

# SAP TechEd in Las Vegas 2019 Exhibit Packages

September 24-27, 2019  
Show Floor Open September 24-26  
The Venetian|Palazzo Congress Center  
Las Vegas, Nevada



## Application

To sign up as an exhibitor, complete the online exhibitor application, <https://events.sap.com/teched-exhibitors/en/home>. Contact: Kim Cansler, Exhibitor Program Manager, [k.cansler@sap.com](mailto:k.cansler@sap.com), 919.488.4397.

## 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. SAP reserves the right to reject or cancel any application/agreement to exhibit.

## Payment Terms/Signed Agreement/Space Selection

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 agreement for signature and submit to the assigned exhibit manager within one week of completing the application and no later than August 16, 2019.
- It is the responsibility of the exhibiting company to process the invoice through their organization for payment to SAP by August 16. If the application is completed after August 16, payment and signed agreement are due upon receipt.

Gold Plus, Gold, and Silver level exhibitors' exhibit space selection order is determined by the receipt date of the signed Exhibitor Agreement. Exhibitors who have completed the application and whereby SAP has received the signed Exhibitor Agreement and full payment by August 16 will select space the week of August 19. Exhibitors whose signed agreement and payment are received after August 16 will be assigned space in order of the date their signed agreement is received, and provided space remains available.

Platinum level exhibitors will be contacted individually for their exhibit space selection.

SAP retains the exclusive right to revise the exhibit hall floor plan and/or move exhibitors as necessary.

## Exhibit Packages At-a-Glance

The SAP TechEd Las Vegas exhibit package overview is below. Details for each package follow on pages 3-6.

Package Components	Platinum	Gold Plus	Gold	Silver
Exhibit Package Fee due August 16	\$46,500	\$40,000	\$30,000	\$16,300
Exhibit Space	20'x20'	10'x20'	10'x20'	10'x10'
Full Conference Badge	6	4	4	2
Exhibits-Only Badge	10	3	3	2
Speaker Badge	1	1	0	0
Celebration Night Privileges	√			
SAP TechEd Live Interview	√			
Spotlight Promotion – Pre-Conference E-Mail	√			
Speaking Opportunity – Lecture Session	√	√		
Demo Theater Session	√	√	√	
Company Description – Character Limit	1,000	850	850	750
<b>Gold Plus, Gold, and Silver:</b>	–	√	√	√
Booth Structure, Graphic Panels, Carpet, Monitor	–	√	√	√
Lights, Chairs, Cleaning	–	√	√	√
Electricity and Hard-Wired Internet Connections	–	4	4	2

## Platinum Exhibit Package

- **Exhibit Package Fee – \$46,500**
- **20' x 20' Exhibit Space**
  - Raw space only, exhibitor to provide booth property
  - Premium island location
- **Recognition as a Top-Level Exhibitor**
  - Featured Exhibitor Promotion – company logo with hyperlink to the company Web site on the conference Web site home page
  - Celebration Night Privileges – details for this unique opportunity to follow
- **SAP TechEd Live Interview**
  - Opportunity for an executive from your company or a customer to be interviewed by SAP TechEd Live
- **Spotlight Promotion – Pre-Conference E-Mail**
  - Promotion of Platinum-level exhibitors in one dedicated SAP pre-conference e-mail to registered attendees
  - Company logo, URL, and contact information included, driving attendees to reach out to the exhibitor prior to the conference to start dialog, schedule meetings, etc.
- **Speaking Opportunity – Present a One-Hour Lecture Session**
  - Reach conference attendees in the classroom. Present a one-hour lecture session to showcase your solution, your best success story, your integration with SAP (exhibitor's session title, abstract, and final presentation is to be approved by SAP).
  - Session promoted in the conference Session Catalog
  - One complimentary Speaker badge included
- **Two Demo Theater Sessions**
  - Demonstrate your product, your solution, your technology
  - 20-minute, face-to-face, intimate sessions
- **Badges**
  - Six Full Conference badges with the opportunity to purchase more at the early bird rate of \$2,495
  - Ten Exhibits-only badges with the opportunity to purchase more for your staff at the rate of \$950
  - One Speaker badge
- **Additional Benefits**
  - Company name and booth number listed on the show floor directories
  - Company name, logo, description (1,000-character limit), link to Web site, and booth number published on the conference Web site and in the event mobile app
  - Opportunity to purchase marketing opportunities

