

SAPPHIRE NOW and ASUG Annual Conference Marketing Opportunities

May 12–14, 2020

Orange County Convention Center | North/South Building
Orlando, Florida



MARKETING OPPORTUNITIES

To help maximize your investment and strengthen brand awareness at SAPPHIRE NOW and ASUG Annual Conference, a variety of promotional 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, SAP employees, and press/analyst influencers.

- Marketing opportunities may be purchased via your Exhibitor Console.
- To purchase a marketing opportunity, you must be signed up to exhibit at the 2020 event.
- All ads, messaging, and promotional items you provide are subject to SAP and ASUG review and approval.
- Those exhibitors who purchased an opportunity the previous year are given right of first refusal for the current year offering of the same opportunity.

Some items are all-inclusive; others will require additional expense, e.g., design, production, etc. The total cost should be considered when making your selections.

The marketing opportunities listed in this document are subject to change.

Contact the marketing manager Ana Cashdollar, ana.cashdollar@asug.com or 312.673.5607, with questions regarding any marketing opportunity.

TERMS AND CONDITIONS

The following terms and conditions are in addition to the SAPPHIRE NOW and ASUG Annual Conference Exhibitor Program Rules and Regulations.

- SAP and ASUG must receive a signed Marketing Opportunity Agreement ("Agreement") within two days following the submission of your 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 opportunities selection(s) may not be made.
- Full payment for the opportunity specified must be received by March 25, 2020.
- Acceptance by SAP and ASUG of a signed Agreement is contingent upon SAP and ASUG's management review and approval. SAP and ASUG are not obligated to accept any Agreement and may reject any Agreement at their sole discretion.
- SAP and ASUG are under no obligation to reserve or order any 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 deliverables, e.g., proofs, final artwork, samples, etc. All ads, messaging, and promotional items, provided by the Exhibitor, must be reviewed and approved by SAP and ASUG before going into production. SAP is not responsible for punctuation, typographical errors or misspellings.
- SAP and ASUG will not produce Exhibitor's opportunity deliverables until a final approved version has been provided by the Exhibitor and approved by SAP and ASUG. 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 and ASUG may terminate the Agreement without refund. Under such conditions, the exhibitor agrees that SAP and ASUG are entitled to retain all payments made, not as a penalty, but as liquidated damage.
- Marketing opportunity specifications and deadlines will be provided upon sign-up.

MARKETING OPPORTUNITIES AT-A-GLANCE

Please log in to your [Exhibitor Console](#) to check current availability under the *Purchase Marketing Opportunities* tab.

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DINING PAVILION SIGN – *NEW!*

3 Opportunities

Have your brand be seen from every angle by placing your ad on a wall of the dining pavilion tent! Attendees will see your message as they enjoy lunch in the dining pavilion each day.

Opportunity description:

- One 131-foot long triangular shaped graphic panel branded with your company's message, shown in red below.
- Three locations are available.

Select your preferred location based on the order in which you purchase this opportunity. Locations will be provided by the marketing manager.

Note: The blue hanging banner in the rendering is a separate opportunity, see page 25 for more details.

Opportunity fee:	\$25,000 (plus your company's applicable costs)
Sign-up deadline:	March 6



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SAP MEETING CENTER WHITEBOARD AD – Sold Out

Exclusive

This exclusive opportunity allows you to promote your brand to over 6,000 customers and SAP executives on whiteboards in the SAP Meeting Center, an area where top-level executives meet throughout the event. Statistics from 2019 indicate that there were over 6,000 meetings in the meeting center, with 4-6 attendees per meeting. Your brand will be promoted to all who participate in these meetings! Customers and SAP executives will see your company's branding throughout their meetings.

Opportunity description:

- Your company's ad or message displayed on every whiteboard in the meeting center rooms. In 2019, there were over 200 whiteboards.
- Each whiteboard is 4' x 3' with ad space in the top-left corner. Advertisement space is shown in the image below.
- The same ad will be used in all locations.

For additional exposure, you may provide your own company-branded items for the meeting center rooms (i.e. mint tins, candies, stress balls, etc.). Design and messaging must be approved by SAP and ASUG prior to production. All fees associated with the purchase, production, and shipping of optional branded items are your company's responsibility.

Note: Notebooks and pens are sold as a separate promotion and may not be provided as a branded item.

