



October 8–10, 2019 | Fira de Barcelona, Spain

SAP® TechEd Barcelona

Exhibitor Information

Table of Contents

3	Important Deadlines
----------	----------------------------

4	General Information
----------	----------------------------

7	Venue Overview
----------	-----------------------

8	Eligibility to Exhibit
----------	-------------------------------

9	Invoicing
----------	------------------

10	Exhibition Opportunities
11	Packages-at-a-Glance
12	Premium Package
13	Superior Package
14	Comfort Package
15	Basic Package

16	Meeting Rooms
-----------	----------------------

17	Marketing Sponsorship Opportunities
-----------	--

20	Important Registration Information
-----------	---

21	Rules and Regulations
-----------	------------------------------

Important Deadlines

Item/Action	Must be received by	At
Application for package – early-bird deadline	July 26, 2019	Callies & Schewe Kommunikation GmbH https://sponsorships.calliesundschewe.de/sapteched19
Company logo (for conference Web site, mobile app, and booth logo sign)	within one week after registration	Callies & Schewe Kommunikation GmbH Kristina Van Cleave k.van.cleave@sap.com or upload at https://sponsorships.calliesundschewe.de/sapteched19
Company profile (for conference Web site and mobile app)	within one week after registration	Callies & Schewe Kommunikation GmbH Kristina Van Cleave k.van.cleave@sap.com or upload at https://sponsorships.calliesundschewe.de/sapteched19
Submit title/abstract for partner lecture session (Premium sponsors and exhibitors that purchased a speaking slot)	August 1, 2019	SAP Speaker Resource Center Saptechedspeaker.info@sap.com
Application for package – firm deadline	August 16, 2019	Callies & Schewe Kommunikation GmbH https://sponsorships.calliesundschewe.de/sapteched19
Application for meeting room (optional for Premium and Superior package)	August 16, 2019	Callies & Schewe Kommunikation GmbH https://sponsorships.calliesundschewe.de/sapteched19
Submit signed order confirmation	asap, but by not until August 16, 2019, at the latest (booth space cannot be allocated if the signed agreement has not been submitted by this date this date)	Callies & Schewe Kommunikation GmbH Kristina Van Cleave k.van.cleave@sap.com
Application for marketing sponsorship opportunities (optional)	August 23, 2019	Callies & Schewe Kommunikation GmbH https://sponsorships.calliesundschewe.de/sapteched19
Submit input for demo session(s) – Premium and Superior level exhibitors	September 1, 2019	Submission information to be provided
Submit session presentation for one-hour speaking slot (Premium exhibitors and those that purchased a speaking slot)	September 6, 2019	SAP Speaker Resource Center saptechedspeaker.info@sap.com
Registration of booth staff (complimentary tickets included in package)	Registration at any time	SAP Registration Office/Grass Roots sappartner@delegate.com

The SAP TechEd Barcelona exhibitor manual with detailed information on your booth (e.g. booth sketches, graphics specifications) as well as vendor information will go live in early September. Respective deadlines will be published in the online manual.

Please check <https://sponsorships.calliesundschewe.de/sapteched19> for further reference.

The SAP TechEd Experience

SAP TechEd is SAP's premier technical conference attracting developers, engineers, architects, system administrators, DBAs, IT Managers, and others in technical job roles with SAP customers and partners. The event teaches SAP customers and partners how to adapt to a changing technology landscape – helping them navigate their digital transformation to an intelligent enterprise and cope with the real-time challenges they face in their jobs every day. Attendees use what they learn at SAP TechEd to influence the IT practices and purchasing decisions within their companies, as they leave the event equipped to make better decisions, overcome challenges, and maximize their companies' IT investments.

People

The SAP TechEd audience is a community of engaging, curious professionals focused on solving problems for their companies. They represent a wide variety of technical job functions but share a passion for cloud technology and innovation in general. Robust learning opportunities, trusted partners, and face-to-face access to SAP product development experts, solution engineers, SAP mentors, and SAP Community topic leads make SAP TechEd a valuable investment for entire corporate technical teams.

Education

SAP experts spend all year preparing classes specifically for delivery at SAP TechEd. The sessions vary from best practices and deep-dives, to hands-on instruction and how-to advice. There are specific sessions for SAP product strategy and product road maps, as well as outside-in sessions with industry luminaries sharing current innovations and IT trends. Attendees will gain insight into the modern technologies they need to stay agile in the future – including cloud native architectures, artificial intelligence (AI), blockchain, machine learning, and Internet of Things (IoT). Foundational elements like data management and business intelligence are also covered.

Attendees always find experiences specifically designed to forge relationships and peer-to-peer learning. Expanded this year, content learning journeys will help attendees to better navigate the wealth of information delivered at the conference, and to continue their education beyond the event.

Problem Solving

SAP TechEd is designed to help attendees get answers to their most complex questions. Direct contact with SAP solution engineers makes it easy to discuss unique challenges and find the answers needed to move forward.

Show Floor Experience

The show floor is a place for attendees to explore ideas and innovation outside of the classroom. Each year, we introduce new ways to foster community, knowledge, and fun in an enticing, experiential environment.

Is This Your Customer?

SAP TechEd attendees are in-the-know and want-to-know. You will find engineers, architects, developers, business managers, IT managers, and all levels of IT technicians. Take advantage of this opportunity to meet and influence current and potential customers from the following areas of expertise:

- Infrastructure
- Business Applications
- Application Development
- Information Management
- Operations and DevOps
- Security
- Enterprise Architecture
- IT Finance and PMO

Exhibiting at SAP TechEd creates instant value and sustained results for your company.

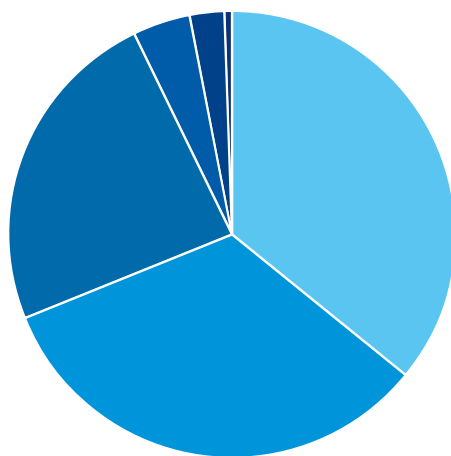
SAP TechEd: A Return on Investment Like No Other

With deep content on a broad variety of topics, complemented by extensive networking opportunities, SAP TechEd attracts a technically savvy audience that will immediately understand and appreciate the value of your products. While your technical experts are building relationships with existing customers and prospects, they will also have a chance to hone skills and leverage tools to remain flexible and agile in an ever-changing, competitive marketplace. Join us in Barcelona and see the benefits of SAP TechEd for yourself.

