

Instructions and Policies Ruby Level Exhibitors

Graphics Review Due: **March 1, 2019**
Artwork Due: **March 8, 2019**

This document includes information relating to the Ruby level exhibit package. Contact your exhibit manager, Ana Napolitano, ana.napolitano@asug.com or 312.673.5607, 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 a 10'x10' booth structure, graphic panels (instructions below), non-secure storage, carpet, electrical, Internet, a monitor, two chairs, lighting, and cleaning. A laptop is not included.

Install and Move-In

Your booth will be ready for move-in at **8:00 a.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. on Monday.**

Booth Design – select by February 1

You have a choice of the two design options shown below. Complete the Ruby Booth Option Form in your [Exhibitor Console](#) to select your design. Click on the links below for additional views.



Graphic Panel Instructions

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

Specifications – refer to page 3 (Option A) or page 4 (Option B) for detailed specs that your graphic designer will need to prepare the artwork. Be sure to provide specs for the design option you selected.

- **New! Graphic Bleed Text:** To maximize artwork visualization, Freeman recommends submitting files with a **4" bleed at the top and bottom of panels B and C**. This guideline is due to the lower lighting levels at this event and the shadowing created from the header and countertop. Text and artwork should **not** be in the bleed area. Please note: if this recommendation is not followed and there are issues with the text and artwork, reprints will be at your expense.

Graphics Review – due March 1

Submit a PDF proof of your artwork to [Ana](#), 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 8

- 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 instructions will be provided once the proof is approved. Freeman will go to print on artwork approved by SAP.
- Please take note of the deadlines as rush fees will apply.
 - Artwork received after March 18 will be charged \$665.
 - Artwork received after March 28 will be charged \$825.
- Exhibitors who complete the application after February 25 will be asked to submit a proof for review one week from the date they sign up.

Carpet

The carpet color will be gray. Carpet padding is not included. If you would like to order a different color carpet or padding, use the [turnkey carpet and padding order form](#).

Monitor

A 24" [flat screen display monitor](#) will be mounted to the back wall of your booth as shown in the rendering. A laptop is not included.

- An HDMI cable with an adaptor will be provided. Should you require another type of cable, please bring it with you or let Ana know in advance. An additional charge may apply.
- Complete the [Ruby Monitor Replacement Form](#) if you would like to replace this monitor with a 32" or 43" monitor at your own expense. The monitor may be placed on a stand on the back counter or mounted. It may not be installed on a floor stand or placed on the front counter due to sight line issues (if choosing the option B booth design).*
- *** If the replacement monitor is mounted, Freeman will charge a \$250 fee plus tax for labor and material to retrofit your booth.** Contact Bruce Shannon, bruce.shannon@fmpmedia.com or 610.825.4000, with any questions.
- *** Do not cover important elements of your graphics!** If you are mounting a 32" or 43" monitor, the width of the panel where it will be mounted is 26" inches. Plan your graphics accordingly so there are no surprises on-site.
 - Specs for a 32" monitor: Samsung 28.9" X 17.08" x 1.17"
 - Specs for a 43" monitor: LG 38.3"x22.5"x2.8"
- **April 5** is the deadline to order at FMP's discounted rate.
- **April 15** is the final deadline to place an order for a mounted monitor.
- If ordering a second monitor or other AV, use the [standard order form](#). A second monitor may not be mounted to your booth or placed on the front counter if choosing the option B booth design. This applies to whether you are ordering or bringing your own.

Additional Furnishings

The configuration of the Ruby space does not allow for additional furnishings. This includes, but is not limited to oversized computer hardware, large signage, and tables.

- Standing banners and signs must be placed at least 5 feet back from the aisle and must not block the neighboring booth.
- Monitors on floor stands are not allowed.
- A literature rack is not included but may be ordered from Freeman.
- The Ruby 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

- Exhibit fixtures, components and identification signs are permitted to a maximum height of 8 feet. Any signage or booth component exceeding 8 feet will be removed or adjusted at the exhibitor's expense.
- The maximum height of 8 feet is allowed only in the rear half (5 feet) of the booth space, with a 4-foot height restriction imposed on all materials in the remaining space, forward to the aisle. This 4-foot height restriction is applied only to the portion of exhibit space which is within 10 feet of an adjoining booth.

Hanging Signs

Hanging elements including signs, banners, audio visual screens, equipment, canopies, and fixtures are not permitted.

