

# SAPPHIRE NOW and ASUG Annual Conference Exhibitor Resource Guide

May 12–14, 2020

North/South Concourse | Orange County Convention Center (OCCC)  
9899 International Drive, Orlando, Florida



This guide answers frequently asked questions and refers you to resources for additional information.

The Exhibitor Information Site, <http://events.sap.com/sapandasugexhibitors/en/home>, is your source for all exhibitor-related information. Please bookmark this site since you will be referring to it as you plan for the conference.

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## Web Site Links to Bookmark

The links below will be referred to during the planning of the SAPPHIRE NOW and ASUG Annual Conference Exhibitor Program and therefore may be useful to bookmark as favorites:

- SAPPHIRE NOW and ASUG Annual Conference Web Site: <https://events.sap.com/sapandasug/en/home>
- Exhibitor Information Site (EIS): <http://events.sap.com/sapandasugexhibitors/en/home>
- ASUG Annual Conference: <https://events.sap.com/sapandasug/en/asug#preconf>
- SAP Global Partner Summit: <https://events.sap.com/sapandasug/en/partnersummit>

Direct links to information found within the Exhibitor Information Site:

- Exhibitor Console: <http://events.sap.com/sapandasugexhibitors/en/console>
  - Task list, registration, purchase marketing opportunities, print invoices and agreements
  - Each logistics contact will log in with their e-mail address and a password they have selected
- Exhibitor Manual: <http://events.sap.com/sapandasugexhibitors/en/manual>
- Exhibitor Resource Guide: <http://events.sap.com/sapandasugexhibitors/en/manual>
- Partner Branding Policies: <http://events.sap.com/sapandasugexhibitors/en/branding>
- Orange County Convention Center: <http://www.occc.net/exhibitor>
- SAPPHIRE NOW content strategy and theme:  
[https://assets.dm.ux.sap.com/sa\\_te\\_materials/sapphire\\_now\\_content\\_strategy.pdf](https://assets.dm.ux.sap.com/sa_te_materials/sapphire_now_content_strategy.pdf)
- ASUG Experience:  
[https://assets.dm.ux.sap.com/sa\\_te\\_materials/the\\_asug\\_annual\\_conference\\_experience\\_2020.pdf](https://assets.dm.ux.sap.com/sa_te_materials/the_asug_annual_conference_experience_2020.pdf)

## Agenda

To view the conference agenda, visit the conference Web site at <https://events.sap.com/sapandasug/en/attend#agenda>. Information will continue to be added when available.

A detailed [Exhibitor Conference Schedule](#) is located in the exhibitor manual and your console task list. Refer to this schedule for move-in and move-out information and to determine your staffing needs. Please note the release date to be sure you are viewing the most up-to-date version. *All times are subject to change.*

Please take note of the following key points, some of which are new in 2020:

- Sunday, 5:00 p.m.: Any remaining crates that require a forklift for removal must be emptied, labelled, and in the aisle.
- Sunday, 5:00 p.m. to Monday, 5:00 p.m.: Set-up items such as tool boxes can remain within your own exhibit space. Final touch-ups to your exhibit, including lighting adjustments, are allowed until 5:00 p.m.
- Monday, 5:00 p.m.: All set-up items must be removed from the show floor.
- Monday, 5:00 p.m.: All exhibits must be "show ready". Any exhibit not set up by this time may be removed from the show floor at the exhibitor's expense.
- **Monday 5:00 p.m.: The show floor will close and we ask that exhibitors exit the show floor at this time.**
- Turnkey exhibitors should plan to have at least one staff member arrive on Monday to test equipment, unpack any shipments, and pick up your badge scanner.
- Presentations should not be conducted in your booth during the keynote sessions.
- Please be respectful of other exhibitors conducting business and attendees and do not pack up before the show floor closes on Thursday.

## Attendance / Attendee List

The projected attendance is 23,000 customers, prospects, partners, and SAP experts. The 2019 attendee demographics are included in the [2020 Exhibitor Program Prospectus](#).

While SAP and ASUG understand how the attendee list/contact information would be helpful information to exhibiting companies, it is against data protection and privacy policies to distribute this information. List brokers who claim to have the attendee database have not obtained it from a legitimate source. Upon request, exhibit managers will provide a one-time list of companies who have registered attendees on April 17. This list will only include company names.

## Attire

The suggested dress code for the conference is business casual. Note this is a change from business attire in prior years. The Thursday evening event is casual.

To help plan, expect an average daytime high temperature of 88°F/31°C with an average evening low of 65°F/18°C. The average rainfall in May is about 3 inches. The Orange County Convention Center (OCCC) is a large meeting facility and comfortable walking shoes are recommended. A light sweater or jacket is recommended as meeting rooms can be cool.

## Badge Scanning

The Badge scanning vendor order form will be available in your exhibitor console under the Vendor Services section. Anticipated go live is early March.

In no event shall exhibitors 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 should not share their leads with anyone outside of their company. Any solicitation of this information should be forwarded to the exhibitor's exhibit manager for further investigation.

## Branding

All booth graphics and signage must be sent to your exhibit manager for review and approval by SAP branding prior to production. Please refer to the information provided on the [partner branding page](#) of the EIS while preparing your booth graphics and signage to minimize the need for changes.

