

SAPPHIRE NOW and ASUG Annual Conference Exhibit Packages

May 7–9, 2019

Orange County Convention Center | North/South Building
Orlando, Florida



TABLE OF CONTENTS

Exhibitor Eligibility	3
Payment Terms and Signed Agreement	3
Exhibit Packages At-a-Glance	4
Sapphire Level Exhibit Package – Fee: \$230,000	5
Onyx Level Exhibit Package – Fee: \$160,500	7
Diamond Level Exhibit Package – Fee: \$83,500	8
Emerald Plus Level Exhibit Package – Fee: \$65,000	9
Emerald Level Exhibit Package – Fee: \$49,300	10
Ruby Level Exhibit Package – Fee: \$35,300	11
Pod Level Exhibit Package – Fee: \$15,000	12

Exhibitor Eligibility

Eligibility to be an Exhibitor in this program is limited to companies that have a current partnership agreement in good standing with SAP. Exhibitors must have no outstanding credit issues or past due amounts with SAP or ASUG. SAP and ASUG reserve the right to reject or cancel any application/agreement to exhibit.

Payment Terms and Signed Agreement

After the Exhibitor Application has been submitted, a package payment request, with a link to an invoice and an application acknowledgment with a PDF of the Exhibitor Agreement, will be generated and sent via e-mail to all contacts listed in the application.

- It is the responsibility of the exhibiting company to process the invoice through their organization for payment to SAP by January 31, 2019.
- It is the responsibility of the exhibiting company to process the agreement for signature and submit to the assigned exhibit manager within one week of completing the application and no later than January 31.
- If the application is completed after January 31, payment and signed agreement are due upon receipt.
- The exhibitor logistics contacts, as submitted in the application, will be e-mailed a receipt when payment and the signed agreement have been received.

Exhibit Space Selection

A Priority Point System will establish exhibit space selection order.

- To be eligible for space selection using the [Priority Point System](#), payment and the signed agreement must be received by January 31, 2019.
- The Sapphire level exhibitors will select space first, followed by the Onyx, Diamond, Emerald, Ruby, and Pod level exhibitors.
- Exhibitors whose signed agreement and payment are received after January 31 will select space in the order that payment is received once the priority point space selection is complete.
- SAP and ASUG do not represent that any space will be available to any exhibitor.
- SAP and ASUG retain the exclusive right to revise the show floor plan and/or move exhibitors as necessary.
- Space selection will begin after January 31.

Priority Point System Formula

Priority points are calculated each year beginning with participation at SAPPHIRE 2004 and the 2004 ASUG Annual Conference.

Points	Criteria
6	For exhibiting at any level *
.5	For every \$5,000 spent toward an exhibit package *
2	For every \$5,000 spent toward marketing opportunities *
1	For marketing opportunities purchased totaling less than \$5,000 *
2	For the 2019 application and signed agreement received by December 31, 2018
5	For being an SAP partner by January 31, 2019
5	For being an ASUG Associate Affiliate Member by January 31, 2019
2	For completing the previous year's exhibitor evaluation prior to the published deadline *

* Points are calculated post-event.

Exhibit Packages At-a-Glance

Package Components	Sapphire	Onyx	Diamond	Emerald Plus	Emerald	Ruby	Pod
Fee	\$230,000	\$160,500	\$83,500	\$65,000	\$49,300	\$35,300	\$15,000
Quantity	17	18	45	No limit – available until space is sold out or the sign-up deadline			42
Conference Badges	70	52	20	10	10	5	2
Option to Purchase Discount Conference Badges	X	X	X	X	X	X	X
SAP Global Partner Summit Badges	15	10	5				
Option to Purchase Discount Badges for the SAP Global Partner Summit	X	X	X	X	X	X	X
Island Exhibit Space	30'x40'	30'x30'	20'x20'				
Inline Exhibit Space				10'x20'	10'x20'	10'x10'	~ 6'x10'
Premium Location	X	X	X				
Option to Purchase Expanded Exhibit Space	X	X	X				
Turnkey Convenience: includes a booth structure, display monitor, Internet, electrical, chairs, carpet, and cleaning				X		X	X
Home-Base Conference Room	1						
Show Floor Conference Room	1	1					
Theater Presentation	1	1					
Small Theater Presentation	3		1				
Invitation to the Media and Analyst Thursday Pre-Concert Reception	2						
Spotlight Promotion – Pre-Conference E-Mail	X						
Featured Exhibitor Promotion on the Home Page of the Conference Web Site	X	X					
Hotel Room Block (based on availability)	X	X	X	X	X		
Included in Exhibitor Lists Wherever Promoted (i.e. conference Web site, event mobile app)	X	X	X	X	X	X	X
Option to Purchase Marketing Opportunities	X	X	X	X	X	X	X

