

SAP TechEd Las Vegas

2019 Marketing Opportunities

The Venetian | Palazzo Congress Center

September 24–27

Show Floor Open: September 24–26



MARKETING OPPORTUNITIES

To help maximize your investment and strengthen brand awareness at SAP TechEd Las Vegas, a variety of marketing opportunities and advertising channels have been developed. These opportunities assist with increasing your company's visibility at the conference and make a lasting impression on thousands of SAP customers, prospects, and SAP employees.

- Marketing opportunities may be purchased via your [Exhibitor Console](#).
- Marketing opportunities are only available to exhibiting partners.
- All ads, messaging, and sponsor-provided items are subject to SAP approval.
- The previous year sponsors of exclusive and limited items are given right of first refusal for the following year.

Some items are all-inclusive; others will require additional expense (e.g., design, production, etc.). The total cost should be considered when making selections. The marketing opportunities listed in this document are subject to change.

Contact the marketing manager, Kim Cansler, at k.cansler@sap.com, with questions regarding any marketing opportunity.

TERMS AND CONDITIONS

The following terms and conditions are in addition to the SAP TechEd Las Vegas in 2019 Exhibitor Program Rules and Regulations.

- SAP must receive a signed Marketing Opportunities Agreement ("Agreement") within two days following the submission of the marketing opportunity order. The Agreement must be executed by an authorized representative of the Exhibitor indicating their agreement to the terms specified without any changes.
- The order submitted by the exhibitor is an integral part of this Agreement and may not be changed once submitted and notwithstanding anything to the contrary, cancellations or refunds to the Exhibitor's marketing opportunity selection(s) may not be made.
- **Full payment for the marketing opportunity specified must be received by August 16, 2019.**
- Acceptance by SAP of a signed Agreement is contingent upon SAP management review and approval. SAP is not obligated to accept any Agreement and may reject any Agreement at its sole discretion.
- SAP is under no obligation to reserve or order any opportunity deliverables for the exhibitor until a signed Agreement is received and accepted.
- The responsibility lies with the Exhibitor to meet the deadlines for the necessary marketing opportunity deliverables (e.g., proofs, final art, samples, etc.). All ads, messaging, and sponsor-provided items must be reviewed and approved by SAP before going into production.
- SAP will not produce Exhibitors' opportunity deliverables until a final approved version has been provided by the Exhibitor and approved by SAP. Any such approval shall not be unreasonably withheld or delayed. The final proof is required prior to the published deadline.
- Published deadlines are final. If an Exhibitor's proof or final artwork is not received in the required format prior to the published deadline, SAP may terminate the Agreement without refund. Under such conditions, the exhibitor agrees that SAP is entitled to retain all payments made, not as a penalty, but as liquidated damage.
- Opportunity specifications and deadlines will be provided upon sign-up.
- Contests and drawings often involve compliance with specific state or local laws or regulations. Any such activities will be subject to the prior written approval of the State of Nevada, the Venetian|Palazzo Congress Center and SAP, 65 days in advance of the event.

AT-A-GLANCE MARKETING OPPORTUNITIES

Click the links below to see details

Opportunities	Quantity	Fee	Status
Daily Update Sponsor	3	\$3,000	
Event Mobile App Banner Ad	4	\$5,000	
Executive Keynote Chair Drop	1	\$6,000	<i>Sold Out</i>
Fun Run Sponsor	1	\$3,000	<i>Sold Out</i>
Meeting Room Daily Rental	10	\$1,500	
Mouse Pads (exhibitor supplied item)	1	No Fee	<i>Sold Out</i>
Refreshment Break Sponsor	3	\$5,000	
Show Floor Directory Ad	1	\$3,000	
Speaking Opportunity - One-Hour Lecture Session	10	\$12,500	
Add-On Service: Lecture Session Recording	7	\$4,500	
Video Production - Raw Video Footage Only	10	\$2,600	
Video Production - Footage+Post-Production	10	\$3,500	
Logo Guidelines			
SAP Trademark Statement			

DAILY UPDATE SPONSOR**3 OPPORTUNITIES TUESDAY | WEDNESDAY | THURSDAY**

The Daily Update e-mail offers conference updates to help attendees navigate their day. This update offers session reminders, conference highlights, links to the Agenda Builder and keynote replays, but most importantly, a paragraph about your company! Conference attendees will receive the update three times throughout the week.