RUBY OPTION A SPECIFICATIONS

Peninsula Counter

PANEL A (1) 115.6875" W x 17" H Header Panel (Logo/Company Name)

PANEL C (1) 45.3125" W x 33.8125" H Graphic Panel

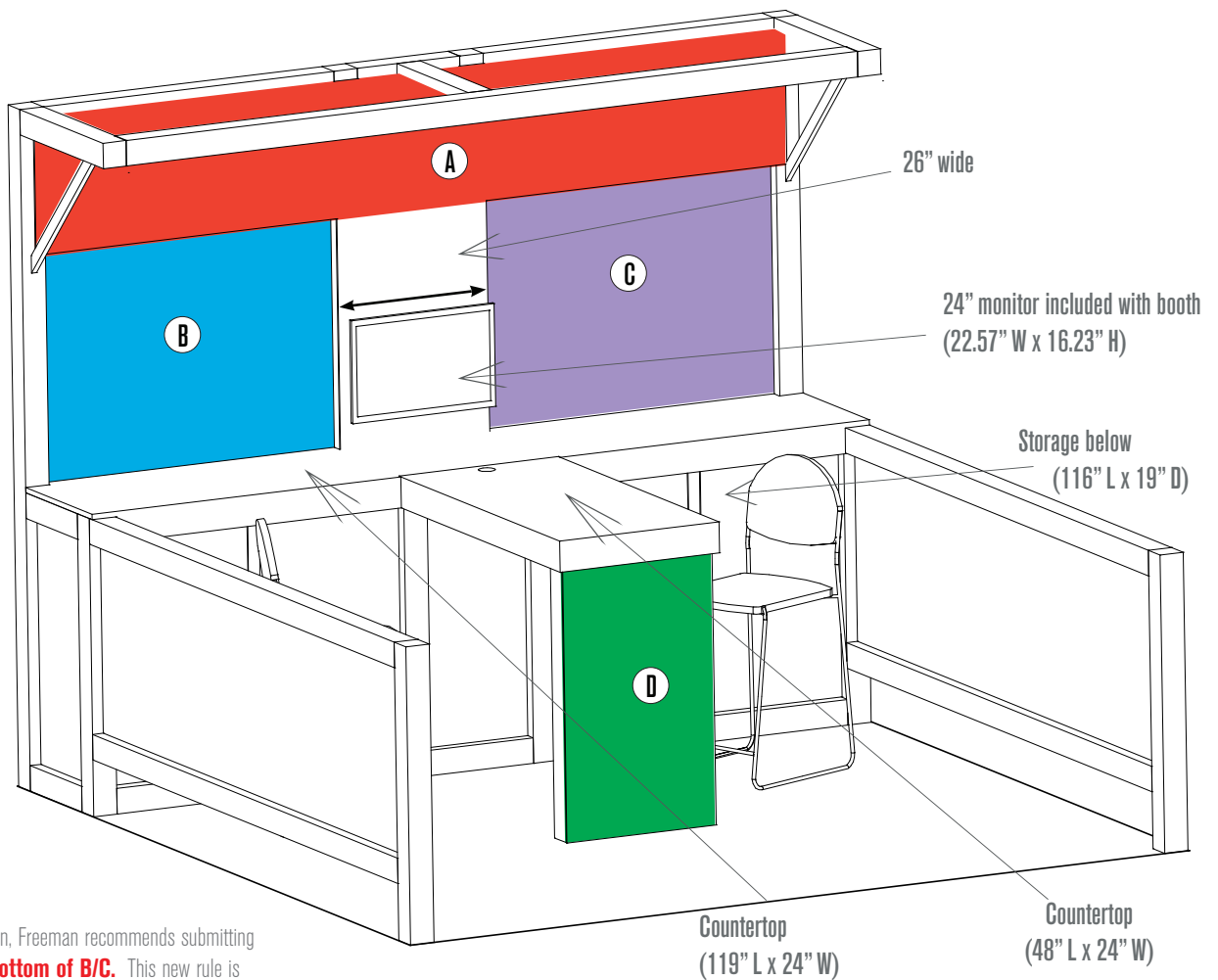
▪ 4" bleed top and bottom is recommended***

PANEL B (1) 45.3125" W x 33.8125" H Graphic Panel

▪ 4" bleed top and bottom is recommended***

PANEL D (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.



***To maximize artwork visualization, Freeman recommends submitting files with a **4" bleed top and bottom of B/C**. This new rule is due to the lower lighting levels at this event and shadowing created from the header and countertop. Text and artwork should not be in this bleed area. Please note: if this this recommendation is not followed and there are issues with the text and artwork, reprints will be at your expense.