Sapphire Level Exhibit Package – Fee: \$230,000 | 17 Packages

- ★ Items exclusive to the Sapphire level package
- Conference Registrations: 70 Badges
 - Badges permit access to all conference activities: SAPPHIRE NOW sessions, ASUG Annual Conference sessions, keynotes, show floor, lunch, and Thursday evening entertainment
 - Option to purchase additional conference badges at a discounted rate
- SAP Global Partner Summit Registrations: 15 Badges
 - The premier SAP partner information and enablement event, held on Monday, May 6
 - Option to purchase additional SAP Global Partner Summit badges at a discounted rate
- 30' x 40' Island Exhibit Space
 - Raw space only
- Premium Exhibit Space Location
- Option to Purchase Expanded Exhibit Space
 - 300 square feet: \$19,800 (Sapphire level package plus 300 sq. ft. expanded space fee, total \$249,800)
 - 400 square feet: \$26,400 (Sapphire level package plus 400 sq. ft. expanded space fee, total \$256,400)
- ★ Home-Base Conference Room
 - Dedicated meeting room
 - Exhibitor responsible for furnishings, Internet, electrical, catering, etc.
- Show Floor Conference Room
 - Dedicated meeting room located on the show floor, available during show floor hours
- One Theater Presentation
 - 20-minute speaking opportunity
 - Show floor location with seating for approximately 125 people
 - Session will be included in the session catalog
 - Session will be recorded
- Three Small Theater Presentations
 - 20-minute speaking opportunity
 - Time may be used to host a lecture, live demo, or discussion
 - Show floor location with seating for approximately 50 people
 - Sessions will be included in the session catalog
- ★ Two Invitations to Attend the SAPPHIRE NOW Media and Analyst Pre-Concert Reception
- ★ Spotlight Promotion – Pre-Conference E-Mail
 - SAP and ASUG will promote Sapphire level exhibitors to registered attendees
 - Dedicated e-mail will include company logo, link to Web site, booth number, and contact information
- Featured Exhibitor Promotion
 - Company logo linked to the company's Web site posted on the conference Web site home page, in rotation with all exhibitors in the top two levels

Sapphire Level Exhibit Package

- Hotel Room Block
 - Option to block 25 rooms, based on availability, in prime location hotels: Hyatt Regency Orlando, Rosen Centre Hotel, and Hilton Orlando
 - Exhibitor is responsible for all costs associated with hotel rooms
 - Additional blocks based on availability on a first-come, first-served basis

- Visibility
 - Company name, logo, description (up to 1,350 characters, including spaces), link to Web site, and booth number published on the conference Web site and in the event mobile app
 - Option to purchase marketing opportunities

Onyx Level Exhibit Package – Fee: \$160,500 | 18 Packages

- Conference Registrations: 52 Badges
 - Badges permit access to all conference activities: SAPPHIRE NOW sessions, ASUG Annual Conference sessions, keynotes, show floor, lunch, and Thursday evening entertainment
 - Option to purchase additional conference badges at a discounted rate
- SAP Global Partner Summit Registrations: 10 Badges
 - The premier SAP partner information and enablement event, held on Monday, May 6
 - Option to purchase additional SAP Global Partner Summit badges at a discounted rate
- 30' x 30' Island Exhibit Space
 - Raw space only
- Premium Exhibit Space Location
- Option to Purchase Expanded Exhibit Space
 - 300 square feet: \$19,800 (Onyx level package plus 300 sq. ft. expanded space fee, total \$180,300)
- Show Floor Conference Room
 - Dedicated meeting room located on the show floor, available during show floor hours
- One Theater Presentation
 - 20-minute speaking opportunity
 - Show floor location with seating for approximately 125 people
 - Session will be included in the session catalog
 - Session will be recorded
- Featured Exhibitor Promotion
 - Company logo linked to the company's Web site posted on the conference Web site home page, in rotation with all exhibitors in the top two levels
- Hotel Room Block
 - Option to block 20 rooms, based on availability, in prime location hotels: Hyatt Regency Orlando, Rosen Centre Hotel, and Hilton Orlando
 - Exhibitor is responsible for all costs associated with hotel rooms
 - Additional blocks based on availability on a first-come, first-served basis
- Visibility
 - Company name, logo, description (up to 1,000 characters, including spaces), link to Web site, and booth number published on the conference Web site and in the event mobile app
 - Option to purchase marketing opportunities

