

Become an Exhibitor

Exhibitor Program Prospectus

SAP® TechEd

November 13–15, 2019

Bangalore International Exhibition Centre

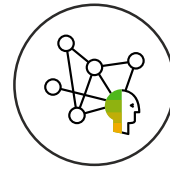
<https://events.sap.com/teched-india/en/exhibitors>

SAP TECHED

SAP TechEd Bangalore 2018 – Quick Recap



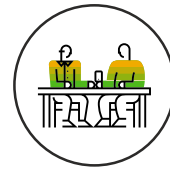
More than 6500 attendees



400+ companies participated



990 hours of hands-on sessions
890 hours of demo sessions
280 hours of lecture sessions



CxO exchange program with more than 300 C-Level executives from customer companies



Attendees from more than 31 Countries

SAP TechEd 2018 Experience Survey

Attendee Purchasing Behavior

55%



Purchased an SAP product, service or solution that was under consideration

58%



Changed the plan on how to implement SAP solutions, products or services

56%



Established or expanded a relationship with an SAP partner



The SAP TechEd audience is a community of people focused on solving problems for their companies, representing a wide variety of technical job roles across a broad array of departments. There's something for their companies' entire extended SAP team: trusted partners (like you!) and face-to-face access to the technology experts they trust, including SAP product development, solution engineers, SAP mentors, and SAP Community topic leads.

Is This Your Customer?

SAP TechEd attendees are in-the-know and want-to-know. You will find business managers, IT managers, engineers, developers, and all levels of IT technicians. Take advantage of this opportunity to meet with and influence customers 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

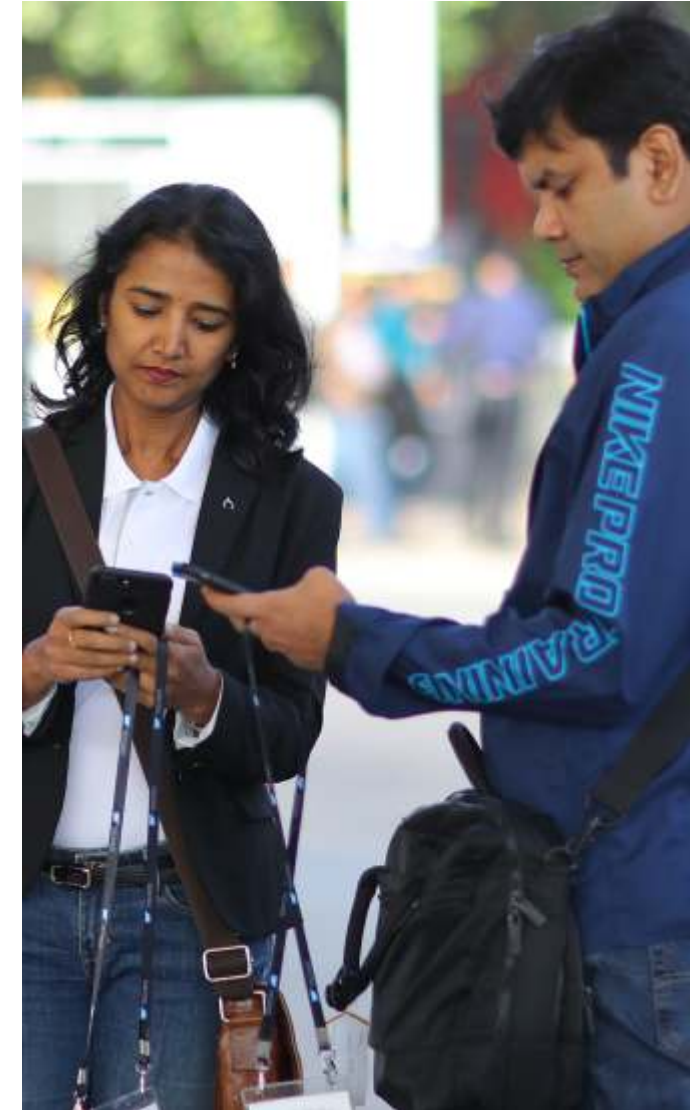
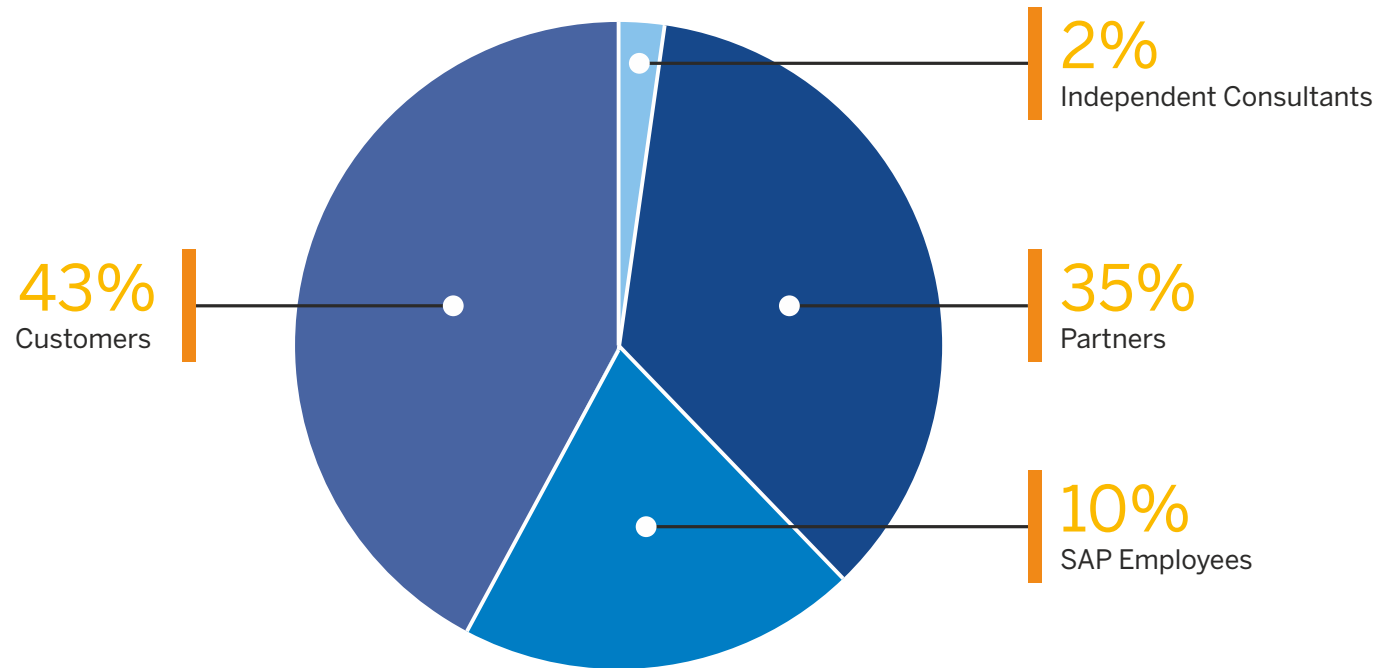
SAP TechEd: A Return on Investment Like No Other