As the daily update sponsor, the opportunity includes a 25-word message to highlight your booth presence, mention an upcoming session, or direct attendees to your own Web site. The Daily Update is published on Tuesday, Wednesday, and Thursday. Select your preferred day based on the order in which you purchase the opportunity or be the first to purchase all three days to make it an exclusive opportunity. SAP must pre-approve all content.

Opportunity fee:	\$3,000 per day
Sign-up deadline:	August 9
Message due for review:	August 16 Submit to k.cansler@sap.com
Final message due:	August 23 Submit to k.cansler@sap.com

EVENT MOBILE APP BANNER AD

4 OPPORTUNITIES

The SAP TechEd event mobile app is a convenient tool that brings attendees practical and up-to-date information on the agenda and event news. Consider an ad in the event mobile app to highlight your brand, promote key messaging, drive attendees to your booth or sessions, or direct attendees to your own Web site. The app will be available on both iOS and Android platforms. SAP must pre-approve all content and items. Please note there is no printed on-site guide, so this makes the app the main resource for attendees while at the event.

This opportunity includes:

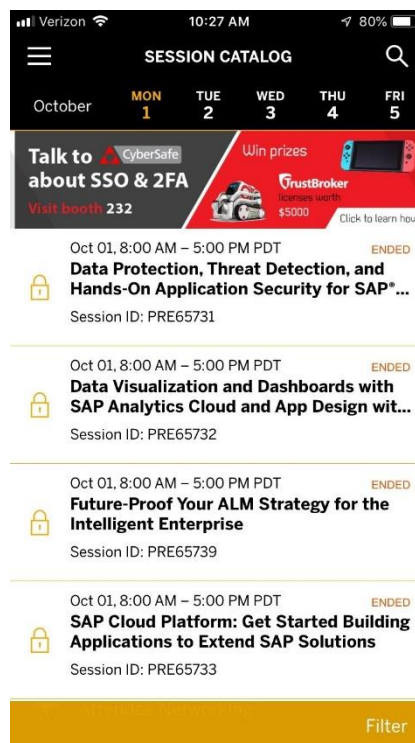
- A full-color, clickable banner ad linked to sponsor's external Web site, session detail page, or a static content page.
- The event mobile app will be available one to two weeks prior to the start of the conference and post conference.
- Sponsored banner ads are located at the top of the session catalog page and appear in random rotation.

Opportunity fee: \$5,000 (plus sponsor's applicable artwork production costs)

Sign-up deadline: July 29

Proof due: August 2
Submit to k.cansler@sap.com

Final artwork due: August 9
Submit to k.cansler@sap.com



EXECUTIVE KEYNOTE COLLATERAL CHAIR DROP**1 OPPORTUNITY: TUESDAY MORNING**

Get noticed at SAP TechEd! Put your message in the hands of thousands of attendees at the executive keynote on Tuesday morning. Envision your item – a brochure, flyer, or collateral – on every chair where the keynote speech will be given.

Sponsor bears all material/production costs. SAP will facilitate placement of your promotional item on every chair. SAP must pre-approve item for content and presentation.

Opportunity fee:	\$6,000 (plus sponsor's applicable production and shipping costs for chair drop item)
Required quantity:	5,000 pieces
Sign-up deadline	August 9
Proof due:	August 16 Submit to k.cansler@sap.com
Final artwork due:	August 23 Submit to k.cansler@sap.com
Items due on-site:	Freeman will accept crated, boxed or skidded materials at their warehouse beginning August 23. Exact shipping details will be provided on the spec sheet.

FUN RUN SPONSOR

1 OPPORTUNITY

Become the co-sponsor, with SAP, of the SAP TechEd Fun Run. Along with the many branding components listed below, you may also provide a gift, such as a t-shirt, for the Fun Run participants. Entry in the Fun Run will be open to all attendees until the 500 attendee limit is met, but you may set a limit on your gifts to control your budget.

