



Aerial View of the Show Floor

Exhibitor On-Site Survival Guide

SAPPHIRE NOW and ASUG Annual Conference

June 5-7, 2018

**Orange County Convention Center • North/South Building
Orlando, Florida**

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Access to the Show Floor

Exhibitors and exhibitor appointed contractors (EACs) are asked to enter the show floor via the 'B' Door, South Concourse, Level 2. As you face the direction of the show floor, the B door entry is the one on your right, at the bottom of the escalators that are near room S222.

Before 1:00 p.m. on Sunday, access to the show floor will be permitted via a wristband as follows:

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

After 1:00 p.m. on Sunday, access to the show floor will be permitted as follows:

- **Registered exhibitors** should wear their badge. Registration desks open at 1:00 p.m.
- **Exhibitor staff members who are not registered** and are part of **set-up only** should use a wristband. 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. More details below.

Exhibitor Appointed Contractors

Exhibitor appointed contractors (EACs) are companies other than the official service providers for the conference as designated by show management and listed in the [Directory of Suppliers](#) in the Exhibitor Manual. This includes outside contractors hired for set-up and tear down, performers, crowd gatherers, photographers, audio visual companies, 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 EAC 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 or the Sapphire level home-base conference rooms.
- Delivery drivers will be issued credentials at the delivery checkpoint which will allow them access to the dock only.

Exhibitor Employees Attending the Conference

Exhibitor staff that will assist with set-up, and *will be* attending the conference, must register and wear their conference badge which will allow them appropriate show floor access. If access is required before registration is open on Sunday at 1:00 p.m., a wristband should be used. Refer to pick-up details below.

Exhibitor Employees 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. Refer to pick-up details below.

Wristband Pick-Up Details

Wristbands should be picked up daily at the security help desk / lost and found.

Location: South Concourse, Level 2 across from room S222, Destination Lounge

Phone: 407.685.6202

Hours	
Thursday, May 31–Monday, June 4	8:00 a.m.–5:00 p.m.
Tuesday, June 5–Thursday, June 7	7:00 a.m.–6:00 p.m.
Friday, June 8–Saturday, June 9	8 a.m.–5:00 p.m.
Sunday, June 10	8 a.m.–4:00 p.m.

Agenda

Visit the [Agenda Builder](#) to search sessions and build an agenda for the conference.

A detailed [Exhibitor Conference Schedule](#) details move-in/move-out times and show floor hours. This information is also included in this document.

Airport Registration Check-In

We encourage anyone arriving at the Orlando International Airport (MCO) during the hours below to pick up their badge at our registration counters. The counters will be located in the baggage claim area on level 2 of Terminals A and B. Follow the signs to baggage claim; our check-in counters will be at the bottom of the escalator. Look for our conference staff, who can help direct you. See schedule below.

Registration Hours	Location
Sunday, June 3	
12:00 p.m.–11:00 p.m.	Airport Baggage Claim Level – Terminals A and B
Monday, June 4	
9:00 a.m.–11:00 p.m.	Airport Baggage Claim Level – Terminals A and B

Attire

The suggested dress code for the conference is business and for the concert is casual. Attire for the exhibitor staff, including hired talent, should always reflect the highest level of professionalism. 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 are set for maximum capacity and can be cool. During the first few set-up days, temperatures can be warm in the convention center due to the doors being open. Average daytime high temperatures in June are 90°F/32°C with an average evening low of 71°F/22°C.

Note: Open-toed shoes are not permitted on the show floor before Tuesday.

Audio Visual

FMP Media Solutions, the official audio visual company for the conference, has a counter located in the Exhibitor Service Center. Their direct line on-site is 484.325.0360.

Badge Identification

Badges are color coded to identify their relationship to SAP.

- Customers, Prospects, and Speakers – GOLD
- Exhibitors and Partners – TEAL
- SAP Employees – BLUE
- Media and Analyst Attendees – GRAY
- SAP Select Attendees (includes customers and partners) – BLACK
- Limited Access – PURPLE
- Event Staff and Vendor – WHITE

The plastic badge holder is 4" x 6" with two holes for the lanyard.

