

# Network with peers. Learn from experts. Increase visibility.

Become an Exhibitor at SAP TechEd 2018

November 28-30, 2018 | Bangalore International Exhibition Centre | [Visit Website](#)

**SAP** TECHED

Exhibitor Program  
**Prospectus**

# 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. 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.



## 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, 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.

## 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.

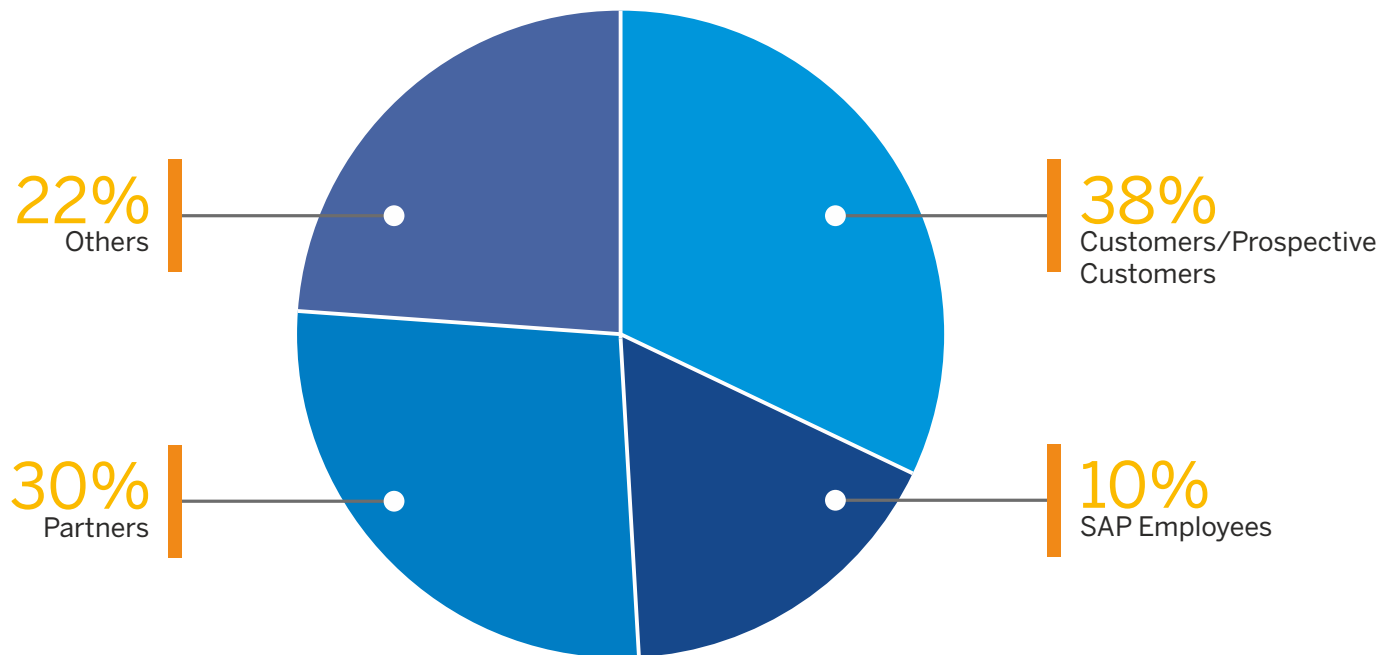
**Exhibiting at SAP TechEd creates instant value and sustained results for your company!**



