

# SAP TechEd Las Vegas 2018 Exhibit Packages

October 2-5, 2018  
Show Floor Open October 2-4  
The Venetian|Palazzo Congress Center  
Las Vegas, Nevada



## Application

To sign up as an exhibitor, complete the online exhibitor application, [www.sapteched.com/usa/exhibitors](http://www.sapteched.com/usa/exhibitors). Contact: Ellen Stangroom, Exhibitor Program Manager, [e.stangroom@sap.com](mailto:e.stangroom@sap.com), 508.461.7683.

## 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 / Assignment of Space

A completed online Exhibitor Application, signed Exhibitor Agreement, and full payment must be received prior to the respective deadline to qualify for a payment category. If an application is submitted before the deadline, but payment is not received in full, the exhibitor will be expected to pay the applicable category fee at the time payment is made.

The assignment of exhibitor space for Gold Plus, Gold, and Silver level exhibitors is determined by alphabetical order for all exhibitors who have completed the application and whereby SAP has received the signed Exhibitor Agreement and full payment by August 24, 2018. Exhibitors whose signed agreement and payment is received after August 24 will be assigned space based on availability. SAP retains the exclusive right to revise the exhibit hall floor plan and/or move exhibitors as necessary. All fees must be paid in full prior to set-up. Platinum level exhibitors will be contacted individually for their exhibit space locations.

## 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
Fee – Early Bird: Paid through August 3	\$46,500	\$40,000	\$30,000	\$16,300
Fee – Regular: Paid August 4 through August 24	\$51,000	\$44,000	\$34,000	\$19,000
Space	20'x20'	10'x20'	10'x20'	10'x10'
Full Conference Pass	6	4	4	2
Exhibits-Only Pass	10	3	3	2
Speaker Pass	1	1	0	0
After Hours Party Privileges	√			
SAP TechEd Live Interview	√			
Spotlight Promotion – Pre-Conference E-Mail	√			
Speaking Opportunity – Lecture Session	√	√		
Speaking Opportunity for Purchase – \$12,500	√	√	√	√
Demo Theater Session	√	√	√	
Company Description – Character Limit	1,000	850	850	750
<b>Turnkey Booth:</b>	–	√	√	√
Booth Structure, Graphic Panels, Carpet	–	√	√	√
Lights, Chairs, Cleaning	–	√	√	√
Display Monitor	–	1	1	1
Electricity and High-Speed Internet Connections	–	4	4	2

## Platinum Exhibit Package

- **Fee – Early Bird: Paid through August 3**..... \$46,500
- **Fee – Regular: Paid August 4 through August 24**..... \$51,000
- **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
  - After Hours Party 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
  - Interviews streamed live to the conference Web site
- **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 pass included
- **Two Demo Theater Sessions**
  - Demonstrate your product, your solution, your technology
  - 20-minute, face-to-face, intimate sessions
- **Passes**
  - Six Full Conference passes with the opportunity to purchase more at the early bird rate of \$2,495
  - Ten Exhibits-only passes with the opportunity to purchase more for your staff at the rate of \$950
  - One Speaker pass
- **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
  - Opportunity to provide content and be promoted via SAP TechEd social media, primarily Twitter

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

## Gold Plus Exhibit Package

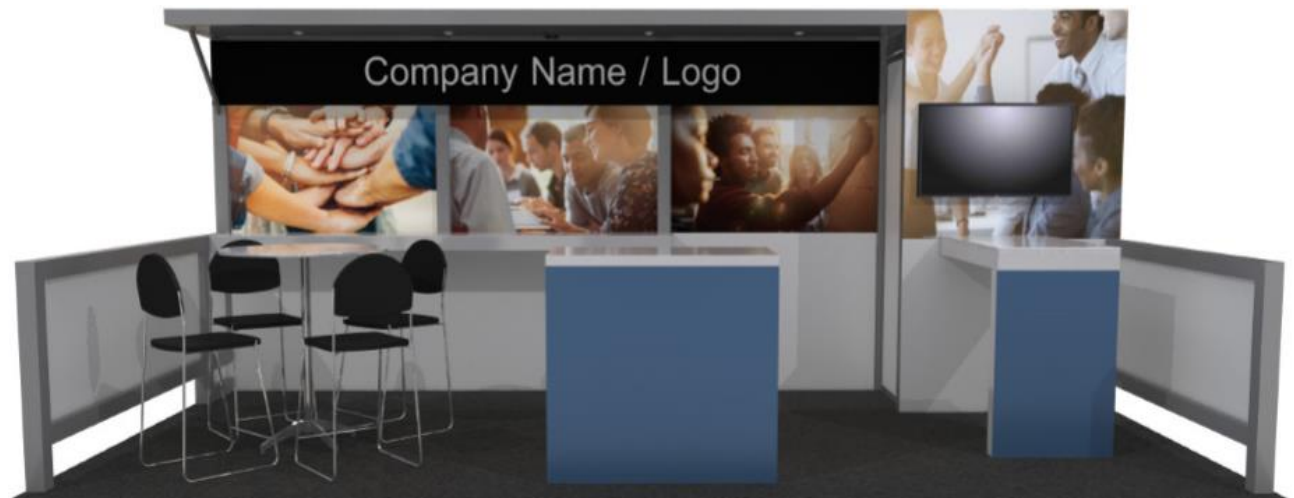
- **Fee – Early Bird: Paid through August 3**..... \$40,000
- **Fee – Regular: Paid July 29 through August 24** ..... \$44,000
- **10' x 20' Booth Structure / Space**
  - Customized graphic panels (exhibitor to provide the artwork, SAP to produce)
  - Bistro table
  - Four counter-high, padded chairs
  - 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 pass 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**
- **Passes**
  - Four Full Conference passes with the opportunity to purchase more at the early bird rate of \$2,495
  - Three Exhibits-only passes with the opportunity to purchase more for your staff at the rate of \$950
  - One Speaker pass
- **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
  - Opportunity to provide content and be promoted via SAP TechEd social media, primarily Twitter

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

## Gold Exhibit Package

- **Fee – Early Bird: Paid through August 3**..... \$30,000
- **Fee – Regular: Paid August 4 through August 24**..... \$34,000
- **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**
- **Passes**
  - Four Full Conference passes with the opportunity to purchase more at the early bird rate of \$2,495
  - Three Exhibits-only passes 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
  - Opportunity to provide content and be promoted via SAP TechEd social media, primarily Twitter

**Gold and Gold Plus booth rendering**





## Silver Exhibit Package

- **Fee – Early Bird: Paid through August 3** ..... \$16,300
- **Fee – Regular: Paid August 4 through August 24** ..... \$19,000
- **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**
- **Passes**
  - Two Full Conference passes with the opportunity to purchase more at the early bird rate of \$2,495
  - Two Exhibits-only passes 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 pass is included.
  - Opportunity to purchase marketing opportunities
  - Opportunity to provide content and be promoted via SAP TechEd social media, primarily Twitter

Silver booth rendering



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