Business Services

FedEx Office is located on the South Concourse, Level 2 near room S210A. Hours of operation are 8:00 a.m.–5:00 p.m., Monday, June 4–Thursday, June 7. Phone: 407.352.3761

A FedEx Office is also located in the West Building, West Concourse, near Hall C. This location is open every day, 8:00 a.m.–5:00 p.m. Phone: 407.363.2832

Catering

The official conference catering company, Centerplate, has a counter at the Exhibitor Service Center. They are open daily from 8:00 a.m.–5:00 p.m. beginning Saturday, June 2. The direct line on-site is 407.685.7080.

Concert Event

SAP will host a [concert](#) on Thursday evening, June 7, at Amway Center, 400 West Church St., Orlando (approximately 30 minutes from the convention center). Admission to the concert featuring Justin Timberlake is included with each conference registration. Showtime is 9:00 p.m. Dinner is on your own. No one under 21 will be permitted to attend the concert. Note: Show floor wristbands and Thursday Single Day badge holders do not have access to the concert.

All concertgoers must wear their conference badges to gain access; a wristband alone will not allow access to the venue!!

Exhibitors should not in any way distribute items or hold special activities that appear to be official SAP or ASUG-sponsored items or events (beach balls, light sticks, etc.). No exhibitor activity should interfere with the attendee experience.

- **5:30 p.m.** – Show floor closes
- **5:30 p.m.–8:00 p.m.** – Dinner is on your own.

- **7:00 p.m.–8:30 p.m.** – Complimentary shuttle bus service to Amway Center is available from conference hotels. Schedules will be posted at hotels with departure times and locations.
- **8:00 p.m.** – Doors open for ticket distribution at the box office. To receive a ticket, attendees must show their conference badge and photo identification. When your ticket is issued, a reserved seat is assigned randomly. If you wish to sit with colleagues and ensure that your seats are together, everyone in your group must be present to receive a ticket.
- **9:00 p.m.–10:30 p.m.** – Showtime
- **10:30 p.m.–11:00 p.m.** – Shuttle buses return to conference hotels. Service ends 30 minutes after the end of the concert.

Complete concert details including transportation are posted on the conference Web site and the mobile app. Guest tickets are not available for sale.

Conduct

Show Floor Manager

Tom Steves is our show floor manager. Tom will be monitoring the exhibit space throughout the week to ensure a safe and pleasant experience for all. If he stops by your booth with any concerns, please be respectful of his requests.

Attendee Experience

Previous year attendee evaluations have mentioned that exhibitor solicitation is at times aggressive. Please keep this in mind as attendees move by your exhibit space to ensure it is a pleasant experience for all. Exhibitor personnel are required to limit their activity to the confines of the contracted exhibit space.

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

Confidentiality

Information obtained at the conference 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.

NOTE: By accepting the terms and conditions of the mobile app, users agree not to use that or any other SAP Web site for unsolicited or unauthorized advertising, promotional materials, surveys, junk mail, spamming, chain letters, or any other form of solicitation, commercial or otherwise.

Distribution of Marketing Material

The aisles, passageways, and overhead spaces remain strictly under the control of SAP and ASUG. This includes all conference function space, the show floor or other OCCC 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 OCCC 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 or ASUG sponsored items or events. In addition, no exhibitor activity should interfere with the attendee experience. **Exhibitors should not in any way distribute items (i.e. beach balls, light sticks, etc.) at the concert.**

Employment Solicitation

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

Noise Level

Please be respectful of attendees and neighboring booths by keeping the level of your presentations and performers to a respectable level.

Promote Complementary Products and Services

Exhibitors shall not market, advertise, promote, or distribute any products or services that are non-complementary to any SAP software products or related services. SAP and ASUG reserve 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 and ASUG 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.

