

SAPPHIRE NOW and ASUG Annual Conference Marketing Opportunities

May 7–9, 2019

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



MARKETING OPPORTUNITIES

To help maximize your investment and strengthen brand awareness at SAPPHIRE NOW and ASUG Annual Conference, a variety of promotional and advertising channels have been developed. These opportunities assist with increasing your company's visibility at the conference and make a lasting impression on thousands of SAP customers, prospects, SAP employees, and press/analyst influencers.

- Marketing opportunities may be purchased via the Exhibitor Console.
- To purchase a marketing opportunity, you must be signed up to exhibit at the 2019 event.
- All ads, messaging, and promotional items you provide are subject to SAP and ASUG review and approval.
- Those exhibitors who purchased an opportunity the previous year are given right of first refusal for the current offering.

Some items are all-inclusive; others will require additional expense, e.g., design, production, etc. The total cost should be considered when making selections. The marketing opportunities listed in this document are subject to change.

Contact the marketing manager Kerri Czopek, kerri.czopek@asug.com or 312.673.5434, with questions regarding any marketing opportunity.

TERMS AND CONDITIONS

The following terms and conditions are in addition to the SAPPHIRE NOW and ASUG Annual Conference Exhibitor Program Rules and Regulations.

- SAP and ASUG must receive a signed Marketing Opportunity Agreement ("Agreement") within two days following the submission of your opportunity order. The Agreement must be executed by an authorized representative of the Exhibitor indicating their agreement to the terms specified without any changes.
- The order submitted by the Exhibitor is an integral part of this Agreement and may not be changed once submitted and notwithstanding anything to the contrary, cancellations or refunds to the Exhibitor's opportunities selection(s) may not be made.
- Full payment for the opportunity specified must be received by March 20, 2019.
- Acceptance by SAP and ASUG of a signed Agreement is contingent upon SAP and ASUG's management review and approval. SAP and ASUG are not obligated to accept any Agreement and may reject any Agreement at their sole discretion.
- SAP and ASUG are under no obligation to reserve or order any deliverables for the exhibitor until a signed Agreement is received and accepted.
- The responsibility lies with the Exhibitor to meet the deadlines for the necessary deliverables, e.g., proofs, final artwork, samples, etc. All ads, messaging, and promotional items, provided by the Exhibitor, must be reviewed and approved by SAP and ASUG before going into production. SAP is not responsible for punctuation, typographical errors or misspellings.
- SAP and ASUG will not produce Exhibitor's opportunity deliverables until a final approved version has been provided by the Exhibitor and approved by SAP and ASUG. Any such approval shall not be unreasonably withheld or delayed. The final proof is required prior to the published deadline.
- Published deadlines are final. If an Exhibitor's proof or final artwork is not received in the required format prior to the published deadline, SAP and ASUG may terminate the Agreement without refund. Under such conditions, the exhibitor agrees that SAP and ASUG are entitled to retain all payments made, not as a penalty, but as liquidated damage.
- Marketing opportunity specifications and deadlines will be provided upon sign-up.

MARKETING OPPORTUNITIES AT-A-GLANCE

Please log in to your [Exhibitor Console](#) to check current availability under the *Purchase Marketing Opportunities* tab.

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BEST-RUN THEATER AD – Sold Out

Exclusive

This 500-seat theater is the venue for 20 of the top SAPPHIRE NOW sessions. The Best-Run Theater will feature influential speakers and the most topical subjects at the event. These will include strategy and road map sessions, demonstrations of new products, and sessions highlighting the newest wave of innovation from SAP. The program in this theater is designed to extend and continue the themes presented in the SAP keynotes.

Opportunity Description:

- The theater consists of two branding areas – the stage screen and the theater schedule monitor.
- You may provide up to three ads for the rotation in both locations.
- On the stage screen, your ad will be set within the SAPPHIRE NOW presentations template/framework.
- This is a branding opportunity, not a speaking opportunity.

Note: The SAPPHIRE NOW Theater Ads are sold as a separate opportunity.

