Diamond Level Exhibitor Presentation Instructions

Date to Select Session Slots: March 12, 2020

This document provides presentation information and instructions for Diamond-level exhibitors. Please forward to speakers or others on your team who will be involved in the process.

Included with your exhibit package is one Small Theater Presentation

- **Location:** All small theater sessions will be held in the Partner Co-Innovation Neighborhood on the show floor.
- **Format:** 20-minute session.
- **Speakers:** Two speakers are permitted.
- **Laptop:** An SAP laptop is provided in each theater. Speakers may use their own laptop or a USB flash drive.

March 12 Starting at 12:00 Noon ET: The Manage Sessions tab will become available in your console

Submit the information for the session as outlined below via the "Manage Sessions" tab in your console. This information will be published in the session catalog on the conference Web site.

- **Title:** Limit of 75 characters including spaces.
- **Description (abstract):** Limit of 350 characters including spaces.
- **Speaker's name and contact information**: At least one name is required to complete the form. If the speaker is unknown, enter a "session manager" and send the speaker info to your exhibit manager when available.
- **Filters**: Add as appropriate for your session content, *see page 4 for the list of filters.*
- **Select the day and time for your session: Selection is on a first-come, first-served basis.** All small theater sessions will be held in the Partner Co-Innovation Neighborhood.

Session titles, descriptions, and presentations are edited per the SAP Brand Voice Guide for Titles and Abstracts.

Presentation ppts are not required to be uploaded for this session.

Small Theater Rendering and Set-Up

Each small theater seats 30 attendees, with standing room in the back, and is equipped as follows:

- One laptop with a standard hard-wired Internet connection
- One handheld microphone and one hard-wired microphone at the lectern

Speaker Responsibility

Each speaker will receive an e-mail introducing them to the Speaker Resource Center. Here they will confirm their participation as a speaker.

Speaker Registration

- Speakers should use an exhibit package-included badge or purchase a badge. All registrations are managed via your console.
- Small theaters will accommodate two speakers.
- All speakers are responsible for their own travel and hotel costs.
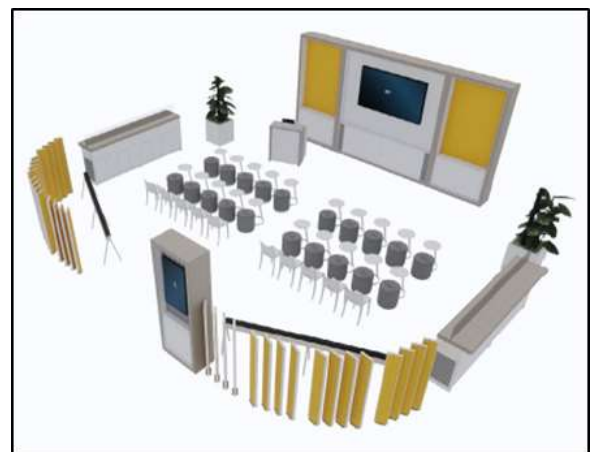
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Badge Scanning

The scanning of badges is allowed during your own session. Plan to use your own equipment and staff and be respectful of attendees who ask to not have their badge scanned.

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

Collateral Distribution / Giveaways / Raffles

- To support sustainability goals, the distribution of collateral, giveaways or any items at your presentation is not permitted.
- Raffles, aisle callers and greeters are not permitted at your presentation.

Videotaping

- Presentations in the small theaters will not be videotaped.
- ASUG presentations will not be videotaped.
- Private taping is not permitted for any session type.

Presentation Promotion

- Session catalog: Located on the conference Web site and in the event mobile app. Attendees select sessions to add to their unique agendas, available pre-conference and on-site.
- Digital display: Monitors with the current schedule are located at each theater.
- Exhibitor promotion: Exhibitors should promote and drive attendance to their presentations. We suggest the following:
    - Marketing opportunities are a great way to increase awareness.
    - Market the presentation prior to the conference.
        - Include session details in e-mail campaigns and on event microsites prior to the conference.
    - Market and create awareness directly from your booth.
        - Educate your booth staff regarding session details (e.g. date, time, location) so they can promote this information to attendees who visit your booth.
        - Include session details on collateral for the event.
    - Defer the "sales pitch" until later, e.g., follow-up calls.

Presentation Tips

- Develop a presentation that will engage, educate, inspire, and involve the audience.
- Present solid content and a topic that is of interest to attendees.
- Select experienced, engaging, product-knowledgeable employees or customers to present the material.
- Begin description/title with an engaging imperative/action verb (e.g. create, achieve, learn, explore, manage).
- Include a benefit to the attendee in the description.

See next page for the list of filters.

Questions?

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Filter Options

Industry Filter required, limit 2	Line of Business Filter required, limit 3	Product Area Filter required, limit 4	Services and Support Filter not required, limit 3	SME Filter not required, limit 2
Aerospace and Defense	Asset Management	Accounting and Financial Close	Application Lifecycle Management	SAP Business ByDesign
Agribusiness	Commerce	Accounts Receivable; Billing and Revenue Management	Cloud Adoption	SAP Business One
Automotive	Cross-LoBs	Analytics	Contextual Marketing	SME
Banking	Finance	Application Development and Integration	Cybersecurity and Data Security	
Chemicals	Human Resources	Asset Management	Data Intelligence	
Consumer Products	IT	Blockchain	Hybrid Solutions	
Cross-Industry	Manufacturing	Core HR and Payroll	Innovation Services and Solutions	
Defense and Security	Marketing	Cybersecurity, Governance, Risk, and Compliance	Intelligent Technologies	
Engineering, Construction, and Operations	R&D/Engineering	Database and Data Management	Mobile Services	
Fashion	Sales	Human Experience Management	SAP Business Scenario Recommendations	
Healthcare	Service	Intelligent ERP	SAP MaxAttention and SAP ActiveAttention	
High Tech	Sourcing and Procurement	Experience Management (Qualtrics)	SAP Model Company	
Higher Education and Research	Supply Chain	Financial Planning and Analysis	SAP Readiness Check for SAP S/4HANA	
Industrial Machinery and Components	Sustainability	HR Analytics and Workforce Planning	SAP S/4HANA Adoption	
Insurance		Internet of Things (IoT)	SAP S/4HANA Movement	
Life Sciences		Machine Learning	SAP Solution Manager	
Media		Manufacturing	SAP Transformation Navigator	
Mill Products		Mobile	Support	
Mining		Procurement	Training and Enablement	
Oil and Gas		R&D/Engineering		
Professional Services		SAP C/4HANA		
Public Sector		SAP HANA Enterprise Cloud		
Retail		SAP S/4HANA		
Sports and Entertainment		Selling and Fulfillment		
Telecommunications		Services Procurement and Contingent Workforce		
Travel and Transportation		Strategic Sourcing		
Utilities		Supplier Management		
Wholesale Distribution		Supply Chain Logistics		
		Supply Chain Planning		
		Talent Management		
		Travel and Expense		
		Treasury Management		
		User Experience		