Opportunity fee:	\$25,000 (plus your company's applicable costs)
Sign-up deadline:	March 6



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DINING PAVILION WALKWAY – **Sold Out**

Exclusive

Showcase your brand to thousands of hungry conference attendees by placing your ad at the entrance to the dining pavilion. Attendees will see your messaging twice – as they walk from the show floor to the dining pavilion each day for lunch and again on their way back to the show floor.

Opportunity description:

- Six graphic panels to brand with your company’s message. Ad space is on both sides of the columns shown in blue.
- The top panel is reserved for conference branding.

Opportunity fee:	\$20,000 (plus your company’s applicable costs)
Sign-up deadline:	March 6



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SHUTTLE SERVICE SIGNAGE

4 Opportunities

Thousands of attendees will be transported to and from the Orange County Convention Center and the official conference hotels throughout the week in our complimentary shuttle buses. Thousands more will see your message on the high-traffic streets of Orlando. Gain valuable branding mileage by purchasing a shuttle service signage opportunity.

Opportunity description:

- Advertising banner adhered to the loading side of three buses. Banner dimensions are 2' x 35'.
- Logo placement on shuttle route signage located outside of the main entrances of the South side of the convention center.
- Logo placement on shuttle route signage in the lobby at all 48 conference-designated hotels.
- Logo placement in the Tuesday conference Daily Update e-mail sent to all attendees.

Opportunity fee:	\$17,000 (plus your company's applicable costs)
Sign-up deadline:	March 6



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CONCOURSE DIGITAL SIGNAGE

6 Opportunities

Showcase your brand on the digital displays located along the South Concourse, Level 2 of the Orange County Convention Center. Thousands of attendees are sure to notice your messaging as they walk the concourse. Ads will rotate between conference branding and potentially six sponsored ads.

Opportunity description:

- Sponsor ad played simultaneously across four monitors at 12 locations along the South Concourse making one impactful message.
- The same ad will be used on all designated digital monitor locations throughout the South Concourse.
- Image below is an example of how your ad will display across four monitors.

Opportunity fee:	\$15,000 (plus your company's applicable costs)
Sign-up deadline:	March 6



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ESCALATOR GLASS BANNER AD – **Sold Out**

3 Opportunities

Showcase your brand on the escalators that transport attendees to and from the show floor and the ASUG educational sessions each day. Your logo will be printed on cling material adhered to two glass sides of the escalator bank. The conference logo will alternate with your logo.

Opportunity description:

- Your company logo to be displayed on the glass sides of the escalator bank.

Select your preferred location based on the order in which you purchase this opportunity:

- South Concourse, Level 2 Down escalators (2 locations, 2 opportunities)
 - These escalators bring attendees from Level 2 (main level and registration) down to Level 1 to enter the show floor.
- South Concourse, Level 2 Up escalators (2 locations, 1 opportunity)
 - These escalators bring attendees from Level 2 (main level and registration) up to Level 3 to attend ASUG education sessions.

Opportunity fee:	\$15,000 (plus your company’s applicable costs)
Sign-up deadline:	March 6



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SHOW FLOOR CONFERENCE ROOM – Sold Out

Would your company be better served by meeting with customers and prospects in a private meeting room? Invite attendees to meet in your dedicated conference room, located on the show floor.

- Conference room is approximately 13' x 16' and the standard set-up includes carpet, a table, eight chairs, one 6-outlet power strip, and a door. A sign with your company logo is included. *NEW in 2020*, a slider door sign that will show if the room is vacant or if there is a meeting in progress.
- All fees and responsibilities associated with the purchase of additional items such as upgraded furniture, signage inside the room, audio visual, floral, catering, and wired Internet service are your company's responsibility.
- As these dedicated conference rooms are located on the show floor, a conference badge is required for access. Customer meetings may not be scheduled in these rooms when the show floor is closed.
- Rooms will be positioned in various locations depending on the design of the show floor. You will be notified of your conference room number and location after the booth selection process has been completed.
- Two conference rooms may be purchased and combined to make one large room (13' x 32').
- Complete details may be found in the [Show Floor Conference Room Information](#) document.

Opportunity fee:	\$15,000 (plus your company's applicable costs) (one conference room is already included with each Sapphire and Onyx level exhibit package)
Sign-up deadline:	March 6 (<i>limited availability</i>)



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SHOW FLOOR BIKE RECHARGE STATION

2 Opportunities

Help attendees recharge their phones and their energy! These unique stationary bikes allow attendees to charge their devices through pedaling. The two bike recharging stations will be positioned in networking areas on the show floor. Purchase both opportunities to maximize your visibility.