Conference Demographics

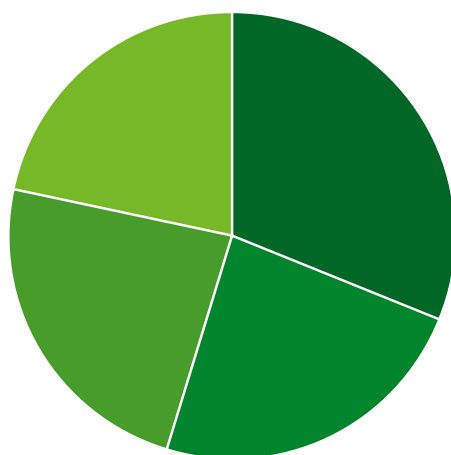
SAP TechEd Barcelona in 2018

Expected attendance of SAP TechEd Barcelona in 2019 is 4,500+.



Attendee Relationship to SAP

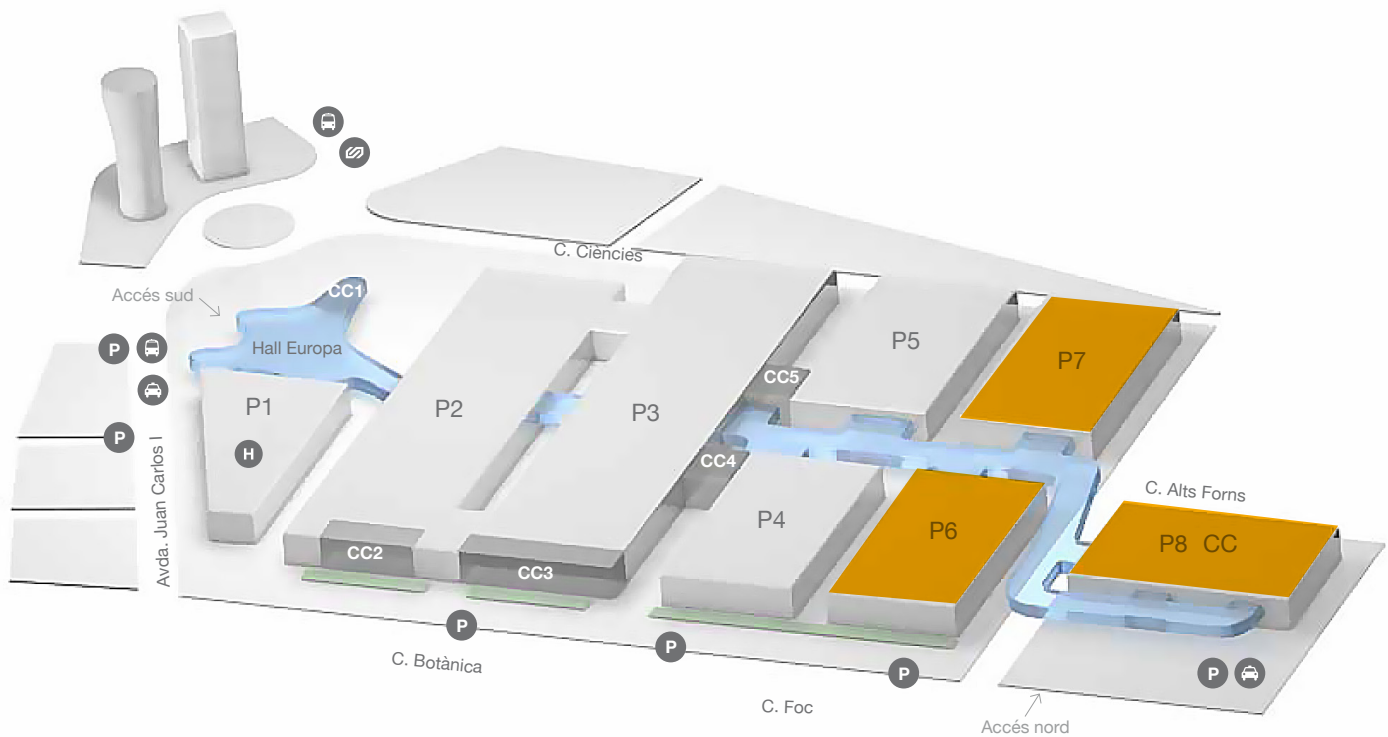
- 36% SAP Partner and Prospective Partner
- 33% SAP Customer and Prospects
- 24% SAP Employee
- 4% Independent Consultants
- 2.5% Vendor
- 0.5% Other



Job Function

- 29% Consultant
- 29% Project Management and Team Leads
- 22% Other
- 20% Management / Business Team

Venue Overview



SAP TechEd Barcelona will again take place in **halls 6, 7, and 8 of Fira de Barcelona, Gran Via**. Further details on the location of the key conference elements will be provided by your exhibit manager shortly.

Eligibility to Exhibit

Exhibition at SAP TechEd Barcelona is by Invitation Only

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.

Key Contact

For all SAP TechEd Barcelona exhibit package and marketing opportunity questions, please contact:

Kristina Van Cleave Exhibit Manager,
Callies & Schewe Kommunikation GmbH
k.van.cleave@sap.com
+49 (0)621 40 54 79 55

How to Apply

Applications for an exhibit package may only be made online at <https://sponsorships.calliesundschewe.de/sapteched19> starting the week of June 24. By signing the exhibitor agreement, every exhibitor agrees to the SAP TechEd Barcelona rules and regulations which are available on the Exhibiting Partner Web site and at the end of this document.

Please note:

Each company may only apply for one package. Booth space is limited and will be allocated on a first-come, first-served basis (based on the return date of the signed agreement). Given deadlines are critical to avoid losing the options offered. The exhibitor agreement is complete and final when your exhibit manager has received the signed exhibitor agreement PDF.

Invoicing

The invoice for your participation will be sent after receipt of the signed exhibitor agreement by SAP Spain

SAP España, Sistemas, Aplicaciones
y Productos en la Informática, S.A.
Calle Torrelaguna, 77
Bloque SAP
28043 Madrid
Spain

Payment is due upon receipt of the invoice (prior to the show) and must be made in Euros.

