



# Exhibitor Program Prospectus

SAP® TechEd

Las Vegas • September 24–27, 2019

Show Floor Open September 24–26

The Venetian|Palazzo Congress Center

[www.saptech.com/usa](http://www.saptech.com/usa)

**SAP** TECHED

## The SAP TechEd Experience

SAP TechEd is the only technical conference created expressly for the SAP ecosystem of developers, architects, engineers, and technologists. The conference 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.



## 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.

## 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 (like you!) and face-to-face access to SAP product development experts, solution engineers, SAP mentors, ASUG members, and SAP Community topic leads make SAP TechEd a valuable investment for entire technical teams.

## Road Maps

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.

## 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 Las Vegas and see the benefits of SAP TechEd for yourself.



## Conference Demographics

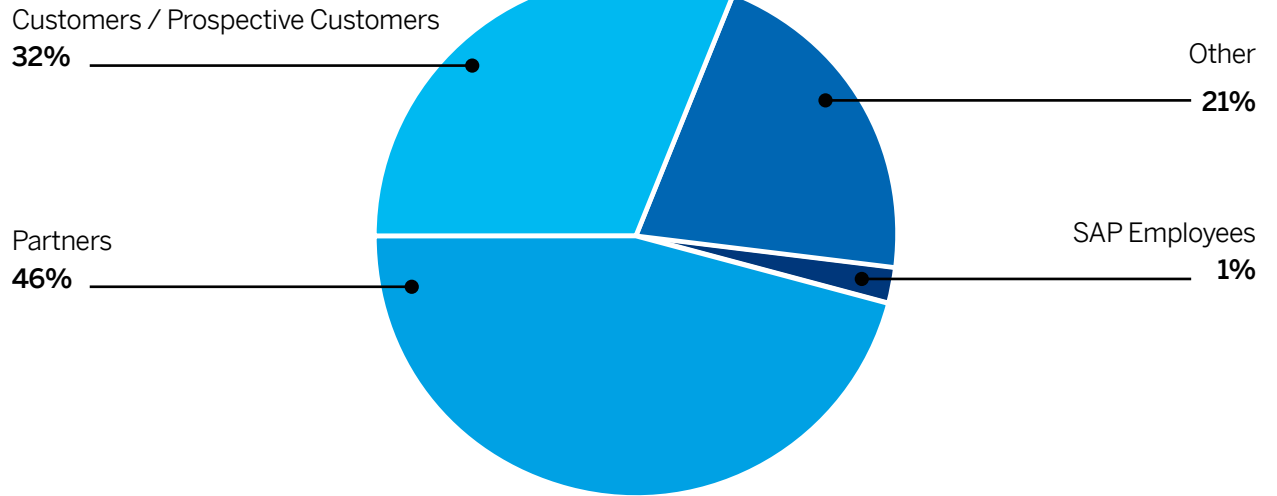
SAP TechEd is where developers, IT architects, engineers, system and database administrators, analysts, data modelers, and designers gather to master their SAP skills. This event will also offer opportunities for SAP customers and partners to interact and communicate with internal SAP developers and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

Expected attendance is 6,000.

Attendees represent 53 different countries with 79% coming from the U.S. and Canada.

[See 2018 Attendee Demographics >](#)