## Business Services

The FedEx Office at the OCCC is located on the South Concourse, Level 2 near room S210A. A full range of services is offered daily from 8:00 a.m.–5:00 p.m. Contact 407.352.3761 or [usa3996@fedex.com](mailto:usa3996@fedex.com) prior to the event dates or [usa1124@fedex.com](mailto:usa1124@fedex.com) during the event.

## Cancellation / Reduction of Exhibit Space

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 and ASUG receive the Exhibitor Agreement will result in additional SAP and ASUG efforts and cost and negatively impact the Conference. Therefore, Exhibitor 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 and ASUG 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, provided that all reductions must be received by **March 2, 2020**. If Exhibitor cancels the Exhibitor 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 March 2, 2020. 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 Manager at the e-mail address stated on the Agreement.

## Catering / Food / Beverage Dispensing

The OCCC prohibits food or beverages (including bottled water and alcoholic beverages) from being brought into the building except by Centerplate, the exclusive caterer for the convention center. All arrangements for the service of food and/or beverages must be made through their catering office. The distribution of alcoholic beverages, regardless of type and/or quantity, is the sole responsibility of Centerplate. [Catering order forms and menus](#) may be found in the exhibitor manual.

- Booth and show floor conference room catering contact: Kelsey Kercado, [kelsey.kercado@centerplate.com](mailto:kelsey.kercado@centerplate.com), 407.685.5760.
- Sapphire level home-base conference room catering contact: Frank Smith, [frank.smith@centerplate.com](mailto:frank.smith@centerplate.com), 407.685.5874.

## Company Description and Logo

A company description is required to promote your company in the exhibitor section of the conference Agenda Builder and in the event mobile app. Click on the Company Description task in your console to enter. Descriptions will be reviewed and edited as needed to comply with SAP branding guidelines. Change requests should be e-mailed to your exhibit manager.

A logo is also required to promote your company. Click on the Company Logo task in your console and upload both a Web (.jpg or .png file) and print logo (.eps or vector AI file) as they may both be needed. Change requests should be e-mailed to your exhibit manager.

## Computer Network Security

All exhibitors must complete the Computer Network Security form in your console by March 11. This form is in addition to the SmartCity/OCCC Internet services order form. Note the Emerald Plus, Ruby, and Pod levels do not need to order hard-wired Internet service as it is included with these exhibit packages.

Complimentary Wi-Fi access is available for all conference attendees utilizing a 5.0 GHz capable device in the OCCC during the conference. In an effort to keep the 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, show floor meeting rooms, and home-base rooms. Requests for a variance should be sent to your exhibit manager.

Due to the number of attendees and limitations of Wi-Fi technology, the network can become oversaturated quickly in high-density environments. This is especially true for older devices that use the 802.11b/g/n (2.4 GHz) protocol, which is limited to three channels. Therefore, 2.4 GHz capability is not an option for attendee Wi-Fi.

## Contacts

It is important that you receive all our exhibitor communications which will come from various e-mail addresses. Please save the e-mail addresses below to your “safe sender” list to ensure these communications are not missed:

- Exhibitor communications: [exhibitors@sapandasug.com](mailto:exhibitors@sapandasug.com)
- General conference communications: [sap@mailsap.com](mailto:sap@mailsap.com). If you wish to receive event alerts, click on the “Sign Up for Updates” radio button on the conference [Web site](#). To be GDPR compliant, this list is deleted after each event so you will need to add yourself again to receive 2020 attendee conference updates.
- Registration communications/on-site updates: [registration@sapandasug.com](mailto:registration@sapandasug.com)
- Payment communications: [payments@sapandasug.com](mailto:payments@sapandasug.com)
- Housing communications: [sapandasugexhibitors@conferencedirect.com](mailto:sapandasugexhibitors@conferencedirect.com)

The [Directory of Suppliers](#) lists the “official show vendors”. If using a vendor on this list, it is not required to complete an exhibitor appointed contractor form.

We have a team of professionals ready to assist you! Questions should be directed to the contacts below.

Exhibit Management		
<b>Exhibitor Program Director</b>	<b>Exhibit Manager Sapphire Exhibitors</b>	<b>Exhibit Manager Onyx Exhibitors</b>
<b>Barb Kavetski</b> <a href="mailto:b.kavetski@sap.com">b.kavetski@sap.com</a> Tel: 610.518.6291	<b>Ellen Stangroom</b> <a href="mailto:e.stangroom@sap.com">e.stangroom@sap.com</a> Tel: 508.461.7683	<b>James Boyle</b> <a href="mailto:ja.boyle@sap.com">ja.boyle@sap.com</a> Tel: 484.416.3067
<b>Exhibit Manager Diamond Exhibitors</b>	<b>Exhibit Manager Emerald and Pod Exhibitors</b>	<b>Exhibit Manager Emerald Plus and Ruby Exhibitors</b>
<b>Sandy Lorenz</b> <a href="mailto:sandra.lorenz@sap.com">sandra.lorenz@sap.com</a> Tel: 508.461.7421	<b>Kim Cansler</b> <a href="mailto:k.cansler@sap.com">k.cansler@sap.com</a> Tel: 919.977.6060	<b>Cassie Palacios</b> <a href="mailto:cassie.palacios@asug.com">cassie.palacios@asug.com</a> Tel: 734.730.4279
Marketing Opportunities		
<b>Marketing Manager</b>		
<b>Ana Cashdollar</b> <a href="mailto:ana.cashdollar@asug.com">ana.cashdollar@asug.com</a> Tel: 312.673.5607		