Convention Center

SAPPHIRE NOW and ASUG Annual Conference is held in the North/South Building of the Orange County Convention Center (OCCC), 9899 International Drive, Orlando, Florida, 32819 – the same site as the 2017 conference. The main phone number is 800.345.9845. The Web site for the OCCC is www.occc.net and includes information on floor plans, parking information, etc. The main entrance is via the South Concourse but limited access is available from the North Concourse. Registration *will not* be available on the North Concourse.

Entertainment

Our [Exhibitor Hosted Events page](#) of the Exhibitor Manual provides resources for your planning, including transportation.

Discounts at over 40 restaurants and popular attractions are available by showing your badge. For the complete list, click [here](#).

Discounted admission tickets to Disney properties are available to conference attendees and their guests up to seven days prior to the conference and up to seven days after the conference. Click [here](#) for details.

Exhibitor Service Center

The Exhibitor Service Center is located on the show floor behind the partner conference rooms. Look for the large overhead sign and standing signs pointing to this area. Vendor service desks for the following companies will be included in the service center: Freeman (show decorator), TurnoutNow (lead retrieval), FMP (audio visual), Centerplate (catering), Overend Designs (floral), and the OCCC (electric, Internet, phone).

Turnkey exhibitors should contact their exhibit manager with electric, Internet, and lighting questions.

Hours	
Thursday, May 31–Monday, June 4	8:00 a.m.–5:00 p.m.
Tuesday, June 5–Wednesday, June 6	8:00 a.m.–6:00 p.m.
Thursday, June 7	8:00 a.m.–10:00 p.m.
Friday, June 8	8:00 a.m.–5:00 p.m.
Saturday, June 9	8:00 a.m.–4:00 p.m.

First Aid / Medical

In the event of a medical or other emergency situation, please dial 911 from your mobile phone or any convention center house phone or call 407.685.7119 from an outside phone.

First aid will be available from move-in to move-out for minor medical issues or call 407.685.7043. You may also call the security command post at 407.685.6200.

Location: South Concourse, Level 2, adjacent to the elevator at the 'B' Door, near S222.

Freeman (Show Decorator and Shipping Services)

Freeman has a service counter located at the Exhibitor Service Center. Their direct line on-site is 407.685.6500.

FreemanOnline is accessible from any device: desktop, laptop, tablet or via a mobile app.

- Mobile app: Download 'FreemanOnline Business' from your app store or go to folmobile.freemanco.com.
- Other devices: Log in with your username and password. If this is your first time to use FreemanOnline, click on the "Create an Account" link. URL, <https://www.freemanco.com/store/show/landing.jsp?showID=457458>

The FreemanOnline mobile tool can assist with on-site tasks such as:

- Access important show information
- Place orders for products and services at show site
- Track freight
- Receive notifications
- Expedite the move-out process
- Access invoices after the show

Note: If you have materials that you would like to donate or recycle after the show, Freeman and show management have established a program with local charities to help you do so. Materials may include anything from display and exhibit materials to equipment, supplies or product. Our goal is to assist you with donating these materials to local charities, keep

them out of landfills and make this as easy as possible for you. If your company is interested in this year's donation program, please visit the Freeman counter for more information.

Housing Services

The housing desk is located in front of room S221, South Concourse, Level 2. Phone: 323.229.2266 E-mail: sapandasugexhibitors@conferencedirect.com.

Hours	
Sunday, June 3	1:00 p.m.–5:00 p.m.
Monday, June 4	7:00 a.m.–6:00 p.m.
Tuesday, June 5	7:00 a.m.–6:00 p.m.

Information Assistance

Event information desks are located just inside all entrances to the show floor.

Lead Retrieval / Scanners

Please plan to pick up your systems at the lead retrieval counter in the Exhibitor Service Center. TurnoutNow is the lead retrieval vendor, their app is called LeadConnect. They can be reached at support@turnoutnow.com or 844.468.8766 x 707.

