



Exhibitor Program **Prospectus**

SAP® TechEd

Las Vegas • October 2–5, 2018

Show Floor Open October 2–4

The Venetian|Palazzo Congress Center

www.saptech.com/usa

The SAP TechEd Experience

SAP TechEd is the only technical conference created expressly for the SAP ecosystem of developers, engineers, and technologists. The conference teaches SAP customers and partners how to adapt to a changing technology landscape. Not only to help them navigate their digital transformation to an intelligent enterprise but also to cope with real-time needs and the technical challenges they face in their jobs right now. Attendees use what they learn at SAP TechEd to influence the IT practices and purchasing decisions within their companies. They leave the event equipped to make better decisions, overcome challenges, and maximize their companies' IT investments.

Education

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

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



Las Vegas • October 2–5, 2018
The Venetian|Palazzo Congress Center
www.saptech.com/usa

People

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, ASUG members, and SAP Community topic leads.

Problem-Solving

SAP TechEd is an event designed to help attendees get the answers they need as fast as possible. A lot of energy is devoted to putting attendees in direct contact with SAP solution engineers to discuss their own unique technology challenges, so they can move quickly to finding the solutions they need.

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 environment.



Apply Now!
[Go to the Exhibitor Information Web Site >](#)

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

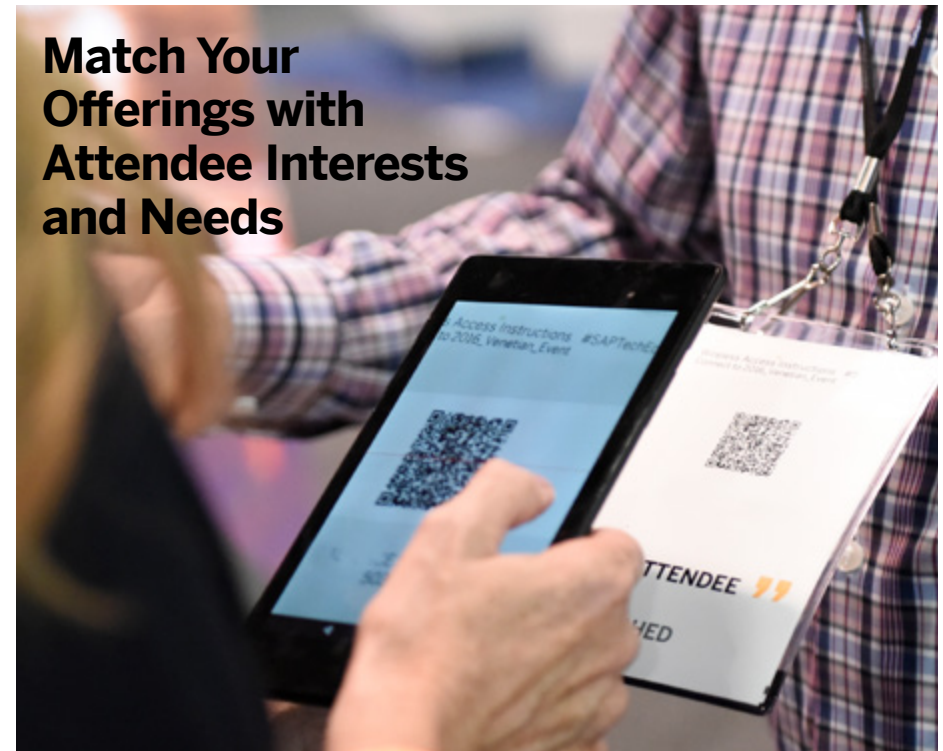
Exhibiting at SAP TechEd creates instant value and sustained results for your company!



Las Vegas • October 2–5, 2018
The Venetian|Palazzo Congress Center
www.saptech.com/usa

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 Las Vegas and see the benefits of exhibiting at this event for yourself.



Match Your Offerings with Attendee Interests and Needs

Apply Now!
[Go to the Exhibitor Information Web Site >](#)

