

Instructions and Policies Pod Level Exhibitors

Graphics Proof Due: February 21, 2020
Artwork Due: February 28, 2020

This document includes information relating to the Pod level exhibit package. Contact your exhibit manager, Kim Cansler, k.cansler@sap.com or 919.977.6060, 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, two graphic panels (instructions below), non-secure storage, carpet, electrical, Internet, a 32" monitor, one chair, lighting, wastebasket, and cleaning. A laptop is not included.

Move-In

Your booth will be ready for move-in at **12:00 p.m., Monday, May 11**. It is important to have at least one of your staff members arrive on Monday to test equipment, unpack any shipments, and if ordered, pick up your badge scanner. **Your booth must be 'show ready' by 5:00 p.m. on Monday**. The show floor will close at 5:00 p.m. on Monday, and we ask exhibitors to exit the show floor at this time.

Graphic Panel Instructions

You will need to provide the artwork files for the two graphic panels that will then be printed and installed in your booth.

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

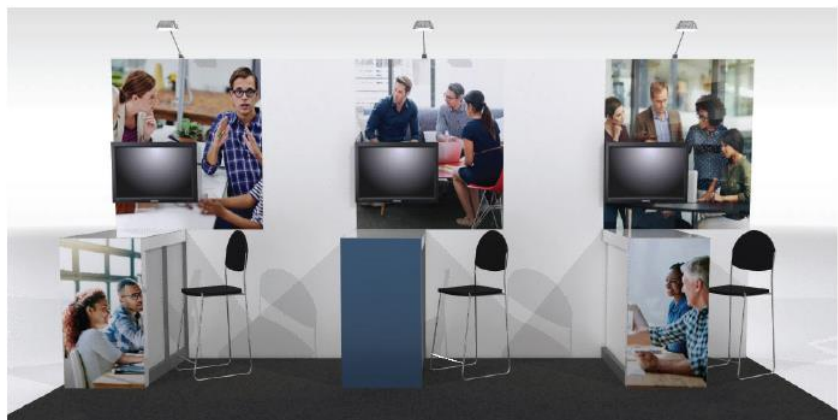
Graphics Review – due February 21

Submit a PDF proof of your artwork to [Kim](#), for SAP 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 February 28

- Artwork files must be high resolution and adhere to the [Freeman Artwork Submission Guidelines](#).
- Contact Cris Coniglio, cris.coniglio@freeman.com or 407.947.9950, with any questions about the artwork files.
- Instructions to upload your artwork will be provided once the final proof is approved.
- Please take note of the deadlines as rush fees will apply.
 - Artwork received after March 13 will be charged \$115.
 - Artwork received after March 20 will be charged \$155.
- Exhibitors who complete the application to exhibit after the due dates will be given one week to submit their proof.

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



Balloons are *not* permitted on the show floor.

Booth Additions

The configuration of the Pod space does not allow for additional furnishings. This includes, but is not limited to oversized computer hardware, signage, 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.
- Placing stickers of any kind on the booth structure are not permitted. If stickers are placed on the structure, any damages from removing will be at your expense.

Carpet

The carpet color in your booth will be gray.

Monitor

- A 32" flat screen display monitor will be mounted as shown in the rendering. A larger monitor may not be ordered.
- To connect your laptop to the provided monitor, an HDMI cable with an adaptor will be provided. Should you require another type of cable, please bring it with you or let Kim know in advance. An additional charge may apply.