## Registration and Housing

### Conference Registration

**Alli Bayless**  
[alli@webeventsglobal.com](mailto:alli@webeventsglobal.com)  
Tel: 916.759.6337

### Hotel Reservations and Sub-Blocks

**ConferenceDirect**  
[sapandasugexhibitors@conferencedirect.com](mailto:sapandasugexhibitors@conferencedirect.com)  
Tel: 866.557.0941

## Freeman Services

### Custom Booths

**Hillary Lloyd**  
[hillary.lloyd@freeman.com](mailto:hillary.lloyd@freeman.com)  
Tel: 407.313.5845

### Home-Base Room Layout and Design

**Hillary Lloyd**  
[hillary.lloyd@freeman.com](mailto:hillary.lloyd@freeman.com)  
Tel: 407.313.5845

### Graphics Marketing Opportunities Emerald Plus, Ruby, and Pod

**Cris Coniglio**  
[cris.coniglio@freeman.com](mailto:cris.coniglio@freeman.com)  
Tel: 407.947.9950

## Convention Center

SAPPHIRE NOW and ASUG Annual Conference will be held in the North/South Concourse of the Orange County Convention Center (OCCC), 9899 International Drive, Orlando, Florida, [www.occc.net](http://www.occc.net). The main phone number is 800.345.9845. The OCCC policies, online link, and order forms may be found in the [exhibitor manual](#).

## CPE Credit

ASUG does not offer a formal CPE credit program at the conference. Attendees will find session abstract information in the conference Agenda Builder and may self-submit for credit.

## Directory of Suppliers

The vendors listed in the [Directory of Suppliers](#) in the exhibitor manual are 'official show vendors'. If your on-site contractor is not on this list, please follow the exhibitor appointed contractor (EAC) instructions in this guide so they can gain access to the show floor via a wristband.

Unofficial vendors may reach out to you to solicit business. Neither SAP nor ASUG can verify the authenticity of such companies. If unsure of a vendor, ask your exhibit manager or refer to the Directory of Suppliers. As an example, ConferenceDirect is the official housing vendor and Freeman is the show decorator and freight coordinator. Please be assured that we do not share your contact information, however, as you may know, these vendors can be very savvy in how they build their lists.

## Distribution of Marketing Material

Exhibitor personnel including booth staff, hostesses, and any hired help, are not permitted to distribute literature or promotional items of any kind outside the confines of your contracted exhibit space. Branded exhibitor personnel are not permitted to walk the conference function space, the show floor, or other OCCC property for the purposes of advertising your brand, solution, etc.

## Employment Solicitation

Although this conference provides members of the SAP worldwide community an important networking opportunity, direct employment solicitation is not permitted. Such conduct may result in revoking exhibit privileges in these and future SAP and ASUG events. Any exhibitor engaging in employment solicitation may have their booth shut down immediately.

## Exhibit Space Policies

Exhibit space policies will be strictly enforced. Be sure to review the policies for your applicable exhibit package level to ensure you are within conference guidelines. These may be found in your task list and in the [exhibitor manual](#).

## Exhibit Space Selection

A [Priority Point System](#) is used to establish the order of exhibit space selection. Refer to the [Floor Plans and Space Selection](#) page of the EIS. Exhibit space takes place in February and March.

## Exhibitor Appointed Contractor

An EAC includes, but is not limited to, installation/dismantle personnel, booth hostesses, performers, photographers, audio visual companies, and contractors performing work in the Sapphire level home-base conference rooms.

If your company is using an exhibitor appointed contractor (EAC) for any work in the building, before, during or after the event, we require the following for them to gain access to the show floor via a wristband. If the form and insurance are not received, the EAC will be prohibited from working in the building.

1. Complete the Exhibitor Appointed Contractor form located in your console by April 9.
2. Provide a certificate of insurance for each EAC by April 9. Details are specified in the [Certificate of Insurance Instructions](#) in the exhibitor manual.

If you are working with any of the vendors listed in the [Directory of Suppliers](#), you do not need to provide their insurance.

EACs will be issued wristbands daily for access to the show floor. Details will be provided in the Exhibitor On-Site Survival Guide, which will be distributed prior to the conference.

## Exhibitor Events

Activities which conflict with the conference program are not permitted. This includes breakfasts, receptions or any other activities occurring in Orlando 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. SAP and ASUG reserve the right to cancel any exhibitor agreement that does not follow these regulations. Please complete the required Strategy and Special Activities form in your console to notify us of your hosted event plans. This information is for internal SAP and ASUG use only.

SAP and ASUG will host evening events, by invitation, Monday–Thursday. To eliminate conflicts, we ask that you start your events after 8:30 p.m. with Wednesday being the preferred evening for partner events.

Visit the [Exhibitor Hosted Events and Transportation](#) page for additional information including dining suggestions and discount information.

## Exhibitor Console

Your [console](#) will assist you in managing your presence at the conference. Each logistics contact will log in using their own e-mail address and password. Information to set up a password will be sent via e-mail upon completing the application to exhibit. Via the console you will be able to:

- Invite your team to register and book their own hotel rooms (if not booked through a sub-block)
- View a task list with deadlines specific to your participation
- Complete required online forms
- Purchase marketing opportunities
- Print agreements, invoices, and receipts
- Upload your company description and logo (revised versions after initial submission should be e-mailed to your exhibit manager)

## Exhibitor Contests and Gifts

Plans for any contests, gifts, raffles, etc. must be included in the online Strategy and Special Activities form in your console. If you are unsure if your plans conform to the guidelines, check with your exhibit manager. SAP and ASUG reserve 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. There will be no announcements by SAP or ASUG of exhibitors' promotions.