Sponsor bears all responsibility for sourcing attendee gifts and all fees associated with the purchase, production, and shipping of the items. SAP must pre-approve the items for content and presentation.

Components of the opportunity include:

- Recognition as the co-sponsor on the Fun Run registration page
- Recognition as the co-sponsor on the conference Web site Fun Run page
- Registration panel inviting the Fun Run participants to visit your booth
- Logo printed on the runner bib
- Logo included on Fun Run signage

There are no run day responsibilities assigned to the sponsor.

Opportunity fee:	\$3,000
Sign-up deadline:	August 9
Giveaway proof due:	August 16 Submit to k.cansler@sap.com
Giveaway final artwork due:	August 23 Submit to k.cansler@sap.com
Items due on-site:	Freeman will accept crated, boxed or skidded materials at their warehouse beginning August 23. Exact shipping details will be provided on the spec sheet.

Note: We will use the logo provided during exhibit sign-up.

MEETING ROOM DAILY RENTAL – MONDAY THROUGH THURSDAY**10 MEETING ROOMS AVAILABLE FOR SCHEDULING**

Meeting rooms in the Venetian | Palazzo Congress Center are available for daily use to meet with prospects, customers or staff. Your meeting room includes tables, chairs, electricity, and your logo on signage outside the door. Rooms vary in size, can be booked for one or all days from Monday through Thursday, and are sold until the available quantity is depleted.

Once the meeting room is reserved, a meeting room information sheet is provided. Sponsor bears all additional costs and responsibilities. Items such as Internet, phone lines, AV, catering, etc. are the responsibility of the sponsor. Order forms for the additional items may be ordered via the Exhibitor Manual.

As you are planning for SAP TechEd, please be reminded that exhibitor activities that conflict with the conference program are not permitted. This includes breakfasts, receptions or any other activities occurring in Las Vegas 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.

Opportunity fee: \$1,500 per day (plus sponsor's applicable costs noted above)

Sign-up deadline: August 16

Note: *The logo you have provided will be used for the sign outside the door.*

MOUSE PADS

1 OPPORTUNITY

What better way to put your product, service, or program name and logo at the hands of the attendee, literally? The sponsor is to provide 750 mouse pads, which will be positioned at each laptop used at SAP TechEd, including hands-on workshops, information kiosks, and registration counters. The mouse pad does not require an SAP logo and, therefore, may be supplied from your current inventory. SAP must pre-approve item for content and presentation.

Opportunity fee:	No fee
Mouse pad cost:	Sponsor bears all responsibility for sourcing the mouse pads and all fees associated with the purchase, production, and shipping of these items.
Required quantity:	750 pieces
Sign-up deadline:	August 9
Proof due:	August 16 Submit to k.cansler@sap.com
Final artwork due:	August 23 Submit to k.cansler@sap.com
Items due on-site:	Freeman will accept crated, boxed or skidded materials at their warehouse beginning August 23. Exact shipping details will be provided on the spec sheet.

REFRESHMENT BREAK SPONSOR**3 OPPORTUNITIES – CHOOSE TUESDAY, WEDNESDAY OR THURSDAY**

Conference attendees will refuel at break stations positioned on levels 3, 4, and 5 of the Venetian | Palazzo Congress Center.

Components of this opportunity include:

- Recognition as the refreshment break sponsor in the daily update, sent to all conference attendees.
- Logo and booth number prominently displayed at break stations.

For additional exposure, you may provide your own company branded items such as napkins or hot beverage sleeves. All fees associated with the purchase, production, and shipping of optional branded items are your company's responsibility.

Opportunity fee: \$5,000 (plus sponsor's applicable costs for branded items, as noted above)

Sign-up deadline: August 9

SHOW FLOOR DIRECTORY AD

1 OPPORTUNITY

Want attendees to know who you are while they figure out where they stand? Prominently display your company's ad or logo on the show floor directory. The show floor directory will feature the show floor plan and the exhibitor listing. Directories will be in high traffic areas. Add your booth number to this large sign to drive traffic to your booth. SAP must pre-approve all content.

