Instructions and Policies
Pod Level Exhibitors

Graphics Review Due: March 30, 2018
Artwork Due: April 4, 2018

This document includes instructions and policies relating to the Pod level exhibit package. Contact your exhibit manager, Sandy Lorenz, sandra.lorenz@sap.com or 508.461.7421, with any questions.

Components

This exhibit package has been designed as a turnkey solution. Your booth will be set up when you arrive. The components of the package include the pod structure, graphic panels, carpet, electrical, Internet, a monitor, one chair, one lead retrieval scanner, lighting, non-secure storage, and cleaning. A laptop is not included.

Move-In

Don't wait until the rush of Tuesday morning! Your booth will be ready for move-in at **12:00 p.m., Monday, June 4**. It's important to have at least one of your staff members arrive on Monday to test equipment, pick up your scanner, and unpack any shipments. **Your booth must be 'show ready' by 5:00 p.m., Monday.**

Graphic Panel Instructions

You will need to provide the artwork files for the two graphic panels that are included with your booth – printing and installation are included.

Specifications – refer to page 3 for detailed specs that your graphic designer will need to prepare the artwork.

Graphics Review – due March 30

Submit a PDF proof of your artwork to Sandy, for branding review and approval, prior to submitting to Freeman. Refer to the Partner Branding Guidelines to minimize the need for changes during the review process.

Artwork Submission to Freeman – due April 4

- Artwork files must be high resolution and adhere to the Freeman Artwork Submission Guidelines.
- Contact Angela Ragno, angela.ragno@freemanxp.com or 407.313.5820, if you have artwork or FTP upload questions.
- FTP upload instructions will be provided once the proof is approved.
- Please take note of the deadlines as rush fees will apply. *Exhibitors who complete the application to exhibit after these due dates will be given one week to submit their artwork.*
  - Artwork received after April 13 will be charged $160.
  - Artwork received after April 23 will be charged $210.

Renderings – Individual Pod rendering and group of three as installed in a 10'x20' space.
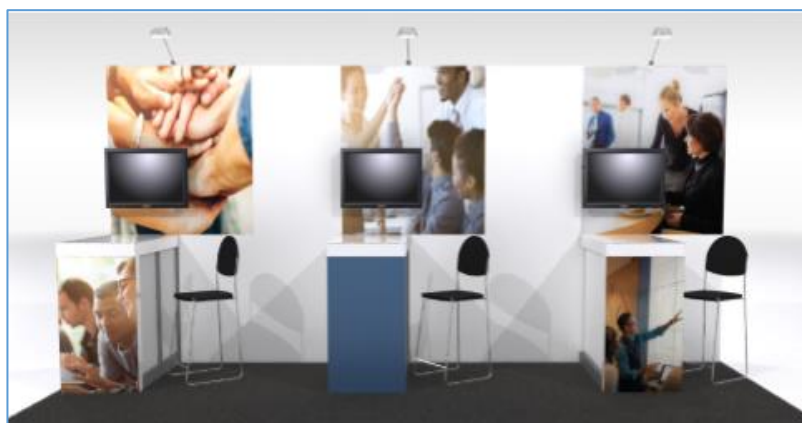
Monitor

A [24" flat screen display monitor](#) will be mounted as shown in the rendering.

An HDMI cable with an adaptor will be provided. Should you require another type of cable, please bring it with you or let me know in advance. An additional charge may apply.

Additional Furnishings

- One additional chair may be ordered from Freeman: Black Diamond Stool, item # N71088. A literature rack is not included but may be ordered. The configuration of the Pod space does not allow for additional furnishings. This includes, but is not limited to signs, standing banners, oversized computer hardware, a larger monitor, and tables. The Pod structure and carpet may not be changed.

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.

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. Signs 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.

POD SPECIFICATIONS

PANEL A (1) 55" W x 54" H Graphic Panel

- See specs below for measurements pertaining to the bleed necessary for the location of the monitor

PANEL B (1) 23.25" W x 42" H Graphic Panel

For questions relating to preparing or submitting the artwork for your graphic panels, please contact Joanna Walling at Freeman, joanna.walling@freemanco.com.

55"

54"

22.57"

24" Monitor

16.23"

11.75"

A

24" monitor
(22.57" W x 16.23" H)

Countertop
(57" L x 24" W)

A

B

Storage below
(18" L x 48" W)