Opportunity fee:	\$20,000 (plus your company's applicable costs)
Sign-up deadline:	February 22



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SAP MEETING CENTER AD – NEW!

Exclusive

This exclusive opportunity allows you to promote your brand to over 6,000 customers and SAP executives in the SAP Meeting Center meeting rooms, an area where top-level executives meet throughout the event.

Opportunity Description:

- Your company's ad or message displayed on every whiteboard in the meeting center rooms. Customers and SAP executives will see your company branding throughout their meetings. The SAP Meeting Center had over 200 white boards in the meeting rooms in 2018!
- The whiteboards are 4' x 3' with ad space in the left corner. Advertisement space is shown in the image below.
- Your company's ad will be used on all the meeting room whiteboards. Only one ad may be submitted.

For additional exposure, you may provide your own company branded items for the meeting center rooms (i.e. mint tins, candies, stress balls, etc.). Design and messaging must be approved by SAP and ASUG prior to production. All fees associated with the purchase, production, and shipping of optional branded items are your company's responsibility.

Note: Notebooks and pens are sold as a separate promotion and may not be provided with this opportunity.

Opportunity fee:	\$20,000 (plus your company's applicable costs)
Sign-up deadline:	February 22



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CONCOURSE DIGITAL SIGNAGE – NEW!

6 Opportunities

Showcase your brand on the digital displays located along the South Concourse, Level 2 of the Orange County Convention Center. Thousands of attendees are sure to notice your ad as they walk the concourse. All ads will rotate between conference branding and up to six sponsored ads.

Opportunity Description:

- Sponsor ad played simultaneously across four monitors at 12 locations along the South Concourse making one impactful message.
- Your company will submit one ad to be rotated on the monitors throughout the conference.
- Image below shows how your ad will display across four monitors.

Opportunity fee:	\$15,000 (plus your company's applicable costs)
Sign-up deadline:	February 22



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SHOW FLOOR CONFERENCE ROOM

Would your company be better served by meeting with customers and prospects in a private meeting room? Invite attendees to meet in your dedicated conference room, located on the show floor.

- Conference room is approximately 15 ft. by 15 ft. and the standard set-up includes carpet, a table, eight chairs, one 6-outlet power strip, and a door. A sign with your company logo is included.
- All fees and responsibilities associated with the purchase of additional items such as upgraded furniture, inside the room signage, audio-visual, floral, and wired Internet service are your company's responsibility.
- As these dedicated conference rooms are located on the show floor, a conference badge is required for access. Customer meetings may not be scheduled in these rooms when the show floor is closed.
- Rooms are positioned in various locations depending on the design of the show floor. You will be notified of your conference room number and location after the booth selection process has been completed.
- Two conference rooms may be purchased and combined to make one large room (15 ft. by 30 ft.).

Opportunity fee:	\$15,000 (plus your company's applicable costs) (one conference room is already included with each Sapphire and Onyx level exhibit package)
Sign-up deadline:	February 22



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SHUTTLE SERVICE SIGNAGE – Sold Out

3 Opportunities

Thousands of attendees will be transported to and from the Orange County Convention Center and the official conference hotels throughout the week in our complimentary shuttle buses. Thousands more will see your message on the high-traffic streets of Orlando. Gain valuable branding mileage by purchasing a shuttle service signage opportunity.

Opportunity Description:

- Advertising banner adhered to the loading side of three buses.
- Logo placement on shuttle route signage located outside of the main entrances of the South side of the convention center.
- Logo placement on shuttle route signage in the lobby at all conference-designated hotels.
- Logo placement in the Tuesday conference Daily Update e-mail sent to all attendees.

Opportunity fee:	\$15,000 (plus your company's applicable costs)
Sign-up deadline:	February 22



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BIKE RECHARGE STATION – NEW!