## Exhibitor Manual

The [exhibitor manual](#) includes information such as the exhibitor conference schedule, exhibit space policies, Freeman forms, additional services forms, and more.

## Future Event Dates

Mark your calendars for SAPPHIRE NOW and ASUG Annual Conference in 2021 taking place June 8-10. Stay up-to-date with events year-round by checking on the [SAP](#) and [ASUG](#) event calendars.

## Hotel Reservations

SAP and ASUG have negotiated discounted hotel room rates at a variety of [Orlando properties](#). The official housing vendor is ConferenceDirect, [sapandasugexhibitors@conferencedirect.com](mailto:sapandasugexhibitors@conferencedirect.com) or 866.557.0941. ConferenceDirect **will not** reach out to you to solicit business. **Several unaffiliated hotel and travel groups may solicit you offering discounted pricing. Neither SAP nor ASUG can verify the authenticity of such companies or their representations and will not be able to provide a resolution to issues related to reservations made via these companies.**

There are two ways for exhibitors to reserve hotel rooms:

### Individual Hotel Reservations

Individual reservations may be made online as part of the conference registration process. Discounted hotel rates, based on hotel availability, are available until April 27 or until the official conference hotel blocks are filled. We strongly encourage you to reserve your hotel room early for the best opportunity to book at the conference hotels.

### Hotel Sub-Block

There is a 10-room minimum to book a sub-block. Instructions and forms will be sent to Sapphire, Onyx, Diamond, and Emerald level exhibitors in early January. The deadline to submit a request is February 20. Hotel sub-blocks are based on availability, first-come, first-served. Contact your exhibit manager for more information.

- **Housing Deposit Policy:** All reservations require a credit card guarantee. A credit card will be required upon arrival at the hotel as the final method of payment.
- **Hotel Changes and Cancellations:** Changing or cancelling a conference registration will not alter or cancel a hotel reservation. Changes or cancellations to an existing hotel reservation must be made online by using the [Access My Registration](#) function and selecting "Book/Modify My Hotel." The guest last name and corresponding confirmation number of the hotel reservation are needed to log in; this information is located on the hotel confirmation e-mail. Changes to an existing hotel reservation are subject to availability.
- After April 27, individuals should contact the hotel directly for changes and cancellations (subject to change per hotel).
- All hotel cancellations made within three business days of arrival will result in a cancellation fee of one night's room and tax charged to the credit card on file. Failure to check in to the hotel on the designated arrival date will also result in a one night's room and tax charge to the credit card on file and the remaining nights of the reservation will be cancelled. SAP and ASUG are not responsible for any no-show charges or cancellation fees.

## Install and Move-In / Dismantle and Move-Out

### Thursday, May 7–Monday, May 11

The information below is also included in the Freeman Quick Facts document and the [Exhibitor Conference Schedule](#). Please take note of the following key points, some of which are new in 2020.

- Sunday, 5:00 p.m.: Any remaining crates that require a forklift for removal must be emptied, labelled, and in the aisle.
- Sunday, 5:00 p.m. to Monday, 5:00 p.m.: Set-up items such as tool boxes can remain within your own exhibit space. Final touch-ups to your exhibit, including lighting adjustments, are allowed until 5:00 p.m.
- Monday, 5:00 p.m.: All set-up items must be removed from the show floor.
- Monday, 5:00 p.m.: All exhibits must be "show ready". Any exhibit not set up by this time may be removed from the show floor at the exhibitor's expense.
- **Monday 5:00 p.m.: The show floor closes and we ask that exhibitors exit the show floor at this time.**
- Turnkey exhibitors should plan to have at least one staff member arrive on Monday to test equipment, unpack any shipments, and pick up the badge scanner.

### Move-In Schedule by Level

Dates are listed below according to your exhibit package level. Refer to the 'Registration – Wristband' section in this document for information regarding access to the show floor during move-in dates.

#### **All exhibits must be set up and 'show ready' by 5:00 p.m. on Monday, May 11.**

Move-in:	May 7–11	8:00 a.m.–5:00 p.m.	Sapphire and Onyx levels
Move-in:	May 8–11	8:00 a.m.–5:00 p.m.	Diamond level



Move-in:	May 9–11	8:00 a.m.–5:00 p.m.	Emerald level
Move-in:	May 11	8:00 a.m.–5:00 p.m.	Emerald Plus and Ruby levels
Move-in:	May 11	12:00 p.m.–5:00 p.m.	Pod level

### Move-Out Schedule

Exhibitors will be permitted to begin packing up the exhibit space on May 14 after the close of the show, but freight cannot be moved until May 15. Packing up early by any exhibitor is not allowed. Installation and dismantle exhibitor appointed contractors (EACs) will not have access to the show floor for move-out until one hour after the close of the show floor to allow for aisle carpet roll-up and truss dismantle.

