

SAPPHERE NOW® + ASUG Annual Conference Exhibitor Program Prospectus

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Conference Demographics

Attracting Highly Qualified Buyers and Key Decision Makers Expected Attendance 20,000

SAPHIRE NOW and ASUG Annual Conference is the world's most innovative cloud and business technology conference and is hosted by SAP and ASUG.

Over three dynamic days, attendees will:

- Experience the latest and most impactful business technologies in the world
- Hear how the world's most successful and leading-edge companies are reinventing themselves in the digital renaissance
- Touch greatness – meet, mingle, and listen to an incredible roster of visionary thought leaders, technology geniuses, and pioneering icons of digital business
- Engage with the ASUG community of business and technology professionals and learn how you can get the most from your SAP products and services
- Explore end-to-end solutions and experience real-world showcases featuring the latest digital technologies, all in one place

All in all, it's an incredible and seamless opportunity to leverage diverse points of view, experiences, and best practices. Businesses will be redefined – in a way only the convergence of SAP, ASUG, and our partners can bring to life.

SAPHIRE NOW and ASUG Annual Conference is where SAP partners can:

- Showcase their solutions, services, and applications to thousands of SAP customers including senior executives and business and IT decision makers
- Engage with leading customer executives to build new relationships and generate new opportunities for their companies
- Build on the event excitement and momentum to help accelerate existing deals
- Cross-sell and up-sell current customers and prospects by showcasing solutions that use the latest SAP innovations
- Work with customers and prospects to help address their broader solution needs and sell additional applications and services

[See complete 2017 demographics >](#)

“As first time exhibitors at SAPHIRE NOW and ASUG Annual Conference, it exceeded Delaware's expectations! The opportunity to meet with customers, prospects and partners from across the globe in one place, and to take part in such outstanding and varied topical discussions, is hard to find elsewhere.”

Delaware Consulting

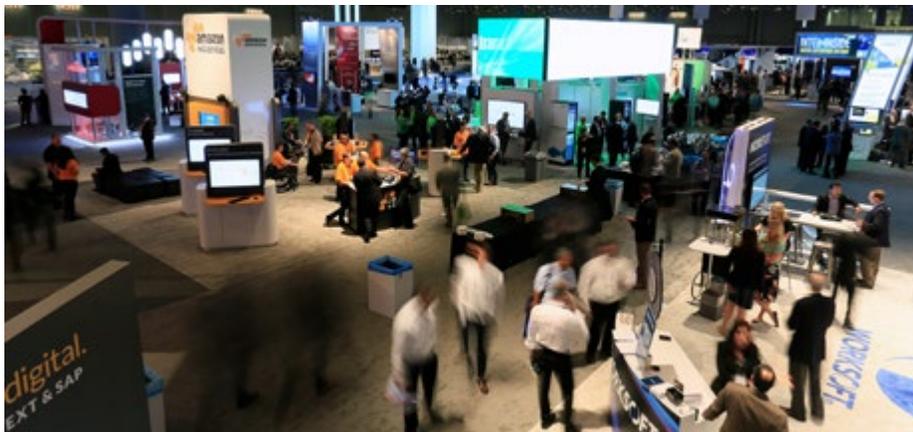


Exhibit Packages-at-a-Glance

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	14	18	45	No Limit*	No Limit*	No Limit*	No Limit*
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**				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	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	X	X	X	X	X	X	X
Opportunity to Purchase Marketing Opportunities	X	X	X	X	X	X	X

Please view the [Exhibit Packages](#) for complete details.

* No limit – available until space is sold out or the sign-up deadline, whichever comes first

** Turnkeys include a booth structure, display monitor, lead retrieval unit(s), Internet, electrical, chairs, carpet, and cleaning

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Turnkey Exhibit Packages

Leave the details to us!

Emerald Turnkey, Ruby Turnkey, and Pod

As you evaluate your company's budget and resources for participation at this event, consider that most add-on fees typically associated with exhibiting are included in the Emerald Turnkey, Ruby Turnkey, and Pod package fees.

Our team will have your booth installed, using the graphics artwork you supply, to also include carpet, electrical, lead scanners, and Internet. Your team can concentrate on pre-event awareness activities and when they arrive on-site, they can get down to the business of selling!