2 Opportunities

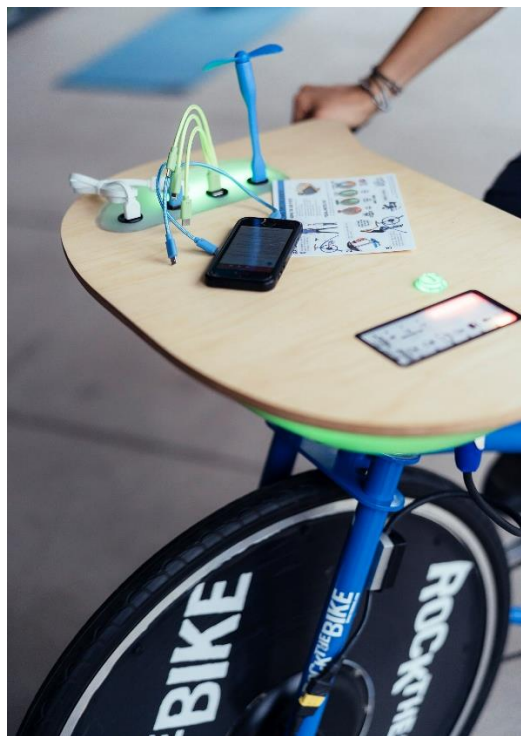
Help attendees recharge their phone and their energy! These unique stationary bikes allow attendees to charge their devices through pedaling. The two bike recharging stations will be located in a networking plaza on the show floor. Buy both opportunities to maximize your visibility!

Opportunity Description:

- Two recharging bikes
- Your company to provide messaging to be displayed on the front wheel of each bike
- Logo placement on the instruction signage at the station

Select your preferred location based on the order in which you purchase this opportunity. Locations will be provided by the marketing manager.

Opportunity fee:	\$10,000 (plus your company's applicable costs)
Sign-up deadline:	February 22



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DINING PAVILION ENTRANCE - **NEW!** – Sold Out

Exclusive

Showcase your brand to thousands of hungry conference attendees by placing your ad at the entrance to the dining pavilion. Attendees will see your message as they walk from the show floor to the dining pavilion each day for lunch and on their way back to the show floor.

Opportunity Description:

- Four graphic panels to brand with your company's message (see blue columns in image below). Your company will be able to brand the front and back of the blue pillars. The center gold panel is reserved for conference branding.

Opportunity fee:	\$10,000 (plus your company's applicable costs)
Sign-up deadline:	February 22



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EVENT MOBILE APP BANNER AD: CONTENT GUIDE – NEW! – Sold Out

Exclusive

New this year, the content guide page within the conference event mobile app will be one of the most visited pages as attendees gain a comprehensive understanding of the content offered at the conference. This exclusive banner ad is your vehicle to highlight your brand, promote key messages, and drive attendees to your booth, sessions, and website. The app is provided for iOS and Android platforms. Note: The conference will not produce a printed onsite guide

Opportunity Description:

- A full-color, clickable banner ad linked to your content (e.g., company description, session description, or an external Web site). Your banner will be the only banner on the page throughout the event.
- The event mobile app will be available to all attendees prior to the start of the conference.

Opportunity fee:	\$10,000 (plus your company’s applicable costs)
Sign-up deadline:	February 22



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EVENT MOBILE APP BANNER AD: ON-SITE GUIDE – NEW!