*Note: a booth structure is NOT included in the Platinum level exhibit package*

## Gold Plus Exhibit Package

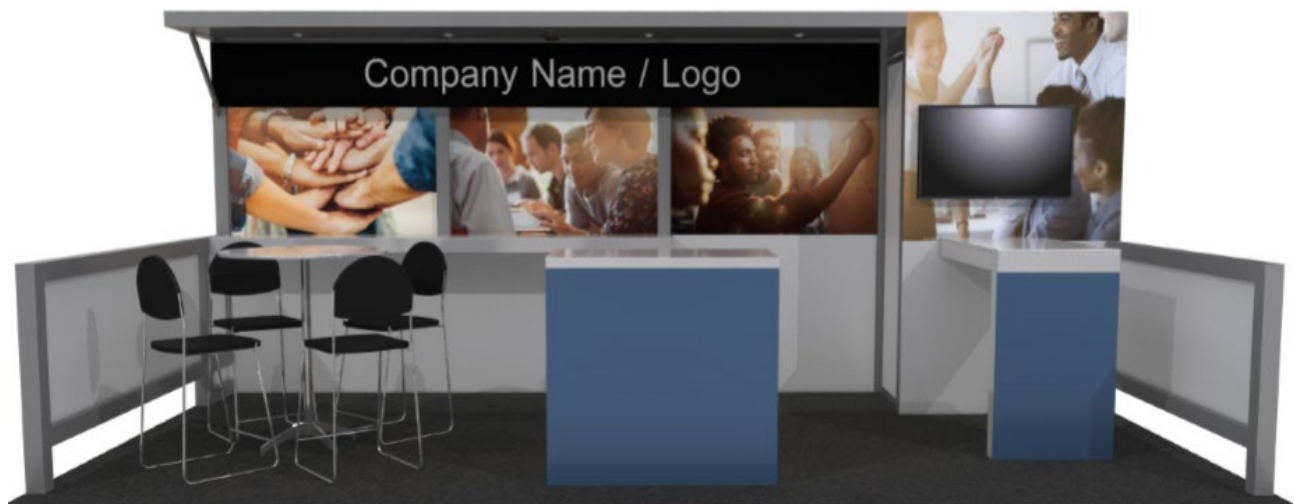
- **Exhibit Package Fee – \$40,000**
- **10' x 20' Booth Structure / Space**
  - Customized graphic panels (exhibitor to provide the artwork, SAP to produce)
  - Bistro table
  - Four counter-high, padded chairs
  - Carpet
  - Lights
  - Nightly cleaning
  - Install and dismantle labor
  - Literature rack and wastebasket
- **Speaking Opportunity – Present a One-Hour Lecture Session**
  - Reach conference attendees in the classroom. Present a one-hour lecture session to showcase your solution, your best success story, your integration with SAP (exhibitor's session title, abstract, and final presentation is to be approved by SAP).
  - Session promoted in the conference Session Catalog
  - One complimentary Speaker badge included
- **One Demo Theater Session**
  - Demonstrate your product, your solution, your technology
  - 20-minute, face-to-face, intimate session
- **One 40" Flat Screen Display Monitor and Cable**
- **Four Hard-Wired Internet Connections**
- **Electricity with Power Strips**
- **Badges**
  - Four Full Conference badges with the opportunity to purchase more at the early bird rate of \$2,495
  - Three Exhibits-only badges with the opportunity to purchase more for your staff at the rate of \$950
  - One Speaker badge
- **Additional Benefits**
  - Company name and booth number listed on the show floor directories
  - Company name, logo, description (850-character limit), link to Web site, and booth number published on the conference Web site and in the event mobile app
  - Opportunity to purchase marketing opportunities