Move-out:	May 12	5:30 p.m.–10:00 p.m.	All levels
Move-out:	May 13	8:00 a.m.–5:00 p.m.	All levels
Move-out:	May 14	8:00 a.m.–5:00 p.m.	All levels
Move-out:	May 15	8:00 a.m.–4:00 p.m.	All levels

### Insurance

In accordance with the Exhibitor Agreement signed by the exhibitor, and the Rules and Regulations, the exhibitor is responsible for obtaining insurance covering all personnel, exhibit material, and equipment. A certificate of insurance must be provided to your exhibit manager by March 11. Details are specified in the [Certificate of Insurance Instructions](#) in the exhibitor manual.

### Keynote Feed

SAP and ASUG will each host keynote sessions. A live feed to your exhibit space is available for \$750. A live feed to a Sapphire level home-based conference room is available for \$1,250. The deadline to submit a request is March 6. If interested, please contact Donnie Smith at i4D Event Services, [donnie@i4devents.com](mailto:donnie@i4devents.com), 219.310.1228.

### Logo Information

#### Conference Logos

SAPPHIRE NOW and ASUG Annual Conference logos are available in eps, gif, and jpg formats by contacting your exhibit manager. These logos may be used in promotional materials. A proof of how the logo is requested to ensure the logo guidelines are followed.

#### Web Banners

A selection of complimentary Web banners will be available under the Manage My Presence section of the Exhibitor Information Site. Banners may be customized once you have a booth number.

#### Conference URL Links

We invite you to publish the conference URL, [www.sapandasug.com](http://www.sapandasug.com), in your materials, e-mails, and on your Web site.

### Marketing Opportunities

To help maximize your investment and presence at the conference, a variety of marketing opportunities are available for purchase via your console. The Marketing Opportunity Prospectus will be available in late-January. These opportunities are only made available to current exhibitors. Contact Ana Cashdollar, [ana.cashdollar@asug.com](mailto:ana.cashdollar@asug.com), with any questions.

### Meeting Rooms

#### Show Floor Conference Rooms

Conference rooms are available for purchase via your console.

#### Meeting Space

As an exhibitor, you may also contact local hotels if interested in meeting space. Contact your exhibit manager for a list of hotels and contact information.

### Noise / Sound

As you develop plans for this event, there are a few guidelines regarding sound that SAP and ASUG would like to reiterate to ensure that exhibitors and attendees have the best experience. If you expect to have public address equipment as part of your exhibit, contact Donnie to ensure your company is aligned with the noise guidelines and therefore avoid any noise disturbances while exhibiting at the event.

- If you are using radio frequency equipment between 160 MHZ and 980 MHZ are required to complete the [Radio Frequency Notification form](#).
- Sound systems must be directed inward, toward your exhibit space. Sound systems must not be used to solicit traffic to your booth and will be restricted if used for this purpose.
- Noisy and/or obstructive work is not permitted during conference show hours.
- SAP and ASUG show management reserve the right to restrict exhibits, method of operation, and materials that become objectionable due to noise or volume.
- Show management shall have the sole discretion in determining what is noisy, loud, obstructive, and/or objectionable.

In the event there are complaints on-site, trained audio design technicians will be available to assist in solving any challenges. Contact Donnie Smith at i4D Event Services, 407.446.0696, [donnie@i4devents.com](mailto:donnie@i4devents.com), for assistance.

## Orlando

For information on Orlando attractions, contact Amie Garrett, [agarrett@hello-dmc.com](mailto:agarrett@hello-dmc.com), at Hello! Florida, [www.hello-usa.com/hello-florida/](http://www.hello-usa.com/hello-florida/). Visit Orlando, [www.orlandomeeting.com](http://www.orlandomeeting.com), is an additional resource for information.

## Payment

- **Exhibit package payment is due on or before February 7.** If payment is received by February 7, you will participate in the priority point exhibit space selection process. Refer to the [Floor Plans and Space Selection](#) page of the EIS.
- Payment is due upon receipt if you complete the application after February 7.
- Detailed payment information is located on your invoice. You may view/print your invoice on the My Documents page of your console.
- Payment for exhibit packages and marketing opportunities are accepted in the form of check, bank transfer, and credit card (Amex, Visa, MasterCard). If paying by bank transfer, you are responsible for any fees. Credit card payments may be made at any time by accessing the credit card link on your invoice.
- The taxpayer ID# is 52-2290494. A copy of the SAP W-9 is available from your exhibit manager.
- Submission of all invoices to their proper internal department for processing is the responsibility of the exhibiting company.
- No exhibitor will be allowed to install/move-in until all payments have been received.
- Marketing opportunity payments are due on or before March 25. Payment is due upon receipt if a purchase is made after this date. Payments must be received before deliverables will be executed.
- Registration payment details may be found in the Registration section of this document.

## Photography / Videography

You are permitted to take photos and record video *in your booth and/or meeting room* only. You are not allowed to take photos or video outside of your own space, on the show floor or other public spaces. All equipment and photographers/videographers must remain within your booth space.

The official show photographer is [Christie's Photographic Solutions](#). If you elect to bring in a photographer who is not registered for the event, complete the exhibitor appointed contractor (EAC) form and provide the required insurance so they will have access to the show floor via a wristband. Refer to the Wristband information in the Registration section of this guide for details.

## Press

### Press Releases

You are responsible for promoting your company's SAP-related announcements and activities. SAP invites its partners to capitalize on the high visibility of this conference by issuing SAP-related press releases but do require that all be approved by SAP in advance. The deadline to submit a press release is March 25. Complete details are located on the [Press Information](#) section in the exhibitor manual.

