

## Instructions and Policies Gold Plus and Gold Level Exhibitors

**Graphics Review Due: August 5, 2019**  
**Artwork Due: August 9, 2019**

This document includes information relating to the Gold Plus and Gold level exhibit packages. Contact your exhibit manager, Cathy Nicastro, [cathy@tomcatevents.com](mailto:cathy@tomcatevents.com) or 702.283.7461, with any questions.

### Components

This exhibit package has been designed as a turnkey solution. Your booth will be set up when you arrive. The components include: a 10'x20' booth, seven graphic panels (instructions below), non-secure storage, carpet, electrical, Internet, a 40" monitor, a table and four chairs, lighting, and cleaning. A laptop is not included. More details are available in the [Exhibit Packages document](#).

Exhibitors should plan to use the booth components, as provided, and should not bring in their own furniture or exhibit furnishings. Do not adhere anything to the booth such as stickers. Please let Cathy know if the table and chairs or front counter are not needed.

### Move-In

Your booth will be ready for you to move-in at **1:00 p.m., Monday, September 23**. Plan to have at least one of your staff members arrive on Monday to test equipment and unpack any shipments.

### Graphic Panel Instructions

You will need to provide the artwork files for the seven graphic panels that are included with your booth – printing and installation are included with your exhibit package fee.

**Specifications – refer to page 3** for the detailed specs your graphic designer will need to prepare the artwork.

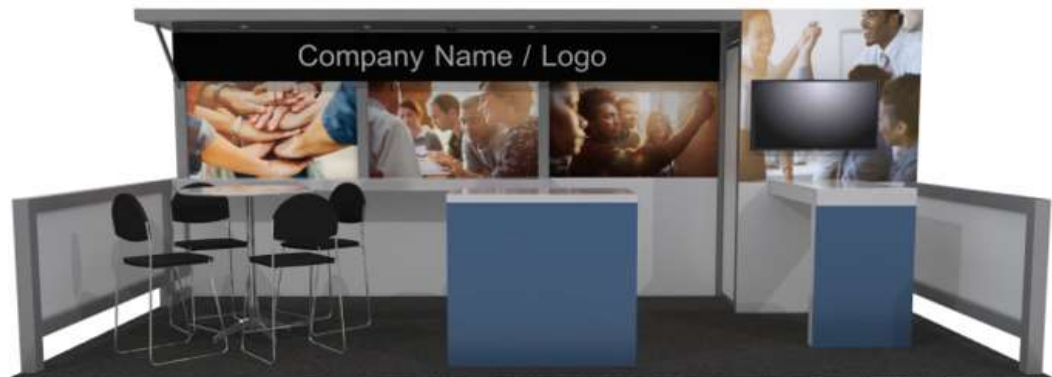
### Graphics Review – Due August 5

Submit a PDF proof of your artwork to [Cathy](#), for branding review and approval, prior to submitting to Freeman. Refer to the [Partner Branding Guidelines](#) to minimize the need for changes during the review process.

### Artwork Submission to Freeman – Due August 9

- Artwork files must be high resolution and adhere to the [Freeman Artwork Submission Guidelines](#).
- Contact Taylor Wickey, [taylor.wickey@freemanco.com](mailto:taylor.wickey@freemanco.com) or 402.740.1688, with any questions about the artwork files.
- Instructions to upload your artwork will be provided once your proof is approved.
- Please take note of the deadlines as rush fees will apply.
  - Artwork received after August 19 will be charged \$955 plus tax.
  - Artwork received after August 29 will be charged \$1,295 plus tax.

**Booth rendering.** Additional views are available [here](#).



# Instructions and Policies

## Gold Plus and Gold Level Exhibitors

### Monitor

A [43" flat screen display monitor](#) will be mounted to the right-hand side of your booth as shown in the rendering.

- An HDMI cable with an adaptor will be provided. Should you require another type of cable, please bring it with you or let Cathy know in advance. An additional charge may apply.
- A second monitor may be ordered from FMP, the official AV supplier, using their [standard order form](#). Note the discount deadline is August 31.
- If you order a second monitor which requires mounting to a back panel of your booth, you will need to contact Cathy to arrange in advance. **Please note that additional labor and mounting fees to retrofit the booth will be incurred from Freeman.**
- A laptop is not included.

### Carpet

Gray carpet is included with your exhibit package. Carpet padding is not included. If you would like to order a different color carpet or padding, use the [carpet and padding order form](#).

### Aisles and Common Areas

- The aisles, passageways, and overhead spaces remain strictly under the control of SAP. This includes all conference function space, the show floor, and other Venetian|Palazzo Congress Center property. No signs, decorations, banners, advertising matter or special exhibits will be permitted in these areas. Signs and lighting grids may not extend, or cover, any part of the aisle or neighboring exhibits.
- Each exhibitor is responsible for keeping the aisles near its exhibit space free from congestion caused by demonstrations and other promotional activities. Sufficient space must be provided within the booth for the comfort and safety of attendees watching demonstrations and other promotional activities. All marketing activities, including the use of talent personnel, must be conducted within the exhibit space.

### Content

Exhibitor shall not market, advertise, promote, or distribute any products or services that are non-complementary to any SAP software products or related services. SAP reserves the right, at any time, to review the display materials, demos, company descriptions, marketing sponsorship messaging, collateral assets, and presentations of all exhibitors to address any sensitive and/or non-complementary issues. SAP may remove any exhibit, which, in their opinion, may detract from the general character of the conference as a whole, or consists of products or services that are non-complementary or otherwise inconsistent with the purpose of the conference.

### Hanging Signs

Hanging signs and suspended lighting grids are not permitted.

### Sight Lines

- Exhibit fixtures, components and identification signs are permitted to a maximum height of 8 feet. Any signage or booth component exceeding 8 feet will be removed or adjusted at the exhibitor's expense.
- The maximum height of 8 feet is allowed only in the rear half (5 feet) of the booth space, with a 4-foot height restriction imposed on all materials in the remaining space, forward to the aisle. This 4-foot height restriction is applied only to the portion of exhibit space which is within 10 feet of an adjoining booth.

# GOLD & GOLD PLUS LEVEL 10X20 SPECIFICATIONS

## PANEL A (1) 171.9375" W x 17" H Header Panel (Logo/Company Name)

- Panel with bleed adding 1.75" to top: 171.9375" W x 18.75" H

## PANEL B (2) 55" W x 34" H Graphic Panel

- Panel viewable size 54.5" W x 31.5625" H
- Please allow 4" clearance from top edge to header and 4" from bottom edge to countertop

## PANEL C and D (1) 55" W x 34" H Graphic Panel

- Panel viewable size 54.5" W x 31.5625" H
- Please allow 4" clearance from top edge to header and 4" from bottom edge to countertop

## PANEL E (1) 40.625" W x 42" H Graphic Panel

- Leave 6" clearance for countertop as graphic will be covered otherwise.

## PANEL F (1) 60.625" W x 54" H Graphic Panel

- See specs in panel F close-up diagram below for dimensions pertaining to the bleed necessary for the location of the 43" monitor included with the Gold and Gold Plus.
- Counter top covers bottom 0.75" of graphic

## PANEL G (1) 23" W x 42" H Graphic Panel

For questions relating to preparing or submitting the artwork for your graphic panels, please contact Taylor Wickey 402.740.1688 [taylor.wickey@freeman.com](mailto:taylor.wickey@freeman.com).

43" monitor included with the booth  
(38.3" W x 22.5" H)