Please review the [exhibit packages](#) for complete details.

Emerald Turnkey



Ruby Turnkey Option A



Ruby Turnkey Option B



Pod



Marketing Opportunities

Experience the Value of Marketing Opportunities

To help maximize your investment and strengthen brand awareness, a variety of marketing tools, opportunities and advertising channels have been developed. These opportunities will assist you in increasing your company's visibility at the conference and make a lasting impression on thousands of SAP customers, prospects, partners, employees, and press/analyst influencers!

Marketing opportunities Are Available to Fit Every Budget and Marketing Goal

Here is a sampling of opportunities you may want to consider:

- Concourse Stairs Banner
- Pedestrian Sky Bridge Ad
- Daily Update E-Mail
- Shuttle Service Ad
- Event Mobile App Banner
- Window Cling Ad

Marketing opportunities will be available in February.



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Key Dates and Deadlines*

A few of the key exhibitor dates and deadlines may be found below.

- December 31** Gain two priority points with a completed exhibitor application and signed agreement
- January** Exhibitor manual and task list available
- February** Marketing opportunities available
- February 26** Application, signed agreement, and full payment due to be eligible for priority point space selection
- March** Exhibit space selection begins; timing will vary depending on exhibit package level
- April 9** Cancellation/reduction of exhibit space deadline; review the exhibitor program rules and regulations for full cancellation policy
- May 3** Space permitting, last day to complete the application to exhibit
- June 4** All exhibitors should plan to be “show ready” by 5:00 p.m.
- June 5–7** Show days

*All dates are tentative and subject to change.

“We love working closely with SAP and ASUG as they ensure our needs and expectations are met, year after year. Let the planning begin for 2018!”

“Game changer event . . .”

Innowera LLC

SNP



Agenda-at-a-Glance

This is a preliminary agenda to include notes when exhibitors are invited to host evening events. An event is defined as having over 50 conference attendees.

Monday, June 4

- SAP Global Partner Summit (additional fees apply)
- ASUG Pre-Conference Sessions (additional fees apply)
- All Exhibitors to be “Show-Ready” by 5:00 p.m.

Tuesday, June 5

- SAP Opening Keynote
- Show Floor and Sessions
- ASUG Keynote
- SAP Special Interest Activity Receptions
- SAP Select Program and Reception

“SAPHIRE NOW and ASUG Annual Conference continues to provide a successful platform to position the Worksoft product suite in front of qualified, high-level prospects. As exhibitors, we are always impressed with the organization, professionalism and seamless communication from the show management.”

Worksoft

Wednesday, June 6

- SAP Keynote
- Show Floor and Sessions
- SAP Special Interest Activity Receptions
- Open Night for Exhibitor Events (must start after 8:30 p.m.)

Thursday, June 7

- SAP Keynote
- Show Floor and Sessions
- Open Time for Exhibitor Events (6:00 p.m.–8:30 p.m. after the show floor closes and before the concert)
- SAP Concert

Program activities are subject to change. For the most up-to-date show floor hours, refer to the Exhibitor Conference Schedule located in the [Exhibitor Manual](#).

