SAP TECHED

SAP TechEd Las Vegas
Exhibitor On-Site Survival Guide

September 24-27, 2019
Venetian|Palazzo Congress Center (VPCC) and
Sands Expo Convention Center
Las Vegas, NV
The show floor is open September 24-26

Contact Us

For any issues on-site, please contact us.

Program Manager and Marketing Opportunities	Platinum and Gold Level Exhibitors	Silver Level Exhibitors
Kim Cansler	**Cathy Nicastro**	**Sandy Lorenz**
Call or text: 919.720.0620	Call or text: 702.283.7461	Call or text: 401.480.2970
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Access to the Show Floor

The entrance to the show floor is via the Venetian Ballroom, Level 2.

All Exhibitors: For safety reasons early access <u>will not</u> be permitted. After 1:00 p.m. on Monday, access to the show floor will be permitted as follows:

- **Registered exhibitors** should wear their badge (registered exhibitors are specifically defined as those who were registered via your exhibitor console). Registration desks are located outside of the Venetian Ballroom, Level 2 during the following hours:

Sunday, September 22	2:00 p.m.–7:00 p.m.
Monday, September 23	7:00 a.m.–7:00 p.m.
Tuesday, September 24	7:00 a.m.–6:00 p.m.
Wednesday, September 25	7:00 a.m.–5:00 p.m.
Thursday, September 26	7:00 a.m.–5:00 p.m.

- **Exhibitor staff members who are not registered** and are part of **set-up only** should use a wristband. These staff names must be sent to your exhibit manager in advance, so they will be on the approved wristband list.
- **EACs** who have met the criteria should use a wristband. EAC details below.

Platinum level: Before 1:00 p.m. on Monday, access to the show floor will be permitted via a wristband.

Exhibitor Appointed Contractors

Exhibitor appointed contractors (EACs) are companies other than the official service providers for the conference as designated by show management. This includes outside contractors hired for set-up and tear down, performers, photographers, etc. You must complete the online EAC form in advance and submit a certificate of insurance for each EAC company. Refer to wristband pick-up details below.

- It is your responsibility to notify your EACs where to pick up their wristbands and of applicable exhibitor program policies, rules and regulations, insurance requirements, etc.
- Only EACs who have the above credentials in place will be allowed to conduct work in, and have access to, the show floor.
- A wristband does not allow access to Celebration Night.

Exhibitor Staff Attending the Conference

Exhibitor staff that will assist with set-up, and *will be* attending the conference, must be registered and wear their conference badge which will allow them appropriate show floor access.

Exhibitor Staff *Not* Registered for the Conference

Exhibitor staff that will assist with set-up, and *will not be* registered for the conference, should use a wristband.

- Staff names must be sent to your exhibit manager in advance.
- Wristbands *do not* allow access to Celebration Night.
- Refer to wristband pick-up details below.

Wristband Pick-Up Details

Wristbands should be picked up each day at the security desk located near registration, outside the Venetian Ballroom, Level 2.

- **Exhibitor staff** with company identification.
- **EACs** who have met the criteria. More details above.

Agenda

Visit the SAP TechEd Las Vegas Web site to view the conference agenda including links to educational sessions, keynote, evening events, and more. Full Conference attendees may build a personal agenda using the Agenda Builder. The mobile app (see details below) will provide session specifics, evening event schedules, maps of the Venetian|Palazzo Congress Center (VPCC), and more.

Attire

The suggested dress code for the conference and evening events is casual. We recommend a light sweater or jacket as meeting rooms are set for maximum capacity and can be cool. The average temperature in late September is a high of 90°F / 32°C and a low of 71°F / 22°C.

Badge Plan

A badge type identifier is noted on each badge. Some badge types have the identifier only, some also have a symbol for further clarification.