- Leads will sync with the LeadConnect portal in real time. You may share the portal URL and activation code with anyone in your company who you wish to have access to view and export the leads. Access to the portal will be available during the event and up to 60 days post-show.
- All badge scanning must be kept within the confines of your booth or meeting room space. Those with exhibit package-included speaking opportunities may scan badges at their session. Please note, you are not permitted to scan badges at additional sessions where SAP and/or ASUG have invited you to speak.
- Limited registration fields are embedded in the barcode and therefore available in the immediate scan. The extended list of fields will be available via the LeadConnect portal. Limiting the information on the barcode makes badges quicker to scan.
- 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. You should not share your leads with anyone outside of your company. Any solicitation of this information should be forwarded to your exhibit manager for further investigation.

Luggage Storage and Airline Check-In

Complimentary luggage storage is available as noted below. Be prepared to present a photo ID and your conference badge. All bags and parcels may be subject to search. No laptops or other valuable items please.

Location: South Concourse, Level 2 next to FedEx Office, near room S210A

Day	Hours
Tuesday, June 5	7:00 a.m.–7:00 p.m.
Wednesday, June 6	7:00 a.m.–6:30 p.m.
Thursday, June 7	7:00 a.m.–6:00 p.m.

For \$15 (plus applicable airline luggage fees), on-site airline luggage check-in allows you to check your bag through to your final destination before you depart for the airport. For your convenience, this service will be available on Thursday 6:00 a.m.–12:00 p.m. at the Hilton Orlando (Lake Hart Room), the Hyatt Regency Orlando (Atlantic Room), and outside the Orange County Convention Center, South Concourse. [Pre-register](#) by 9:00 p.m. Wednesday for faster check-in.

Meals

Pre-Conference

Food and beverages may be purchased during set-up:

Day	Breakfast South A Food Court	Lunch South A and South B Food Courts
Thursday, May 31–Monday, June 4	6:00 a.m.–9:00 a.m.	11:00 a.m.–2:00 p.m.

Conference Days

Lunch will be served in the dining hall on the show floor from **10:30 a.m.–2:30 p.m.** (published times are 11:00 a.m.–2:00 p.m.), Tuesday–Thursday. Lighter “grab and go” lunch and snacks will be available during these same times in The Plaza and the SAP Experience Area Networking Lounges. Daily menus are included in the mobile app, refer to the On-Site Guide and the Get Started Guide sections.

Coffee and a variety of breakfast items will be available at the convention center each morning. Should you require a breakfast meal please plan accordingly.

Hot and cold beverages will be provided throughout each day and snacks each afternoon.

Mobile App

The event mobile app is now available and is designed to enhance your experience. Access exhibitor profiles, maps, conference highlights, your personal agenda, session schedules and evaluations, and more. Search for “SAPPHIRE NOW + ASUG” in your app store. The maps, session recommendations, and virtual assistant features will be available May 28.

To log in, you will need the e-mail address that was used when you registered, and your registration password. A password reset option is available if needed.

Note: By accepting the terms and conditions of the mobile app, users agree not to use that or any other SAP Web site for unsolicited or unauthorized advertising, promotional materials, surveys, junk mail, spamming, chain letters, or any other form of solicitation, commercial or otherwise.

Mobile app assistance is available at the information desks which are located just inside all show floor entrances.

Move-In / Move-Out

Refer to pages 13–14 of this guide for a complete Exhibitor Conference Schedule. A .pdf of the schedule is available [here](#).

- All exhibits must be set up and ‘show ready’ by 5:00 p.m. Monday, June 4. Any exhibit not set up by this time may be removed from the show floor at the exhibitor’s expense.
- Crate removal: SAP and ASUG will be conducting executive show floor tours throughout the day on Monday, June 4. Please ask your set-up supervisor to mark crates with “Empty” labels as soon as they are emptied. Your space must be ‘show ready’, including all crates removed, by 5:00 p.m. Monday.
- The show floor doors will close at 7:00 p.m. Monday. Exhibitors may remain and continue set-up but once they exit, reentry is not permitted.
- **Please be respectful of other exhibitors and attendees and do not pack up before 5:30 p.m. on Thursday.**

Noise

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

- Noisy and/or obstructive work is not permitted during conference show hours.
- 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 and ASUG shall have the sole discretion in determining what is noisy, obstructive, and objectionable.

