

**Exhibit Space and Graphics Policies
Pod Level Exhibitors**

**Graphics Review Due: February 22, 2019
Artwork Due: March 1, 2019**

This document includes exhibit space instructions and policies relating to the Pod level exhibit package. Contact your exhibit manager, Kim Cansler, k.cansler@sap.com or 919.488.4397, with any questions.

Components

This exhibit package has been designed as a turnkey solution. Your booth will be set up when you arrive. The components of the package include the pod structure, graphic panels, carpet, electrical, Internet, a monitor, one chair, lighting, non-secure storage, and cleaning. A laptop is not included.

Move-In

Don't wait until the rush of Tuesday morning! Your booth will be ready for move-in at **12:00 p.m., Monday, May 6**. It's important to have at least one of your staff members arrive on Monday to test equipment, unpack any shipments, and pick up your badge scanner (not included this year and must be ordered separately). **Your booth must be 'show ready' by 5:00 p.m., Monday.**

Graphic Panel Instructions

You will need to provide the artwork files for the two graphic panels that are included with your booth. Printing and installation are included.

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

Graphics Review – due February 22

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

Artwork Submission to Freeman – due March 1

- Artwork files must be high resolution and adhere to the Freeman Artwork Submission Guidelines.
- Contact Hillary Lloyd, hillary.lloyd@freemanco.com or 407.313.5845, if you have artwork or FTP upload questions.
- FTP upload instructions will be provided once the proof is approved.
- Please take note of the deadlines as rush fees will apply. *Exhibitors who complete the application to exhibit after the due dates will be given one week to submit their artwork.*
 - Artwork received after March 11 will be charged \$170.
 - Artwork received after March 21 will be charged \$225.

Renderings – Individual Pod rendering and a group of three as installed in a 10'x20' space.



Monitor

A 24" flat screen display monitor will be mounted as shown in the rendering. A larger monitor may not be ordered.

An HDMI cable with an adaptor will be provided. Should you require another type of cable, please bring it with you or let me know in advance. An additional charge may apply.

Additional Furnishings

The configuration of the Pod space does not allow for additional furnishings. This includes, but is not limited to signs, standing banners, oversized computer hardware, a larger monitor, and tables.

- One additional chair may be ordered from Freeman: Black Diamond Stool, item # N71088.
- A literature rack is not included but may be ordered from Freeman.
- The Pod structure may not be changed in any way, including but not limited to, placing stickers of any kind on the booth structure.

Aisles and Common Areas

The aisles, passageways, and overhead spaces remain strictly under the control of SAP and ASUG. This includes all conference function space, the show floor, and other OCCC property. No signs, decorations, banners, advertising matter, or special exhibits will be permitted in these areas. Booth components and lighting grids may not extend or cover any part of the aisle or neighboring exhibits.

- Exhibitor is responsible for keeping the aisles near your exhibit space free from congestion caused by demonstrations and other promotional activities. Sufficient space must be provided within the booth for the comfort and safety of attendees watching demonstrations and other promotional activities. All marketing activities, including the use of talent personnel, must be conducted within the designated exhibit space.

Content

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

Sight Lines

Display materials should be arranged in such a manner as to not to obstruct sight lines of neighboring exhibitors.

POD SPECIFICATIONS

PANEL A (1) 54.6875" W x 54" H Graphic Panel

- See specs below for measurements pertaining to the bleed necessary for the location of the monitor

PANEL B (1) 23.25" W x 42" H Graphic Panel

For questions relating to preparing or submitting the artwork for your graphic panels, please contact Hillary Lloyd at Freeman, hillary.lloyd@freemanco.com.