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 offerings. What's more, while your technical experts are enhancing their bonds with your existing customers and developing relationships with prospects, they'll also be tuning their skills and leveraging tools that will help them to be flexible and agile in an ever-changing, competitive marketplace. We hope you will join us in Bangalore and see the benefits of exhibiting at this event for yourself.

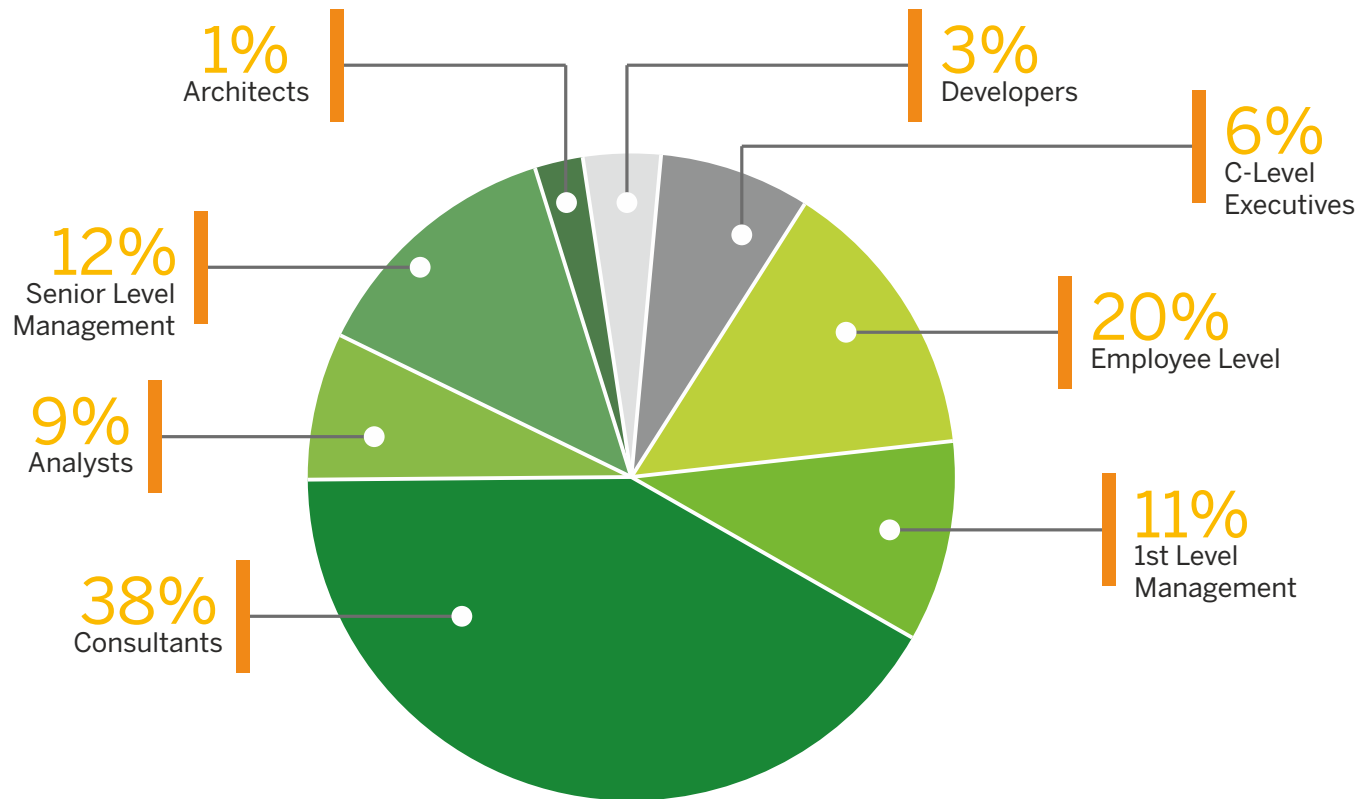
Exhibiting at SAP TechEd creates instant value and sustained results for your company!

Conference Demographics – Relationship to SAP

SAP TechEd is where developers, IT architects, engineers, system and database administrators, analysts, data modelers, and designers gather to master their SAP skills. This event will also offer opportunities for SAP customers and partners to interact and communicate with internal SAP developers and product experts.



Conference Demographics – Top Job Functions



7000

Expected attendance
in 2019



45%

Growth in customer attendance at
SAP TechEd Bangalore over the
last three years

Exhibit Packages

Package	Platinum	Gold	Silver	Bronze
Fee*	INR 50,00,000	INR 25,00,000	INR 15,00,000	INR 6,00,000
USD	\$72,005	\$36,002	\$21,601	\$8,641
Space	9m x 5m (Raw Space)	4m x 4m (Raw Space)	3m x 3m (Octonorm)	2.5m x 2.5m (Pod)
Speaking Opportunity – Keynote	1			
Speaking Opportunity – Lecture Session	4	2		
Speaking Opportunity – Mini Theater	1		1	
Co-Branded Communications	Yes			
SAP TechEd LIVE Interview	Yes			
Full Conference Passes	20	10	6	3
Lecture – Only Passes	20	10	6	2
Exhibitor Passes	15	5	3	2
Company Description on SAP Teched website and on Mobile Event App – Character Limit	1000	850	850	700
Logo Coverage	Yes	Yes	Yes	Yes
Internet Connections	2	2	1	1
CxO Meet Participation	4	3	2	1

Exhibit Packages

Platinum Level Exhibit Package

Exhibition Space

- 9m x 5m (raw space)
- Power (raw power)
- Two Internet Connections

Passes

- 20 Full Conference passes (excluding SAP Consultant Certification Exam)
- 20 Lecture – Only passes (includes four passes for speakers)
- 15 Exhibitor passes for partner representatives manning the booth

Speaking Opportunities

- One general session keynote presentation slot of 30 minutes, including an AV of not more than 3 minutes
- Four one – hour lecture sessions
- One thirty – minute lecture session at Mini Theatre
- One minute SAP TechEd LIVE Studio interview

Recognition in Conference Collaterals

- Conference home page to include company name and logo
- Exhibitor page on conference website to include company name, logo, URL and 1000 characters company description
- Mobile event app to include company name, URL company logo and 1000 characters company description
- Company logo on selected on-site event signage
- Promotion on social media

Exclusive Networking Session

- 4 passes for the CxO Meet on Day 1 of the event. Meet and network with more than 300 CxO from prospective customer companies

**Fee: INR 50,00,000/- Rupees Fifty Lakhs Only
(18% GST will be additional and mandatory as per government norms)**

*Session title, abstract, final presentation and the AV presentation is to be approved by SAP.