RUBY OPTION B SPECIFICATIONS

Front Counter

PANEL A (1) 115.6875" W x 17" H Header Panel (Logo/Company Name)

PANEL B (1) 45.3125" W x 33.8125" H Graphic Panel

▪ 4" bleed top and bottom is recommended***

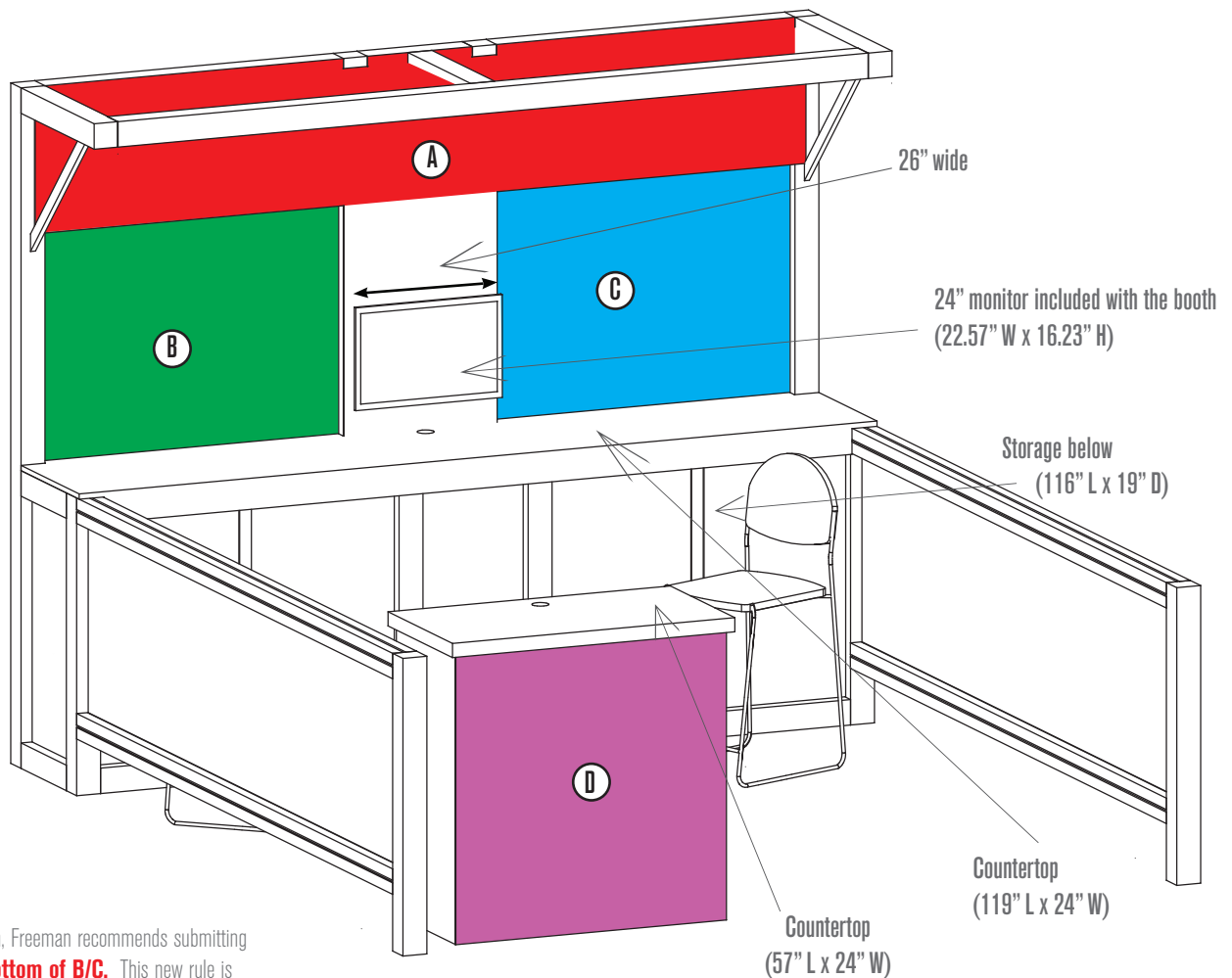
PANEL C (1) 45.3125" W x 33.8125" H Graphic Panel

▪ 4" bleed top and bottom is recommended***

PANEL D (1) 40.3125" W x 42" H Graphic Panel

▪ Leave 6" clearance for countertop as graphic will be covered otherwise.

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