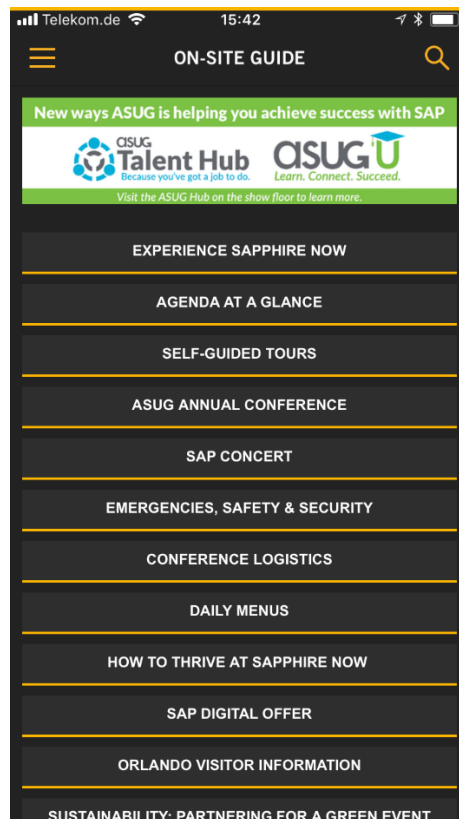
Exclusive

The on-site guide page within the conference event mobile app will receive high traffic as this is where attendees will review information for navigating the conference. This exclusive ad is your vehicle to highlight your brand, promote key messages, and drive attendees to your booth, sessions, and website. The app is provided for iOS and Android platforms. Note: The conference will not produce a printed on-site guide.

Opportunity Description:

- A full-color, clickable banner ad linked to your content (e.g., company description, session description, or an external Web site). Your banner will be the only banner on the page throughout the event.
- The event mobile app will be available to all attendees prior to the start of the conference.

Opportunity fee:	\$10,000 (plus your company's applicable costs)
Sign-up deadline:	February 22



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OUTDOOR LOUNGE AD – NEW!

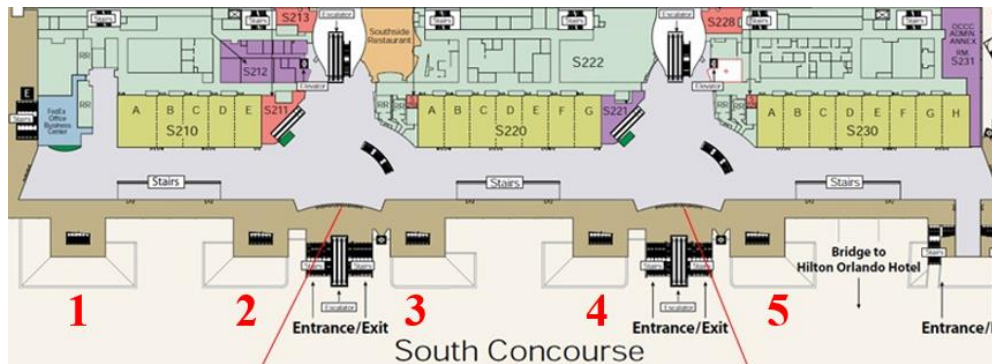
5 Opportunities

Reach thousands of conference participants by placing your ad on one of the five outdoor lounge walls outside the South Concourse, Level 2. Lounges will include furniture, plants, signage and refreshments. Be the brand attendees see when they take a break outside and get some fresh air during the conference.

Opportunity Description:

- A considerable amount of branding space at 8'H x 23'W.
- Location selection is based on the order in which the opportunities are purchased. Lounge space locations will be provided by the marketing manager.

Opportunity fee:	\$10,000 (plus your company's applicable costs)
Sign-up deadline:	February 22



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PEDESTRIAN BRIDGE AD – Sold Out

4 Opportunities

Exert influence on thousands of conference attendees who travel daily to and from the Orange County Convention Center and the Hilton and/or the Hyatt hotels via pedestrian bridges. Use your message to create brand awareness, announce your session, etc.

Opportunity Description:

- Your ad displayed on one side of a minimum of seven overhead signs. The same ad may be used on each sign or create different ads and tell a story.

Select your preferred direction based on the order in which you purchase this opportunity:

- Hilton to OCCC approach
- OCCC to Hilton approach
- Hyatt to OCCC approach
- OCCC to Hyatt approach

Opportunity fee:	\$10,000 (plus your company's applicable costs)
Sign-up deadline:	February 22



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SHOE SHINE STATION – NEW! – Sold Out

Exclusive

Make your brand shine along with your customers' shoes! Sponsor the shoe shine station, which will be located on South Concourse, Level 2 of the Orange County Convention Center. Invite attendees to sit back, relax, and enjoy a complimentary shoe shine.