2017 Exhibitor List

Aasonn	CenturyLink	DocuSign Inc.	Gorilla Group	Kellton Tech	Movilitas	Protera	Snow Software	ThoughtFocus
Abaco	Chain-Sys Corporation	Dolphin Enterprise Solutions Corporation	GP Strategies	Knoa Software	msg global solutions	Protiviti	SNP	Titan Consulting
ABeam Consulting	CIDEON America Inc.	DXC Technology	Greenlight Technologies Inc.	Lexmark DBA Kofax	My Supply Chain Group LLC	Pure Storage	Sodales Solutions Inc.	Tricentis
Accenture	Clarkston Consulting	ECENTA America Inc.	GROM	Kore.ai	Mygo Consulting Inc.	PwC	Solix Technologies Inc.	United VARs
ALKU	Clear Software	Echelon Solutions Group LLC	VMware Inc.	KPIT	Nakisa	One Identity	Soltius	Utegration
Amazon Web Services	ClickSoftware	eFax Corporate	GyanSys Inc.	KPS AG	NBC Consulting	Quinnox Inc.	Sonata Software North America Inc.	Utopia Global Inc.
ANCILE	Cognizant	Enterprise Information Resources	Hanse Orga Group	Kronos Incorporated	NEC Corporation of America	Red Hat	Sovos & Invoiceware by Sovos	V3IT Consulting Inc.
Atachi Systems	CONCORN LLC	EPI-USE Labs	Hasso Plattner Institute	Krypt Inc.	NEORIS	Redwood Software	Spring Mobile Solutions	Velocity Technology Solutions
Atos International S.A.S.	Conexiom by ecmarket	ERP Integrated Solutions Inc.	Havensight Consulting Group	L&T Infotech	Neptune Software	Reveal	Stefanini	Vendavo
attune	Configurable Management	ERP Logic	HCL Technologies Limited	Layer Seven Security	neXenio	Revelation Software Concepts	Stellium	Verbella
Attunity	CONTAX Inc.	ERP Maestro	HERE	Lenovo	NextLabs	Rightdata Inc.	Sungard Availability Services	Vertex
Avalara Inc.	ConvergentIS	Esker	Hewlett Packard Enterprise	LeverX	Nihilent Technologies Ltd.	Rivercon	Supermicro	Virtustream
BackOffice Associates	CoreALM	Esri	HighRadius	Liaison Technologies	Novigo	RTS	SAP PRESS	Vistex
BCC Distribution Inc.	Critigen	Excel4apps	Hitachi	Libelle	NTT Group	SAP Insider Resource Center	SapientRazorfish	Visual BI Solutions
BI Solutions Inc.	CyberSafe	EY	Huawei	Linx-AS LLC	Numeric Technologies	Scan One	SUSE	WalkMe
BlackLine	Dassian Inc.	FIRSTPRISE	IBIS America LLC	Logistic Solutions Inc. (LSI)	Nutanix	SCM Connections	Symmetry	Winshuttle
Bluefin, a Mindtree Company	DataXstream	FIT	IBM	Magnitude	NVIDIA	SCMO2	Symtrax	Wipro Technologies
BOHH Labs	DATUM	Focal Point Data Risk LLC	Ice Edge Business Solutions	Managecore	Onapsis	SCT Software	Synactive Inc.	Wise Men Consultants Inc.
BoodsKapper	Delaware Consulting	FPX	Incture LLC	Mediafly	OnBase by Hyland	Secure-24	Synovos	Working Capital Services LLC
Bramasol Inc.	Dell EMC	Fujitsu	Infosys	Mendix	OpenText	Security Weaver	syslink	Worklogix
Breakaway Technologies Inc.	Deloitte	Galigeo	Innovapptive Inc.	Meridian Global Services	OpsVeda Inc.	SEEBURGER Inc.	Tachyon Technologies	Worksoft
CallidusCloud	Descartes Systems (USA) LLC	GE Digital	Innowera LLC	Microexcel Inc.	Optima ECM Consulting	Semos Cloud Solutions	Tata Consultancy Services	Xiting AG
Camelot ITLab Inc.	DiCentral	GeneXus	Intel	Microsoft	Oracle	Sigma Business Solutions Inc.	Tech Mahindra	XMPPro
Cappgemini	Dickinson + Associates	GIB USA	Intrigo Systems	Mindset	OSIssoft	SmartDocs Inc.	Techwave	YASH Technologies
CardConnect	Discover Financial Services	GoSCM	Inventy	Minisoft	Paymetric	SMC ³	TEKsystems	Z Option Inc.
CDI Technology	DMR Inc.	Google Cloud	IQX Business Solutions	Miracle Software Systems Inc.	PRISYM ID	Thomson Reuters	TELUS Partner Solutions	Zebra Technologies
Celonis SE			ISTN	Cisco	ProcessWeaver Inc.		Teradata	Zoomdata
Centrify								

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Eligibility and Contact Information

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.

If you have questions on the material in this prospectus or the SAPHIRE NOW and ASUG Annual Conference Exhibitor Program, please contact us:

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“The staff and support teams for SAPHIRE NOW are amazing. This is a well oiled machine. This event is the easiest, in my industry, to work with and manage due to support from SAP.”

Lenovo

“The team managing the exhibitor program is amazing and they know their job and know how to work with partners. I love that they have been consistently present and the history and knowledge they bring to bear.”

Capgemini





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