- Attendee – full conference attendee (customers and prospects)
- Partner – full conference exhibitor badge / clock
- Exhibitor– exhibits-only badge / clock
- Partner – full conference non-exhibiting partner / no symbol
- Speaker
- Employee
- Mentor
- Project Team
- Media & Analyst

Badge Scanning

Badge scanners and services should be ordered directly from the badge scanning provider, Leadature, and picked up on-site at the Exhibitor Service Center. Exhibitors should set up their portal to access scans during and after the conference. For questions on-site, visit their counter, e-mail help@leadature.com, use the "send help to my booth" feature in the app or the chat feature in the portal. For security reasons, do not leave scanners in your booth overnight.

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 badge scans with anyone outside of their company. Any solicitation of this information should be forwarded to your exhibit manager for further investigation.

Business Services

Two business and package centers are available.

- Exhibitor and Business Service Center: Sands Lobby, Level 1, open Monday–Friday, 8:00 a.m.–5:00 p.m., 702.733.5070, servicecenter@sandsexpo.com.
- FedEx Office Business Center: Level 2 across from Bellini 2006, open Monday–Friday, 6:00 a.m.–7:00 p.m., Saturday–Sunday 6:00 a.m.–7:00 p.m., 702.836.4400, usa5607@fedex.com.

Celebration Night

The Celebration Night event will be held 8:30 p.m.-11:30 p.m. at Brooklyn Bowl, 3545 Las Vegas Blvd. South. A conference badge is required for entry and socks are required if you plan to bowl.

Conduct

Attendee Experience
Exhibitor personnel are required to limit their activity to the confines of their contracted exhibit space. Please keep this in mind as attendees move by your exhibit space to ensure it is a pleasant experience for all**.**

For safety reasons, the **flying of drones** or any other item is not permitted before, during, or after the conference, and anywhere on or off the show floor – including an exhibitor's booth.

Confidentiality
Information obtained at SAP TechEd should be considered confidential. In no event shall an exhibitor 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.

Distribution of Marketing Material
The aisles, passageways, and overhead spaces remain strictly under the control of SAP. This includes all Conference function space, the show floor or other VPCC property. Exhibitor personnel to include booth staff, models, hostesses, and any hired help are not permitted to distribute literature or promotional items of any kind outside the confines of the contracted exhibit space. Branded exhibitor personnel are not permitted to walk the Conference function space, the show floor or other VPCC property for the purposes of advertising their brand, solution, etc.

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

Employment Solicitation

Although SAP TechEd provides the members of the SAP worldwide community with an important networking opportunity, direct employment solicitation is not permitted. Such exhibitor conduct may result in revoking exhibit privileges in this and future SAP events.

Promote complementary products and services
Promoting or distributing any products or services that are non-complementary to any SAP software products or related services would be considered to be inconsistent with the purpose of SAP TechEd. 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 to their products or services or otherwise inconsistent with the purpose of the conference.

Noise Level
Please be respectful of attendees and neighboring booths; keep the level of your presentations to a respectable level. Refer to additional information under Noise below.

Convention Center

SAP TechEd is being held at the joint location of the Venetian|Palazzo Congress Center (VPCC) and the Sands Expo Convention Center located at 3355 Las Vegas Blvd. South, Las Vegas, NV, 89109 and 201 Sands Avenue, Las Vegas, NV 89169 respectively. The phone number is 702.733.5556.

If your colleagues will be staying at the Venetian or Palazzo or a nearby hotel, they will enter through the Venetian|Palazzo near the Grand Canal Shoppes. If taking a taxi, 201 Sands Ave. is the most convenient address for drop-off.

Emergencies

To report a life-threatening emergency within the VPCC, dial 911 from the nearest phone that has an outside line, 49311 from a house phone, or 702.414.9311 from any other phone. Hotel and conference services will respond immediately. You may also alert a conference staff member or uniformed security officer.

Evening Events

A conference badge is required for entry to the evening events.