Opportunity description:

- Your company to provide messaging to be displayed on the front wheel of two recharging bikes.
- Logo placement on the instruction signage at the recharge station.

Select your preferred location based on the order in which you purchase this opportunity. Locations will be provided by the marketing manager.

Opportunity fee:	\$10,000 (plus your company's applicable costs)
Sign-up deadline:	March 6



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CONCOURSE STAIRCASE BANNER – Sold Out

2 Opportunities

Showcase your company on a banner attached to the façade of a South Concourse, Level 2 staircase of the Orange County Convention Center. This opportunity includes branding on the middle section of the outer wall of the staircase which is approximately 14' long x 6' wide. This banner provides plenty of real estate to get creative with your message. Buy both opportunities to maximize your visibility.

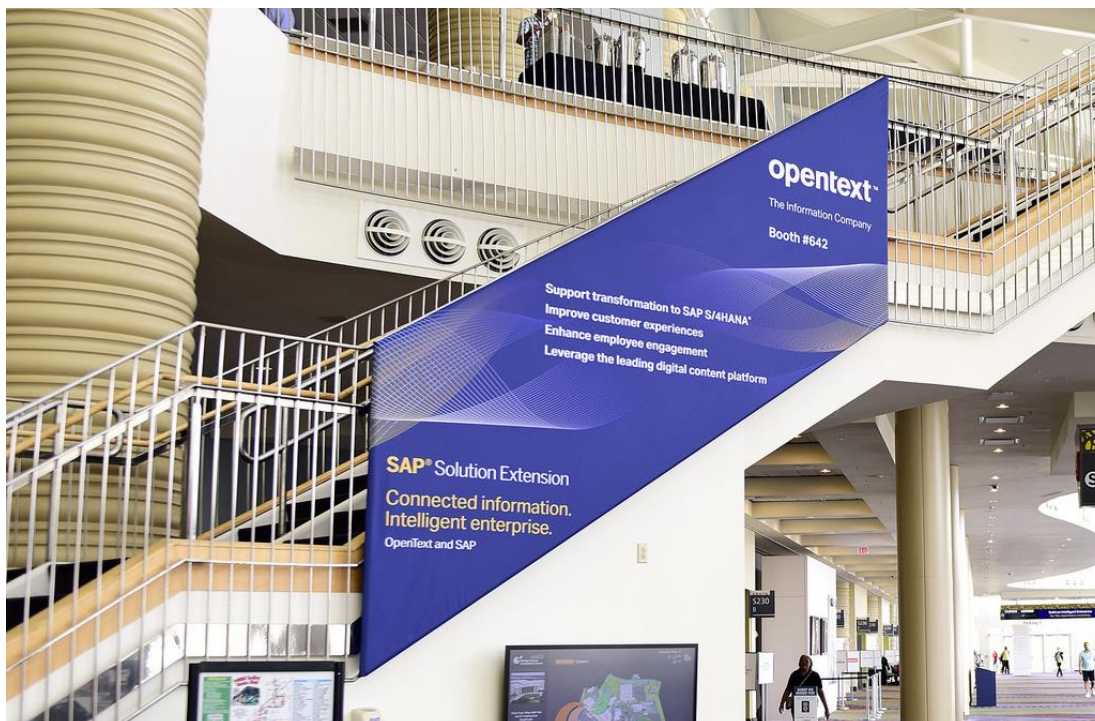
Opportunity description:

- Your company to provide messaging to be displayed on the middle section of the outer wall of the staircase.

Select your preferred location based on the order in which you purchase this opportunity. The marketing manager will confirm location.

