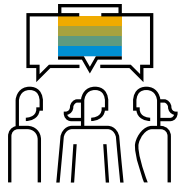


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Exhibitor Program Prospectus



Overview

Attracting Highly-Qualified Buyers and Key Decision Makers
Expected Attendance of 23,000

Customer Experience

Hosted by SAP and ASUG, SAPPHIRE NOW and ASUG Annual Conference is a premier innovative cloud and business technology conference. Over these three dynamic days, attendees will:


- See how the world's most successful and leading-edge companies are solving economical, societal, environmental, and technological challenges of today and tomorrow
- Experience the most impactful innovative business software, services, and technologies in the world
- Meet, listen to, and network with an incredible roster of visionary leaders, technology experts, and pioneering icons in digital business
- Experience showcases and sessions that represent end-to-end business processes and feature the latest SAP technologies, with storylines by industry and line of business
- Engage directly with ASUG's business and technology professionals and discover ways to engage with the ASUG community beyond the conference to help maximize return on their SAP investments

Exhibiting Partner Experience

As businesses are redefining themselves for the experience economy, the convergence of SAP, ASUG, and our partner ecosystem are providing solutions for organizations to become intelligent enterprises that connect experiences to operations. SAPPHIRE NOW and ASUG Annual Conference is where SAP partners will:

- Showcase their solutions, services, and software to thousands of SAP customers, including senior executives, business leaders, and IT decision-makers
- Engage with top executives from leading companies to build new relationships and generate new opportunities
- Build on event excitement and momentum to help accelerate existing deals and build on the SAP themes
- Cross-sell and upsell to current customers and prospects by showcasing solutions that use the latest SAP innovations and address their individual business challenges

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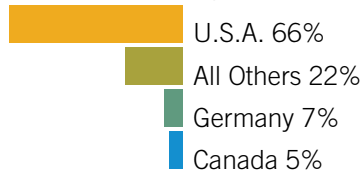
Key Dates and Deadline

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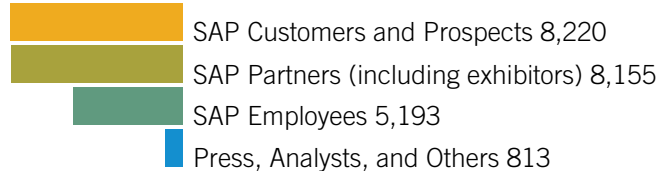


2019 Attendee Demographics

Country



Relationship



Job Function



Details of the total 8,220 customers and prospects

Industry

Aerospace and Defense	357
Agribusiness	123
Automotive	338
Banking	163
Building Materials	115
Cargo Transport & Logistics	81
Chemicals	355
Consumer Products	999
Defense and Security	52
Engineering, Construction, Operations	181
Fabricated Metal Products	77
Fashion	65
Forest Products, Furniture & Textile	104
Healthcare	299
High Tech	651
Higher Education and Research	95
Industrial Machinery and Components	276
Insurance	140
Life Sciences	363
Media	90
Mining	98
Oil and Gas	378
Other	721
Passenger Travel & Leisure	98
Postal	4
Primary Metals	40
Professional Services	284
Public Sector	360
Retail	525
Sports & Entertainment	50
Telecommunications	179
Utilities	349
Wholesale Distribution	210

Department

Controlling	141
Customer Facing: Marketing	95
Customer Facing: Sales	179
Customer Facing: Service & Consulting	127
e-Commerce	78
Finance/Accounting	636
Human Resources	157
Information Technology	5,204
Legal	12
Operations Business Processes	374
Operations Technical Process, Production, Manufacturing	150
Other	544
Procurement/Purchasing	140
Research/Development	60
Supply Chain Management/Logistics	323

22,381

Attendees

222

Exhibiting Partners

Social



Earned Reach 521M+

Earned Mentions 43,221

Video Views 826,677

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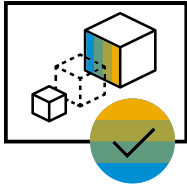
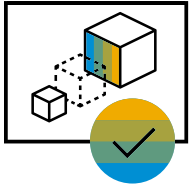