### Press List

SAP does not provide the press list prior to the event. If you wish to obtain a copy of the list of publications who are attending, e-mail your exhibit manager prior to Wednesday, May 13. The list will not be available or distributed prior to that date and will not include individual names of press and analysts attending.

## Registration

Everyone who attends the conference must register. An allotted number of badges are included with each exhibit package. SAP and ASUG shall have sole control over admission policies to the conference at all times. Manage your registrations via your [console](#): send invitations to register, purchase additional badges at the discounted exhibitor rate of \$1,800 for staff and customers, and track usage.

Important points to note about exhibitor registration:

- Conference badges permit access to all SAPPHIRE NOW sessions, ASUG sessions, show floor exhibits, demos, keynotes, lunch, beverages and snacks, and evening events included in the event agenda. The exception is that Thursday single-day badges do not allow access to the Thursday evening event.
- To mitigate exhibit staff from registering via the conference Web site (where the rate will be higher) the text below is included on the relationship page of the registration form.

*Before completing this registration, if your company is exhibiting, contact your company's primary logistics contact for information on how to obtain a discounted exhibitor registration. If you are uncertain of who your primary logistics contact is, contact us at [exhibitors@sapandasug.com](mailto:exhibitors@sapandasug.com). If you continue to register here, please be sure that you understand the cancellation and substitution policies as all will apply.*

If the person continues with their registration and selects another registration type, they will pay the prevailing rate for registration vs. the discounted exhibitor rate of \$1,800. The difference between the rate they paid and the exhibitor rate is not able to be refunded.

- Please do not extend a badge to an SAP employee. SAP employees must be invited to participate and register via an internal process.
- Package-included badges do not expire and may be used for staff or to invite customers.
- Badges for the exhibiting company's staff will have a 'Partner' designation and the exhibiting company's name printed on the badge.
- Additional conference badges, above the allotted amount, may be purchased for staff and customers via your console at the discounted registration rate of \$1,800. There is no deadline for purchase.
- Purchased exhibitor staff badges may be either prepaid before sending the invitation or sent with a balance due.
- Each registration is typically purchased as a single credit card transaction, however, a bulk registration payment may be made with a credit card, bank transfer or check. Contact your exhibit manager or [payments@sapandasug.com](mailto:payments@sapandasug.com) for details.
- Purchased customer badges:
  - Registrations **must** be prepaid by the exhibiting company before the invitation to register can be sent to the customer. There is not a way for exhibitors to invite customers but then have the customer pay the discounted exhibitor rate.
  - If exhibitors would like to invite customers to the event, but have them pay their own way, they should direct their customers to the [conference Web site](#) to register themselves at the prevailing rate.
  - Customer badges will be printed with an 'Attendee' designation and the customer's company name.
  - If, during the registration process, the customer selects ASUG Pre-conference Seminar sessions, they will be prompted to pay for those sessions with a credit card.
- Early admittance to the show floor is only allowed for badges that have the 'Partner' designation.
- 'Exhibits Only' or 'Booth Staff' badges are not available.
- Single Day badges will be added to the console after May 4 for \$1,200 and are only available to employees of the exhibiting company, not to SAP employees, customers or prospects. Single Day badges purchased for Thursday do not include access to the Thursday evening event.
- Guest tickets are not available for purchase.

- Group-ticket discount pricing is offered on the conference Web site but may not be combined with the discounted exhibitor rate of \$1,800. These registrations must be purchased through the conference Web site and not your Exhibitor Console. Notify your exhibit manager if you would like those records moved into your console (for tracking purposes). Details may be found [here](#).
- Badges should be worn only by the person whose name is on the badge. Sharing of badges is not allowed and could result in security confiscating the badge for the remainder of the conference.
- All badge pick-ups require photo identification.
- Registration to attend the [SAP Global Partner Summit or ASUG Pre-Conference Seminars](#), taking place on May 11, will be available to SAP partners during the registration process. Refer to the SAP Global Partner Summit section in this guide for more information. If you have completed your registration and decide later to attend one of these programs you can purchase via “Access My Registration”.
- Contact Alli Bayless, [alli@webeventsglobal.com](mailto:alli@webeventsglobal.com), with registration questions.

**Registration payment** may be made in the form of check, bank transfer or credit card (Amex, Visa, or MasterCard). If paying by bank transfer, you are responsible for all fees. Please note that you must submit payment in full in order to book your hotel room and collect your badge on-site.

If you would like to pay via check or bank transfer and require an invoice for a single registration:

- The individual should start the registration process, stop at the verification page, and make note of the registration reference number.
- E-mail the request to [payments@sapandasug.com](mailto:payments@sapandasug.com) and include: the registration reference number, the address if different than what is listed in the registration, and P.O. if it is required. Invoices are payable upon receipt.
- The deadline to submit payment for registrations via check or bank transfer is April 24.

If you would like to pay via a single credit card transaction, check or bank transfer and require one invoice for multiple registrations, contact Alli Bayless, [alli@webeventsglobal.com](mailto:alli@webeventsglobal.com), for instructions.