Companies with a Spanish billing address will be charged 21% VAT. Sponsors (with an intra-community VAT number) based in other EU countries will be exempt from VAT. Companies with a billing address outside of the EU who supply a valid Fiscal Identification Number will also be exempt from VAT. Companies with a billing address outside of the EU who DO NOT supply a valid VAT or Fiscal Identification Number will be charged 21% Spanish VAT.

Please understand that SAP Spain can only accept wire transfer payments.

Exhibitor Manual

The SAP TechEd Barcelona Exhibitor Manual will be available in September via the Exhibiting Partner Web site

<https://sponsorships.calliesundschewe.de/sapteched19>.

This manual should be reviewed thoroughly. It will provide detailed information on the location of your booth and all matters related to your booth, such as furniture, booth graphics, technical equipment, and shipping to the conference. Respective order forms will be made available in the online manual. Please refer to deadlines published.

More detailed information about SAP TechEd Barcelona can be found here

<https://events.sap.com/teched-emea/en/home>

Exhibition Opportunities

Exhibit Levels

Partners are invited to exhibit at SAP TechEd Barcelona on a four-tier system (Premium, Superior, Comfort, Basic).

Premium, Superior, Comfort, and Basic exhibitors acquire a 40m², 20m², 12m², or 6m² booth, respectively in a standard turnkey construction containing booth structure, booth graphics, logo signs at the booth, furniture, carpeting, electricity, Internet connection, and cleaning. The different levels are described in detail on the following pages.

New in 2019

The production of booth graphics is included in your exhibit package and does not need to be ordered separately. Detailed instructions on the new graphics concept and process will be shared in early September.

Packages-at-a-Glance

Booth space is limited. Given deadlines are critical to avoid losing the options offered. There is an option to receive additional full conference tickets if a company meets the early bird deadline by July 26 (signed exhibitor agreement has to be received by Callies & Schewe on this date).

Important: Booth allocation is by level of sponsorship. Within a respective level, exhibitors get to choose their booth location from the given floor plan based on the return date of the signed agreement.

Exhibit level	Premium	Superior	Comfort	Basic
Price	€ 85,000	€ 43,000	€ 26,000	€ 16,000
Function space	40m ² booth in standard SAP design including setup, dismantling, carpet, furniture, logo signs, booth graphics, electricity, Internet connection, and cleaning	20m ² booth in standard SAP design including setup, dismantling, carpet, furniture, logo signs, booth graphics, electricity, Internet connection, and cleaning	12m ² booth in standard SAP design including setup, dismantling, carpet, furniture, logo signs, booth graphics, electricity, Internet connection, and cleaning	6m ² booth in standard SAP design including setup, dismantling, carpet, furniture, logo signs, booth graphics, electricity, Internet connection, and cleaning

continued

Packages-at-a-Glance

Exhibit level	Premium	Superior	Comfort	Basic
Full conference registrations	6	4	2	2
Exhibit-only registrations	8	3	2	1
Speaker registration*	1	–	–	–
Additional full conference registrations. If registered by early bird deadline July 26.	5	3	2	1
Meeting room (for the entire duration of the conference, a short walking distance to booth)	No extra charge 2nd room: €7,000	€7,000 charge subject to availability	–	–
Company logo on SAP TechEd Barcelona conference Web site and in the mobile app	Yes	Yes	Yes	Yes
Company profile and link to exhibitor's Web site on conference Web site and in the mobile app (content to be reviewed by SAP)	1,000 characters	850 characters	700 characters	500 characters
"Featured Exhibitor" Web site inclusion	Yes	–	–	–
Demo Theater Session (20 mins)	2	1	–	–
Speaking opportunity/ lecture session (if registered by August 16) Opportunity includes one speaker registration.	1 lecture session guaranteed (content has to be reviewed and approved by SAP)	€15,000 (see marketing sponsorship opportunities)	€15,000 (see marketing sponsorship opportunities)	€15,000 (see marketing sponsorship opportunities)
Inclusion in spotlight e-mail	Yes (logo, text and URL)	Yes (mention of company name and URL)	–	–
Live interview in LIVE studio	Yes	–	–	–
Web banner and e-mail signature for own promotional purposes	Yes	Yes	Yes	Yes
Celebration Night privileges	Yes	–	–	–

Companies with a Spanish billing address will be charged 21% VAT. Sponsors (with an intra-community VAT number) based in other EU countries and companies with a billing address outside of the EU who supply a valid Fiscal Identification Number will also be exempt from VAT. Companies with a billing address outside of the EU who DO NOT supply a valid VAT number of Fiscal Identification Number will be charged 21% Spanish VAT.

*Show floor and lecture session access; ticket does not include access to hands-on workshops.

Premium Package

Booth in standard SAP design including setup, dismantling, carpet, furniture, logo signs, booth graphics, electricity, Internet connection, and cleaning.

Booth size: 40 m² (5 × 8 m)

€85,000 excl. VAT*

The Premium package includes:

- 6 full conference registrations
- 8 exhibit-only registrations
- 5 additional full conference registrations (if company registers and returns signed exhibitor agreement by exhibit package registration early bird deadline – July 26, 2019)
- 1 speaker registration (show floor and lecture session access; ticket does not include access to hands-on workshops)
- 1 meeting room within a short walking distance to your booth including furniture, electricity, logo sign, booth graphics, and cleaning
- Possibility to order a second meeting room at the cost of €7,000 (space permitting)
- Company logo (if registered by given deadline) on conference Web site and in on the mobile app
- Company profile (1,000 characters including spaces; content to be reviewed by SAP) on conference Web site and in the mobile app (if submitted by given deadline)
- “Featured Exhibitor” Web site inclusion
- 2 Demo Theater Sessions (20 mins)
- 1 speaking opportunity – Lecture session (if company has registered by given deadline); opportunity includes one speaker-only registration for the presenter

- 1 SAP TechEd Live Interview
- Inclusion in attendee e-mail spotlighting all top level exhibitors (company logo and hyperlink to exhibitor’s Web site)
- Web banner and e-mail signature for own promotional activities
- Celebration Night privileges

***Companies with a Spanish billing address will be charged 21% VAT. Sponsors (with an intra-community VAT number) based in other EU countries and companies with a billing address outside of the EU who supply a valid Fiscal Identification Number will also be exempt from VAT. Companies with a billing address outside of the EU who DO NOT supply a valid VAT number of Fiscal Identification Number will be charged 21% Spanish VAT.**

Please note:

- 1 hardwired Internet connection per partner will be provided. Additional services may be ordered within a Fira de Barcelona order form included in the exhibitor manual
- Exhibitors are not allowed to bring their own wireless access points as this might interfere with the general conference WiFi.
- The use of any type of sound system in the booth is not permitted
- Booth renderings and dimensioned booth sketches will be published with the exhibitor manual in September
- **New in 2019: The production of booth graphics is included in your exhibit package and does not have to be ordered separately**

Superior Package

Booth in standard SAP design including setup, dismantling, carpet, furniture, logo signs, booth graphics, electricity, Internet connection, and cleaning.