Exhibit Packages and Pricing

Exhibit Packages at a Glance Package Components

	Sapphire <i>SOLD OUT</i>	Onyx <i>SOLD OUT</i>	Diamond <i>SOLD OUT</i>	Emerald Plus	Emerald	Ruby	Pod <i>SOLD OUT</i>
Fee	\$246,000	\$172,000	\$90,000	\$70,000	\$53,000	\$38,000	\$16,000
Quantity	14	23	45	No limit – available until space is sold out or the sign-up deadline			36
Conference Badges	70	52	20	10	10	5	2
Option to Purchase Discounted Conference Badges	✓	✓	✓	✓	✓	✓	✓
SAP Global Partner Summit Badges	15	10	5				
Option to Purchase Discounted Badges for the SAP Global Partner Summit	✓	✓	✓	✓	✓	✓	✓
Island Exhibit Space	30'x40'	30'x30'	20'x20'				
Option to Purchase Expanded Exhibit Space	✓	✓	✓				
Inline Exhibit Space				10'x20'	10'x20'	10'x10'	~ 6'x10'
Includes a booth structure, display monitor, Internet, electrical, chairs, carpet, cleaning, and wastebasket				✓		✓	✓
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	✓						
Featured Exhibitor Promotion on the Home Page of the Conference Web Site	✓	✓					
Hotel Room Block (based on availability)	✓	✓	✓	✓	✓		
Included in Exhibitor Lists Wherever Promoted (i.e. conference Web site, event mobile app)	✓	✓	✓	✓	✓	✓	✓
Option to Purchase Marketing Opportunities	✓	✓	✓	✓	✓	✓	✓
View additional package details							

The exhibit package components listed in this document are subject to change.



Sapphire Level [SOLD OUT]

\$246,000 | 14 Packages

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 11
- Option to purchase additional SAP Global Partner Summit badges at a discounted rate

30' x 40' Island Exhibit Space

- Raw space only – exhibitor to provide booth structure

Option to Purchase Expanded Exhibit Space

- 300 sq. ft. (30' x 50'): Plus \$21,000
- 400 sq. ft. (40' x 40'): Plus \$28,000

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 is included in the session catalog

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 are included in the session catalog

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

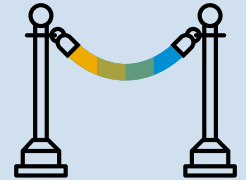
Hotel Room Block

- Option to block 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

Items exclusive to the Sapphire level package



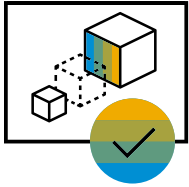
Home-Base Conference Room

- Dedicated meeting room
- Exhibitor responsible for furnishings, Internet, electrical, catering, etc.

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



Onyx Level [SOLD OUT] \$172,000 | 23 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 11
- Option to purchase additional SAP Global Partner Summit badges at a discounted rate

30' x 30' Island Exhibit Space

- Raw space only – exhibitor to provide booth structure, see examples on the right from 2019

Option to Purchase Expanded Exhibit Space

- 300 sq. ft. (30' x 40'): Plus \$21,000

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 is included in the session catalog
- Session will be scheduled on Wednesday or Thursday

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



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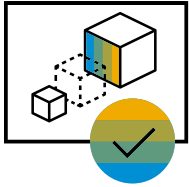
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Diamond Level [SOLD OUT] \$90,000 | 45 Packages

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 11
- Option to purchase additional SAP Global Partner Summit badges at a discounted rate

20' x 20' Island Exhibit Space

- Raw space only – exhibitor to provide booth structure, see examples on the right from 2019

Option to Purchase Expanded Exhibit Space

- 200 sq. ft. (20' x 30'): Plus \$14,000

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 is included in the session catalog
- Session will be scheduled on Wednesday or Thursday

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



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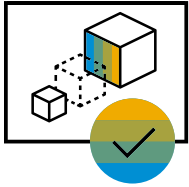
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Emerald Plus Level

\$70,000

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

- The premier SAP partner information and enablement event, held on Monday, May 11

10' x 20' Inline Exhibit Space

- 10' x 20' booth structure
- 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 wastebasket
- Install and dismantle labor
- Nightly cleaning including vacuuming

One 43" Flat Screen Display Monitor and Cable

Electricity with Four Multi-Outlet Power Strips

Four Hard-Wired Internet Connections

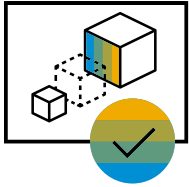
Hotel Room Block

- 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 \$53,000

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

- The premier SAP partner information and enablement event, held on Monday, May 11