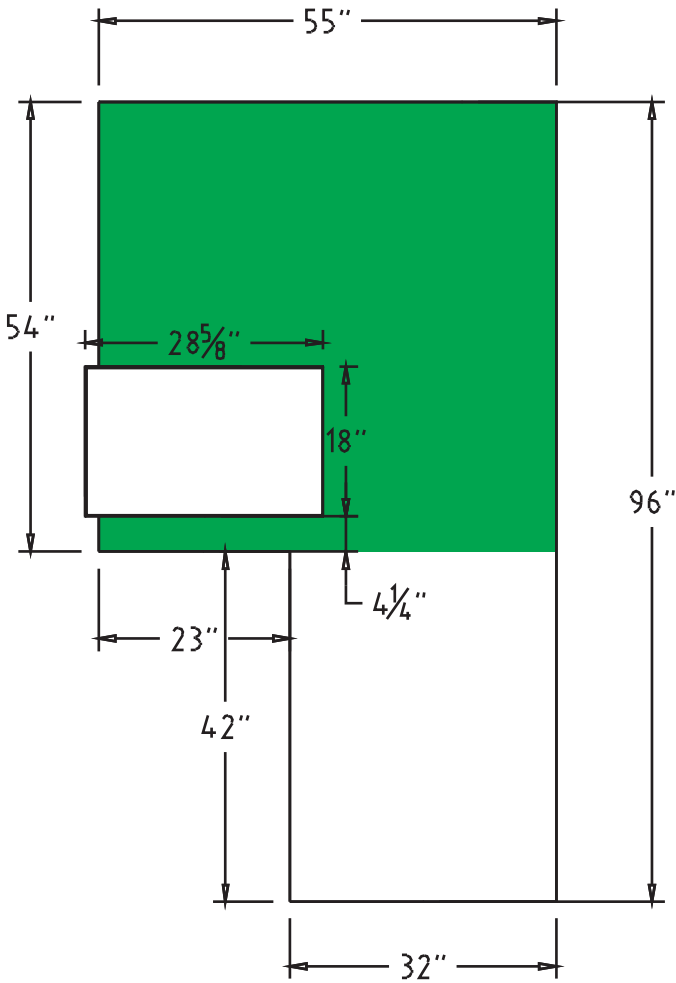
Aisles and Common Areas

- 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.

POD SPECIFICATIONS

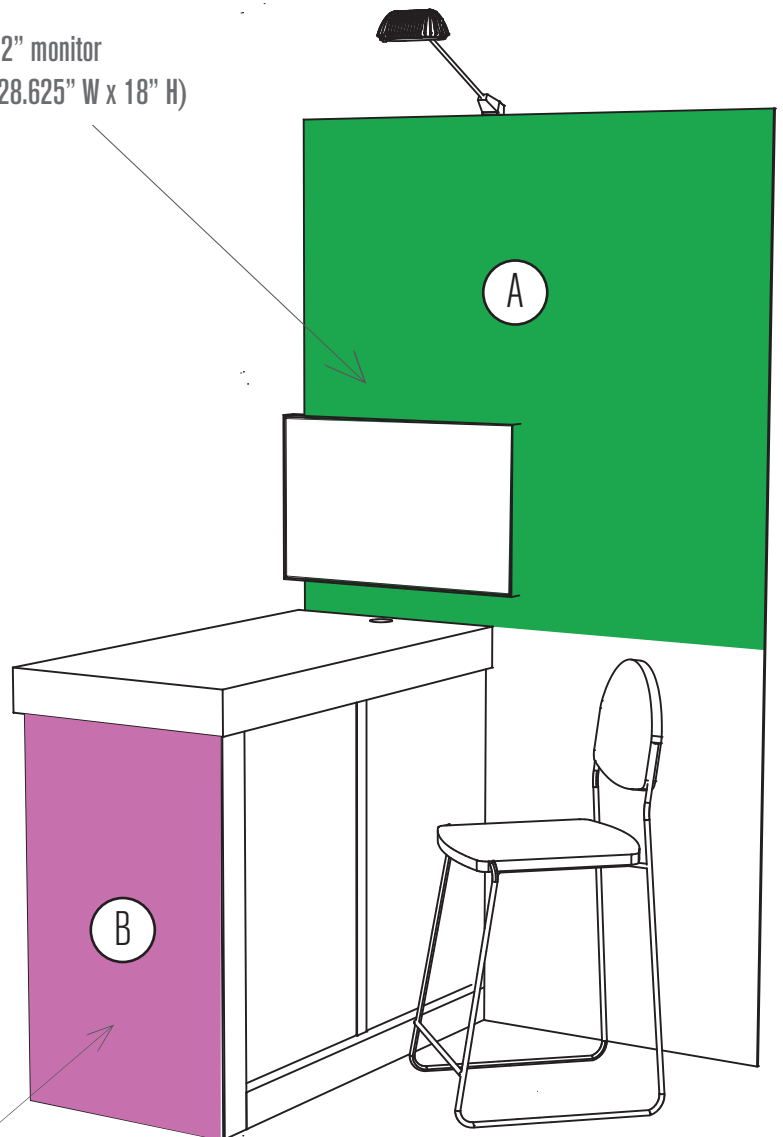
PANEL A (1) 54.6875" W x 54" H Graphic Panel

- 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

32" monitor
(28.625" W x 18" H)



Storage below
(18.875" L x 48.25" W)