

Instructions and Policies Emerald Plus Level Exhibitors

Graphics Proof Due: March 6, 2020
Final Artwork Due: March 13, 2020

This document includes information relating to the Emerald Plus level exhibit package. Contact your exhibit manager, Cassie Palacios, cassie.palacios@asug.com or 734.730.4279, 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, seven graphic panels (instructions below), non-secure storage, carpet, electrical, Internet, one 43" monitor, four chairs and a table, lighting, wastebasket, and cleaning. A laptop is not included.

Move-In

Your booth will be ready for move-in at **8:00 a.m., Monday, May 11**. It is important to have at least one of your staff members arrive on Monday to test equipment, unpack any shipments, and, if ordered, pick up your badge scanner. **Your booth must be 'show ready' by 5:00 p.m. on Monday**. The show floor will close at 5:00 p.m. on Monday, and we ask that exhibitors exit the show floor at this time.

Graphic Panel Instructions

You will need to provide the artwork files for the graphic panels that will then be printed and installed in your booth.

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

- **Graphic Bleed Text:** Submit files with a **4" bleed at the top and bottom of panels B/C/D** to maximize visualization of your artwork. No text or artwork should be in the bleed area. If this recommendation is not followed, and there are issues with your graphics, reprints will be at your expense.

Graphics Review – due March 6

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

Artwork Submission to Freeman – due March 13

- Artwork files must be high resolution and adhere to the [Freeman Artwork Submission Guidelines](#).
- Contact Cris Coniglio, Cris.Coniglio@freeman.com or 407.947.9950, with any questions about the artwork files.
- Instructions to upload your artwork will be provided once the final proof is approved.
- Please take note of the deadlines as rush fees will apply.
 - Artwork received after March 27 will be charged \$420.
 - Artwork received after April 3 will be charged \$560.
- Exhibitors who complete the exhibitor application after February 25 will be asked to submit the graphic proofs for review one week from the date they sign up.

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



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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.

Balloons are *not* permitted on the show floor.

Carpet

The carpet color in your booth 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](#). Booth flooring must not exceed a 2% grade as to comply with ADA standards.

Hanging Signs are *not* permitted on the show floor.

Monitor

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.

- To connect your laptop to the provided monitor, an HDMI cable with an adaptor will be provided. Should you require another type of cable, please bring it with you or let Mo 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 your booth, contact Mo to arrange in advance. **Please note that additional labor and mounting fees to retrofit the booth will be incurred from Freeman.**

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.

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.

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***

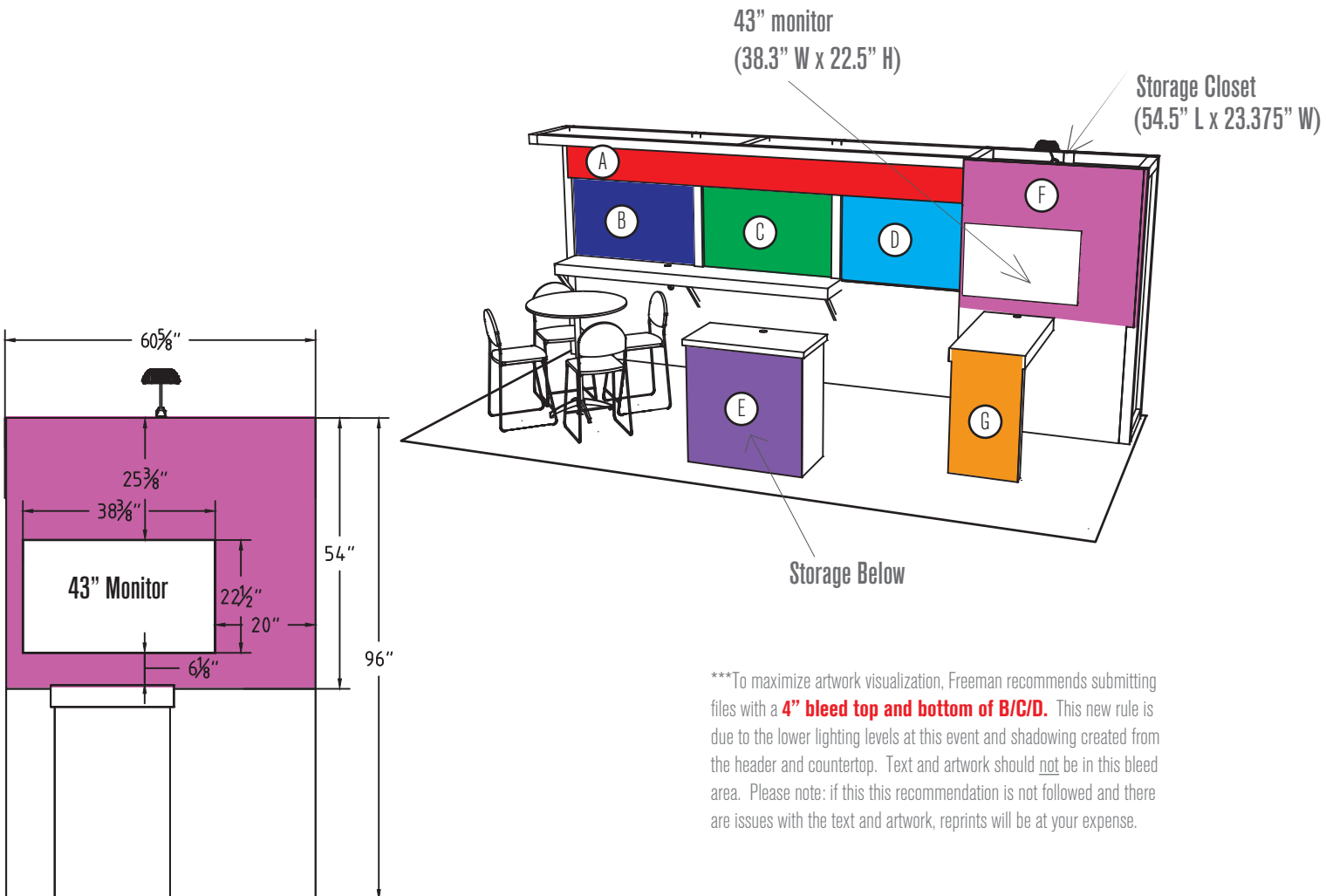
PANEL E (1) 40.3125" W x 42" H Graphic Panel

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.



***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.