be addressed as follows:

### Advance Warehouse:

Exhibiting Company Name / Booth # \_\_\_\_\_  
SAPPHIRE NOW and ASUG Annual Conference

C/O Freeman  
10088 General Drive  
Orlando, FL 32824

Freeman will receive shipments sent directly to the OCCC beginning May 31. Shipments arriving before this date may be refused by the facility. Shipping labels are available in the Exhibitor Manual or should be addressed as follows:

**Show Site:**

Exhibiting Company Name / Booth # \_\_\_\_\_  
SAPPHIRE NOW and ASUG Annual Conference  
C/O Freeman  
Orange County Convention Center  
9400 Universal Blvd.  
Orlando, FL 32819

All items and materials that are brought into the facility may be subject to material handling charges from Freeman and are the responsibility of the exhibitor. This also applies to items ordered through the official show vendors.

**Outbound Shipping:** May be arranged through Freeman or your preferred carrier. Freeman Exhibit Services Department can prepare the outbound Material Handling Agreement and labels in advance or on-site at the Freeman help desk. You will need to coordinate shipments with your preferred carrier and confirm that the driver has your company name and booth number. All drivers must go to the marshaling yard for pick-up, otherwise they will be turned away.

**Show Floor Schedule**

The show floor is scheduled to be open Tuesday–Thursday, June 5–7. A detailed [exhibitor conference schedule](#) is posted in the Exhibitor Manual and will be updated as new information becomes available. Exhibitors are encouraged to be 'show-ready' at least 30 minutes prior to the show floor opening each day.

**Social Media**

We encourage you to use social media to engage customers and prospects and promote your presence at the conference. You can benefit by “piggy-backing” on our social media content and promotion while creating your own interactions. The [social media guide](#) will provide additional information.

**SAPPHIRE NOW Channels**

- Twitter - <http://twitter.com/sapphirenow>
  - SAPPHIRE NOW handle is: @SAPPHIRENOW
  - Hashtag: #SAPPHIRENOW
- Facebook - <http://www.facebook.com/SAPPHIRENOW>
- LinkedIn - [SAPPHIRE NOW Showcase Page](#)
- YouTube - <http://www.youtube.com/sapphirenow>

**ASUG Channels**

- Twitter - <http://twitter.com/asug365>,
  - ASUG handle is: @ASUG365
  - Hashtag: #ASUG2018
- Facebook - <https://www.facebook.com/ASUG365/>
- LinkedIn - [ASUG - Americas' SAP Users' Group](#)
- YouTube - <http://www.youtube.com/asugtv>

**Strategy and Special Activities**

All exhibitors must complete the Strategy and Special Activities Form regarding your presence and messaging at this event by May 4 via your [console](#). This form is for internal SAP and ASUG use only and should include any planned events, regardless of date or size. Update the form (using the same process) if any information changes, or if there is new information to add. SAP and ASUG reserve the right to cancel any Exhibitor Agreement that does not follow these regulations.

**Transportation**

Hello! Florida | Mears Transportation is the official transportation vendor. Due to space limitations, other transportation vendors will not be given access/allowed to pick up or drop off attendees at the OCCC or the Amway Center for the concert.

**Exhibitor-Arranged Transportation:** If you are planning scheduled transportation to or from the convention center or the Amway Center, you must use Hello! Florida | Mears Transportation. Contact Amie Garrett, CMP at [agarrett@hello-florida.com](mailto:agarrett@hello-florida.com) or 407.488.0633 to make arrangements.

**Conference Transportation:** Complimentary shuttle service will be available between the OCCC and official conference hotels, with the exception of the walkable hotels (Hilton Orlando, Hyatt Regency Orlando, and Rosen Centre).

**SAP Concert Shuttle:** Refer to the On-site Guide for information regarding complimentary shuttle service to and from all conference hotels.

## **Videography / Photography**

You are permitted to shoot video and take photos in your booth and/or meeting room. You are not allowed to video or take photos outside your own space, on the show floor or other public spaces. If your video crew/photographers are not registered for the event, please complete the Exhibitor Appointed Contractor (EAC) form and provide the required insurance. Refer to the Registration section for details.

SAPPHIRE NOW sessions, including the Sapphire and Onyx level exhibitors' theater presentations will be videotaped by SAP. Replays will be published in the Agenda Builder. This does not include the small theater sessions.

ASUG Annual Conference sessions are not videotaped. Filming of these sessions is not permitted.

## **Web Site Links to Bookmark**

The links below will be commonly referred to during the planning of the Exhibitor Program and therefore may be useful to bookmark as favorites:

Exhibitor Information Web Site: <http://events.sap.com/sapandasugexhibitors/en/home>

Direct links to information found within the Exhibitor Information Web Site:

- Exhibitor Console: <http://events.sap.com/sapandasugexhibitors/en/console>
  - Task list, registration, purchase marketing opportunities, print invoices and agreements
  - Each logistics contact will log in with their e-mail address and a password they have selected
- Exhibitor Manual: <http://events.sap.com/sapandasugexhibitors/en/manual>
- Exhibitor Resource Guide: <http://events.sap.com/sapandasugexhibitors/en/manual>
- Partner branding policies: <http://events.sap.com/sapandasugexhibitors/en/branding>
- Orange County Convention Center: [www.occc.net](http://www.occc.net)

We invite you to publish the conference URL in your materials, e-mails and on your Web site: [www.sapandasug.com](http://www.sapandasug.com).