## Relationship to SAP



## Top Job Functions

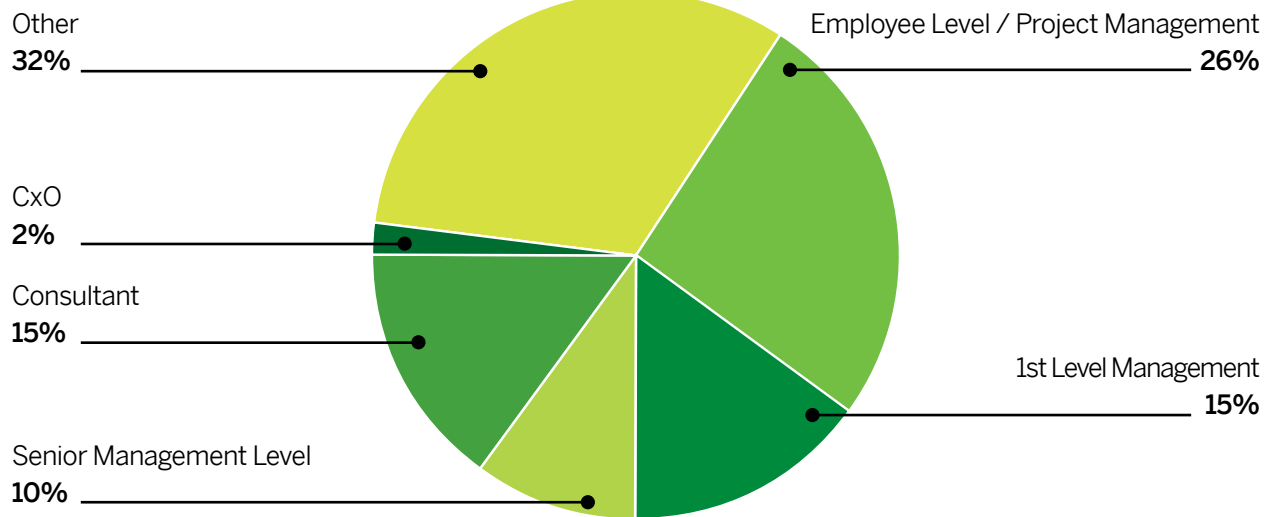
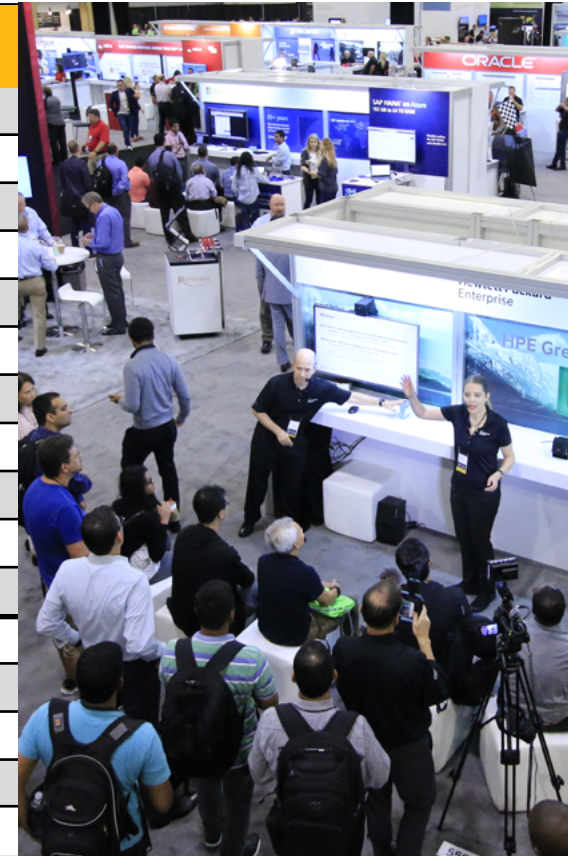


Exhibit Package Components	Platinum	Gold Plus	Gold	Silver
<b>Price</b>	<b>\$46,500</b>	<b>\$40,000</b>	<b>\$30,000</b>	<b>\$16,300</b>
Space	20' x 20'	10' x 20'	10' x 20'	10' x 10'
Full Conference Registrations	6	4	4	2
Exhibits-Only Registrations	10	3	3	2
Celebration Night Privileges	✓			
SAP TechEd Live Interview	✓			
Spotlight Promotion – Pre-Conference E-mail	✓			
Speaking Opportunity – Lecture Session	✓	✓		
Speaking Opportunity to Purchase – \$12,500	✓	✓	✓	✓
Demo Session	✓	✓	✓	
Company Description – Character Limit	1,000	850	850	700
<b>Turnkey Booth:</b>		✓	✓	✓
Booth Structure, Carpet, Chairs, Cleaning		✓	✓	✓
Graphic Panels		✓	✓	✓
Display Monitor		✓	✓	✓
Electric Drops and High-Speed Internet Connections		✓	✓	✓



