

Exhibitor Press Release Information

Due Date: August 23, 2019

****Please forward this document to the appropriate PR contacts within your organization****

SAP® TechEd®, the largest SAP technical education conference, will be held at the Venetian|Palazzo Congress Center in Las Vegas, September 24-27, 2019.

Press Releases

As an exhibiting partner, if you choose to issue a press release during SAP TechEd Las Vegas, there is a limit of **one** per exhibiting partner and the release should adhere to the following guidelines:

- The firm deadline for submitting press releases for approval is **August 23**. Due to the high volume of materials submitted for review and the review process itself, submissions received after this deadline may not be approved in time for distribution during the conference.
- Press releases must be submitted and approved by SAP before distribution.
- It is the partner's responsibility to distribute the approved press release.
- Case studies, white papers, and other materials will not be accepted.
- The press release should be related in some way to SAP and/or SAP TechEd.
- Press releases referencing SAP competitors or language placing SAP or its solutions in an unfavorable light will be returned for revision, potentially causing a significant delay in the approval process.
- SAP is unable to provide quotes for inclusion in partner press releases, per event policy and reasons of equity

The following resources are available on the [Press Information](#) page and must be adhered to when drafting a press release for the conference:

- Exhibitor Press Release Template – this document includes submission instructions.
- Global PR Policies for SAP Partners

Partner Press Kits

Plan to distribute your press kit at your booth. SAP will not distribute partner press kits.

Press List

A press list of publications will be available on or after Wednesday, **September 25**. If you wish to obtain the list, e-mail your exhibit manager. Please note that the list will not include individual names and e-mail addresses of press and analysts attending the conference. SAP will not provide the press list prior to the event.