- **Tuesday, September 24**

  6:30 p.m.–8:00 p.m.   Networking Reception **(staff your booth!)** – Show Floor, Hall D, Level 2. Attendee entrance will be through the Hall D corridor.

- **Thursday, September 26**

  8:30 p.m.–11:30 p.m.   Celebration Night – Brooklyn Bowl, 3545 Las Vegas Blvd. South

Exhibitor Contests and Gifts

Exhibitor plans for any contests, gifts, raffles, etc. must be included in the Strategy and Activities form found in the Exhibitor Console. If an exhibitor is unsure if their plans conform to the guidelines, they should check with their exhibit manager. SAP reserves the right to prohibit, limit or discontinue the distribution of any gift, giveaways, raffle or similar promotions and there will be no announcements by SAP of exhibitor's contest, drawing or raffle winners.

Exhibitor Service Center

Locate the Exhibitor Service Center at the far end of the show floor, behind the Innovation Talks theater. Look for signs pointing to this area. Here you will find the Freeman and badge scanning counters.

Sunday, September 22	8:00 a.m.–5:00 p.m.
Monday, September 23	8:00 a.m.–7:00 p.m.
Tuesday, September 24	7:00 a.m.–6:00 p.m.
Wednesday, September 25	9:00 a.m.–6:00 p.m.
Thursday, September 26	9:00 a.m.–10:00 p.m.

Exhibitory

Exhibitors should plan to use the booth components, as provided, and are asked not to bring in their own furniture or exhibit furnishings. Aesthetically these additions deviate from our egalitarian look and feel and could possibly be a sightline issue with neighboring exhibitors.

First Aid

Emergency medical technicians are on duty at the first-aid station located behind Hall G, next to room 310, Level 1.

Monday, September 23	7:00 a.m.–7:00 p.m.
Tuesday, September 24	7:00 a.m.–9:00 p.m.
Wednesday, September 25	7:00 a.m.–8:00 p.m.
Thursday, September 26	7:00 a.m.–9:00 p.m.
Friday, September 27	7:00 a.m.–3:00 p.m.

Food and Beverage

Complimentary coffee and pastries are provided Tuesday, Wednesday, and Thursday mornings inside the Venetian Ballroom entrance.

Complimentary lunch is available in Hall G, Level 1, between 11:30 a.m.–2:00 p.m., Tuesday–Thursday.

Coffee, tea, and water stations are located throughout the show floor.

A specialty coffee bar is serving throughout each day.

Hydration stations offering infused water, fruit, coffee, and pastries are throughout the show floor.

Desserts and afternoon snacks are provided each afternoon.

Freeman

The Freeman services counter is located in the Exhibitor Service Center at the far end of the show floor, behind the Innovation Talks theater. Look for signs pointing to this area.

Hotel

To book a new reservation (at the current rack rate) or make changes to an existing reservation, call the Venetian|Palazzo directly at 702.414.1000. Hotel rooms may be cancelled without penalty up to 72 hours prior to check-in.

Cancellations or changes to a conference registration do not automatically change the hotel reservation.

Internet Connections

Hard-wired Internet connections are included with the Gold levels and the Silver level exhibit packages. If you have any technical difficulties on-site, contact your exhibit manager.

Mobile App

Enhance your experience by downloading the mobile app, available for iOS, Android, and HTML5. The app is essential for access to conference highlights, the agenda, session details, maps, and more. If you require assistance with the app on your device, submit questions and request support through the app or visit an info counter on-site.

Download the App
The app is anticipated to go live on or about September 18. Search "SAP TechEd" in your app store. Click here for download instructions once the app is live.

Move-In and Move-Out

Move-in: Gold levels and Silver level
- Monday, 1:00 p.m.–7:00 p.m. and Tuesday, 7:00 a.m.–9:00 a.m.
- The show floor opens at 10:30 a.m. on Tuesday. *Please be 'show ready' by 9:00 a.m.*

Move-out: Gold levels and Silver level
- Thursday, 4:30 p.m.–10:00 p.m.
- The show floor closes at 4:30 p.m. *Please do not pack up early – out of respect to your fellow exhibitors who are conducting business.*

Platinum level exhibitors
- Refer to the Platinum Level Exhibit Guidelines for move-in/move-out information.