Booth size: 20 m²

€43,000 excl. VAT*

The Superior package includes:

- 4 full conference registrations
- 3 exhibit-only registrations
- 3 additional full conference registrations (if company registers and returns signed order confirmation by early bird deadline – July 26, 2019)
- Option to book a meeting room within a short walking distance to your booth including furniture, electricity, logo sign, and cleaning at the cost of €7,000
- Company logo (if registered by given deadline) on conference Web site and in on the mobile app
- Company profile (850 characters including spaces; content to be reviewed by SAP) on conference Web site and on the mobile app (if submitted by given deadline)
- 1 Demo Theater Session (20 mins)
- Web banner and e-mail signature for own promotional activities

***Companies with a Spanish billing address will be charged 21% VAT. Sponsors (with an intra-community VAT number) based in other EU countries and companies with a billing address outside of the EU who supply a valid Fiscal Identification Number will also be exempt from VAT. Companies with a billing address outside of the EU who DO NOT supply a valid VAT number of Fiscal Identification Number will be charged 21% Spanish VAT.**

Please note:

- 1 hardwired Internet connection per partner will be provided. Additional services may be ordered using the Fira de Barcelona order form included in the exhibitor manual.
- Exhibitors are not allowed to bring their own wireless access points as this might interfere with the general conference WiFi.
- The use of any type of sound system in the booth is not permitted
- Booth renderings and dimensioned booth sketches will be published with the exhibitor manual in September
- **New in 2019: The production of booth graphics is included in your exhibit package and does not have to be ordered separately**

Comfort Package

Booth in standard SAP design including setup, dismantling, carpet, furniture, logo signs, booth graphics, electricity, Internet connection, and cleaning.

Booth size: 12 m²

€26,000 excl. VAT*

The Comfort package includes:

- 2 full conference registrations
- 2 exhibit-only registrations
- 2 additional full conference registrations (if company registers and returns signed order confirmation by early bird deadline – July 26, 2019)
- Company logo (if registered by given deadline) on conference Web site and on the mobile app
- Company profile (700 characters including spaces; content to be reviewed by SAP) on conference Web site and on the mobile app (if submitted by given deadline)
- Web banner and e-mail signature for own promotional activities

***Companies with a Spanish billing address will be charged 21% VAT. Sponsors (with an intra-community VAT number) based in other EU countries and companies with a billing address outside of the EU who supply a valid Fiscal Identification Number will also be exempt from VAT. Companies with a billing address outside of the EU who DO NOT supply a valid VAT number of Fiscal Identification Number will be charged 21% Spanish VAT.**

Please note:

- 1 hardwired Internet connection per partner will be provided. Additional services may be ordered using the Fira de Barcelona order form included in the exhibitor manual.
- Exhibitors are not allowed to bring their own wireless access points as this might interfere with the general conference WiFi.
- The use of any type of sound system in the booth is not permitted
- Booth renderings and dimensioned booth sketches will be published with the exhibitor manual in September
- **New in 2019: The production of booth graphics is included in your exhibit package and does not have to be ordered separately**

Basic Package

Booth in standard SAP design including setup, dismantling, carpet, furniture, logo signs, booth graphics, electricity, Internet connection, and cleaning.

Booth size: 6 m²

€16,000 excl. VAT*

The Basic package includes:

- 2 full conference registrations
- 1 exhibit-only registration
- 1 additional full conference registration (if company registers and returns signed order confirmation by exhibit package registration early bird deadline – July 26, 2019)
- Company logo (if registered by given deadline) on conference Web site and on the mobile app
- Company profile (500 characters including empty spaces; content to be reviewed by SAP) on conference Web site and on the mobile app
- Web banner and e-mail signature for own promotional activities

***Companies with a Spanish billing address will be charged 21% VAT. Sponsors (with an intra-community VAT number) based in other EU countries and companies with a billing address outside of the EU who supply a valid Fiscal Identification Number will also be exempt from VAT. Companies with a billing address outside of the EU who DO NOT supply a valid VAT number of Fiscal Identification Number will be charged 21% Spanish VAT.**

Please note:

- 1 hardwired Internet connection per partner will be provided. Additional services may be ordered using the Fira de Barcelona order form included in the exhibitor manual.
- Exhibitors are not allowed to bring their own wireless access points as this might interfere with the general conference WiFi.
- The use of any type of sound system in the booth is not permitted.
- Booth renderings and dimensioned booth sketches will be published with the exhibitor manual in September
- **New in 2019: The production of booth graphics is included in your exhibit package and does not have to be ordered separately**

Meeting Rooms

- Premium – One meeting room is included at no extra charge.
- Superior – One meeting room is available for purchase for duration of the conference at the rate of €7,000.
- Comfort and Basic – Due to limited space meeting rooms are not offered.

The meeting room will be equipped with furniture (table and chairs) to seat up to 8 persons. A white board will be provided, as well as electricity, Wifi access, and overnight cleaning.

The inside walls of the room cannot be branded. Pop-up banners may be used inside the room. SAP will provide a logo sign for the meeting room door.

Catering is not included in the meeting room offer, but can be ordered through the catering service recommended by SAP (information available in the exhibitor manual in September). Internet lines or AV equipment can be ordered using the respective forms included in the exhibitor manual (available September 2019).

Meeting rooms can be booked via the Exhibiting Partner Web site:

<https://sponsorships.calliesundschewe.de/sapteched19>

Marketing Sponsorship Opportunities

To help maximize your company's investment at SAP TechEd Barcelona, a variety of marketing tools, sponsorships, and advertising channels are available to all exhibitors for purchase through the Exhibiting Partner Web site. Don't miss the opportunity to increase your company's visibility at SAP TechEd Barcelona and make a lasting impression on the technically savvy audience.