- East-end staircase on the South Concourse, Level 2
- West-end staircase on the South Concourse, Level 2

Opportunity fee:	\$10,000 (plus your company's applicable costs)
Sign-up deadline:	March 6



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EVENT MOBILE APP BANNER AD: *CONTENT GUIDE PAGE*

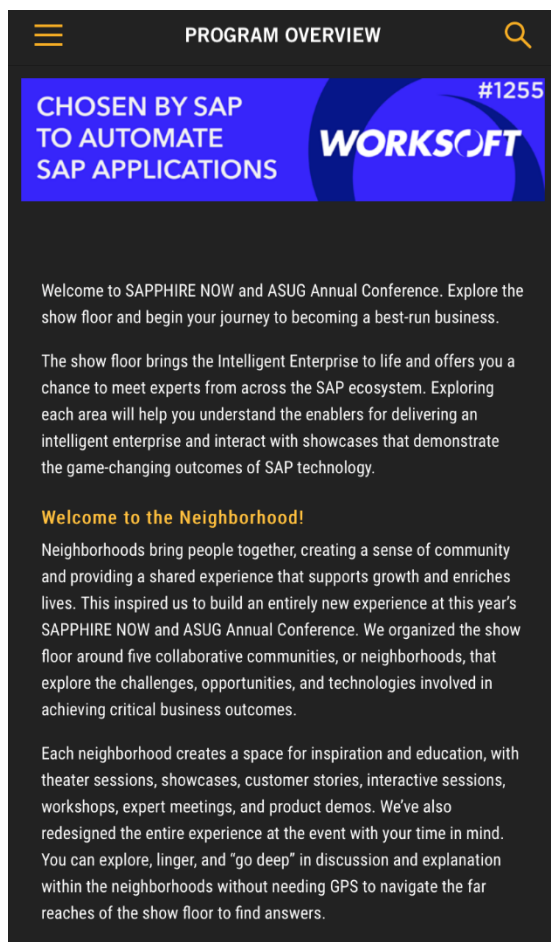
Exclusive

The content guide page within the event mobile app will be one of the most visited pages as attendees gain a comprehensive understanding of the content offered at the conference. This exclusive banner ad is your vehicle to highlight your brand, promote key messages, and drive attendees to your booth, sessions, and Web site. The app is provided for iOS and Android platforms. There will not be a printed on-site guide making the app the main resource for information.

Opportunity description:

- A full-color, clickable banner ad linked to your content (e.g., company description, session description, or an external Web site). Your banner will be the only banner on the page throughout the event.
- The app will be available to all attendees prior to the start of the conference.

Opportunity fee:	\$10,000 (plus your company's applicable costs)
Sign-up deadline:	March 6



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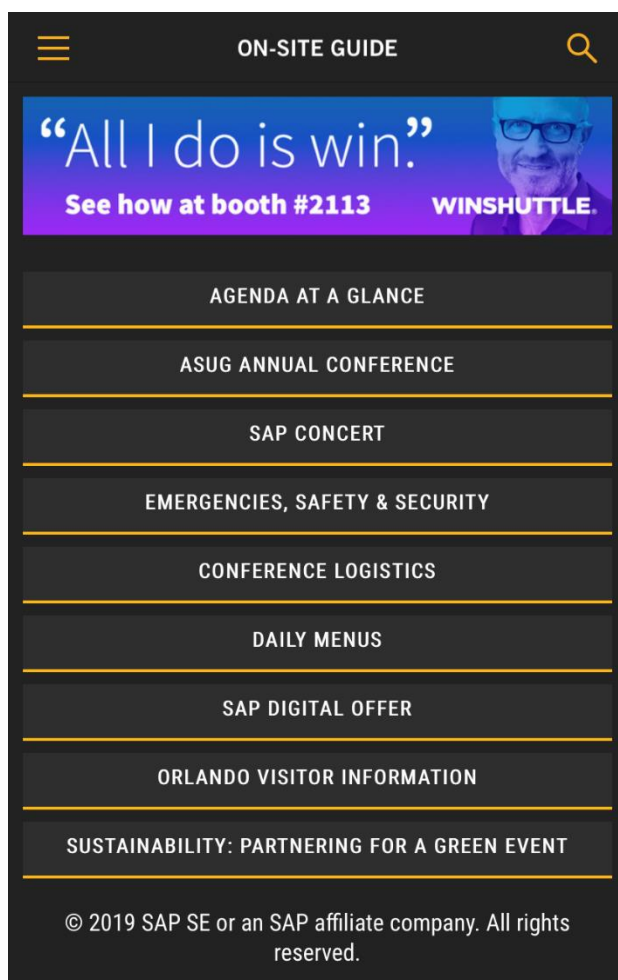
EVENT MOBILE APP BANNER AD: *ON-SITE GUIDE PAGE* – Sold Out**Exclusive**

The on-site guide page, within the event mobile app, will receive high traffic as this is where attendees will review information for navigating the conference. This exclusive ad is your vehicle to highlight your brand, promote key messages, and drive attendees to your booth, sessions, and Web site. The app is provided for iOS and Android platforms. There will not be a printed on-site guide making the app the main resource for information.