Networking Reception

Hearty fare, beer, and wine will be served on the show floor. A conference badge is required for entry.

Tuesday, September 24

6:30 p.m.–8:00 p.m. **(staff your booth!)** – Show Floor, Hall D, Level 2. Attendee entrance is from the Hall D corridor.

Noise

To ensure that everyone has the best experience on-site, there are a few guidelines regarding sound that SAP would like to reiterate.

- We reserve the right to restrict exhibits, method of operation, and materials that become objectionable due to noise.
- All sound systems must be directed inward, that is toward the exhibit space, and cannot point toward the aisles.
- SAP shall have the sole discretion in determining what is noisy, obstructive, and objectionable.

Registration

Event Registration Check-In and Badge Pick-Up

Registration check-in and badge pick-up is located in the corridor outside the Venetian Ballroom, Level 2. Exhibitors may check in at any registration counter. There will also be an Exhibitor Assistance Counter for exhibitor-related questions.

Photo Identification

A photo ID is required for badge pick-up.

Registration Check-In Hours of Operation

Sunday, September 22	2:00 p.m.–7:00 p.m.
Monday, September 23	7:00 a.m.–7:00 p.m.
Tuesday, September 24	7:00 a.m.–6:00 p.m.
Wednesday, September 25	7:00 a.m.–5:00 p.m.
Thursday, September 26	7:00 a.m.–5:00 p.m.

Registration questions including substitutions should be directed to:
> Alli Bayless
> Phone: alli@webeventsglobal.com or 916.759.6337

Pass Descriptions

The list below describes the different pass types and what each allows access to:

- **Full Conference** – permits access to the keynotes, educational lecture sessions, hands-on workshops, show floor including early access for set-up, Networking Reception, Celebration Night, lunch, and refreshment breaks. Additional Full Conference passes are available at the Early Bird rate of $2,495.
- **Exhibits-Only** – permits access to the keynotes, show floor including early access for set-up, Networking Reception, Celebration Night, lunch and refreshment breaks (everything but the educational and hands-on sessions). A limited number of additional Exhibits-Only passes are available for $950 and may be purchased for your staff.
- **Speaker** – (available for speakers only), permits access to the keynotes, educational lecture sessions, show floor, Networking Reception, Celebration Night, lunch, and refreshment breaks. Hands-on workshops are not included but may be purchased as an add-on for $1,200 during the registration process.
- **EAC Wristbands –** permits access to the show floor only and will be distributed daily with prior arrangement. See details related to wristbands in the Access to the Show Floor section.

Wristbands

Refer to the Access to the Show Floor section for details.

Security / Lost and Found

The SAP TechEd conference and the VPCC are not responsible for lost or stolen items. We recommend that you secure your valuables in your hotel room, including your badge scanning devices. If you choose to bring a laptop, mobile device, or other personal items with you, you do so at your own risk. The security help desk and lost and found will be located at the registration counters, near the Venetian Ballroom, Level 2.

Shipping Information
- Shipping details are located in the [Freeman Quick Facts and General Information](#) document.
- Preprinted inbound shipping labels are available in the Freeman section of the [Exhibitor Manual](#).
- Outbound shipments will require a material handling agreement and labels, available on-site at the Freeman counter in the Exhibitor Service Center.

Show Floor Location
The [show floor](#) is located in the Venetian Ballroom and Hall D, Level 2. The entrance is through the Venetian Ballroom, except for the evening of the Networking Reception when the entrance will be from the Hall D corridor.