Marketing sponsorships are available on a first-come, first-served basis and are only offered to current exhibitors.

Note that while some items are all inclusive, others incur additional costs (e.g. design, production, etc.) and, therefore, you should consider your total cost when making selections. The marketing sponsorship opportunities listed are subject to change.

Application deadline: August 23, 2019

Terms and Conditions

The following terms and conditions are in addition to the SAP TechEd Barcelona Exhibitor Program Rules and Regulations:

- The SAP TechEd Barcelona exhibitor management must receive the signed agreement in no less than two days following the submission of the marketing sponsorship opportunity application by an authorized representative of the exhibitor indicating their agreement to the terms specified without changes.
- The application submitted by the exhibitor is an integral part of this agreement and cannot be changed once submitted and the exhibitor is committed and may not change the exhibitor's marketing sponsorship opportunity selections made.
- SAP is under no obligation to reserve or order any deliverables for the exhibitor until the signed agreement is received and accepted.
- Acceptance by SAP of a signed agreement is contingent upon SAP's management review and approval. SAP is not obliged to accept any application and may reject any application for any reason at any time at its sole discretion.
- Under no circumstances will SAP produce a sponsor's deliverable until a final approved version of the marketing sponsorship item has been provided by the exhibitor and approved by SAP. Any such approval shall not be unreasonably withheld or delayed. The final proof is required prior to the published deadline.
- Published deadlines are FINAL. No extensions will be allowed. If an exhibitor's proof or final artwork is not received in the required format prior to the published deadline, SAP may terminate the agreement without a refund. Under such conditions the exhibitor agrees that SAP is entitled to retain all payments made, not as a penalty, but as a liquidated damage.
- Sponsorship deadlines and details can be found in the Exhibitor Information PDF or will be provided by the conference manager.
- SAP reserves the right to refuse or cancel any exhibitor's participation when the company is not in good standing or not adhering to the SAP partner policies.
- **Important note:** Each exhibitor will be responsible to coordinate and facilitate to meet the deadlines for the necessary marketing sponsorship deliverables (e.g. proofs, final artwork, samples, etc.)

Opportunity	Description	Opportunity Fee	Estimated production/handling costs involved
Lecture Session (10 slots available)	Reach the technically-savvy audience of SAP TechEd Barcelona and present a one-hour lecture session to showcase your solution, your best success story, your integration with SAP. SAP must approve the session title, abstract and final presentation. Sessions will be highlighted with a PARTNER notation and will be incorporated into the main agenda content and published in the SAP TechEd Barcelona agenda builder (assuming deadlines are met). Sponsorship includes one speaker registration (show floor access only, hands-on workshop access not included). Max. three lecture sessions per exhibiting partner.	€15,000.00	n/a
Spine Walkway Advertising	<p>Catch attendees' interest in your brand by having your logo, claim, URL and booth number projected in one of Fira de Barcelona Gran Via's busiest walkways, the spine area. Attendees walk through this area which connects the main conference halls.</p> <p>Your branding will show in rotation with general conference information. Opportunity includes logo/ branding presence on single conference days. Sponsor all days (Tuesday through Thursday) and get a discount. Ad to be pre-approved by SAP.</p>	<p>€6,000.00 per day</p> <p>€15,000.00 (all days – Tuesday, Wednesday, Thursday)</p>	
NEW: Lunch Sponsor (exclusive)	<p>Showcase your brand to numerous hungry attendees by having your logo placed at various locations inside and outside the dining hall. Attendees will see your branding daily while having lunch in hall 7.</p> <p>Your logo will be displayed on meter boards outside the exhibit hall.</p> <p>In addition sponsor will be recognized as the lunch sponsor in the mobile app and daily e-mail. To increase visibility, we offer the opportunity to place branded items on every table (to be pre-approved by SAP), at exhibitor's cost.</p>	€10,000.00	production/shipment of branded items
Mobile App Ad (4 opportunities)	<p>Attendees will view event information from their mobile devices via the Mobile App – the number one source of information during the event.</p> <p>This modern and convenient tool gives attendees the practical information needed to find their way around the event, including exhibitor information, session schedules, and event logistics right on their mobile device. Attendees will be able to access their saved agendas and have up-to-date information on session changes and event news.</p> <p>Exhibitors should consider sponsoring the mobile app as a way to highlight their brand, promote key messages, and drive attendees to their booth or sessions.</p> <p>Mobile app ads in prominent areas of the app will be available to sponsors. For further details please contact your exhibit manager: k.van.cleave@sap.com</p>	€7,500.00	Creation/production of banner ad

Opportunity	Description	Opportunity Fee	Estimated production/handling costs involved
Power Stations (exclusive)	<p>Most SAP TechEd attendees carry one or more mobile devices. These need to be charged. As an SAP TechEd Barcelona exhibitor you have the option to sponsor the popular power stations. Your logo and booth number will be prominently displayed on all stations.</p> <p>The power station sponsor will also get credit in the daily newsletter to all attendees (mention will include company name, URL and booth number) on the first day of the conference.</p>	€6,000.00	n/a

Important Registration Information

How Do I Register?

All exhibitor conference registrations for SAP TechEd Barcelona are to be coordinated by a dedicated SAP TechEd Barcelona contact (exhibitor) and the SAP registration office. The SAP registration office will offer a Web-based registration system that gives full administrative power to the dedicated exhibitor contact 24 hours a day. You have the ability to change and add names within your exhibit package allotment at your convenience. To take control of your registration process, you will receive a link from the SAP registration office after your application for a package has been confirmed by Callies & Schewe Kommunikation. Everyone who attends SAP TechEd Barcelona must register. This includes booth staff, as well as the exhibitor’s vendors (i.e. models, actors, hostesses, technical staff, photographers, etc.).

Complimentary Tickets

A limited number of complimentary full conference tickets and exhibit only tickets for your booth staff are included with each package.

	Full conference registrations	Exhibit-only registrations	Additional full conference registrations <small>(if company sends signed agreement by July 26)</small>
Premium	6	8	5
Superior	4	3	3
Comfort	2	2	2
Basic	2	1	1

Please note that exhibit-only tickets do not offer access to the SAP TechEd educational sessions or the hands-on-workshops.

Information on additional purchasable passes will be shared shortly.