Opportunity description:

- A full-color, clickable banner ad linked to your content (e.g., company description, session description, or an external Web site). Your banner will be the only banner on the page throughout the event.
- The app will be available to all attendees prior to the start of the conference.

Opportunity fee:	\$10,000 (plus your company's applicable costs)
Sign-up deadline:	March 6


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OUTDOOR LOUNGE AD – NEW!

5 Opportunities

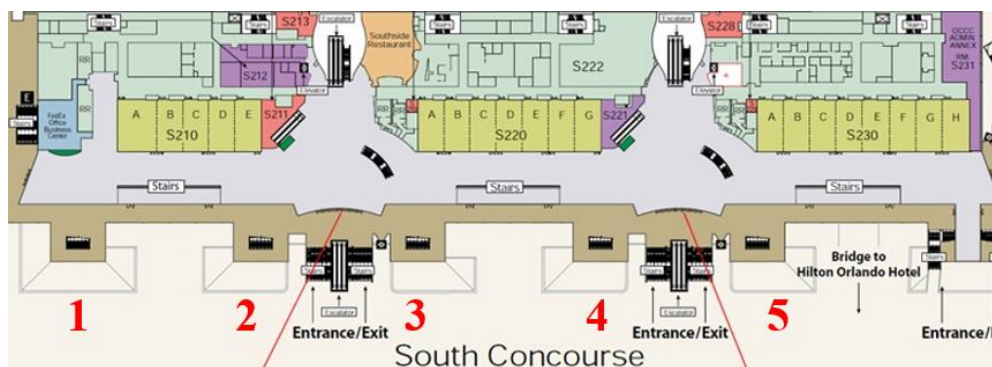
Reach thousands of conference participants by placing your ad on one of the five outdoor lounge walls outside the South Concourse, Level 2. Lounges will be nicely furnished with furniture, plants, and signage. Be the brand attendees see when they take a break to make a call, catch up on e-mail or simply enjoy the Florida sunshine.

Opportunity description:

- Branding space estimated at 8' high x 23' long, see rendering below.
- Five locations are available, labeled 1–5 on the floor plan below.

Select your preferred location based on the order in which you purchase this opportunity. Locations will be confirmed by the marketing manager.

Opportunity fee:	\$10,000 (plus your company's applicable costs)
Sign-up deadline:	March 6



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PEDESTRIAN BRIDGE BILLBOARD – **Sold Out**

4 Opportunities

Exert influence on thousands of conference attendees who travel daily to and from the Orange County Convention Center and the Hilton and/or the Hyatt hotels via pedestrian bridges. Use your message to create brand awareness, announce your session, etc.

Opportunity description:

- Your ad displayed on one side of a minimum of seven overhead signs.
- The same ad may be used on each sign or create different ads and tell a story.

Select your preferred direction based on the order in which you purchase this opportunity. Locations will be confirmed by the marketing manager.

- Hilton to OCCC approach
- OCCC to Hilton approach
- Hyatt to OCCC approach
- OCCC to Hyatt approach

Opportunity fee:	\$10,000 (plus your company's applicable costs)
Sign-up deadline:	March 6



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CONCOURSE SHOESHINE

Exclusive

Make your brand shine along with your customers' shoes! Sponsor the shoeshine station, which will be located on the South Concourse, Level 2 of the Orange County Convention Center. Invite attendees to sit back, relax, and enjoy a complimentary shoeshine.

Opportunity description:

- Two shoeshine attendants and two shoeshine chairs will be included in this opportunity
- One 5' high x 10' wide vinyl cling to display your ad

For additional exposure, you may provide branded t-shirts or caps for the attendants to wear. Design and messaging must be approved by SAP and ASUG prior to production. All fees associated with the purchase, production, and shipping of optional branded t-shirts or caps are your company's responsibility.

Opportunity fee:	\$10,000 (plus your company's applicable costs)
Sign-up deadline:	March 6



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DINING PAVILION WRAP AD – *NEW!*

5 Opportunities

Utilize this opportunity to tell a story! Your ad will be placed on three consecutively positioned columns in the dining pavilion. Each column wrap has four sides available for your sponsor message. The wraps will be positioned in the dining pavilion which thousands of attendees will visit each day of the conference.