#### Badges Include Access to

- SAPPHIRE NOW sessions
- ASUG Annual Conference sessions
- Keynotes
- Show floor
- Lunch
- Beverages and snacks
- Celebration Night (exception is the Thursday single-day badge)

*Not included* but available for purchase is access to the [ASUG Pre-Conference Seminars](#) or the [SAP Global Partner Summit](#), both held on Monday, May 11.

#### Package-Included Badge Allotments

Exhibit Package	Badge Allotment
Sapphire	70
Onyx	52
Diamond	20
Emerald / Emerald Plus	10
Ruby	5
Pod	2

#### Change, Cancellation, and Substitution Instructions

*Registration cancellations or substitutions will not automatically update the hotel reservation. See the Hotel section above for instructions on how to change/cancel reservations.*

**To make a change to the spelling of the name, title, phone, or e-mail address of an existing reservation:** Click on the corresponding Edit button for the record you would like to change.

**To make a substitution for someone who is registered with a package-included badge:** Click on the corresponding Cancel button to delete the record. Refresh your console and add the new person. Important: cancelling a registration does not cancel a hotel reservation.

**To make a substitution for someone who is registered with a purchased registration:** Substitutions will be permitted only if you are substituting with someone from the same company. There is no fee for name-change substitutions, as long as payment information is not changed. A \$150 administrative fee will apply to any substitutions requiring updates to payment information. E-mail substitution requests to [payments@sapandasug.com](mailto:payments@sapandasug.com).

**To make a substitution for someone who has been added or invited but has not registered:** Click on the corresponding Cancel button to delete the record.

**To cancel a purchased registration:** A \$350 service charge applies to all registration cancellations submitted in writing and received on or before April 3. A registrant must provide the registration confirmation number and submit a written cancellation request via e-mail to [payments@sapandasug.com](mailto:payments@sapandasug.com). Cancellation requests will not be accepted over the phone.

SAP and ASUG will not issue refunds on cancellations received after April 3. Conference no-shows are not eligible for a refund.

**Registration Policy:** Additional conference registration policy information may be found [here](#).

## Wristbands

**Exhibitor Appointed Contractors (EACs)** will be issued complimentary wristbands daily for access to the show floor. Details will be provided in the Exhibitor On-Site Survival Guide, which will be distributed prior to the conference. Refer to the Exhibitor Appointed Contractors section above.

**Exhibitor staff that will assist with set-up** must register and wear their conference badge which will allow them show floor access.

**Exhibitor staff that will assist with set-up prior to registration opening** will be issued complimentary wristbands daily for access to the show floor. Details will be provided in the Exhibitor On-Site Survival Guide, which will be distributed prior to the conference.

## Rules and Regulations

The [Exhibitor Program Rules and Regulations](#) are an integral part of the Exhibitor Agreement and must be followed. In addition, exhibitors are required to comply with the operational policies of the [Orange County Convention Center](#) and the [exhibitor manual](#). If a conflict exists with the rules and regulations, exhibitor manual, the OCCC Operational Policies, and any other term in the agreement, always follow the stricter rule or regulation.

Exhibitors should not in any way distribute items or hold special activities that appear to be official SAP or ASUG-sponsored items or events. No exhibitor activity should interfere with the attendee experience.

Drones may not be flown at the OCCC. This includes any type of drone, at anytime, anywhere on or off the show floor – including your booth.

Balloons are not allowed on the show floor.

## SAP Global Partner Summit

Scheduled for Monday, May 11, at the Hyatt Regency Orlando, the [SAP Global Partner Summit](#) is a must-attend event for all SAP partners. Registration will be available during the registration process. Staff members who are attending both the summit and the conference will be given one badge indicating access to both events.

- Sapphire, Onyx, and Diamond level exhibit packages include an allotment of SAP Global Partner Summit badges with their exhibit package.
- A discounted rate of \$395 is available to registrants of the remaining levels and any additional badges purchased by the levels noted above. Registrants will be prompted to pay via a credit card at the time of registration.



## Shipping Information

All items and materials that are brought into the facility may be subject to material handling charges from Freeman and are the responsibility of the exhibitor. This also applies to items ordered through the official show vendors. Advance warehouse, show site, and outbound shipping information may be found below. Complete shipping details may be found in the Freeman Quick Facts document.

### Advance Warehouse

Freeman will accept crated, boxed or skidded materials beginning April 7 to the advance warehouse address below. Material arriving after April 30 will be received at the warehouse with an additional “after deadline” charge. Materials will be accepted at the warehouse Monday–Friday, 8:00 a.m.–3:30 p.m. Shipping labels are available in the [exhibitor manual](#) or should be addressed as follows:

Advance Warehouse:  
Exhibiting Company Name / Booth # \_\_\_\_\_  
SAPPHIRE NOW and ASUG Annual Conference  
C/O Freeman  
10088 General Drive  
Orlando, FL 32824

### Show Site

Freeman will receive shipments sent directly to the OCCC beginning May 7. Shipments arriving before this date may be refused by the facility. Shipping labels are available in the exhibitor manual or should be addressed as follows:

Show Site:  
Exhibiting Company Name / Booth # \_\_\_\_\_  
SAPPHIRE NOW and ASUG Annual Conference  
C/O Freeman  
North/South Concourse  
Orange County Convention Center  
9400 Universal Blvd.  
Orlando, FL 32819

### Outbound Shipping

May be arranged through Freeman or your preferred carrier. The Freeman Exhibit Services Department can prepare the outbound Material Handling Agreement and labels in advance or on-site at the Freeman help desk. You will need to coordinate shipments with your preferred carrier and confirm that the driver has your company name and booth number. All drivers must go to the marshaling yard for pick-up, otherwise they will be turned away.