Conference Demographics

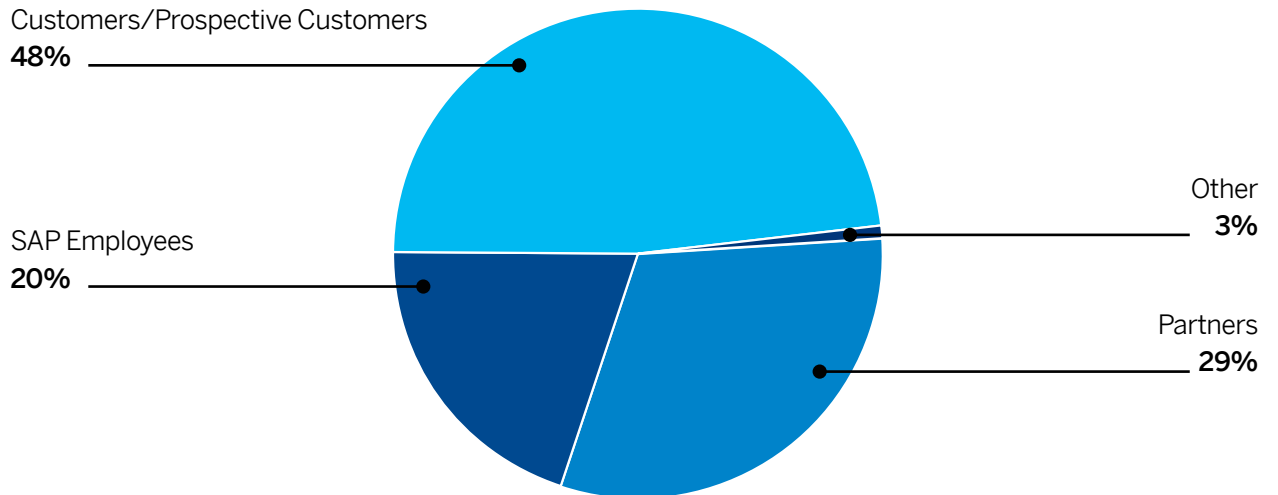
SAP TechEd is where developers, IT architects, engineers, system and database administrators, analysts, data modelers, and designers gather to master their SAP skills. This event will also offer opportunities for SAP customers and partners to interact and communicate with internal SAP developers and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

Expected attendance is 6,000.

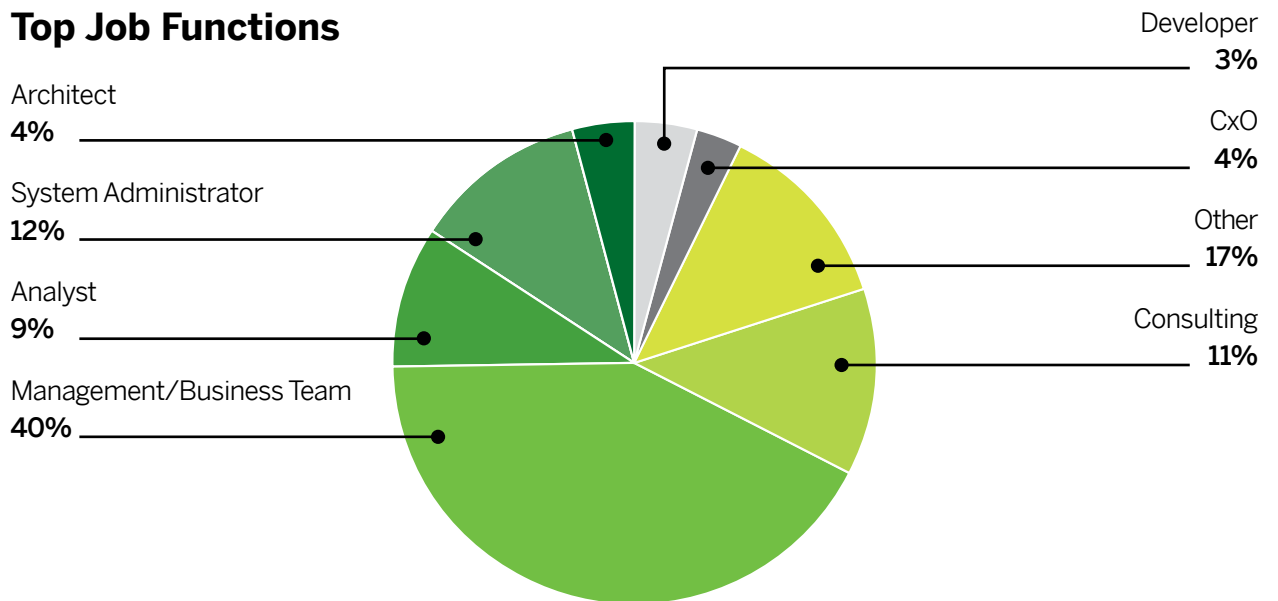
Attendees represent 53 different countries with 81% coming from the U.S. and Canada.