Our floor manager, Tom Steves, will be monitoring noise levels on-site. In the event there are noise complaints, trained audio design technicians will be available to assist in solving any challenges. Contact Donnie Smith at i4D Event Services, 407.446.0696, for assistance. If you have public address (PA) equipment as part of your booth, contact Donnie to ensure your company is aligned with the noise guidelines and therefore avoid any noise disturbances on-site.

On-Site Concerns

Your exhibit manager’s job is to make sure this event runs smoothly for you and your company. Remember to call or text your exhibit manager with any issues as they will be on-site and available to support you.

On-Site Guide

The On-site Guide distributed at registration includes the exhibitor listing, the agenda, and maps of the convention center and show floor. A .pdf of the guide will be published to the “Conference Info” page of the [Exhibitor Information Web Site](#).

Parking

The North/South Building's parking lot may be accessed by two entrances – Universal Boulevard (north side) and International Drive (south side). Attendees are encouraged to park on the south side. Parking is \$15 per day for cars and \$25 per day for oversized vehicles. Conference attendees receive free same day re-entry with a paid receipt.

All parking at the OCCC is available on a first-come, first-served basis, including handicap-accessible parking. For a preview of the locations of handicap-accessible parking at the OCCC complex, click [North/South Building](#). It is recommended that you park in one of the South parking areas as the South Concourse is the main entrance. Additional information is available at www.occc.net/exhibitor/parking.asp. Contact your hotel for questions about accessibility in their lot/garage.

Press List

A copy of the press list (company names only) is available starting Wednesday, June 6 and will be provided upon request. Submit a request to your exhibit manager.

Registration

Everyone who attends the conference must register prior to picking up their badge. This includes all conference attendees, exhibitor employees, and booth staff. The primary logistics contact is responsible for inviting their staff, speakers, and customers to register and then following up to be sure they complete their registration and are in “Active” status. Exhibitor, speaker, and customer badges permit access to SAPPHIRE NOW sessions, ASUG Annual Conference sessions, keynotes, the show floor, lunch, and the SAP concert. ASUG Pre-conference Seminars and the SAP Global Partner Summit are not included but may be selected and paid for during the registration process. A Single-Day badge does not include admittance to the concert.

Photo Identification

Everyone picking up a badge must bring photo identification or the badge will not be issued. Photo ID is also required for the concert.

Badges

A badge is necessary to gain access to all activities, including conference-sponsored activities outside of the OCCC. Everyone should be careful not to lose their badge as the cost to replace it is the full conference fee that was paid for the registration. Badges are not transferable. Badges must be worn to the concert.

Check-In

Registered attendees may check in at the Orlando International Airport (MCO), the OCCC South Concourse, Level 2, or the Hilton Orlando. An Exhibitor Assistance Counter, located on the South Concourse beginning on Sunday, is available for registration questions pertaining specifically to exhibitors. Alli Bayless, alli@webeventsglobal.com, and her colleagues will be stationed there to assist you.

Registration Hours	Locations
Sunday, June 3	
12:00 p.m.–11:00 p.m.	Orlando International Airport – Baggage Claim – Terminals A and B
1:00 p.m.–5:00 p.m.	South Concourse, OCCC
Monday, June 4	
7:00 a.m.–6:00 p.m.	South Concourse, OCCC
7:00 a.m.–6:00 p.m.	Hilton Orlando
9:00 a.m.–11:00 p.m.	Orlando International Airport – Baggage Claim – Terminals A and B
Tuesday, June 5	
7:00 a.m.–6:00 p.m.	South Concourse, OCCC
6:30 a.m.–10:30 a.m.	Hilton Orlando
Wednesday, June 6	
7:00 a.m.–6:00 p.m.	South Concourse, OCCC
Thursday, June 7	
8:00 a.m.–5:30 p.m.	South Concourse, OCCC

Schedule

Refer to pages 13–14 of this guide for a complete Exhibitor Conference Schedule. A .pdf of the schedule is available [here](#).