Diamond Level Exhibit Package – Fee: \$83,500 | 45 Packages

- Conference Registrations: 20 Badges
 - Badges permit access to all conference activities: SAPPHIRE NOW sessions, ASUG Annual Conference sessions, keynotes, show floor, lunch, and Thursday evening entertainment
 - Option to purchase additional conference badges at a discounted rate
- SAP Global Partner Summit Registrations: 5 Badges
 - The premier SAP partner information and enablement event, held on Monday, May 6
 - Option to purchase additional SAP Global Partner Summit badges at a discounted rate
- 20' x 20' Island Exhibit Space
 - Raw space only
- Option to Purchase Expanded Exhibit Space
 - 200 square feet: \$13,200 (Diamond level package plus 200 sq. ft. expanded space fee, total \$96,700)
- One Small Theater Presentation
 - 20-minute speaking opportunity
 - Time may be used to host a lecture, live demo, or discussion
 - Show floor location with seating for approximately 50 people
 - Session will be included in the session catalog
- Hotel Room Block
 - Exhibitor is responsible for all costs associated with hotel rooms
 - Based on availability on a first-come, first-served basis
- Visibility
 - Company name, logo, description (up to 850 characters, including spaces), link to Web site, and booth number published on the conference Web site and in the event mobile app
 - Option to purchase marketing opportunities

Emerald Plus Level Exhibit Package – Fee: \$65,000

- Conference Registrations: 10 Badges
 - Badges permit access to all conference activities: SAPPHIRE NOW sessions, ASUG Annual Conference sessions, keynotes, show floor, lunch, and Thursday evening entertainment
 - Option to purchase additional conference badges at a discounted rate
- Option to purchase SAP Global Partner Summit badges at a discounted rate
- 10' x 20' Inline Exhibit Space
 - 10' x 20' booth structure – rendering below
 - Full-color graphic panels
 - Header with company logo, three back walls, front counter, peninsula counter and wall. *Exhibitor to provide artwork, SAP/ASUG to produce.*
 - Non-secure storage in front counter and closet
 - Bistro height table and four chairs
 - Lighting, carpet, and wastebaskets
 - Install and dismantle labor
 - Nightly cleaning including vacuuming
- One 40" Flat Screen Display Monitor and Cable
- Electricity with Four Multi-Outlet Power Strips
- Four Hard-Wired Internet Connections
- Hotel Room Block
 - Exhibitor is responsible for all costs associated with hotel rooms
 - Based on availability on a first-come, first-served basis
- Visibility
 - Company name, logo, description (up to 750 characters, including spaces), link to Web site, and booth number published on the conference Web site and in the event mobile app
 - Option to purchase marketing opportunities



Emerald Level Exhibit Package – Fee: \$49,300

- Conference Registrations: 10 Badges
 - Badges permit access to all conference activities: SAPPHIRE NOW sessions, ASUG Annual Conference sessions, keynotes, show floor, lunch, and Thursday evening entertainment
 - Option to purchase additional conference badges at a discounted rate
- Option to purchase SAP Global Partner Summit badges at a discounted rate
- 10' x 20' Inline Exhibit Space
 - Raw space only, exhibitor to provide booth property
- Hotel Room Block
 - Exhibitor is responsible for all costs associated with hotel rooms
 - Based on availability on a first-come, first-served basis
- Visibility
 - Company name, logo, description (up to 750 characters, including spaces), link to Web site, and booth number published on the conference Web site and in the event mobile app
 - Option to purchase marketing opportunities