10' x 20' Inline Exhibit Space

- Raw space only – exhibitor to provide booth structure, see examples on the right from 2019

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



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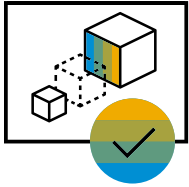
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Ruby Level \$38,000

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

- The premier SAP partner information and enablement event, held on Monday, May 11

10' x 10' Inline Exhibit Space

- 10' x 10' booth structure – layout options to the right
- 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

32" Flat Screen Display Monitor and Cable

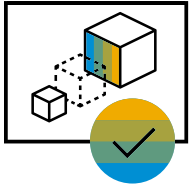
Electricity with Two Multi-Outlet Power Strips

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





Pod Level [SOLD OUT] \$16,000 | 36 Packages

Conference Registrations: 2 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

- The premier SAP partner information and enablement event, held on Monday, May 11

Pod Space

- Pod structure – approximately 6' x 10' as three Pods are installed in a 10' x 20' space (as shown to the right)
- Two full-color graphic panels
 - Back panel and peninsula counter
 - 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

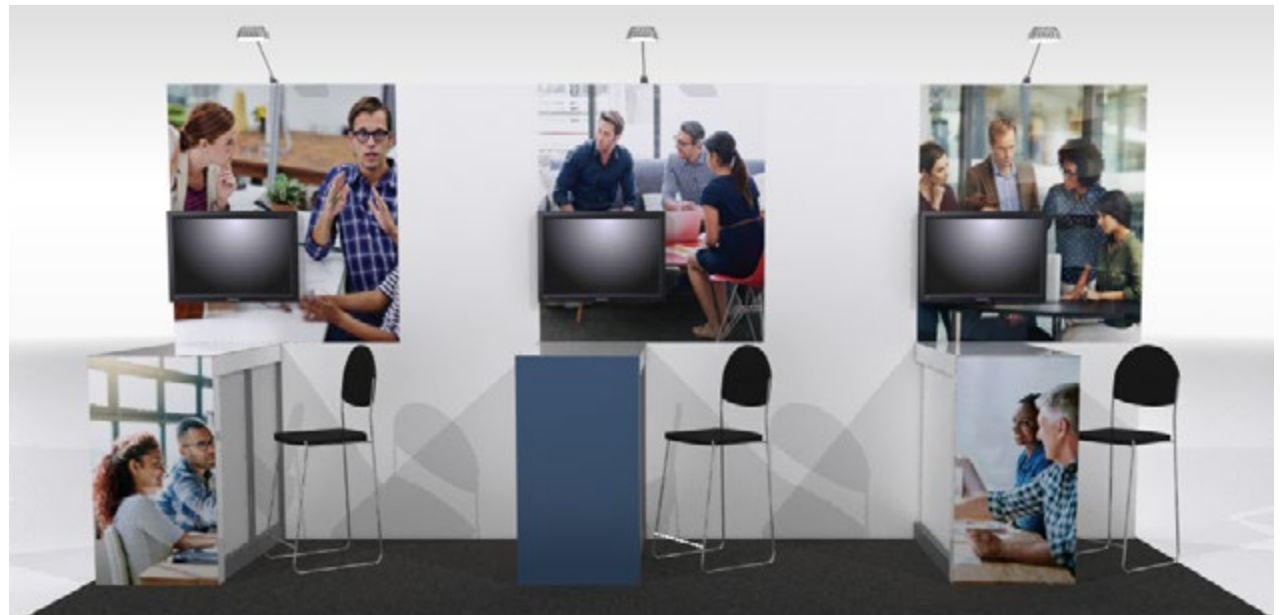
32" Flat Screen Display Monitor and Cable


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



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FAQs

To assist in your decision-making, we have provided some exhibitor FAQs below. Please contact the [exhibitor team](#), as we are here to assist you.

When and where will this event take place?

SAPPHIRE NOW and ASUG Annual Conference will take place May 12–14 at the North/South Building of the Orange County Convention Center in Orlando, Florida.

Is there an eligibility requirement to exhibit?