Exhibit Packages

Gold Level Exhibit Package

Exhibition Space

- 4m x 4m Built – up Octonorm stall
- Power (raw power)
- Two Internet connection

Passes

- 10 Full Conference passes (excluding SAP Consultant Certification Exam)
- 10 Lecture – Only passes (includes two passes for speakers)
- 5 Exhibitor passes for partner representatives manning the booth

Speaking Opportunities

- Two one – hour lecture sessions

Recognition in Conference Collaterals

- Exhibitor page on conference website to include company name, logo, URL and 850 characters company description
- Mobile event app to include company name, URL, company logo and 850 characters company description
- Company logo on selected on-site event signage
- Promotion on social media

Exclusive Networking Session

- 3 passes for the CxO Meet on Day 1 of the event. Meet and network with more than 300 CxO from prospective customer companies

**Fee: INR 25,00,000/- Rupees Twenty Five Lakhs Only
(18% GST will be additional and mandatory as per government norms)**

*Session title, abstract, final presentation and the AV presentation is to be approved by SAP.

Exhibit Packages

Silver Level Exhibit Package

Exhibition Space

- 3m x 3m (raw shell space)
- Built – up octanorm stall
- Power (raw power)
- One Internet Connection

Passes

- 6 Full Conference passes (excluding SAP Consultant Certification Exam)
- 6 Lecture – Only passes (includes two passes for speakers)
- 3 Exhibitor passes for partner representatives manning the booth

Speaking Opportunities

- One thirty – minute lecture session at Mini Theatre

Recognition in Conference Collaterals

- Exhibitor page on conference website to include company name, logo, URL and 850 characters company description
- Mobile event app to include company name, URL, company logo and 850 characters company description
- Company logo on selected on-site event signage
- Promotion on social media

Exclusive Networking Session

- 2 passes for the CxO Meet Day 1 of the event. Meet and network with more than 300 CxO from prospective customer companies

**Fee: INR 15,00,000/- Rupees Fifteen Lakhs Only
(18% GST will be additional and mandatory as per government norms)**

*Session title, abstract, final presentation and the AV presentation is to be approved by SAP



Exhibit Packages

Bronze Level Exhibit Package

Exhibition Space

- 2.5m x 2.5m (Pod) Built-up
- Power (raw power)
- One Internet Connection
- 42inch Plasma TV

Passes

- 3 Full Conference passes (excluding SAP Consultant Certification Exam)
- 3 Lecture – Only passes (includes two passes for speakers)
- 2 Exhibitor passes for partner representatives manning the booth

Recognition in Conference Collaterals

- Exhibitor page on conference website to include company name, logo, URL and 700 characters company description
- Mobile event app to include company name, URL, company logo and 700 characters company description
- Company logo on selected on-site event signage
- Promotion on social media

Exclusive Networking Session

- 1 pass for the CxO Meet on Day 1 of the event. Meet and network with more than 300 CxO from prospective customer companies

Fee: INR 6,00,000/- Rupees Six Lakhs Only (18% GST will be additional and mandatory as per government norms)

*Exhibitor to provide artwork, SAP to produce



Marketing Sponsorships

Experience the Value

To help maximize your investment and strengthen brand awareness at SAP TechEd, a variety of marketing tools, sponsorships and advertising channels will be offered. These opportunities will increase your company's visibility at the conference and make a lasting impression on the attendees.

Take advantage of these sponsorships to:

- Build awareness
- Increase market share
- Develop customer loyalty
- Enhance corporate image
- Increase booth traffic

Marketing Opportunities are Offered to Fit Every Budget and Marketing Goal

You may choose from any of the following Marketing Sponsorship Opportunities. You may opt for as many as you like. All Marketing Sponsorships will be available to Exhibitors on July 1.