- All exhibits must be set up and 'show ready' by 5:00 p.m. Monday, June 4. Any exhibit not set up by this time may be removed from the show floor at the exhibitor's expense.
- Crate Removal: SAP and ASUG will be conducting executive show floor tours throughout the day on Monday, June 4. Please ask your set-up supervisor to mark crates with "Empty" labels as soon as they are emptied. Your space must be 'show ready', including all crates removed, by 5:00 p.m. Monday.
- The show floor doors will close at 7:00 p.m. Monday. Exhibitors may remain and continue set-up but once they exit, reentry is not permitted.
- You are encouraged to be 'show-ready' at least 30 minutes prior to the show floor doors opening each conference day.
- **During the keynotes, please do not schedule booth presentations or demos.**
- **At your discretion, you may choose to staff your booth with a skeleton crew starting at 8:00 a.m. and during the keynotes as attendees will be on the show floor.**
- **Please be respectful of other exhibitors and attendees and do not pack up before 5:30 p.m. on Thursday.**

Security

Do not leave valuables unattended in your booth. Security guards will be monitoring the show floor; however, this is not a guarantee of protection unless booth security is ordered.

Lost and Found / Security Help Desk

The security / lost and found help desk is located on the South Concourse, Level 2 across from room S222, Destination Lounge. It is open from 7:00 a.m.–7:00 p.m. Tuesday through Thursday. Phone: 407.685.6202.

Hours	
Thursday, May 31–Monday, June 4	8:00 a.m.–5:00 p.m.
Tuesday, June 5–Thursday, June 7	7:00 a.m.–6:00 p.m.
Friday, June 8–Saturday, June 9	8 a.m.–5:00 p.m.
Sunday, June 10	8 a.m.–4:00 p.m.

Security Office

The security office is located in room S228, South Concourse, Level 2. They are staffed from the beginning of set-up through the close of the show. In the event of a medical or other emergency situation, please dial 911 from your mobile phone or any convention center house phone. You may also call the SAP and ASUG security staff at 407.685.6200 (24 hrs.).

Social Media

Sites have been established on Facebook, Twitter, and LinkedIn as a way to serve attendees, exhibitors, employees, press, and influencers. During the event, SAP and ASUG will support a wide variety of activities to encourage participants to use social media to share their views with others in the audience and communicate to their followers. See details below:

SAPPHIRE NOW Channels

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

ASUG Channels

- Twitter – <http://twitter.com/asug365>,
 - ASUG handle is: @ASUG365
 - Hashtag: #ASUG2018
- Facebook – www.facebook.com/ASUG365/
- LinkedIn – [ASUG - Americas' SAP Users' Group](#)
- YouTube – <http://www.youtube.com/asugtv>

Post your photos on Instagram and hashtag them with **#SAPPHIRENOW** and **#ASUG2018**.

View the latest conference updates, including press releases, blogs, and more:

- SAP News Center – www.news-sap.com/
- ASUG News – www.asug.com/news

Speaker Ready Rooms

SAPPHIRE NOW Speaker Ready Room

The SAPPHIRE NOW Speaker Ready Room is located on the show floor, to the far right, between the Best-Run Theater and Theater 1. Speakers should not bring a personal laptop or other media to present from unless prior arrangements have been made. The speaker liaison is Melissa Berg-Baker, melissa.berg-baker@sap.com, 214.460.6858.

Hours	
Monday, June 4	9:00 a.m.–6:00 p.m.
Tuesday, June 5	8:00 a.m.–6:00 p.m.
Wednesday, June 6	8:00 a.m.–6:00 p.m.
Thursday, June 7	8:00 a.m.–5:00 p.m.

ASUG Annual Conference Speaker Ready Room

The ASUG Annual Conference Speaker Ready Room is located in room S330, South Concourse, Level 3. All speakers need to check in in this room **at least** once before speaking at the conference. Equipment will be available to practice, review, and print presentations. Contact: speakers@asug.com.