Eligibility to be an Exhibitor in this program is limited to companies that have an operational partnership 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.

How do I sign up to exhibit?

The online application to exhibit is available on the [Exhibitor Information Site](#). Once your application is completed, an agreement and invoice will be e-mailed to the contacts listed in the application. Incorporated with the agreement are the [Exhibitor Rules and Regulations](#).

What are the key sign-up deadlines?

To receive valuable exposure on the SAPPHIRE NOW and ASUG Annual Conference Web site, we encourage exhibitors to sign up as soon as they have made a decision to exhibit.

- December 31 should be considered the target date if exhibiting at one of the top three levels: Sapphire, Onyx, or Diamond. This is also the deadline date to gain two [priority points](#) by completing the application and submission of the signed agreement.
- February 7 is a key date, as exhibitors who have completed the application and submitted payment and the signed agreement by this date will select their exhibit space in the first wave.
- March 31 is the last day an application will be accepted, based on availability. Please note that it is possible we will sell out of space prior to this date.

How do I select my exhibit space?

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 February 7.

When can I purchase a marketing opportunity, to include meeting space?

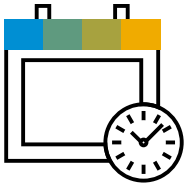
Marketing opportunities will be available to exhibitors in late January. Questions should be directed to [Ana Cashdollar](#).

Where can I find even more information about the exhibitor program?

The [Exhibitor Information Site](#) will be updated over the planning period with additional information to offer a complete resource for exhibitors. A console unique to each exhibitor will include a timeline to help manage all deliverables.

How can I secure a speaking opportunity?

Speaking sessions are included with the Sapphire, Onyx, and Diamond level exhibit packages. ASUG offers a [Call for Proposals](#) (November 15 deadline). SAP does not conduct a call for speakers. A limited number of case study speakers will be recruited, by invitation, to meet the specific needs of the event strategy.



Agenda at a Glance

This is a preliminary agenda to include when exhibitors are invited to host evening events. An event is defined as having over 50 conference attendees.

Program activities are subject to change. For the most up-to-date show floor hours, refer to the Exhibitor Conference Schedule located in the Exhibitor Manual.

Monday, May 11

- SAP Global Partner Summit (additional fees apply)
- ASUG Pre-Conference Seminars (additional fees apply)

Tuesday, May 12

- SAP Keynote
- Show Floor and Sessions
- ASUG Keynote
- SAP Special Interest Activity Receptions


Wednesday, May 13

- SAP Keynote
- Show Floor and Sessions
- SAP Special Interest Activity Receptions
- Open Night for Exhibitor Events (must start after 8:30 p.m.)

Thursday, May 14

- SAP Keynote
- Show Floor and Sessions
- Open Time for Exhibitor Events 6:00 p.m.–8:30 p.m. (after the show floor closes and before the concert)
- SAP Concert