Opportunity description:

- Your company’s message on all four sides of three structures.
- Each side is 1.6’ wide x 10’ high. Advertisement space is shown in the image below.

Selection of wrap placement is based on the order in which the opportunities are purchased. Locations will be provided by the marketing manager.

Opportunity fee:	\$10,000 (plus your company’s applicable costs)
Sign-up deadline:	March 6



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CONCOURSE WINDOW CLING AD

10 Opportunities

Reach thousands of conference participants by placing your ad on the inside of windows on the South Concourse, Level 2 of the Orange County Convention Center. Attendees will see your message as they walk the concourse each day.

Opportunity description:

- Your ad placed on three adjoining windows.
- Estimated branding space of 44 sq. ft. using a vinyl material that will make an impact to each attendee as they walk past the set of windows.

Select your preferred location based on the order in which you purchase this opportunity. Window locations will be provided by the marketing manager.

Opportunity fee:	\$9,000 (plus your company's applicable costs)
Sign-up deadline:	March 6



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ASUG PRE-CONFERENCE SEMINAR UBER CREDIT

Exclusive

Over 500 conference attendees will be arriving early to attend the ASUG Pre-Conference Seminars on Monday, May 11. Receive valuable visibility to this group by providing an exclusively sponsored ride credit code. Each ASUG Pre-Conference Seminar attendee will receive a targeted e-mail prior to the event advertising the Uber credit code. Your company will be highlighted as the Uber credit code sponsor in these e-mails. Attendees will be able to use the code twice – once traveling to the Orange County Convention Center and once departing the convention center.

Opportunity description:

- Your logo and your 25-word company description included as the ASUG Pre-Conference Seminar Uber credit code sponsor in the pre-event e-mail, for those registered for the seminars.
- Your company name incorporated into the Uber code.

Opportunity fee:	\$8,000 (plus your company's applicable costs)
Sign-up deadline:	March 6



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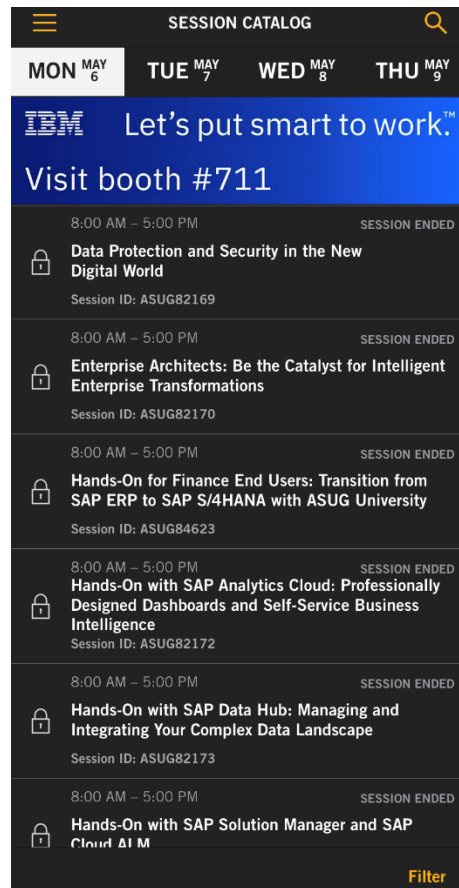
EVENT MOBILE APP BANNER AD: **SESSION CATALOG****6 Opportunities**

Most conference attendees will download the event mobile app onto their smartphones. This app is a convenient tool bringing attendees practical and up-to-date information on the agenda and event news. Consider a banner ad in the event mobile app, on the [session catalog](#) page, as a vehicle to highlight your brand, promote key messages, and drive attendees to your booth, sessions, and Web site. The app is provided for iOS and Android platforms. There will not be a printed on-site guide making the app, specifically the session catalog page which holds the conference schedule day by day, the main resource for information.

Opportunity description:

- A full-color, clickable banner ad linked to your content (e.g., company description, session description, or an external Web site). Your banner ad will rotate between other sponsors throughout the event.
- The app will be available to all attendees prior to the start of the conference.