Hours	
Monday, June 4	2:00 p.m.–5:00 p.m.
Tuesday, June 5	9:30 a.m.–4:00 p.m.
Wednesday, June 6	9:30 a.m.–4:30 p.m.
Thursday, June 7	9:30 a.m.–4:00 p.m.

Transportation

Airport to Hotels:

Standard shuttle or taxi service is recommended when travelling from the airport to your hotel. Taxis average \$45 - \$50 each way. Mears Transportation offers a discounted round-trip shuttle service between the Orlando International Airport and official conference hotels. [Present your coupon](#) or your reservation number. Click [here](#) to make reservations online. Have your coupon handy while making your reservation. Upon arrival at the airport, go to one of the Mears Motor Shuttle ticket counters on Level 1.

Between Hotels and the OCCC:

Complimentary shuttle service is provided beginning Tuesday, June 5 between the South building of the OCCC and all official conference hotels, except those within walking distance of the convention center. Details are provided on the [Shuttle Schedule](#) and are posted at conference hotels.

Between Hotels and Amway Center for the SAP Concert: Justin Timberlake | Thursday | Amway Center

Complimentary shuttle buses to the [concert](#) will be provided between all conference hotels and Amway Center. We recommend that you dine at one of the restaurants near Amway Center before the concert. Light stadium style snacks and beverages will be available.

- Shuttles to concert: 7:00 p.m.–8:30 p.m.
- Amway Center doors open: 8:00 p.m.
- Concert: 9:00 p.m.–10:30 p.m.
- Return shuttles: 10:30 p.m.–11:00 p.m.

Ridesharing

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. Follow the signs to the Hyatt Regency – once through the doors you will take the stairs or an elevator down to the pick-up area. Signs will direct you to this area.

Taxis

For taxi service, Mears Taxi: 407.422.2222.

Trolley

The I-RIDE trolley service is available along International Drive from 8:00 a.m.–10:30 p.m. Visit www.iritetrolley.com or contact them at 407.248.9590 or info@iritetrolley.com.

Videography

Filming

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 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.

Session Videos

SAPPHIRE NOW sessions, including the Sapphire and Onyx level exhibitors' theater presentations will be recorded by SAP. Small theater presentations are not recorded.

ASUG Annual Conference sessions are not recorded.

Filming of SAP and/or ASUG sessions is not permitted.

If you wish to obtain a copy of your SAPPHIRE NOW session recording (available beginning June 15), provide your exhibit manager with the following details and they will have the video link sent to you.

- Session ID, title, location, day, time
- Speaker name
- Requestor name and e-mail

The video will be provided in the following format:

- File Format MP4
- Video Codec H.264
- Bit Rate 1200 (HD), 600 (SD)
- Aspect Ratio 16:9
- Frame 1280x720, 640x360

If a hi-res HD file of a session is required, please use the [audio visual order form](#) in the Exhibitor Manual. Provide the session ID and title in the special notes area. The estimated cost to upload a session to Cloud for Client Download HD 1200K MP4 file is \$250.

Wireless Internet Connectivity

Complimentary wireless Internet access is available throughout the OCCC. Connect to **Orlando2018** on the 5.0 GHZ network. We encourage attendees with 3G, 4G or LTE data service to use that data service as their primary means of connectivity. We do **not** offer Wifi on a 2.4 GHz network (iPhone 4/4s, iPod Touch, older smartphones and laptops).

Wristbands

Refer to the **Access to the Show Floor** section on page 1.

Exhibitor Conference Schedule

Please scroll to the next page.

Exhibitor Conference Schedule

This schedule has been developed specifically for you to aid in your planning.

