

## Instructions and Policies Emerald Plus Level Exhibitors

Graphics Review Due: **March 8, 2019**  
Artwork Due: **March 15, 2019**

This document includes information relating to the Emerald Plus level exhibit package. Contact your exhibit manager, Ana Napolitano, [ana.napolitano@asug.com](mailto:ana.napolitano@asug.com) or 312.673.5607, with any questions.

### Components

This exhibit package has been designed as a turnkey solution. Your booth will be set up when you arrive. The components include a 10'x20' booth structure, graphic panels (instructions below), non-secure storage, carpet, electrical, Internet, one 43" monitor, four chairs and a table, lighting, and cleaning. A laptop is not included.

### Move-In

Your booth will be ready for move-in at **8:00 a.m., Monday, May 6**. It's important to have at least one of your staff members arrive on Monday to test equipment, unpack any shipments, and pick up your badge scanner (not included this year and must be ordered separately). **Your booth must be 'show ready' by 5:00 p.m. on Monday.**

### Graphic Panel Instructions

You will need to provide the artwork files for the seven graphic panels that are included with your booth – printing and installation are included.

**Specifications – refer to page 3** for detailed specs that your graphic designer will need to prepare the artwork.

- **New! Graphic Bleed Text:** To maximize artwork visualization, Freeman recommends submitting files with a **4" bleed at the top and bottom of panels B/C/D**. This guideline is due to the lower lighting levels at this event and the shadowing created from the header and countertop. Text and artwork should **not** be in the bleed area. Please note if this recommendation is not followed and there are issues with the text and artwork, reprints will be at your expense.

### Graphics Review – due March 8

Submit a PDF proof of your artwork to [Ana](mailto:Ana), for branding review and approval, prior to submitting to Freeman. Refer to the [Partner Branding Guidelines](#) to minimize the need for changes during the review process.

### Artwork Submission to Freeman – due March 15

- Artwork files must be high resolution and adhere to the [Freeman Artwork Submission Guidelines](#).
- Contact Hillary Lloyd, [Hillary.Lloyd@freemanco.com](mailto:Hillary.Lloyd@freemanco.com) or 407.313.5845, if you have artwork or FTP upload questions.
- FTP instructions will be provided once the proof is approved. Freeman will go to print on artwork approved by SAP.
- Please take note of the deadlines as rush fees will apply.
  - Artwork received after March 25 will be charged \$955.
  - Artwork received after April 4 will be charged \$1,290.
- Exhibitors who complete the application after February 25 will be asked to submit a proof for review one week from the date they sign up.

**Booth Rendering.** Additional views are available [here](#).



### **Carpet**

The carpet color will be gray. Carpet padding is not included. If you would like to order a different color carpet or padding, use the [turnkey carpet and padding order form](#).

### **Monitors**

A 43" [flat screen display monitor](#) will be mounted to the right-hand side of your booth as shown in the rendering. A laptop is not included.

- An HDMI cable with an adaptor will be provided. Should you require another type of cable, please bring it with you or let Ana know in advance. An additional charge may apply.
- A second monitor may be ordered from FMP, the official AV supplier, using their [standard order form](#).\*
- \* If you order a second monitor which requires mounting to a back panel of the booth, contact Ana to arrange in advance. **Please note that additional labor and mounting fees to retrofit the booth will be incurred from Freeman.**

### **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.

### **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.

### **Sight Lines**

- 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.

### **Structure**

The Emerald Plus structure may not be changed in any way, including but not limited to, placing stickers of any kind on the booth structure. If stickers are placed on the structure, any damages from removing will be at your expense.

### **Hanging Signs**

Hanging elements including signs, banners, audio visual screens, equipment, canopies, and fixtures are not permitted.