Opportunity fee:	\$8,000 (plus your company's applicable costs)
Sign-up deadline:	March 6


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HOTEL ROOM KEY CARD – **Sold Out**

Exclusive

Consider the number of times a hotel key card will be used in a day – what a great way to position your brand with potential customers. Reach thousands of attendees with your message or logo. This marketing opportunity could be the key to driving booth traffic!

Your company's responsibilities:

- Your company will work directly with the hotels of your choosing and key production vendors. Please note that not all hotels offer the ability to use customized room key cards.
- All fees associated with the purchase, production, shipping, distribution of hotel keys, and sleeves are your company's responsibility.
- Design and messaging must be approved by SAP and ASUG prior to production.
- Key card production information will be provided by the marketing manager.

Opportunity fee:	\$8,000 (plus your company's applicable costs)
Sign-up deadline:	March 6



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SAPPHIRE NOW SESSION THEATER DIGITAL SIGNAGE – Sold Out

7 Opportunities

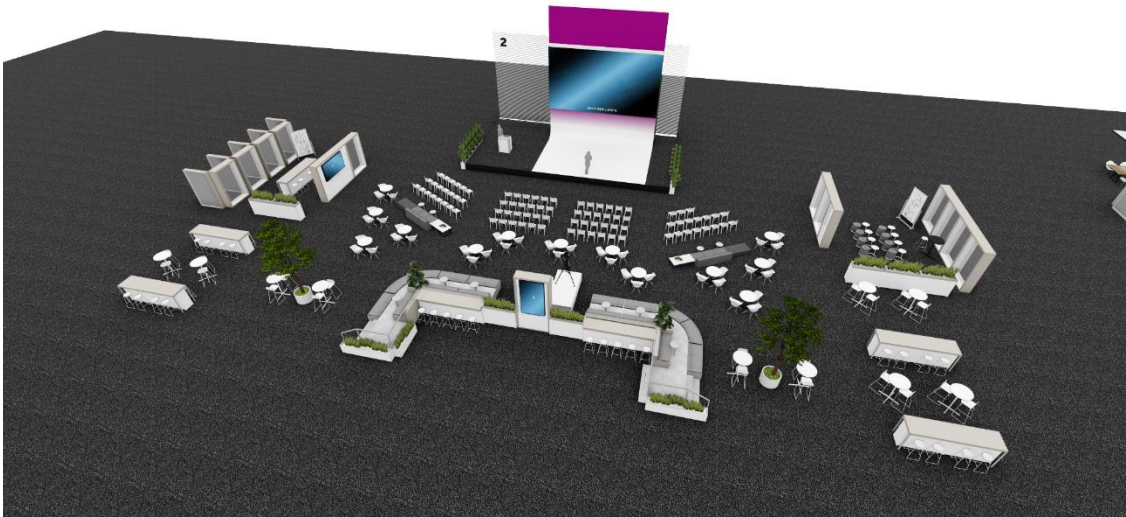
Reach thousands of attendees with your rotating ad in one of eight SAPPHIRE NOW session theaters. These theaters will be located on the show floor and will host presentations on various topics delivered by SAP, customers, and partners.

Opportunity description:

- Each theater consists of three branding areas – the stage screen, the theater schedule digital display, and a discussion area digital display. Note: Theater design in rendering is subject to change.
- Up to three ads may be provided for the rotation.
- On the stage screen, your ad will be set within the SAPPHIRE NOW presentations template/framework.
- This is a branding opportunity, not a speaking opportunity.
- Design and messaging must be approved by SAP and ASUG.
- Conference public service announcements may be integrated into the ad rotation.

Select your preferred location based on the order in which you purchase this opportunity. Location of these theaters will be provided by the marketing manager.

Opportunity fee:	\$8,000 (plus your company’s applicable costs)
Sign-up deadline:	March 6



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ATTENDEE NOTEBOOK – Sold Out

Exclusive

This exclusive opportunity allows you to furnish attendees with a bound notebook that they can use at the conference and beyond. A highly visible and frequently used item, the notebook is a great start to your brand exposure from the moment attendees arrive.

Your company's responsibilities:

- Selection of notebook: This item must be made of materials that can be recycled and/or are made of recycled materials.
- All fees associated with the purchase, production, and shipping of 15,000 notebooks.
- Provide proof showing notebook design, front/back cover messaging, binding, and any internal messaging.
- The design of the notebook must be in accordance with the following guidelines:
 - The notebook must be bound and have at least 50 sheets with ads on no more than 20% of the sheets.
 - The notebook may be any shape, but no smaller than 5 in. and no larger than 10 in.
 - The front and back covers must be rigid (see photo).
 - Design and messaging must be approved by SAP and ASUG prior to production.