Exhibit “A” to SAP TechEd Barcelona Exhibitor Program
October 8–10, 2019 – Fira de Barcelona

Rules and Regulations

The SAP TechEd Barcelona 2019 Exhibitor Program (the “Conference”) is sponsored and managed by SAP SE. SAP as used herein shall mean SAP SE and agents acting on its behalf regarding the Conference.

By completing the Conference Application and Agreement (“Agreement”), you and your company (the “Exhibitor”) agree to enter into an agreement with SAP for the use of exhibit space at the Conference in accordance with the following Rules and Regulations as expressly set out below and those additional terms incorporated by reference; all of which are specifically included and made a part of the Agreement. Please read and review each of these items in detail.

All Exhibitors are required, as part of the Agreement, to comply with the terms of this Exhibit “A” and the SAP TechEd Barcelona Exhibitor Manual, all of which are hereby incorporated by reference.

- The SAP TechEd Barcelona Exhibitor Manual
- If a conflict exists with these Rules and Regulations, the Exhibitor Manual, and any other term in the Agreement, always follow the stricter rule or regulation.

For easy reference, the clauses below are listed in alphabetical order.

1. Admission/Registration.

Everyone who attends the Conference must register. This includes all Conference attendees, Exhibitor employees and booth staff. SAP shall have the sole control over admission policies to the Conference at all times.

- a. Badges are not transferable.
- b. Exhibitor registration will be available online once the Agreement is received by your assigned Exhibit Program Manager, accepted by SAP, and Conference registration is open.
- c. Conference badges are included with each exhibit package.

2. Aisles and Common Areas.

The aisles, passageways, and overhead spaces remain strictly under the control of SAP. No signs, decorations, banners, advertising matter or special exhibits will be permitted in these areas. Each Exhibitor is responsible for keeping the aisles near its exhibit space free from congestion caused by demonstrations and other promotional activities.

3. Cancellation/Reduction of Exhibit Package Agreement/Package.

Exhibit Packages are limited and an integral revenue stream to offset the costs of the Conference, and any cancellation or reduction of an Exhibit Package after SAP receives the Exhibit Agreement will result in additional SAP efforts and cost and negatively impact the Conference. Therefore, Sponsor understands and agrees that any change in the selected Exhibit Package after the Agreement has been delivered will be subject to an administrative fee which it agrees SAP may be entitled to, not as a penalty, but as a liquidated damage. For a

reduction in the selected Exhibit Package, the administrative fee will be fifty percent (50%) of the difference between the original fee and the fee for the reduced Exhibit Package selected. If Exhibitor cancels the Exhibit Package Agreement/Package selected, the administrative fee shall be fifty percent (50%) of the total Exhibit Package fee. The other 50% of the paid fee will be returned, but only in the event written cancellation of the Agreement is received by August 19, 2019. The administrative fee for cancellations received after this date will be 100% and are NOT eligible for any refund. All notices required, or as may be given pursuant to this Agreement, shall be in writing and shall be deemed duly given when delivered to the Exhibit Program Manager at the fax number stated on the Agreement.

Exhibitor agrees that notwithstanding anything to the contrary, SAP has the right, at its sole discretion, to refuse any Exhibitor's participation at the Conference, or cancel the Agreement with no liability to SAP except for any appropriate refunds of Exhibitor fees paid to SAP.

4. Conduct.

Exhibitor acknowledges that SAP has a reputation for offering high quality entertainment and/or services to the public and that they and their parent companies, subsidiaries and affiliates are subject to regulation, licensing, and desire to maintain their reputation and receive positive publicity. Exhibitor therefore agrees that throughout the term of this Agreement, Exhibitor's directors, officers and managers will not conduct themselves in a manner that is contrary to the best interests of, nor in any manner that adversely affects or is detrimental to, SAP, the Fira de Barcelona, their parent companies, subsidiaries and affiliates, including all their directors,

officers, agents, and employees ("Conference Hosts"), and will not directly or indirectly make any oral, written or recorded private or public statement or comment that is disparaging, critical, defamatory or otherwise not in their best interests.

Exhibitor shall not market, advertise, promote, or distribute any products or services that are non-complementary to any SAP software products or related services. SAP reserves the right, at any time, to review the display materials, demos, company descriptions, marketing sponsorship messaging, collateral assets and presentations of all Exhibitors to address any sensitive and/or non-complementary issues. SAP may remove any exhibit, which, in their opinion, may detract from the general character of the Conference as a whole, or consists of products or services that are non-complementary or otherwise inconsistent with the purpose of the Conference.

Exhibitors shall not in any way distribute items or hold special activities that appear to be official SAP sponsored items or events. In addition, no sponsor activity shall interfere with the attendee experience.

Exhibitor shall, at all times, conduct its activities in a safe and careful manner, with full regard to public safety, and will observe and abide by all applicable laws, ordinances, rules, regulations and requests by duly authorized governmental agencies having jurisdiction, as well as those of the Board of Fire Underwriters or any similar body.

Attire for the Exhibitor staff, to include EACs, should always reflect the highest level of professionalism. A dress code policy is included in the Exhibitor Resource Guide in the Sponsor Manual. Each Exhibitor will be held accountable for abiding by this policy.

The Conference Hosts reserve the right to eject from the Conference any person or persons they believe, in their sole discretion, is disrupting or obstructing the proper operation and management of the Fira de Barcelona. The Conference Hosts shall not be liable to Exhibitor, its agents, contractors, employees, members or attendees, for exercising such right.

Exhibitor agrees that anything to the contrary notwithstanding, SAP may also immediately terminate this Agreement without any liability to SAP in its sole discretion based on conduct of the Exhibitor.

5. Confidentiality.

Exhibitor acknowledges SAP's proprietary interest in and title to all information, including SAP's products, services or operations, their employees, contractors, agents, customers, including demonstrations and documentation, training materials, customer and prospect information, marketing materials and strategies, surveys, data, drawings, designs, procedures, trade secrets, know-how, process or other information about SAP that may be furnished or disclosed to Exhibitor in conjunction with the Conference. Exhibitor shall keep all such information strictly confidential and shall not disclose, transfer or otherwise make available this information to any third party for any reason. All Conference attendees' personal information shall also be protected and no attendee lists will be released. In no event shall Exhibitor collect, use, sell, transfer or otherwise release the names of Conference attendees or any of their information or data received directly or indirectly during the event to any third party, unless expressly approved by such attendee. Exhibitors intending to collect attendee personal information, including any scanning of their Conference badges, are

required to obtain the attendee's consent prior to such collection including posting an appropriate notification to attendee at any such badge reader or collection device. Exhibitor will abide by all applicable privacy laws and agrees to indemnify and defend SAP in regards to any collection or use by Exhibitor of attendees' information.