Opportunity Description:

- Two shoe shine attendants and two shoe shine chairs
- One 8' tall, 3' wide meter board sign to display your ad

For additional exposure, you may provide branded t-shirts or caps for the attendants to wear. Design and messaging must be approved by SAP and ASUG prior to production. All fees associated with the purchase, production, and shipping of optional branded t-shirts or caps are your company's responsibility.

Opportunity fee:	\$10,000 (plus your company's applicable costs)
Sign-up deadline:	February 22



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ASUG PRE-CONFERENCE SEMINAR UBER CREDIT – NEW!

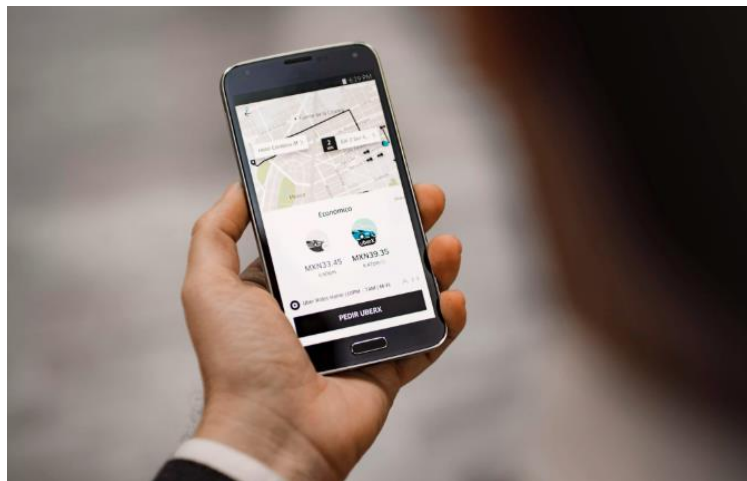
Exclusive

Over 500 conference attendees will be arriving early to attend ASUG Pre-Conference Seminars scheduled for Monday May 6. Receive valuable visibility to this group by providing an exclusively sponsored ride credit code. Each ASUG Pre-Conference Seminar attendee will receive a targeted e-mail prior to the event advertising the Uber credit code. Your company will be highlighted as the Uber credit code sponsor in these e-mails. Attendees will be able to use the code twice – once traveling to the OCCC and once departing the OCCC.

Opportunity Description:

- Logo recognition as the ASUG Pre-Conference Seminar Uber credit code sponsor in pre-event e-mail.
- Your 25 word company description included in the pre-event e-mail.
- Your company name incorporated into the Uber code.

Opportunity fee:	\$8,000 (plus your company's applicable costs)
Sign-up deadline:	February 22



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EVENT MOBILE APP BANNER AD: SESSION CATALOG

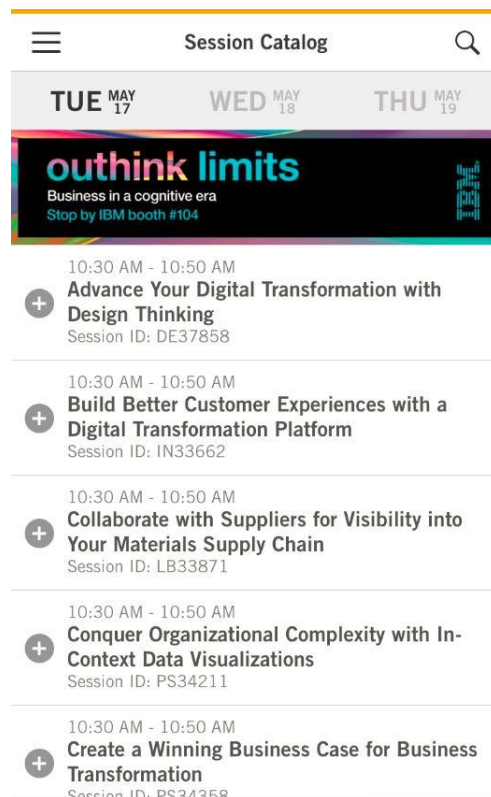
6 Opportunities

Most conference attendees will download the event mobile app onto their smartphones. This app is a convenient tool bringing attendees practical and up-to-date information on the agenda and event news. Consider a banner ad in the event mobile app as a vehicle to highlight your brand, promote key messages, and drive attendees to your booth, sessions, and Web site. The app is provided for iOS and Android platforms.