[See 2017 Attendee Demographics >](#)

Relationship to SAP



Top Job Functions



Las Vegas • October 2–5, 2018
The Venetian|Palazzo Congress Center
www.saptech.com/usa

Apply Now!
[Go to the Exhibitor Information Web Site >](#)

Exhibit Package Components	Platinum	Gold Plus	Gold	Silver
Price – Early Bird: Paid through August 3	\$46,500	\$40,000	\$30,000	\$16,300
Price – Regular: Paid August 4 through August 24	\$51,000	\$44,000	\$34,000	\$19,000
Space	20' x 20'	10' x 20'	10' x 20'	10' x 10'
Full Conference Registrations	6	4	4	2
Exhibits-Only Registrations	10	3	3	2
Celebration Night Privileges	√			
SAP TechEd Live Interview	√			
Spotlight Promotion – Pre-Conference E-Mail	√			
Speaking Opportunity – Lecture Session	√	√		
Speaking Opportunity to Purchase – \$12,500	√	√	√	√
Demo Theater	√	√	√	
Company Description – Character Limit	1,000	850	850	750
Turnkey Booth:		√	√	√
Booth Structure, Carpet, Chairs, Cleaning		√	√	√
Graphic Panels		√	√	√
Electric Drop and High-Speed Internet Connections		√	√	√



Download the [Exhibit Packages](#) [PDF] for complete details.



Las Vegas • October 2–5, 2018
 The Venetian|Palazzo Congress Center
www.saptech.com/usa

Apply Now!
[Go to the Exhibitor Information Web Site >](#)

Marketing Opportunities

Experience the Value

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

Marketing opportunities will be announced in mid-July.

Only Offered to Current Exhibitors

Take advantage of these opportunities to:

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

Marketing Opportunities Are Available to Fit Every Budget and Marketing Goal

Here is just a sample to consider:

- Celebration Night – Omnia Nightclub at Caesars
- Chair Drop
- Digital Directional Advertisement
- Mobile App Ad
- Mouse Pad
- Refreshment Break



Las Vegas • October 2–5, 2018
The Venetian|Palazzo Congress Center
www.saptech.com/usa

Apply Now!
[Go to the Exhibitor Information Web Site >](#)

Agenda-at-a-Glance

Please refer to our [Agenda-at-a-Glance](#) for the most current and detailed agenda. **The agenda is subject to change.**

Monday, October 1

- ASUG Pre-Conference Seminars

Tuesday, October 2

- **Show floor including partner exhibits**
- Keynote
- Educational breakout sessions
- Networking Reception on the show floor including partner exhibits

Wednesday, October 3

- **Show floor including partner exhibits**
- Educational breakout sessions

Thursday, October 4

- **Show floor including partner exhibits**
- Educational breakout sessions
- Celebration Night Party

Friday, October 5

- Educational breakout sessions



Las Vegas • October 2–5, 2018
The Venetian|Palazzo Congress Center
www.saptech.com/usa

Apply Now!
[Go to the Exhibitor Information Web Site >](#)

Key Dates and Deadlines

June 26
Application to Exhibit Available

August 3
Early Bird Pricing Deadline

To realize early bird pricing, the application, signed agreement, and full payment must be received by August 3.

August 24
Last Day to Complete the Application to Exhibit

Booth Numbers Will Be Assigned
SAP must receive a signed agreement and full payment by August 24.



Las Vegas • October 2–5, 2018
The Venetian|Palazzo Congress Center
www.saptech.com/usa

Apply Now!
[Go to the Exhibitor Information Web Site >](#)

Speaking Engagements

SAP TechEd delivers hands-on workshops and lecture sessions presented by SAP's own technical gurus. The Platinum and Gold Plus exhibit packages include a one-hour lecture session. All exhibiting partners may also purchase one-hour lecture sessions, while supplies last.

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



Las Vegas • October 2–5, 2018
The Venetian|Palazzo Congress Center
www.saptech.com/usa

Apply Now!
[Go to the Exhibitor Information Web Site >](#)

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 on the material in this prospectus, or the SAP TechEd Las Vegas Exhibitor Program, please contact us:

Program Manager and Marketing Sponsorships

Ellen Stangroom

e.stangroom@sap.com

508-461-7683

Platinum, Gold Plus, Gold Levels

Cathy Nicastro

cathy@tomcatevents.com

702-283-7461

Silver Level

Sandy Lorenz

sandra.lorenz@sap.com

508-461-7421



Las Vegas • October 2–5, 2018
The Venetian|Palazzo Congress Center
www.saptech.com/usa

Apply Now!
[Go to the Exhibitor Information Web Site >](#)