Onyx Level Exhibitor
Presentation Instructions

Due Date for Abstract: March 14, 2018
Due Date for Presentation: May 25, 2018

This document provides presentation information and instructions for Onyx level exhibitors. Please forward to speakers or others who will be involved in the process. Included with your exhibit package are the following:

Two "Theater Presentations"

- Location: one of the large show floor theaters
- Format: 20-minute session, immediately followed by a 20-minute Q&A in an adjacent discussion area
- Seating: 120 attendees
- Videotaped by SAP and available post-event
- See page 2 for a theater rendering and set-up

March 14 Due Date: Session Titles, Abstracts, Speaker Information, and Scheduling

Submit the information below for each session via the "Speaking" section of your Exhibitor Console dashboard. The information will be published in the session catalog, once an SAP branding review has been completed.

The submission link will be available starting at 12:00 noon ET on March 14.

- Title: limit of 75 characters including spaces
- Abstract: limit of 350 characters including spaces
- Speaker name and contact information: two speakers max per session
- Schedule: Select the date and time for each session. Selection is on a first-come, first-served basis.
- Tips for effective titles and abstracts:
  - Start with an engaging imperative/action verb (e.g. create, achieve, learn, explore, manage)
  - Lead with a benefit to the attendee

Speaker Responsibility. Speakers will receive an e-mail introducing them to the Speaker Resource Center. This is where they will confirm their participation as a speaker, select session tags, and upload their presentation file.

May 25 Due Date: Presentation Files

- Use your own company template
- Presentations must be in a 16x9 format
- Files must use Microsoft Windows 10 and Microsoft Office 2016
- Maximum of 12 slides
- An SAP laptop will be provided in each theater. Provisions will not be made for projecting presentations from other laptops.
- Presentations will be available to conference attendees post-event

Speaker Registration

Speakers should use an exhibit package-included badge or purchase a badge. All registrations are managed via the Exhibitor Console.

- Theaters will accommodate two speakers.
- All speakers are responsible for their own travel and hotel costs.

SAP Partner Branding

Session titles, abstracts, and presentations will be edited for SAP brand compliance. Please adhere to the SAP Partner Branding Guidelines.

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Badge Scanning

The scanning of badges is allowed within your theater or discussion area. Plan to use your own equipment and staff and be respectful of attendees who ask not to have their badge scanned.

Please note: Your company may be invited by SAP or ASUG to present in a session. Exhibitors are only permitted to scan badges at their package-included sessions. You will not be permitted to scan badges at SAP or ASUG awarded sessions.

Collateral Distribution   To support sustainability goals, please do not distribute printed material at your presentations.

Videotaping   Presentations will be videotaped by SAP and available post-event.

Presentation Promotion

- Session Catalog: Located on the conference Web site and in the event mobile app. Attendees will select sessions to add to their unique agendas, available pre-conference and on-site.
- Digital Display: Monitors with the current schedule will be located at each theater.
- Exhibitor Promotion: Exhibitors should promote and drive attendance to their presentations. We suggest the following:
  o Develop a presentation that will engage, educate, inspire, and involve the audience
  o Present solid content and a topic that is of interest to attendees
  o Select experienced, engaging, product-knowledgeable employees or customers to present the material.
  o Market the presentation prior to the conference and on-site
 o Defer the "sales pitch" until later, e.g., follow-up calls

Additional Opportunities for Promotion

- Sponsorships**:** [Marketing opportunities](#) are a great way to increase awareness. Consider a banner ad in the event mobile app, for example.
- Market from your booth: One of the best methods for drawing attendees is to create awareness directly from your booth. Include session details in event-specific collateral, e-mail campaigns, and on event microsites. Educate your booth staff regarding session details (e.g. date, time, location) so they can promote this information to attendees who visit your booth.

Theater Presentation Rendering and Set-Up

Theater will seat 120 attendees and is equipped as follows:

- One laptop with a standard hardwired Internet connection
- Four wireless lapel microphones
- One "confidence" monitor showing only what is on the projection screen, placed on the floor facing the presenter (no notes capabilities)
- One wireless advancer connected to laptop
- One speaker timer
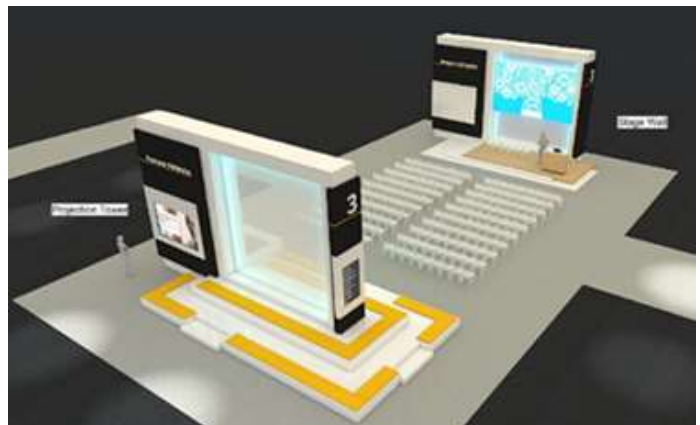
Questions?

Ellen Stangroom
P: 508-461-7683
E: e.stangroom@sap.com