- | | | |
|-----------------------------|--------------------------------|----------------------------|
| ■ SAP TechEd Party | ■ Coffee Bar | ■ Chair Drop |
| ■ SAP TechEd Party T-Shirts | ■ SAP TechEd Mobile App Banner | ■ Sipper Bottles |
| ■ Luggage Tags | ■ Co-Branded Bags | ■ Mobile Charging Stations |
| ■ Mouse Pads | ■ Conference Pen | |

*Marketing Sponsorship is only available to Exhibitors on first come first serve basis

*Only offered to current Exhibitors

Agenda at a Glance

Wednesday, November 13

- SAP Executive Keynote
- SAP Partner Keynote
- Educational Breakout Sessions
- Show Floor Including Partner Exhibits
- Celebration Evening
- SAP Networking Dinner

Thursday, November 14

- Educational Breakout Sessions
- Show Floor

Friday, November 15

- Educational Breakout Sessions
- Show Floor



Key Dates and **Deadlines**

June 16
Application opens

October 15
Last date to apply to exhibit

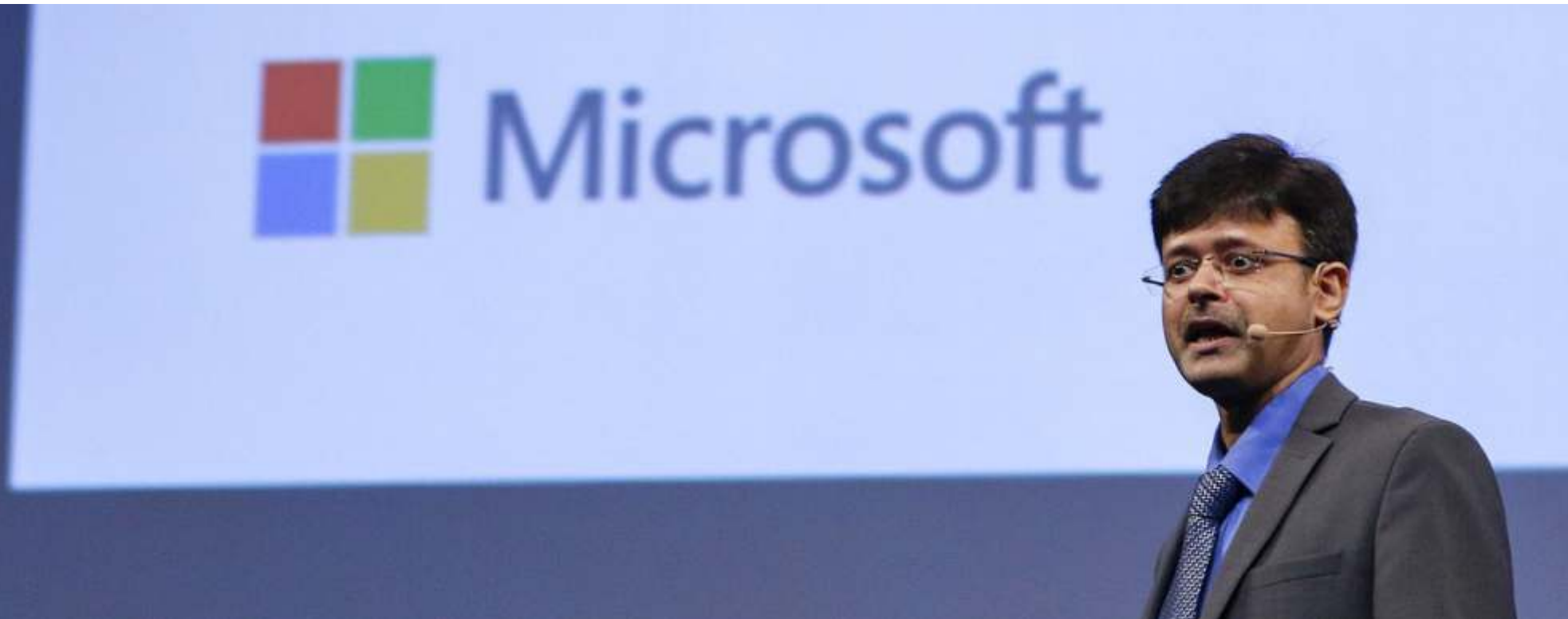


Speaking Engagements

SAP TechEd delivers hands-on workshops and lecture sessions presented by SAP's own technical gurus.

The Platinum, Gold and Silver level packages, as detailed in this document, include speaking sessions.

Exhibitor sessions will be published in the Conference Session Catalog and Agenda Builder.



Eligibility and Contact **Information**

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.

If you have questions regarding the SAP TechEd Bangalore Exhibitor Program, please contact us:

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