# EMERALD PLUS 10X20 SPECIFICATIONS

**PANEL A** (1) 170.875" W x 17" H Header Panel (Logo/Company)

**PANEL B** (1) 55.5" W x 34.3125" H Graphic Panel  
 • 4" bleed top and bottom is recommended\*\*\*

**PANEL C** (1) 55.5" W x 34.3125" H Graphic Panel  
 • 4" bleed top and bottom is recommended\*\*\*

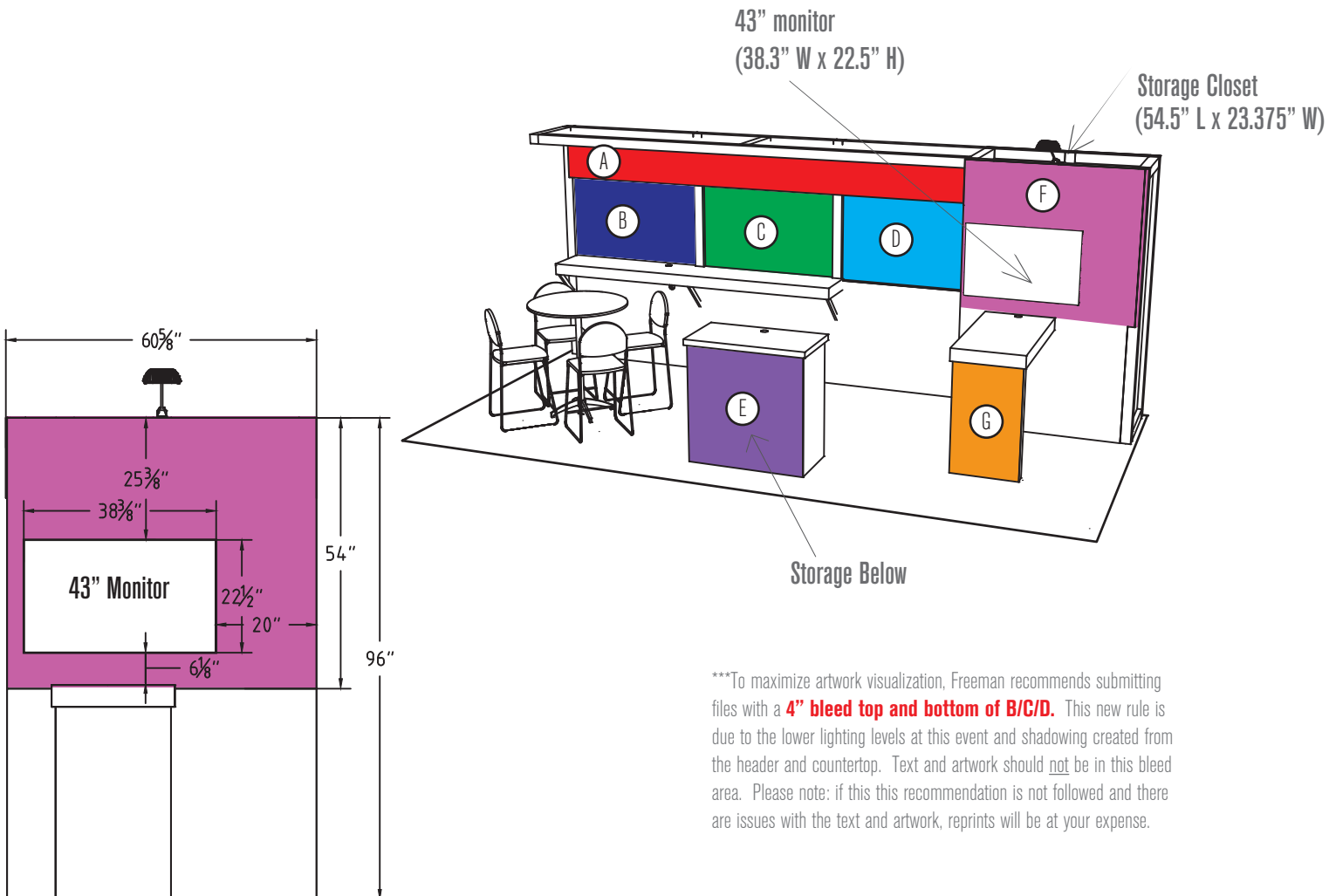
**PANEL D** (1) 55.5" W x 34.3125" H Graphic Panel  
 • 4" bleed top and bottom is recommended\*\*\*

**PANEL E** (1) 40.3125" W x 42" H Graphic Panel

**PANEL F** (1) 60.625" W x 54" H Graphic Panel  
 • See specs below for measurements pertaining to the bleed necessary for the location of the monitor

**PANEL G** (1) 23.25" W x 42" H Graphic Panel

For questions relating to preparing or submitting the artwork for your graphic panels, please contact Hillary Lloyd at Freeman, [hillary.lloyd@freemanco.com](mailto:hillary.lloyd@freemanco.com).



\*\*\*To maximize artwork visualization, Freeman recommends submitting files with a **4" bleed top and bottom of B/C/D**. This new rule is due to the lower lighting levels at this event and shadowing created from the header and countertop. Text and artwork should not be in this bleed area. Please note: if this this recommendation is not followed and there are issues with the text and artwork, reprints will be at your expense.