6. 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 and reserves the right to reject or cancel any application/agreement to exhibit.

7. Exhibit Construction and Layout.

Detailed regulations governing the construction, height, and layout of exhibits are included in the Exhibitor Manual. The provisions of the Exhibitor Manual are incorporated by reference as if set forth in full text. Each Exhibitor will be held accountable for abiding by these regulations.

Exhibitor shall be liable for any damage, normal wear and tear excluded, to the function space, or to any other real or personal property of the Conference Hosts, caused by the act or omission of Exhibitor, its agents, directors, shareholders, employees, members, attendees, EAC's, volunteers, or performers. Exhibitor will not, and shall not permit others to drive nails, tacks, hooks, screws, or other items into any part of the function space or the Fira de Barcelona equipment or property. Exhibitor shall return the function space to the Conference Hosts in as good of condition and repair as the same shall have been found when licensed for Exhibitor's use.

The Exhibitor is solely responsible for his own exhibit material and products, and should insure exhibit and products from loss or damage from any cause whatsoever. It is understood all property of an Exhibitor is in its care, custody, and control in transit to, or from, or within the confines of the exhibit space. None of the Conference Hosts shall bear any responsibility for the safety of or damage to the Exhibitor property, its personnel, employees, agents or representatives or personal property

8. Sponsor Events.

Exhibitor activities that conflict with the Conference program are not permitted. This includes breakfasts, receptions or any other activities occurring in Barcelona during the published Conference program schedule. For the purposes of this Conference, a conflicting activity is defined as one that assembles over 50 Conference attendees in one location. Exhibitors will not conduct presentations in their booth during the conference keynote sessions. Each Exhibitor must complete the Strategy and Activities Form, found in the online console for internal SAP use only, regarding their presence and messaging at the Conference. SAP reserves the right to cancel any Agreement that does not follow these regulations.

9. Exhibit Hardware, Software, Distribution of Material.

The Conference has a computer network policy that requires adherence to several necessary practices in order to maintain a healthy, viable network. A completed Computer Network Security Form, found in the online console, is required of all exhibitors. All devices directly or indirectly accessing the conference network and Internet connections are requested to have the latest virus

protection software, operating system security updates, system patches, and any technological cautions necessary to protect sponsors and others from any virus, malicious programs, and other disruptive applications. Misuse of network services may result in service interruption to Exhibitors and could lead to disconnection of the initiating Exhibitor's network equipment, with or without prior notice and at the discretion of SAP. The device(s) in question will remain disconnected until all issues are adequately resolved. Additional charges may apply for problem resolution.

Complimentary Wi-Fi Internet access is available for all attendees in the venue during the conference. In an effort to keep the Wi-Fi network running smoothly, all Exhibitors are asked not to set up their own Wi-Fi access points in the venue before and during the conference. This includes exhibit space and meeting rooms. Requests for variance should be sent to your SAP exhibit program manager.

Demonstrations at Exhibitor booths must focus on tools and/or products integrated with SAP Software products and/or related services. The demonstration must be maintained in a professional manner, consistent with the guidelines described in the Exhibitor Manual.

Distribution of Marketing Material. The aisles, passageways, and overhead spaces remain strictly under the control of SAP. This includes all Conference function space, the show floor or other Fira de Barcelona property. Exhibitor personnel to include booth staff, models, hostesses, and any hired help are not permitted to distribute literature or promotional items of any kind outside the confines of the contracted exhibit space.

Branded exhibitor personnel are not permitted to walk the Conference function space, the show floor or other Fira de Barcelona property for the purposes of advertising their brand, solution, etc.

Logo and Name Use. Pursuant to the terms of this Agreement, SAP hereby grants to Exhibitors the non-exclusive, non-transferable, limited term license to use the SAP TechEd Barcelona Conference logo provided and to reference “SAP”, “SAP TechEd” only as to Exhibitor’s participation as an Exhibitor at the Conference and expressly not in relation to endorsement of any product or service. Use of the logos and names shall at all times adhere to the use guidelines in the Sponsor Manual. The limited term of the license shall expire the earlier of: (i) any breach of the terms of this Agreement; or (ii) at the conclusion of the Conference. Exhibitor grants a similar license and scope to use its name and logo as provided to SAP solely in relation to the Conference.

10. Exhibit Space Use.

The exhibit space is subject to the terms of this Agreement and it is to be used solely for the Exhibitor whose name appears on the Agreement. It is agreed the Exhibitor will not sublet or assign any portion of the exhibit space allotted to them without the express written consent of SAP. Exhibitor cannot assign any of its rights or obligations under this Agreement without the express written agreement of SAP.

If an Exhibitor’s space or any part thereof is abandoned or becomes vacant at any time during the Conference, SAP or its representatives may enter and use the space without being liable therefore, and may at SAP’s option, permit a party other than the Exhibitor to occupy the space.

11. Force Majeure.

If, prior to the Conference, the exhibit space, or any part thereof, shall be rendered unusable, destroyed or damaged by fire, acts of God, riot, terrorism, national disaster, strike, civil disorder, acts of the public enemy, or enactment, rule, order or act of government or governmental instrumentality (whether federal, state, local, or foreign), or any other emergency situation including as the result travel or health advisories beyond SAP’s or the Fira de Barcelona’s control that makes it illegal, impossible or from a personal safety basis, inadvisable to perform the obligations under this Agreement (each a “Force Majeure Cause”), SAP shall have the right within a reasonable time after the happening of such contingency and, while such contingency continues, to suspend or terminate the Agreement or such affected portion of the Agreement. Except as set forth herein, SAP and the Fira de Barcelona shall not have any further liability or obligation to the Exhibitor. In the event the Conference has commenced, at the time of the Force Majeure Cause, or SAP has incurred expenses which under the Agreement are the responsibility of Exhibitor, then for the period of use until the time of termination, and to the extent has incurred such expenses, Exhibitor shall be liable to SAP, unless reimbursement is waived by SAP. An informational picket line shall not be deemed a Force Majeure Cause.