Opportunity Description:

- A full-color, clickable banner ad linked to your content (e.g., company description, session description, or an external Web site). Your banner ad will rotate between sponsors throughout the event.
- The event mobile app will be available to all attendees prior to the start of the conference.

Opportunity fee:	\$8,000 (plus your company's applicable costs)
Sign-up deadline:	February 22



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HOTEL ROOM KEY CARD – Sold Out

Exclusive

Consider the number of times a hotel key card will be used in a day – what a great way to position your brand with potential customers. Reach thousands of attendees with your message or logo. This marketing opportunity could be the **key** to driving booth traffic!

Your company's responsibilities:

- Your company will work directly with the hotels of your choosing and key production vendors.
- All fees associated with the purchase, production, shipping, distribution of hotel keys, and sleeves are your company's responsibility.
- Design and messaging must be approved by SAP and ASUG prior to production.

SAP and ASUG responsibilities:

- Hotel room delivery costs and key production information is available from the Marketing Manager.

Opportunity fee:	\$8,000 (plus your company's applicable costs)
Sign-up deadline:	February 22



SAPPHIRE NOW SESSION THEATER AD – Sold Out

5 Opportunities

Reach thousands of attendees with your rotating ad in one of five SAPPHIRE NOW session theaters. These theaters will be located on the show floor and will host presentations on various topics delivered by SAP, customers, and partners.

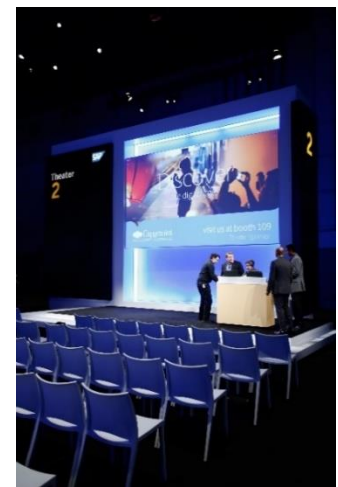
Opportunity Description:

- Each theater consists of three branding areas – the stage screen, the theater schedule monitor, and the discussion room monitor.
- You may provide up to three ads for the rotation.
- On the stage screen, your ad will be set within the SAPPHIRE NOW presentations template/framework.
- This is a branding opportunity, not a speaking opportunity.
- Design and messaging must be approved by SAP and ASUG.

Select your preferred location based on the order in which you purchase this opportunity. Location of these theaters will be provided by the marketing manager.

Note: The Best-Run Theater Ad is sold as a separate opportunity.

Opportunity fee:	\$8,000 (plus your company's applicable costs)
Sign-up deadline:	February 22



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ATTENDEE NOTEBOOK – Sold Out

Exclusive

This exclusive opportunity allows you to furnish attendees with a bound notebook that they can use at the conference and beyond. A highly visible and frequently used item, the notebook is a great start to your brand exposure from the moment attendees arrive.

Your company's responsibilities:

- Selection of notebook.
- All fees associated with the purchase, production, and shipping of 15,000 notebooks.
- Provide proof showing notebook design, front/back cover messaging, binding, and any internal messaging.
- The design of the notebook must be in accordance with the following guidelines:
 - The notebook must be bound and have at least 50 sheets with ads on no more than 20% of the sheets.
 - The notebook may be any shape, but no smaller than 5 in. and no larger than 10 in.
 - The front and back covers must be rigid (see photo).
- Design and messaging must be approved by SAP and ASUG Prior to production.

SAP and ASUG responsibilities:

- Provide approvals of notebook design and messaging.
- On-site material handling.
- Distribution of notebooks to conference attendees.

