

Exhibit Space and Graphics Policies Emerald Level Exhibitors

Due Date: March 25, 2020

This document has been prepared as a tool to assist in the design of your 10'x20' exhibit space and booth graphics. These policies will be strictly enforced. Exhibit space layouts and graphics found to be out of compliance on-site will be removed or brought into compliance at the exhibitor's expense.

Review Process - Due March 25

It is required to submit the following items to your exhibit manager, Kim Cansler, k.cansler@sap.com or 919.977.6060, for review and approval, prior to production of your exhibit structure and graphics. Three days should be allowed for the review.

Rendering of Exhibit Space

- Submit a detailed rendering of your exhibit structure and all components. The rendering should include all dimensions and indicate heights. The Emerald level exhibit package **does not** include a booth structure.

Proof of All Booth Graphics

- Submit a proof for all graphics, signs, etc. that will be displayed within your booth to ensure they are SAP brand compliant. Digital content should also be on brand.
- Refer to [Partner Branding](#) on the Exhibitor Information Site for branding and design guides.

Back Walls and Masking

All Emerald booths must have a back wall/drop. In addition, if your booth is positioned at the end of an aisle, the ends should be masked so that there is no exposure of items behind the booth (booth support structure, wiring, etc.) when viewed from the aisle. As needed, complete the Freeman Masking Form located in the Freeman section of the [exhibitor manual](#) in advance. If it is determined on-site that masking is required, Freeman will be asked to mask, and you will be charged the higher on-site fee.

Show Ready

Refer to the Freeman Quick Facts in the exhibitor manual for the Install and Move-in schedule. Requests for early move-in must be made to Kim in advance.

NEW in 2020. No forklifts will be allowed on the show floor after 5:00 p.m. on Sunday, May 10. Final touch-ups to your exhibit are allowed until 5:00 p.m. on Monday, May 11.

- Sunday, 5:00 p.m. – Crates that require a forklift for removal must be emptied, labelled, and in the aisle.
- Sunday, 5:00 p.m. to Monday, 5:00 p.m. – Set-up items such as tool boxes can remain within your own exhibit space.
- Monday, 5:00 p.m. – All set-up items must be removed from the show floor and all exhibits must be “show ready”.
- **Monday 5:00 p.m. – The show floor will close, and we ask that exhibitors exit the show floor at this time.**

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 OCCO property. No signs, decorations, banners, advertising matter, or special exhibits will be permitted in these areas. Booth components may not extend or cover any part of the aisle or neighboring exhibits.

- Exhibitor is responsible for keeping the aisles near their exhibit space free from congestion caused by demonstrations and other promotional activities.
- Enough space must be provided within the booth for the comfort and safety of attendees watching demonstrations and other promotional activities. Demo equipment must be installed far enough within an exhibitor's booth space so that the person doing the demo is within the booth space and not standing in the aisle.
- All marketing activities, including the use of talent personnel, must be conducted within the designated exhibit space.

Exhibit Space Policies – Emerald Level Exhibitors

Balloons are *not* permitted on the show floor.

Flooring

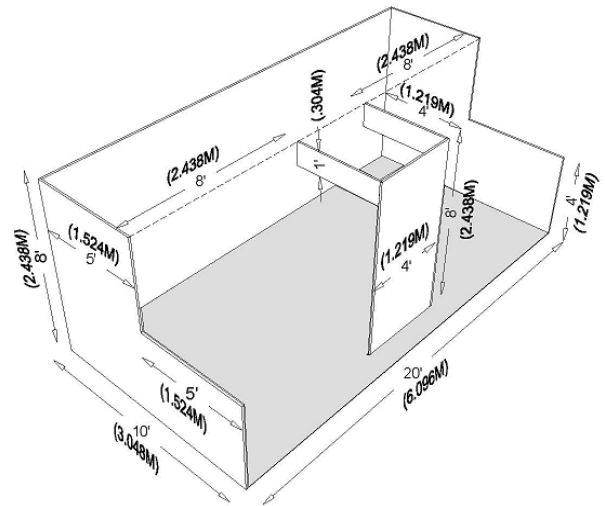
Booth flooring and entrances must not exceed a 2% grade as to comply with ADA standards.

Hanging Signs

- Hanging signs are not permitted.
- Internet and electrical service cables are not permitted to drop from the ceiling.

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 illustrates the height and depth sight line 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.

Noise

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 be used to solicit traffic to your booth and will be restricted if used for this purpose.**
- If wireless video, audio or network equipment is part of the exhibit, it is required to complete the Noise Guidelines and Radio Frequency Form in your console by March 11.

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. 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 early May.

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 COI for each EAC by April 5. Refer to the Certificate of Insurance Instructions in the exhibitor manual.