Show Floor Schedule
All exhibits must be 'show ready' by 9:00 a.m., Tuesday. Exhibitors are requested to be 'show-ready' at least 15 minutes prior to the show floor opening each day.
- A conference badge is required to access the show floor at all times.
- Lunch hours are 11:30 a.m.–2:00 p.m., Tuesday–Thursday, in Hall G, Level 1.
- Exhibits should remain open and intact until the official closing of each show day. ***Early tear-down is not permitted out of respect for your fellow exhibitors who are conducting business.***

Date	Time	Activity
Monday, September 23	1:00 p.m.–7:00 p.m.	Exhibitor Move-In – Gold and Silver levels
	5:00 p.m.	All crates must be off the show floor
Tuesday, September 24	7:00 a.m.–9:00 a.m.	Exhibitor Move-In
	9:00 a.m.–10:30 a.m.	Keynote
	10:30 a.m.–6:30 p.m.	**Show Floor Open**
	6:30 p.m.–8:00 p.m.	**Networking Reception on the Show Floor (Staff your booth)**
	11:30 a.m.–2:00 p.m.	Lunch
Wednesday, September 25	8:00 a.m.	Doors Open for Exhibitors
	9:00 a.m.–5:30 p.m.	**Show Floor Open to Attendees**
	11:30 a.m.–2:00 p.m.	Lunch
Thursday, September 26	8:00 a.m.	Doors Open for Exhibitors
	9:00 a.m.–4:30 p.m.	**Show Floor Open to Attendees**
	11:30 a.m.–2:00 p.m.	Lunch
	4:30 p.m.–10:00 p.m.	Exhibitor Move-Out
	8:30 p.m.–11:30 p.m.	Celebration Night

Social Networking
- **Twitter –** www.twitter.com/sapteched Follow @SAPTechEd and #SAPTechEd for news.
- **Facebook –** https://www.facebook.com/SAPTechEd
- **Instagram –** https://www.instagram.com/sap_teched/

Speaker Ready Room
The Speaker Ready Room is located in Veronese 2404, Level 2. Hours of operation are as follows:

Monday, September 23	9:00 a.m.–6:30 p.m
Tuesday, September 24	8:00 a.m.–6:30 p.m.
Wednesday, September 25	7:00 a.m.–6:30 p.m.
Thursday, September 26	7:00 a.m.–6:30 p.m.
Friday, September 27	8:00 a.m.–1:00 p.m.

The speaker ready room will have a limited number of laptops available on a first-come, first-served basis. There will also be Internet connections, allowing speakers to work off their own laptop. Note: Presentation support and check-in will close at 6 p.m. Monday–Thursday, although the room will remain open later.

Transportation

Exhibitors are responsible for arranging their own transportation to and from McCarran Airport to the VPCC which is a 15-20-minute taxi ride, depending on traffic.

Videography

You are permitted to record video in your booth and/or meeting room but are not allowed to record video outside your own space, i.e., on the show floor, lecture session room or other public spaces. If the video crew is not registered for the event, please complete the exhibitor appointed contractor (EAC) form in your console and provide the required insurance. Refer to the Access to the Show Floor section in this guide for more details.

Wireless Internet Connectivity

SAP has partnered with the VPCC and Sands Expo to provide attendees with complimentary wireless Internet access. Wireless Internet connectivity will be available for attendees utilizing a 5.0 GHz–capable device. We do not offer 2.4 GHz capability. Users with older devices may be impacted. We encourage attendees with 4G/5G or LTE cellular data service to use this as your primary means of connectivity to ensure that attendees without cellular data service have optimal performance.

- **SSID: 2019_Power_Up** on 5.0-GHz network (most smartphones; iPhones, Android devices; tablets; and laptops)

To secure the integrity of the Wi-Fi service, do not use devices such as MiFis, personal access points, and wireless routers while at SAP TechEd. These devices will cause additional interference for attendees, demos, and sessions.

For technical support with the WiFi or hard-wired access, contact your exhibit manager.