

#### Exhibitor Press Release Template Deadline: August 23, 2019

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 a press release for SAP approval is **August 23.** Press releases received after this date may not be approved in time for the event.
* Your press release must be submitted and approved by SAP before distribution.
* It is the partner’s responsibility to distribute the approved press release.
* Please do not include the SAP corporate logo or the conference logo in your document.
* Please do not include or propose any SAP quotes.
* Use the template below as a guide when preparing your press release. Incorporate your own company logo or letterhead and remove this heading.
* The file should be a Microsoft Word document and in English.
* Submit your announcement to **partner\_pr@sap.com** with the subject line:

**SAP TechEd Las Vegas partner announcement – [company name]**

*USE YOUR COMPANY LOGO OR LETTERHEAD*

**[Company Name] Announces Its Participation at SAP® TechEd® in Las Vegas to Showcase** [Solution/Services/Etc.]

**[Location] — [Date] —** [Name of company], an SAP partner, today announced that it will participate at SAP TechEd being held September 24-27, 2019 in Las Vegas in booth [#]. [Add details here – e.g., that you’re conducting product demos, announcing a new solution or service, etc.].

[Insert details/reasons for exhibiting at SAP TechEd, focusing on customer benefits.]

“[Insert a quote from a company executive expanding further on the previous paragraph, again making sure you highlight customer benefits and your reasons for being a part of SAP TechEd],” said [Name, title, company].

The SAP TechEd conference focuses on technology with an emphasis on collaboration and hands-on workshops, going beyond technical education.

**About [Partner]**

[Insert company description here.]

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**For press inquiries and more information contact:**

[Insert information for your company’s PR contact: name, phone #, e-mail address]