*Refer to page 5 for a rendering of the 10'x20' booth structure.*

## Gold Exhibit Package

- **Exhibit Package Fee – \$30,000**
- **10' x 20' Booth Structure / Space**
  - Customized graphic panels (exhibitor to provide the artwork, SAP to produce)
  - Bistro table
  - Four counter-high, padded chairs
  - Carpet
  - Lights
  - Nightly cleaning
  - Install and dismantle labor
  - Literature rack and wastebasket
- **One Demo Theater Session**
  - Demonstrate your product, your solution, your technology
  - 20-minute, face-to-face, intimate session
- **One 40" Flat Screen Display Monitor and Cable**
- **Four Hard-Wired Internet Connections**
- **Electricity with Power Strips**
- **Badges**
  - Four Full Conference badges with the opportunity to purchase more at the early bird rate of \$2,495
  - Three Exhibits-only badges with the opportunity to purchase more for your staff at the rate of \$950
- **Additional Benefits**
  - Company name and booth number listed on the show floor directories
  - Company name, logo, description (850-character limit), link to Web site, and booth number published on the conference Web site and in the event mobile app
  - Opportunity to purchase marketing opportunities

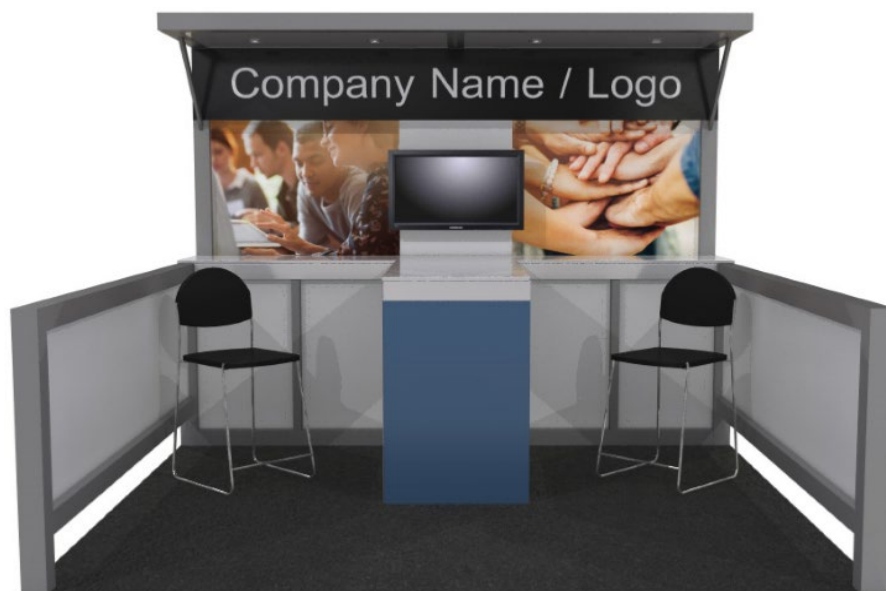
Gold Plus and Gold booth rendering



## Silver Exhibit Package

- **Exhibit Package Fee – \$16,300**
- **10' x 10' Booth Structure / Space**
  - Customized graphic panels (exhibitor to provide the artwork, SAP to produce)
  - Two counter-high, padded chairs
  - Carpet
  - Lights
  - Nightly cleaning
  - Install and dismantle labor
  - Literature rack and wastebasket
- **One 24" Display Monitor** – a replacement may be made at the exhibitor's expense
- **Two Hard-Wired Internet Connections**
- **Electricity with Power Strips**
- **Badges**
  - Two Full Conference badges with the opportunity to purchase more at the early bird rate of \$2,495
  - Two Exhibits-only badges with the opportunity to purchase more for your staff at the rate of \$950
- **Additional Benefits**
  - Company name and booth number listed on the show floor directories
  - Company name, logo, description (750-character limit), link to Web site, and booth number published on the conference Web site and in the event mobile app
  - Opportunity to purchase a one-hour lecture session for \$12,500 to showcase your solution, your best success story, your integration with SAP (exhibitor's session title, abstract, and final presentation is to be approved by SAP). One complimentary Speaker badge is included.
  - Opportunity to purchase marketing opportunities

Silver booth rendering





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