### Show Floor Schedule

The show floor is scheduled to be open Tuesday–Thursday, May 12–14. The detailed [Exhibitor Conference Schedule](#) is posted in the exhibitor manual and will be updated as new information becomes available. Exhibitors are encouraged to be ‘show-ready’ at least 30 minutes prior to the show floor opening each day.

### Social Media

We encourage you to use social media to engage customers and prospects and promote your presence at the conference. You can benefit by “piggy-backing” on our social media content and promotion while creating your own interactions. The [social media page of the EIS](#) provide additional information. Social media cards will be available in late January.

### SAPPHIRE NOW Channels

- Twitter – <http://twitter.com/sapphirenow>
  - SAPPHIRE NOW handle is: @SAPPHIRENOW
  - Hashtag: #SAPPHIRENOW
- Facebook – <http://www.facebook.com/sapphirenow>
- LinkedIn – [SAPPHIRE NOW Showcase Page](#)
- YouTube – <http://www.youtube.com/sapphirenow>

### ASUG Channels

- Twitter – <https://twitter.com/hashtag/ASUG2020?src=hash>
  - ASUG handle is: @ASUG365
  - Hashtag: #ASUG2020
- Facebook – <https://www.facebook.com/ASUG365/>

- LinkedIn – [ASUG - Americas' SAP Users' Group](#)
- YouTube – <http://www.youtube.com/asugtv>

## Strategy and Special Activities

All exhibitors must complete the Strategy and Special Activities Form regarding your presence and messaging at this event by April 9 via your [console](#). This form is for internal SAP and ASUG use only and should include any planned events, regardless of date or size. Update the form (using the same process) if any information changes, or if there is new information to add. SAP and ASUG reserve the right to cancel any Exhibitor Agreement that does not follow the exhibitor event policies listed earlier in this guide.

## Theme

[SAPPHIRE NOW theme](#): Intelligent enterprises turn insight into action to win in the experience economy.

[ASUG Annual Conference theme](#): Experience the network effect.

## Transportation

Hello! Florida | Mears Transportation is the official transportation vendor. Due to space limitations, other shuttle bus transportation vendors will not be given access/allowed to pick up or drop off attendees at the OCCC. The Uber, Lyft, and other rideshare drop-off and pick-up location is on Convention Way which is located between the South Concourse and the Hyatt Regency Orlando.

### Exhibitor-Arranged Transportation

If you are planning scheduled shuttle bus transportation to or from the convention center, for efficiency, it is required to use Hello! Florida | Mears Transportation. Contact Amie Garrett, CMP at [agarrett@hello-dmc.com](mailto:agarrett@hello-dmc.com) or 407.674.3026 to make arrangements.

### Conference Transportation

Complimentary shuttle service will be available May 12–14 between the OCCC and official conference hotels, with the exception of the walkable hotels (Hilton Orlando, Hyatt Regency Orlando, and Rosen Centre).

### Celebration Night Shuttle

Refer to the event mobile app for information regarding complimentary shuttle service to and from all conference hotels.

## Videography / Photography

You are permitted to record video and take photos in your booth and/or meeting room only. You are not allowed to video or take photos outside your own space, on the show floor or other public spaces. All equipment and videographers/photographers must remain within your booth space.

If your video crew/photographers are not registered for the event, please complete the Exhibitor Appointed Contractor (EAC) form and provide the required insurance and they will have access to the show floor via a wristband. Refer to the Wristband information in the Registration section of this guide for details.

## Web Site Links to Bookmark

The links below will be referred to during the planning of the SAPPHIRE NOW and ASUG Annual Conference Exhibitor Program and therefore may be useful to bookmark as favorites:

- SAPPHIRE NOW and ASUG Annual Conference Web Site: <https://events.sap.com/sapandasug/en/home>
- Exhibitor Information Site (EIS): <http://events.sap.com/sapandasugexhibitors/en/home>

Direct links to information found within the Exhibitor Information Site:

- Exhibitor Console: <http://events.sap.com/sapandasugexhibitors/en/console>
  - Task list, registration, purchase marketing opportunities, print invoices and agreements
  - Each logistics contact will log in with their e-mail address and a password they have selected
- Exhibitor Manual: <http://events.sap.com/sapandasugexhibitors/en/manual>
- Exhibitor Resource Guide: <http://events.sap.com/sapandasugexhibitors/en/manual>
- Partner Branding Policies: <http://events.sap.com/sapandasugexhibitors/en/branding>
- Orange County Convention Center: <http://www.occc.net/exhibitor>

## Wi-Fi

Complimentary Wi-Fi access is available for all conference attendees utilizing a 5.0 GHz capable device in the OCCC during the conference. In an effort to keep the 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, show floor meeting rooms, and home-base rooms. Requests for a variance should be sent to your exhibit manager.

Due to the number of attendees and limitations of Wi-Fi technology, the network can become oversaturated quickly in high-density environments. This is especially true for older devices that use the 802.11b/g/n (2.4 GHz) protocol, which is limited to three channels. Therefore, 2.4 GHz capability is not an option for attendee Wi-Fi.

**Questions?** Contact your [exhibit manager](#) with any questions not answered in this guide. Thank you.