Install and Move-In Schedule

- All exhibits must be set up and 'show ready' by 5:00 p.m. Monday, June 4. Any exhibit not set up by this time may be removed from the show floor at the exhibitor's expense.
- Crate Removal: SAP and ASUG will be conducting executive show floor tours throughout the day on Monday, June 4. Please ask your set-up supervisor to mark crates with "Empty" labels as soon as they are emptied. Your space must be 'show ready', including all crates removed, by 5:00 p.m. Monday.
- **The show floor doors will close at 7:00 p.m. Monday. Exhibitors may remain and continue set-up but once they exit, reentry is not permitted.**

Exhibit Level	Times	Thursday May 31	Friday June 1	Saturday June 2	Sunday June 3	Monday June 4
Sapphire	8:00 a.m.–5:00 p.m.	x	x	x	x	x
Onyx	8:00 a.m.–5:00 p.m.	x	x	x	x	x
Diamond	8:00 a.m.–5:00 p.m.		x	x	x	x
Emerald	8:00 a.m.–5:00 p.m.			x	x	x
Emerald Turnkey	8:00 a.m.–5:00 p.m.					x
Ruby Turnkey	8:00 a.m.–5:00 p.m.					x
Pod	12:00 p.m.–5:00 p.m.					x

Dismantle and Move-Out

Dates	Times
Thursday, June 7	5:30 p.m.–10:00 p.m. Please be respectful of other exhibitors and attendees and do not pack up before 5:30 p.m.
Friday, June 8	8:00 a.m.–5:00 p.m.
Saturday, June 9	8:00 a.m.–5:00 p.m.
Sunday, June 10	8:00 a.m.–4:00 p.m.

Registration Hours

Hours	Locations
Sunday, June 3	
12:00 p.m.–11:00 p.m.	Orlando International Airport – baggage claim level
1:00 p.m.–5:00 p.m.	South Concourse, OCCC
Monday, June 4	
7:00 a.m.–6:00 p.m.	South Concourse, OCCC
7:00 a.m.–6:00 p.m.	Hilton Orlando
9:00 a.m.–11:00 p.m.	Orlando International Airport – baggage claim level
Tuesday, June 5	
6:30 a.m.–10:30 a.m.	Hilton Orlando
7:00 a.m.–6:00 p.m.	South Concourse, OCCC
Wednesday, June 6	
7:00 a.m.–6:00 p.m.	South Concourse, OCCC
Thursday, June 7	
8:00 a.m.–5:30 p.m.	South Concourse, OCCC

Exhibitor Conference Schedule – Show Days

Important: During the keynotes, please do not schedule booth presentations or demos.

*** At your discretion, you may choose to staff your booth with a skeleton crew starting at 8:00 a.m. and during the keynotes as attendees will be on the show floor.**

Tuesday, June 5

7:00 a.m.	Show floor doors open to exhibitors
8:00 a.m.	* Show floor doors open to attendees for the keynote – <i>(important, see * note above)</i>
9:00 a.m.–10:30 a.m.	SAP keynote – overflow seating in show floor theaters
10:30 a.m.–4:30 p.m.	Exhibitors, SAP, and ASUG Hub areas open
10:30 a.m.–2:30 p.m.	Lunch
4:30 p.m.–6:00 p.m.	ASUG keynote – overflow seating in show floor theaters – <i>(important, see * note above)</i>

Wednesday, June 6

7:00 a.m.	Show floor doors open to exhibitors
8:00 a.m.	* Show floor doors open to attendees for the keynote – <i>(important, see * note above)</i>
9:00 a.m.–10:30 a.m.	SAP keynote – overflow seating in show floor theaters
10:30 a.m.–6:00 p.m.	Exhibitors, SAP, and ASUG Hub areas open
10:30 a.m.–2:30 p.m.	Lunch

Thursday, June 7

7:00 a.m.	Show floor doors open to exhibitors
8:00 a.m.	* Show floor doors open to attendees for the keynote – <i>(important, see * note above)</i>
9:00 a.m.–10:30 a.m.	SAP keynote – overflow seating in show floor theaters
10:30 a.m.–5:30 p.m.	Exhibitors, SAP, and ASUG Hub areas open Please be respectful of other exhibitors and attendees and do not pack up before 5:30 p.m.
10:30 a.m.–2:30 p.m.	Lunch
9:00 p.m.	Concert