SAP SAPPHIRE NOW | ASUG Annual Conference

Instructions and Policies	Graphics Proof Due: February 28, 2020
Ruby Level Exhibitors	Final Artwork Due: March 6, 2020

This document includes information relating to the Ruby level exhibit package. Contact your exhibit manager, Cassie Palacios, cassie.palacios@asug.com or 734.730.4279, 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, four graphic panels (instructions below), non-secure storage, carpet, electrical, Internet, a 32" monitor, two chairs, lighting, wastebasket, and cleaning. A laptop is not included.

Move-In
Your booth will be ready for move-in at **8:00 a.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 that exhibitors exit the show floor at this time.

Booth Design – select by February 3
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.

Option A

Option B

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

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 the specs for the design option you selected.

- **Graphic Bleed Text:** Submit files with a **4" bleed at the top and bottom of panels B/C/D** to maximize visualization of your artwork. No text or artwork should be in the bleed area. If this recommendation is not followed, and there are issues with your graphics, reprints will be at your expense.

Graphics Review – due February 28

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

Artwork Submission to Freeman – due March 6
- 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 20 will be charged $200.
    - Artwork received after March 27 will be charged $260
- Exhibitors who complete the application after February 25 will be asked to submit a graphics proof for review one week from the date they sign up.

Carpet

The carpet color in your booth 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. Booth flooring must not exceed a 2% grade as to comply with ADA standards.

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.

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.

Balloons *are not* permitted on the show floor.

Hanging Signs are *not* permitted on the show floor.

Monitor

A 32" flat screen display monitor will be mounted to the center of the back wall of your booth as shown in the rendering. A laptop is not included.

- 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 Mo know in advance. An additional charge may apply.

- Complete the Ruby Monitor Replacement Form if you would like to replace this monitor with a 43" monitor at your own expense. The monitor may be placed on a stand on the back counter or mounted to the back wall. It may not be installed on a floor stand or placed on the front counter due to sight line issues (this applies if selecting 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 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.*

    o   Specs for a 43" monitor: LG 38.3"x22.5"x2.8"

- **April 6** 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.

Noise

SAP and ASUG reserve the right to restrict exhibits, method of operation, and materials that become objectionable due to noise. Sound systems must be directed inward, toward the exhibit space. **Sound systems must not be used to solicit traffic to your booth and will be restricted if used for this purpose.** If wireless video, audio or network equipment is part of the exhibit, it is required to complete the Noise Guidelines and Radio Frequency Form in your console by March 11.

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.

Structure

The Ruby structure may not be changed in any way, including but not limited to, placing stickers of any kind on the booth structure. If stickers are placed on the structure, any damages from removing will be at your expense.

RUBY OPTION A SPECIFICATIONS

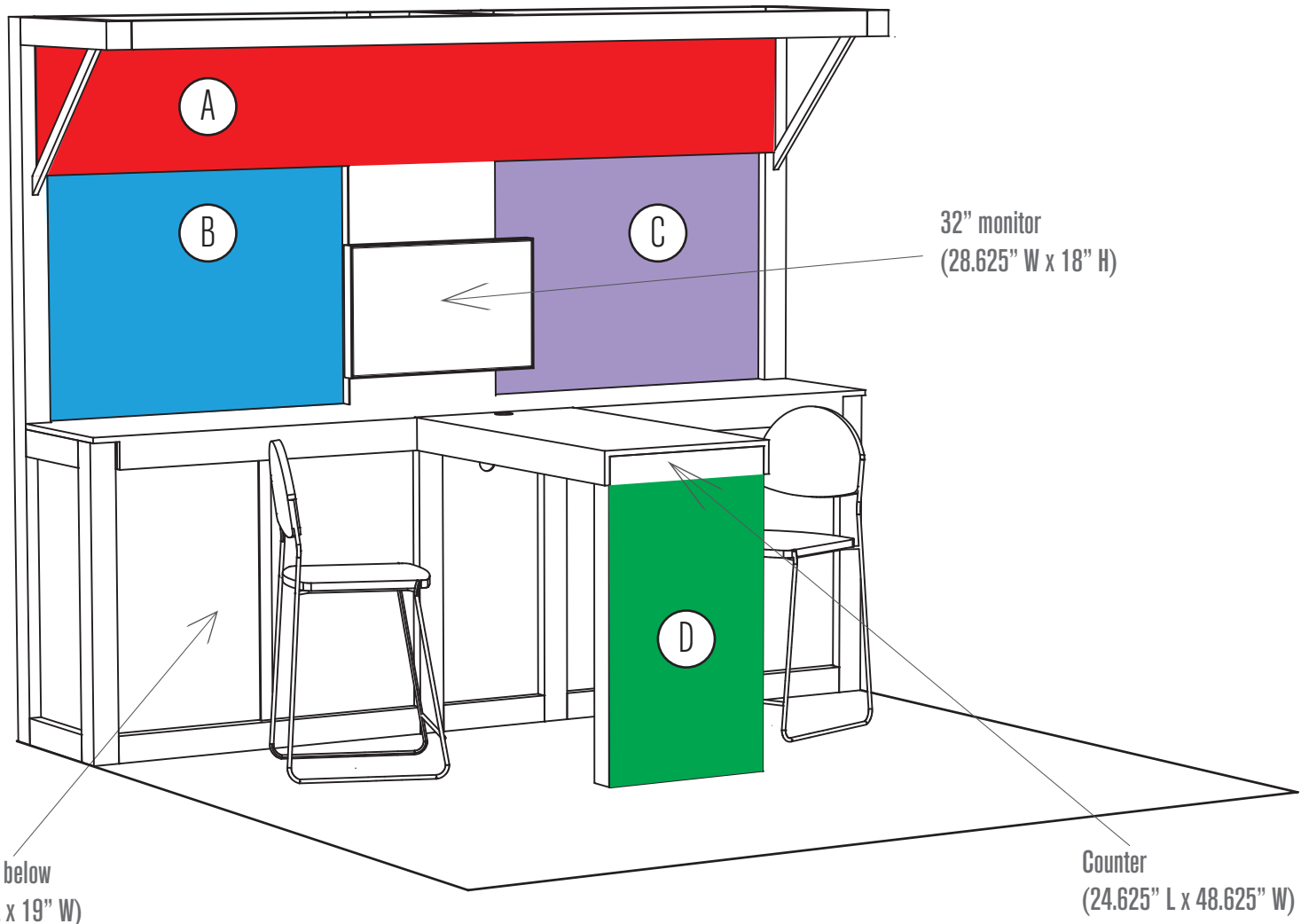**PANEL A** (1) 115.6875" W x 17" H Header Panel (Logo/Company

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) 23.25" W x 42" H Graphic Panel

A

B

C

D

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

Storage below
(116" L x 19" W)

Counter
(24.625" L x 48.625" W)

RUBY OPTION B SPECIFICATIONS

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

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

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

Storage below