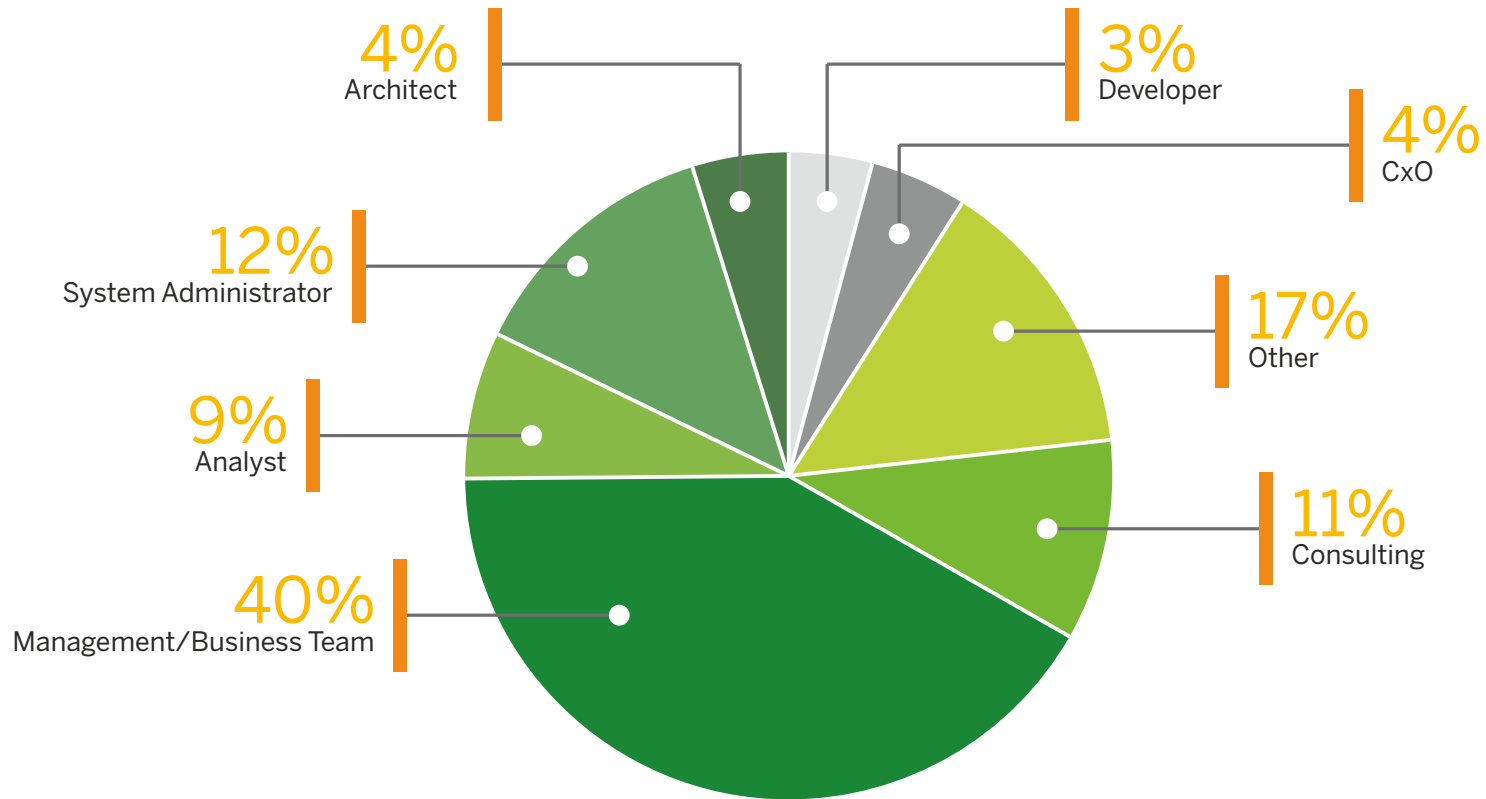


## Conference Demographics – Relationship to SAP

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



**6000**

Total expected attendance



**40%**

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



## Exhibit Packages

Package	Platinum	Gold	Silver
Fee	INR 50,00,000	INR 25,00,000	INR 15,00,000
USD	\$77,682	\$38,842	\$23,305
Space	9m x 5m (Raw Space)	4m x 4m (Raw Space)	3m x 3m (Octonorm)
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
Lecture-Only Passes	20	10	6
Exhibitor passes	15	5	3
Company Description - word count	150	100	50
Logo coverage	Yes	Yes	Yes
Internet connections	2	2	1



# Exhibit Packages

## Platinum Level Exhibit Package

### Exhibition Space

- 9m x 5m (raw space)
- Power (raw power)
- Two Internet connections
- Lead retrieval scanner/App

### Passes

- Twenty Full Conference passes (excluding SAP Consultant Certification Exam )
- Twenty Lecture only passes (includes four passes for speakers)
- Fifteen 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
- Fifteen minute SAP TechEd LIVE Studio interview

### Recognition in Conference Collaterals

- Conference home page to include company name, URL, logo and abbreviated description
- On-site guide distributed to all attendees to include company name, URL, logo and 150- word description.
- Company logo on selected on-site event signage

**Fee: INR 50,00,000/- Rupees Fifty Lakh Only  
(Fee excluding any taxes/duties)**

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

# Exhibit Packages

## Gold Level Exhibit Package

### Exhibition Space

- 3m X 3m Built-up Octonorm stall
- Power (raw power)
- Two Internet connections
- Lead retrieval scanner/App

### Passes

- Ten Full Conference passes (excluding SAP Consultant Certification Exam )
- Ten Lecture only passes (includes two passes for speakers)
- Five Exhibitor passes for partner representatives manning the booth

### Speaking Opportunities

- Two one-hour Lecture Sessions

### Recognition in Conference Collaterals

- On-site guide distributed to all attendees to include company name, URL, logo and 100 word description.
- Company logo on selected on-site event signage

**Fee: INR 25,00,000/- Rupees Fifty Lakh Only  
(Fee excluding any taxes/duties)**

\*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 2m (raw shell space)
- Built-up octanorm stall
- Power (raw power)
- One Internet connections
- Lead retrieval scanner/App

### Passes

- Six Full Conference passes (excluding SAP Consultant Certification Exam )
- Six Lecture only passes (includes two passes for speakers)
- Three Exhibitor passes for partner representatives manning the booth

### Speaking Opportunities

- One thirty-minute Lecture Session at Mini Theatre

### Recognition in Conference Collaterals

- On-site guide distributed to all attendees to include company name, URL, logo and 50 word description.
- Company logo on selected on-site event signage

**Fee: INR 15,00,000/- Rupees Fifty Lakh Only  
(Fee excluding any taxes/duties)**

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

# 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 attendees.

## Only Offered to Current Exhibitors

Take advantage of these sponsorships to:

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



## Marketing Sponsorships

### SAP TechEd Party (Exclusive)

One of the highlight events at SAP TechEd is the fun-filled evening celebration with cocktails, great food, and entertainment.