12. General.

All matters and questions not specifically covered by the Agreement, Rules and Regulations or other provisions incorporated by reference are subject to resolution at the discretion of SAP. The Agreement may be amended or supplemented at any time by SAP. All such amendments or additions shall, upon reasonable notice, be as equally binding on all parties affected.

13. Gifts, Contests, Raffles, Etc.

SAP reserves the right to prohibit, limit or discontinue the distribution of any gift, giveaways, contests, raffles, drawings, hospitality suite or any similar type of promotion in any way related to the Conference ("Promotions"). Such Promotions may involve compliance with specific state or local laws or regulations. Any such Promotions will be subject to the prior written approval of SAP and by submitting any such request to SAP the Exhibitor expressly agrees that even if such approval is given, the Exhibitor accepts complete responsibility for any such activity and agrees to hold harmless SAP and the Fira de Barcelona. SAP must receive advance written notice of any Promotions via the Strategy and Activities Form found in the Exhibitor Manual. There will be no announcements by SAP of Exhibitor's Promotions.

14. Indemnification/Insurance.

Exhibitor hereby covenants and agrees to indemnify, defend, save and hold SAP, the Fira de Barcelona and each and all of their parent companies, subsidiaries and affiliates, including all their directors, officers, agents, and employees, (the "Indemnified Parties") free, clear and harmless from and against any and all liabilities, losses, costs, expenses (including reasonable attorneys' fees), claims, judgments, fines claims of intellectual property infringement, administration of claims, liens and demands of any kind whatsoever caused by, resulting from, or in any way connected with: (i) Exhibitor's acts, omissions or negligence, or the acts, omissions or negligence of Exhibitor's agents, contractors, employees, members, or attendees in connection with the Exhibitor's use of the function space or (ii) Exhibitor's breach of the Agreement or any of Exhibitor's representations contained therein other than resulting solely from the gross negligence or willful misconduct of SAP.

In addition, Exhibitor acknowledges that the Indemnified Parties do not maintain insurance covering Exhibitor's property and that is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor. The exhibitor is responsible for obtaining exhibition insurance covering his/her personnel, exhibition material, and equipment for the duration of move-in, show days, and move-out including public liability, property damage, fire, theft, etc.

15. Installation, Dismantling, and Show Hours.

Hours and dates for installing, exhibiting, and dismantling shall be those specified by SAP and will be included in the Exhibitor Manual. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the exhibit hall after the specified conclusion of the dismantling period set by SAP.

Exhibits must remain open and intact until the official closing of each show day. Exhibits must be staffed during exhibit hours. Early tear down is not permitted. Exhibitors with booth personnel under 18 years of age must obtain written permission from SAP prior to the show opening.

Note: All exhibits MUST be completely set up by the time designated on the Conference schedule, found in the Exhibitor Manual. Any exhibit booth not set up at this time will be removed from the show floor at the Exhibitor's expense.

16. Limitation of Liability.

The Indemnified Parties' liability to Exhibitor or any third party in any circumstance shall not exceed the amount of fees paid under this Agreement. Notwithstanding, Exhibitor agrees to make no claim for any reason whatsoever against the Indemnified Parties for loss, theft, or destruction

of hardware and other tangible goods, nor for any injury, including death, to itself, employees, agents, or representatives; nor for any damage of any nature, including damage to its business for failure to provide exhibit space; nor for failure to hold the Conference as scheduled; nor for any action or omission by the Indemnified Parties.

Anything to the contrary herein notwithstanding, under no circumstances shall the indemnified parties or Exhibitor be liable to each other for special, incidental, consequential, or indirect damages, loss of good will or business profits, work stoppage, data loss, computer failure or malfunction, or exemplary or punitive damages.

17. Noise.

No noisy or obstructive work will be permitted during open hours of the Conference. SAP reserves the right to restrict exhibits, which because of noise, method of operation, materials or for any other reason become objectionable. All sound systems must point inward within the Exhibitor's exhibit space, and cannot point toward the aisles. SAP shall have the sole discretion in determining what is noisy, obstructive or objectionable.

18. Payment Terms/Space Selection.

After the Exhibit Package Application has been submitted, an invoice will be generated and sent via e-mail to all contacts listed on the Application. This is the only invoice that will be sent, and it is the responsibility of the exhibiting company to process through their organization for payment by September 6, 2019.

19. Release.

Exhibitor consents to and authorizes the use, reproduction, and public release, by SAP of any and all recordings in whatever medium including video, audio or other transcript ("Recording") gathered in relation to the Conference. Exhibitor agrees all such recordings will be the property of SAP, solely and completely. Exhibitor agrees to obtain sufficient rights and releases from any employees and agents working with Exhibitor at the Conference, to grant a perpetual, unrestricted, and royalty-free right to use their likeness, photograph, voice and or name in the Recording including any portion thereof, for advertising, publicity, trade or any other lawful purposes, in any medium now known or hereafter to be developed and do hereby release and forever discharge SAP from any and all claims resulting directly or indirectly from use of the recordings.

20. Show Services.

Show services may be ordered through the contacts provided in the exhibitor manual in September 2019.

21. Warranty.

No representation, warranties or agreements, oral or written, expressed or implied, have been made by either party hereto with respect to this Agreement, SAP, or the Fira de Barcelona, or the goods or services provided hereunder, except as are expressly stated herein. Although SAP and the amenities provided to Exhibitor pursuant to this Agreement are obtained from other sources believed to be reliable, they are to be taken "as is", with no warranty of merchantability or fitness for any particular purpose.

22. Entire Agreement, Severability and Applicable Law.

The Agreement including these Rules and Regulations and the additional terms incorporated by reference constitute the entire agreement between the parties and supersede any previous understandings, representations, discussions, and writings between the parties. No modification or addition hereto or waiver or cancellation of any provision hereof shall be valid except by a writing signed by the parties hereto. If any provisions in this Agreement are invalidated, all the other provisions shall be construed as if such invalid or unenforceable provision had never been contained herein. This Agreement is deemed to be made under and shall be governed and construed according to the laws of Spain. Each party agrees to submit its person and property to the jurisdiction of the courts of the city of Madrid.

Please send all future correspondence and direct any questions to:

Callies & Schewe Kommunikation GmbH
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Phone: +49 (0)621-405 479 55

Please visit the Exhibiting Partner Web site at
<https://sponsorships.calliesundschewe.de/sapteched19>
to access the online exhibit package application.

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