SAP and ASUG responsibilities:

- Provide approvals of notebook design and messaging
- On-site material handling coordination and fees
- Distribution of notebooks to conference attendees

Opportunity fee:	\$6,000 (plus your company's applicable costs)
Sign-up deadline:	March 6



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ATTENDEE PEN – **Sold Out**

Exclusive

A highly visible and frequently used item, the pen positions your brand with conference attendees. This unique opportunity can drive traffic to your booth and continue to speak to customers long after the conference has ended.

Your company's responsibilities:

- Selection of pen: This item must be made of materials that can be recycled and/or are made of recycled materials.
- All fees associated with the purchase, production, and shipping of 10,000 pens. Please note this quantity is an estimate. Final count will be provided by the marketing manager.
- Provide proof showing pen design and messaging.
- Design and messaging must be approved by SAP and ASUG prior to production.

SAP and ASUG responsibilities:

- Provide approvals of pen design and all messaging
- On-site material handling coordination and fees
- Distribution of pens to conference attendees

Opportunity fee:	\$6,000 (plus your company's applicable costs)
Sign-up deadline:	March 6

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DINING PAVILION ZONE HANGING BANNER – *NEW!*

7 Opportunities

Showcase your brand in the dining pavilion as a zone marker to assist attendees with finding each other. Your ad will be seen from all angles within the dining pavilion while attendees are sitting down to eat and can be used for wayfinding and connecting attendees to one another. The dining pavilion will have seven zones.

Opportunity description:

- One 8' x 7' double-sided hanging banner to brand with your company message.
- Banner will hang in your chosen zone.

Selection of banner placement is based on the order in which you purchase this opportunity. Location of these banners will be provided by the marketing manager.

Please note the red triangular dining pavilion banner in the rendering is a separate opportunity, see page 4 for more details.

Opportunity fee:	\$5,000 (plus your company's applicable costs)
Sign-up deadline:	March 6



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HOT BEVERAGE SLEEVES – Sold Out

2 Opportunities

For many attendees, coffee or tea fuels their day. Your company message, logo, and booth number will envelop the hot beverage cups of customers and prospects. Beverage stations throughout the venue will be stocked with your branded hot beverage sleeves.

Your company's responsibilities:

- Selection of sleeve: This item must be made of materials that can be recycled and/or are made of recycled materials.
- All fees associated with the purchase, production, and shipping of 15,000 sleeves.
- Provide proof showing sleeve design and messaging prior to production.
- Design and messaging must be approved by SAP and ASUG prior to production.

SAP and ASUG responsibilities:

- Provide sample cup to ensure the correct sizing.
- Provide approvals of sleeve design and messaging.
- On-site material handling coordination and fees.

Opportunity fee:	\$5,000 (plus your company's applicable costs)
Sign-up deadline:	March 6



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DAILY UPDATE E-MAIL – **Sold Out**

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.

Opportunity description:

- Your company's message in one of the daily conference update e-mails.
- You may use your logo and a 25-word message to highlight your booth presence, an upcoming session (if applicable, includes a hyperlink to your session), or drive attendees to your company Web site.
- Select your preferred date based on the order in which you purchase this opportunity.

Opportunity fee:	\$3,000 (plus your company's applicable costs)
Sign-up deadline:	March 6

SPONSOR HIGHLIGHT



How can IBM put smart to work for you? Talk to IBM clients and experts and assess the impact of SAP S/4HANA migration at Booth #612.

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DIRECTIONAL SIGN

6 Opportunities

Your ad will be placed on one panel of a three-sided, free-standing directional sign. Conference branding and directional information will be placed on the other panels. Signage will be positioned in the convention center where it will assist attendees to navigate throughout the day.

Opportunity description:

- Your company to provide messaging to be displayed on one panel of a three-sided, free-standing directional sign.

Select your preferred location based on the order in which you purchase this opportunity. Location of these directional signs will be provided by the marketing manager.

- South Concourse, Level 2
 - Four available locations
- South Concourse, Level 3 (ASUG education sessions take place on this level)
 - Two available locations

Opportunity fee:	\$3,000 (plus your company's applicable costs)
Sign-up deadline:	March 6



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