Here's your chance to sponsor this big party planned for Wednesday, November 28. It's a premier opportunity to build awareness around your company and get your message out to 6,000+ SAP customers, prospects, partners, and employees. The event party sponsorship package will include branding as listed below:

- Recognition as the exclusive party sponsor in the conference On-site Guide and Web site
- Opportunity to showcase your portfolio using visual branding options such as standees (produced by sponsor)
- Opportunity to distribute promotional items to attendees (produced by sponsor)

- Ability to have a designated area at the party venue for exclusive promotion
- Welcome message with the sponsor name displayed on the screens
- Opportunity to play 3 minutes of AV at the beginning of the entertainment event (produced by exhibitor)

**Sign-up deadline:** November 10, 2018  
**INR 15,00,000/- Rupees Fifteen Lakh Only**  
(Fee excluding any taxes/duties)

\*SAP must pre-approve AV content and all other items for presentation



## Marketing Sponsorships

### Luggage Tag (Exclusive)

An exclusive opportunity to position your company logo and/or SAP pre-approved message on thousands of luggage tags, distributed to all attendees during registration check-in. Get creative with your campaign to drive attendees to your booth via this sponsorship. Sponsor to provide the luggage tag and luggage tag insert.

**Sign-up deadline:** November 10, 2018

**INR 1,50,000/- Rupees One Lakh Fifty Thousand Only** (Fee excluding any taxes/duties)

\*SAP must pre-approve all content and other items for presentation.

### Mouse Pad (Exclusive)

What better way to put your company name and logo at the fingertips of SAP TechEd 2018 Bangalore attendees, literally? The sponsor will provide mouse pads that will accompany every laptop used at SAP TechEd 2018 Bangalore. Position your company's name and Web site address next to every laptop! The mouse pad does not require the SAP or SAP TechEd logo, so you can supply it from your current company inventory. SAP must pre-approve the mouse pad design.

**Sign-up deadline:** November 10, 2018

**INR 2,50,000/- Rupees Two Lakh Fifty Thousand Only** (Fee excluding any taxes/duties)





## Marketing Sponsorships

### On-site Guide Ads

The official SAP TechEd 2018 Bangalore On-site Guide contains information about the conference agenda, keynotes, evening events, floor plans, important conference logistics. The Guide will also serve as a comprehensive source of information about the exhibits and exhibitors. It is the foremost on-site and post show reference for SAP TechEd 2018 Bangalore.

Don't miss your chance to put your company message in front of attendees on a daily basis! Increase your company's visibility by prominently placing your company's ad in the On-site Guide. SAP must pre-approve item for content and presentation.

**Sign-up deadline:** November 10, 2018

**Back Cover Ad - Exclusive - INR 5,00,000**

(Rupees Five Lakh Only)



## Marketing Sponsorships

### Coffee bar Sponsor (Exclusive)

Coffee corner @ SAP TechEd is the most happening place where every participant visits at least twice a day. It is an excellent opportunity for you to showcase your brand to each and every attendee. It will also be appropriate opportunity to create the brand recall since they are visiting again and again. All you have to do is take this opportunity.

**Sign-up deadline:** November 10, 2018

**INR 500,000/- Rupees Five Lakh Only**

(Fee excluding any taxes/duties)

### Co-branded Bags

An exclusive opportunity to position your company logo on thousands of bags , distributed to all attendees during registration check in.

**Sign-up deadline:** November 10, 2018

**INR 2500,000/- Rupees Twenty Five Lakh Only**

(Fee excluding any taxes/duties)

### Conference Pen (Exclusive)

All registered attendees will receive a conference pen at the time of registration. Sponsors would be given co-branding opportunity in the form of printed company logo.

**Sign-up deadline:** November 10, 2018

**INR 3,00,000/- Rupees Three Lakh Only**

(Fee excluding any taxes/duties)



## Agenda at a Glance

### SAP TechEd Bangalore 2018: Agenda at a Glance

#### Wednesday, November 28, 2018

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

#### Thursday, November 29, 2018

- Educational Breakout Sessions
- Show Floor

#### Friday, November 30, 2018

- Educational Breakout Sessions
- Show Floor

[Click here](#) to view detailed agenda. | The agenda is subject to change





## Key Dates and **Deadlines**

July 20  
Application opens

November 10  
Last date to complete application to exhibit





## Speaking Engagements

SAP TechEd delivers hands-on workshops and lecture sessions presented by SAP's own technical gurus. The Platinum and Gold exhibit packages offer 4 & 2 one-hour lecture sessions respectively.

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:

**Mohammad Arif Rao**

[mohammad.rao@sap.com](mailto:mohammad.rao@sap.com)

+91 8447 786714

