

Exhibit Space and Graphics Policies Emerald Level Exhibitors

Due Date: March 25, 2019

This document has been prepared as a tool to assist in the design of your 10'x20' exhibit space and graphics. These policies will be strictly enforced. Contact your exhibit manager, Kim Cansler, k.cansler@sap.com or 919.488.4397, if there are any questions about the information provided in this document.

The Emerald level exhibit package does not include a booth structure.

The [Exhibitor Information Web Site](#) and your [Exhibitor Console](#) are your resources for exhibitor information.

Please note that exhibit space layouts and graphics found to be out of compliance on-site will be removed at the exhibitor's expense. The following is required to avoid on-site issues:

Exhibit Space – New this Year

- **Rendering of Exhibit Space – Due March 25:** E-mail a rendering of your exhibit space to [Kim Cansler](#) for review and approval.

Graphics

- **Proof of Booth Graphics – Due March 25:** E-mail a proof of all booth graphics (including stand-alone signs, signs placed on monitors, etc.) to your exhibit manager, for review and approval, prior to production.
- Refer to [Partner Branding](#) for display and branding guidelines.

Booth Masking – New this Year

- To maintain a professional appearance, booths that are at the end of an aisle should have no visible exposure of wiring, boxes, etc. behind their booth when viewed from the aisle. Please take this into consideration when planning your booth and “mask” as necessary. If you would like assistance, complete the Freeman Masking Form located in Freeman section of the [Exhibitor Manual](#) in advance. If it is determined on-site that masking is required for a professional look, Freeman will be asked to do this. Note that the on-site fee will be higher than if arranged in advance.

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.

- Exhibitor is 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 the designated exhibit space.

Exhibitor Appointed Contractors

An exhibitor appointed contractor (EAC) includes, but is not limited to, installation/dismantle personnel, booth hostesses, performers, photographers, and audio-visual companies. If your company is using an EAC for any work in the building, before, during or after the event, the following is required:

1. Complete the Exhibitor Appointed Contractor form in your console by April 5.
2. Provide a certificate of insurance for each EAC. Refer to the [Certificate of Insurance Instructions](#).

Wristbands for entry onto the show floor will be provided for EACs. Further details will be included in the Exhibitor On-Site Survival Guide, which will be distributed in late April.

Flooring

Booth flooring and entrances must not exceed a 2% grade as to comply with ADA standards.

Exhibit Space Policies – Emerald Level Exhibitors

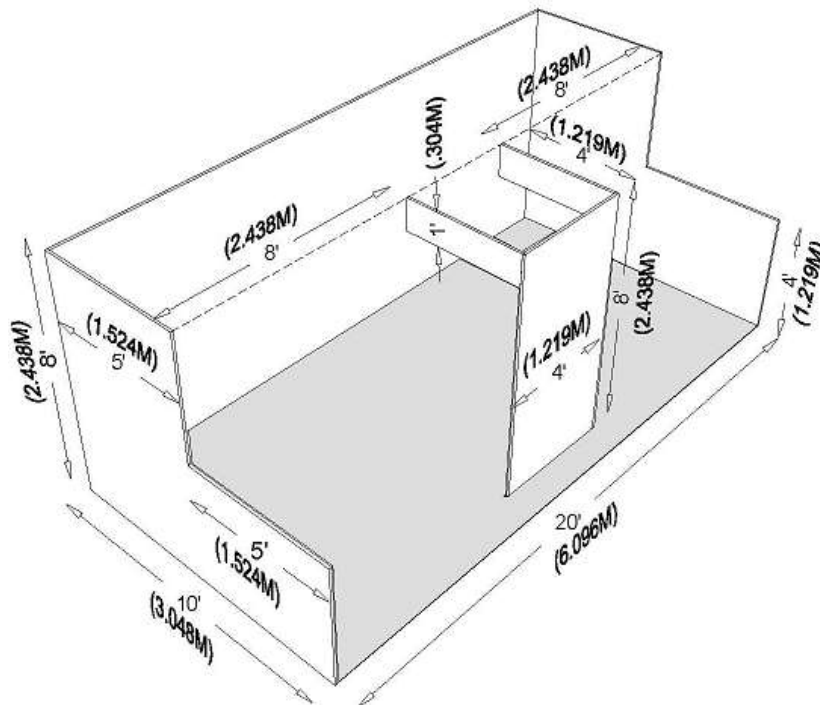
Hanging Signs

Hanging signs are not permitted.

Height and Depth Sight Lines

Display materials should be arranged in such a manner as to not obstruct sight lines of neighboring exhibitors.

- Exhibit fixtures, components, and identification signs are permitted to a maximum height of 8 feet. Any signage or booth component exceeding 8 feet will be removed or adjusted at the exhibitor's expense.
- The maximum height of 8 feet is allowed only in the rear half (5 feet) of the booth space, with a 4-foot height restriction imposed on all materials in the remaining space, forward to the aisle. This 4-foot height restriction is applied only to the portion of exhibit space which is within 10 feet of an adjoining booth.
- The rendering below illustrates the height and depth sight lines restrictions. The Emerald level exhibit package does not include a booth structure.



Lighting

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. **It is important to include ample lighting in your design for conversation, demo displays, and to showcase your company's brand.** Exhibitors may provide their own lighting, order from the Orange County Convention Center, or consider ordering a custom lighting plan. Refer to the Additional Services section of the Exhibitor Manual for custom lighting plan information.

- Lighting equipment must be located within your exhibit space and shine into your 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.

Sound

SAP and ASUG reserve the right to restrict exhibits, method of operation, and materials that become objectionable due to noise.

- Sound systems must be directed inward, toward the exhibit space. Sound systems must not point toward the aisles.
- If you expect to have public address (PA) equipment as part of your exhibit, be sure to complete the Noise Guidelines and Radio Frequency Form in your console by March 6.

Show Ready All exhibits must be set-up and “show ready” by 5:00 p.m., Monday, May 6.