

Exhibit Space Policies Sapphire, Onyx, Diamond Level Exhibitors

Due Date: April 20, 2018

This document has been designed as a tool to assist in the design of your island booth and graphics. Refer to [Partner Branding](#) on the Exhibitor Information Web Site for display and branding guidelines.

These policies will be strictly enforced. Graphics or exhibit space layouts found to be out of compliance will be removed at the exhibitor's expense. The following is required to avoid on-site issues:

- **Due April 20 – Proof of Booth Graphics:** E-mail a proof of all booth graphics to your exhibit manager, for review and approval, prior to production.
- **Due April 20 – Rendering of Exhibit Space:** E-mail a space rendering, including all dimensions and components (height elevations, lighting truss, etc.), to your exhibit manager for review and approval. If constructing a multi-level or covered exhibit, approval is also required from the Orange County Convention Center (OCCC) per these [guidelines](#), see pages 34 – 39.
- **Show Ready** – All exhibits must be set-up and “show ready” by 5:00 p.m., Monday, June 4.

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. Booth components and lighting grids 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.

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.

Lighting

- It is important to include ample lighting in your design for conversation, demo displays, and to showcase your company's brand. When creating a lighting plan, take into consideration that the show floor lighting is low because convention center “house” lighting will not be in use. Lighting trusses are allowed as follows:
 - The bottom chord of trusses must be 32' from the ground.
 - Trusses must be black.
 - No signs, banners, audio visual screens, etc. may hang from the trusses.
- Include trusses in your space rendering along with their dimensions.
- All lighting equipment must be located within the exhibit space and shine into the exhibit space only.
- Lighting must not create a distraction to the conference or other exhibits.
- Bright, flashing lights and the physical movement of lights are not permitted.

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Hanging Elements

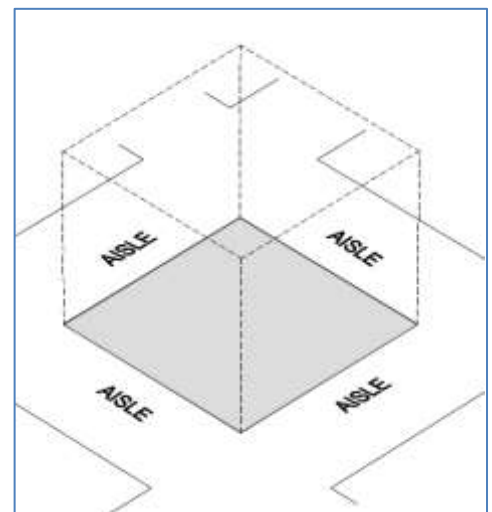
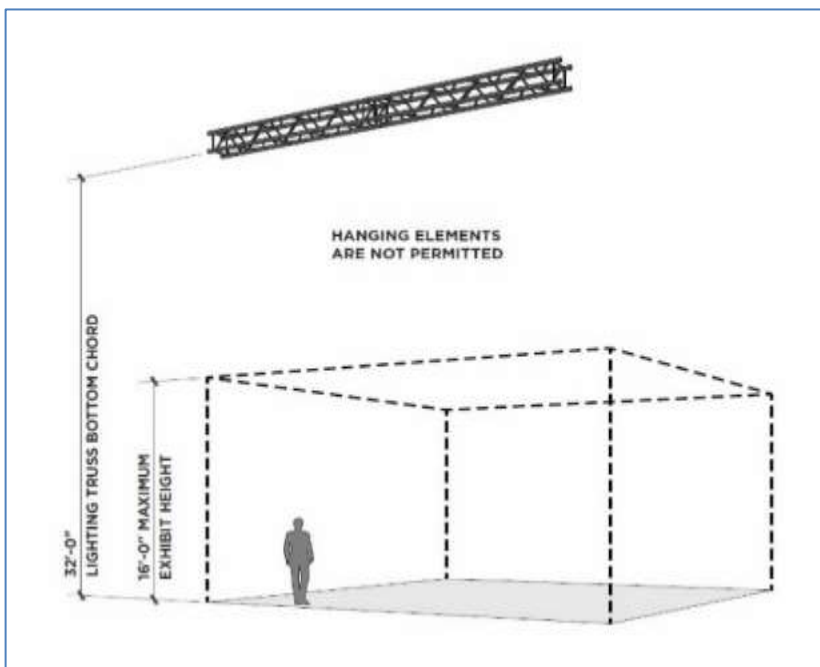
- Lighting trusses, as detailed in the previous section, are allowed.
- Any other hanging element is not allowed. This includes, but is not limited to, signs, banners, audio visual screens, equipment, canopies, or any other items.

Height

- Exhibit structures, components, and floor-supported signs are permitted to a maximum height of 16' from the ground.
- Exhibit structures, components, and floor-supported signs must be self-supported and are not allowed to have aerial rigging lines for support.
- The bottom chord of lighting trusses must be 32' from the ground. Refer to the lighting section above for complete truss details.

Island Exhibit Space

- Sapphire, Onyx, and Diamond level exhibit spaces are exposed on all four sides and configured in a square or rectangular shape ranging from 20' x 20' up to 40' x 40'.
- The entire cubic content of the space may be used *with floor-supported materials*, up to the maximum allowable height of 16'. All exhibit structures, components, and floor-supported signs must be self-supported; therefore, they are not allowed to have any aerial rigging lines for support.



Questions?

Please contact your exhibit manager if there are any questions about the information provided in this document.