Opportunity fee: \$3,000 (plus sponsor's applicable artwork production costs)

Sign-up deadline: August 9

Proof due: August 16
Submit to k.cansler@sap.com

Final artwork due: August 23
Submit to k.cansler@sap.com



SPEAKING OPPORTUNITY – PRESENT A ONE-HOUR LECTURE SESSION

10 OPPORTUNITIES

SAP TechEd is the largest educational event to focus on SAP technology which offers you an exceptional opportunity to reach thousands of SAP technical and business process professionals from around the world. Present a one-hour lecture session to showcase your solution, your best success story, and your integration with SAP.

- SAP must approve the session title, abstract, and final presentation.
- Lecture sessions are limited to three (3) sessions per exhibitor, this includes sessions that are included with an exhibit package.
- Once the speaking opportunity is purchased, an information sheet will be provided with submission instructions and deadlines.
- One complimentary speaker badge is included.
- Exhibitor sessions are published in the conference session catalog and the event mobile app.

Opportunity fee: \$12,500

Sign-up deadline: August 2

Title and abstract due: August 7

Final presentation due: August 16

For more information, contact Kim Cansler at k.cansler@sap.com.

Note: *The Platinum and Gold Plus packages include a One-Hour Lecture Session. Any level exhibitor may purchase this opportunity up to a total of three (3) sessions.*

Opportunity does not include the session recording offered below.

LECTURE SESSION RECORDING – Add-on service

7 Opportunities – Wednesday Only

Expand the reach of your SAP TechEd lecture. Take advantage of this unique opportunity to receive an SAP TechEd branded HD video recording that is yours to keep and to use for additional training opportunities for your employees and customers.

Opportunity fee: \$4,000

Sign-up deadline: August 16

VIDEO PRODUCTION

10 OPPORTUNITIES

At SAP TechEd, video services will be available where you may bring together key executives, experts, and clients for testimonials or demos. **You may also secure these services for your special events or an interview in your exhibit space upon individual request.**

- Thirty minutes to one-hour timeslots are available.
- Videos can be from two to four minutes in length.
- Final products will be in high-resolution MP4 file format, unless otherwise requested.
- Raw video
 - Video is delivered on-site.
- Post-production services (additional fee as noted below)
 - Option to provide the following items for inclusion: video inserts, screen captures, images, pre-recorded demos, opening and closing slides, logos, URLs, and music.
 - Video is delivered three weeks after the event.

Raw video footage only fee: \$2,600 (videotaping only – no post-production services)

Video footage + post-production services fee: \$3,500 (includes multiple speakers, interviews, demos, and post-production)

Sign-up deadline: August 16

Sample videos:

- [SAP PartnerEdge for Application Development Program](#)
- [General Datatech](#)
- [Making Digital Business Simple](#)

LOGO GUIDELINES

Please review these instructions before submitting your company logo:

- Put your company name into your logo file name, e.g., companyx.eps.
- Hint for making your company's logo "pop"... If you have a version of your logo without a tagline, submit it! Logos will be sized down on our Web site and in our event mobile app, taglines may be unreadable at this scale.
- Logos must be created in VECTOR-based applications, such as Adobe Illustrator.
- Do not send your logo in bitmap formats: no GIF, no JPG, no PNG, and no TIF.
- Importing a bitmap file (JPG or TIF for instance) of the logo into Adobe Illustrator and saving as an AI or EPS file won't change the fact that it's a bitmap. Ask your graphics department or advertising agency to supply a file in the correct format.
- All fonts must be changed to outlines and colors converted to CMYK.
- Avoid sending white or light colored logos since they will be placed on white backgrounds.
- Files must be saved with their format on the end of the name, e.g., companyxlogo.eps.
- If your company has a Web-safe colored logo in a vector-based format, supply it as well, but be sure it's named as such, e.g., companyx_web.eps.
- Per SAP branding guidelines, do not use/mention "SAP" in a tagline or logo graphics.

For questions regarding the above, please contact the marketing opportunities manager at k.cansler@sap.com.

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