Opportunity fee:	\$6,000 (plus your company's applicable costs)
Sign-up deadline:	February 22



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ATTENDEE PEN – Sold Out

Exclusive

A highly visible and frequently used item, the pen positions your brand with conference attendees. This unique opportunity can drive traffic to your booth and continue to speak to customers long after the conference has ended. Get creative and include a message card with an incentive to visit your booth.

Your company's responsibilities:

- Selection of pen.
- All fees associated with the purchase, production, and shipping of 15,000 pens.
- Provide proof showing pen design and messaging.
- Design and messaging must be approved by SAP and ASUG prior to production.

SAP and ASUG responsibilities:

- Provide approvals of pen design and all messaging.
- On-site material handling.
- Distribution of pens to conference attendees.

Opportunity fee:	\$6,000 (plus your company's applicable costs)
Sign-up deadline:	February 22



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HOT BEVERAGE SLEEVES – Sold Out

2 Opportunities

For many attendees, coffee or tea fuels their day. Your company message, logo, and booth number can envelop the hot beverage cups of customers and prospects. Beverage stations throughout the venue will be stocked with your branded hot beverage sleeves.

Your company's responsibilities:

- Selection of sleeve.
- All fees associated with the purchase, production, and shipping of 15,000 sleeves.
- Provide proof showing sleeve design and messaging prior to production.
- Design and messaging must be approved by SAP and ASUG prior to production.

SAP and ASUG responsibilities:

- Provide sample cup to ensure the correct sizing.
- Provide approvals of sleeve design and messaging.
- On-site material handling.

Opportunity fee:	\$5,000 (plus your company's applicable costs)
Sign-up deadline:	February 22



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HOTEL ROOM DROP

3 Opportunities

This opportunity allows you to deliver a collateral piece or giveaway item to attendees staying at the conference hotels of your choosing.

The opportunity fee is for one night. Select your preferred night based on the order in which you purchase this opportunity.

Your company's responsibilities:

- Work directly with each hotel in accordance with their individual room drop policies .
- All fees associated with the purchase, production, and shipping and 'per room' delivery fee. The 'per room' delivery fee varies based by hotel but generally ranges from \$1 to \$5.
- Design and messaging must be approved by SAP and ASUG prior to production.

SAP and ASUG responsibilities:

- Provide hotel delivery costs and contacts for your selected hotels.

Opportunity fee:	\$5,000 (plus your company's applicable costs)
Sign-up deadline:	February 22



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DAILY UPDATE E-MAIL – Sold Out

3 Opportunities (Tuesday – Wednesday – Thursday)


The Daily Update e-mail offers conference updates to help attendees navigate their day. This update offers session reminders, conference highlights, links to the Agenda Builder and keynote replays, but most importantly, a paragraph about your company.

Opportunity Description:

- Your company’s message in one of the daily conference update e-mails.
- You may use your logo and a 25-word message to highlight your booth presence, an upcoming session (if applicable, includes a hyperlink to your session), or drive attendees to your company Web site.
- Select your preferred date based on the order in which you purchase this opportunity.

Opportunity fee:	\$3,000 (plus your company’s applicable costs)
Sign-up deadline:	February 22

SPONSOR HIGHLIGHT



How can IBM put smart to work for you? Talk to IBM clients and experts and assess the impact of SAP S/4HANA migration at Booth #612.

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DINING PAVILION AD - NEW!

8 Opportunities

Your ad will be placed on one panel of a three-sided, free-standing sign. Each sign has two of the three sides available for sponsor ads. Buy two sides for more exposure. Conference branding will be placed on the third panel. Signage will be positioned in the dining pavilion which thousands of attendees will visit each day of the conference.

Opportunity Description:

- Your company's message on one side of a three-sided structure.
- Selection of sign placement is based on the order in which the opportunities are purchased. Locations will be provided by the marketing manager.

Opportunity fee:	\$3,000 (plus your company's applicable costs)
Sign-up deadline:	February 22



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