

Drive Attendance Program

Due Date: April 10, 2020

Objective

Driving attendance to SAPHIRE NOW and ASUG Annual Conference is an activity that is most effective if shared by SAP, ASUG, and you, our exhibiting partners. I invite you to participate in the [Drive Attendance Program](#) so that together we achieve this shared goal. Use this opportunity to announce your company's participation at this event to your customers and invite them to visit your booth.

How You Will Benefit

Participate in this program to realize increased attendee awareness of this event and be rewarded with **one complimentary conference registration (badge)**. Upon proof that the program tactics have been met, one registration will be added to your console. This offer is limited to one registration per participating company and is for a new registration only. A refund will not be given for a previously purchased registration.

Program Tactics

To be eligible for a complimentary registration, please follow these four steps:

1. Prepare an e-mail communication to your customers being sure to use the full conference name and correct capitalization at each mention: **SAPHIRE NOW and ASUG Annual Conference**.
 - Include messaging that encourages your customers to register for the event.
 - Consider the information found on the [Reasons to Attend](#) page of the conference Web site when developing your content.
 - Include the [program banner](#). Select the banner size that works best for you.
 - Hyperlink your tracking URL to the banner.
 - Your exhibit manager has provided both a standard and a bit.ly URL unique to your company. Select the one that works best for you.
 - Any additional links to the conference Web site should also be hyperlinked using your tracking URL.
 - As with all communications that include mentions of SAP, it's important to adhere to the [partner branding policies](#).
2. Before sending the e-mail to your customers, send a proof to your exhibit manager for review.
 - **Tip! Please check that you have followed all the steps above to save time on requested revisions.**
3. Send the e-mail to your customers by April 10.
4. Provide your exhibit manager with a copy of the final e-mail and include:
 - Date of the mailing.
 - Number of contacts who were sent the e-mail.

Your exhibit manager will then add one conference registration (badge) to your console. Your package-included allotment will be increased by one.

Questions? Contact your exhibit manager.