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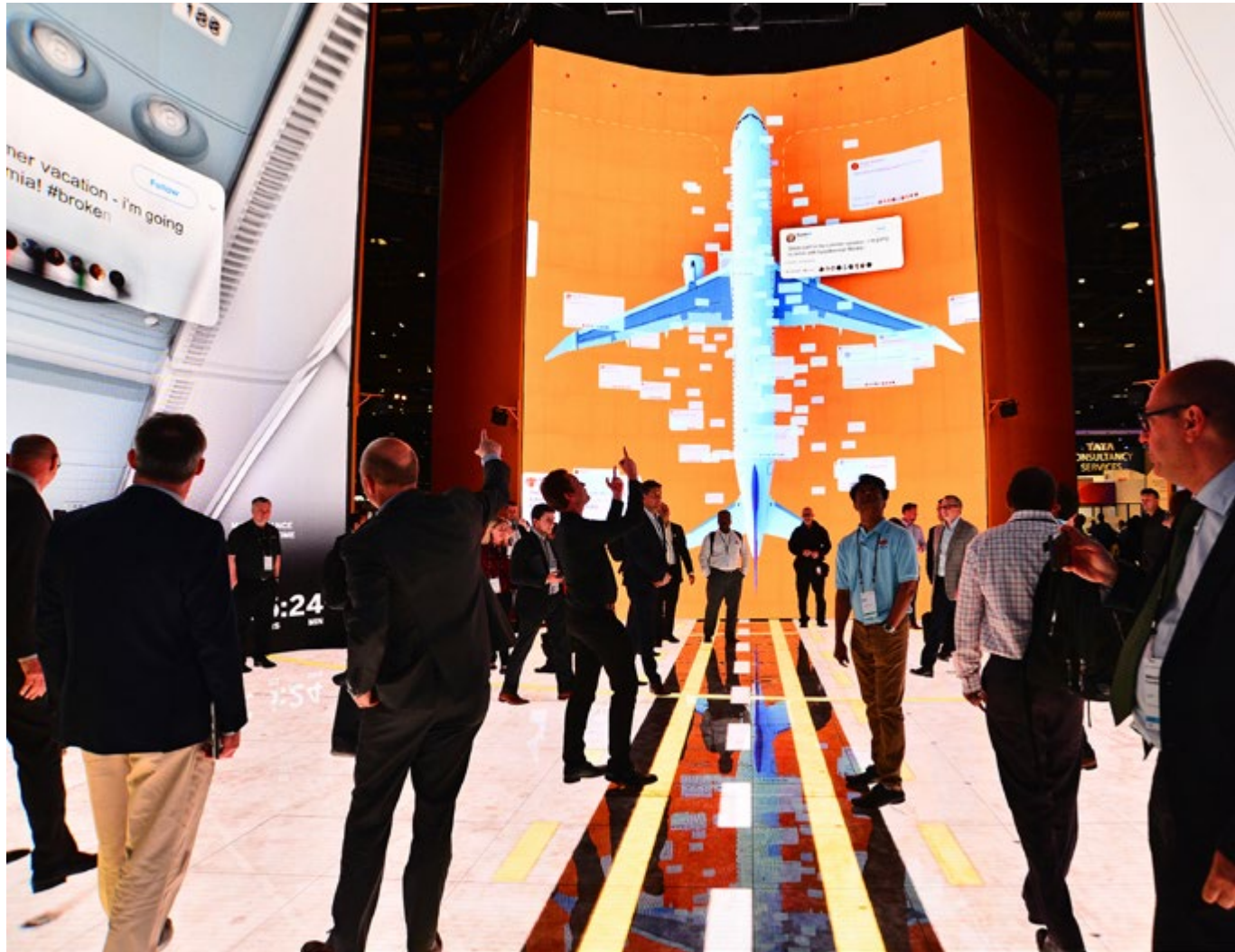
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Key Dates and Deadlines*

- December** Exhibitor manual and customized console available
- December 31** Gain two [priority points](#) with a completed exhibitor application and signed agreement
- January** Marketing opportunities available
- February 7** Application, signed agreement, and full payment due to be eligible for [priority point](#) space selection
- February** Exhibit space selection begins; timing will vary depending on exhibit package level
- March 2** Cancellation/reduction of exhibit space deadline; review the Exhibitor Program Rules and Regulations for full cancellation policy
- March 31** Last day to complete the application to exhibit, space permitting
- May 11** All exhibitors should be “show ready” by 5:00 p.m.
- May 12–14** Show days

*All dates are tentative and subject to change.



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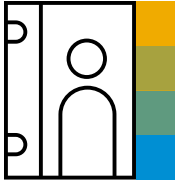
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If you have questions on the material in this prospectus or the SAPPHIRE NOW and ASUG Annual Conference Exhibitor Program, please contact us:

Exhibitor Program Director	Barb Kavetski	b.kavetski@sap.com	610.518.6291
Exhibitor Program Sales and Exhibit Manager – Sapphire Exhibitors	Ellen Stangroom	e.stangroom@sap.com	508.461.7683
Exhibit Manager – Onyx Exhibitors	Jim Boyle	ja.boyle@sap.com	484.416.3067
Exhibit Manager – Diamond Exhibitors	Sandy Lorenz	sandra.lorenz@sap.com	508.461.7421
Exhibit Manager – Emerald Plus and Ruby Exhibitors	Cassie Palacios	cassie.palacios@asug.com	734.730.4279
Exhibit Manager – Emerald and Pod Exhibitors	Kim Cansler	k.cansler@sap.com	919.977.6060
Marketing Manager	Ana Cashdollar	ana.cashdollar@asug.com	312.673.5607



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
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