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



## Marketing Sponsorships

### 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 late June.

### Only Offered to Current Exhibitors

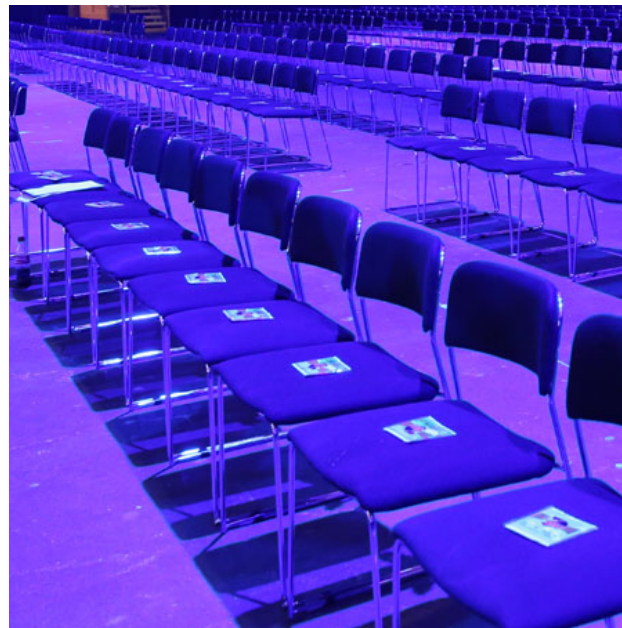
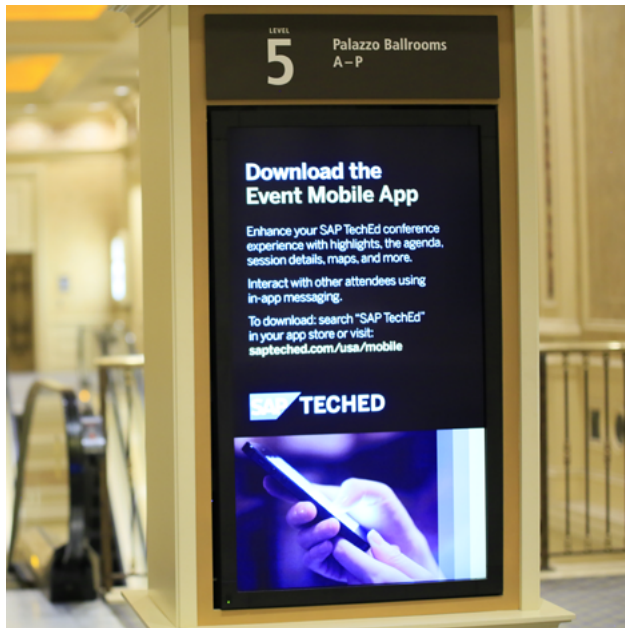
Take advantage of these opportunities to:

- 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
- Chair Drop
- Digital Directional Advertisement
- Mobile App Ad
- Mouse Pad
- Refreshment Break



## Agenda-at-a-Glance

The conference agenda is subject to change. Please refer to our [conference schedule](#) for the most current and detailed agenda.

### Monday, September 23

- ASUG Pre-Conference Seminars

### Tuesday, September 24

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

### Wednesday, September 25

- Show floor including partner exhibits
- Educational breakout sessions

### Thursday, September 26

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

### Friday, September 27

- Educational breakout sessions





## Key Dates and Deadlines

### Week of June 3

Application to Exhibit available

### August 16

Last day to complete the Application to Exhibit

### Exhibit Space Selection

SAP must receive a signed agreement and full payment by August 16.

Gold Plus, Gold, and Silver level exhibitors' exhibit space selection order is determined by the receipt date of the signed Exhibitor Agreement. Exhibitors who have completed the application and whereby SAP has received the signed Exhibitor Agreement and full payment by August 16 will select space the week of August 19. Exhibitors whose signed agreement and payment are received after August 16 will be assigned space in order of the date their signed agreement is received, and provided space remains available.

Platinum level exhibitors will be contacted individually for their exhibit space selection.





## 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. One-hour lecture sessions may also be purchased by exhibiting partners, while supplies last.

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.

### Las Vegas Exhibitor Program Contact Information



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

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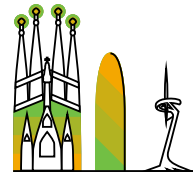
#### Platinum, Gold Plus, Gold Levels

Cathy Nicastro  
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+1 702-283-7461

#### Silver Level

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### Barcelona Exhibitor Program Contact Information



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### Bangalore Exhibitor Program Contact Information



#### Program Manager

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