Ruby Level Exhibit Package – Fee: \$35,300

- Conference Registrations: 5 Badges
 - Badges permit access to all conference activities: SAPPHIRE NOW sessions, ASUG Annual Conference sessions, keynotes, show floor, lunch, and Thursday evening entertainment
 - Option to purchase additional conference badges at a discounted rate
- Option to purchase SAP Global Partner Summit badges at a discounted rate
- 10' x 10' Inline Exhibit Space
 - 10' x 10' booth structure: *Two design options are offered - see renderings below.*
 - Full-color graphic panels
 - Header with company logo, two back walls, front counter or peninsula counter. *Exhibitor to provide artwork, SAP/ASUG to produce.*
 - Non-secure storage
 - Two counter-height chairs
 - Lighting, carpet, and wastebasket
 - Install and dismantle labor
 - Nightly cleaning including vacuuming
- 24" Flat Screen Display Monitor and Cable
- Electricity with Two Multi-Outlet Power Strips
- Two Hard-Wired Internet Connections
- Visibility
 - Company name, logo, description (up to 750 characters, including spaces), link to Web site, and booth number published on the conference Web site and in the event mobile app
 - Option to purchase marketing opportunities

Option A



Option B

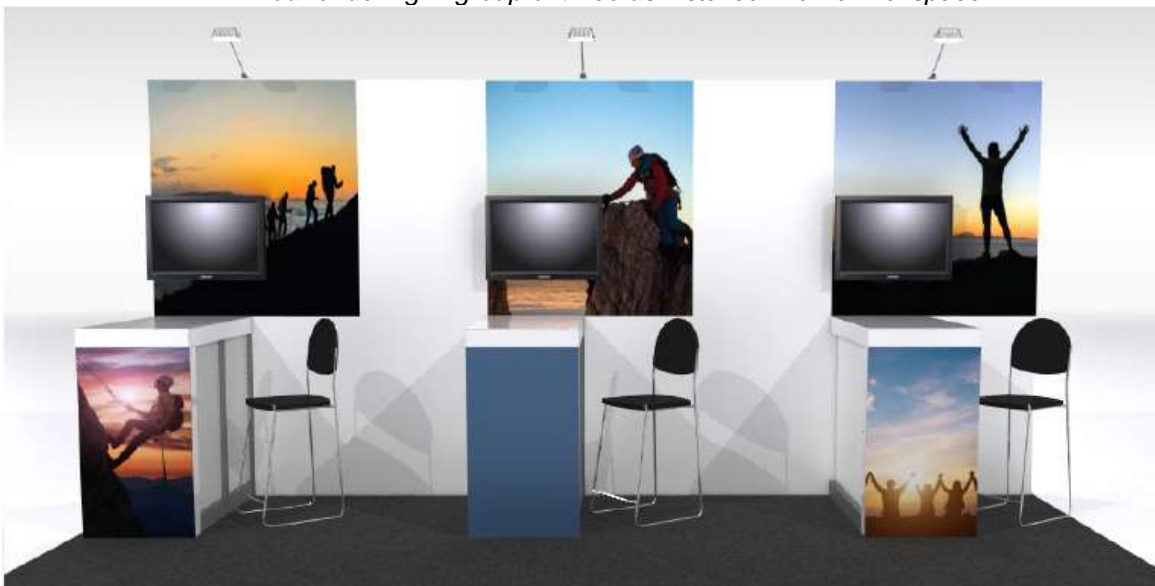


Pod Level Exhibit Package – Fee: \$15,000 | 42 Packages

- Conference Registrations: 2 Badges
 - Badges permit access to all conference activities: SAPPHIRE NOW sessions, ASUG Annual Conference sessions, show floor, lunch, and Thursday evening entertainment
 - Option to purchase additional conference badges at a discounted rate
- Option to purchase SAP Global Partner Summit badges at a discounted rate
- Pod Space
 - Pod structure – approximately 6' x 10' as three Pods are installed in a 10'x'20 space
 - Two full-color graphic panels
Exhibitor to provide artwork, SAP/ASUG to produce.
 - Counter-height chair
 - Non-secure storage
 - Lighting, carpet, and wastebasket
 - Install and dismantle labor
 - Nightly cleaning including vacuuming
- 24" Flat Screen Display Monitor and Cable
- Electricity with Multi-Outlet Power Strip
- Hard-Wired Internet Connection
- Visibility
 - Company name, logo, description (up to 750 characters, including spaces), link to Web site, and booth number published on the conference Web site and in the event mobile app
 - Option to purchase marketing opportunities



Pod rendering in group of three as installed in a 10'x20' space.



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