

## Sapphire Level Exhibitor Presentation Instructions

**Date to Select Time Slot: March 6, 2019**  
**Due Date for Presentation: April 19, 2019**

This document provides presentation information and instructions for Sapphire-level exhibitors. Please forward to speakers or others who will be involved in the process. Refer to the [SAPHIRE NOW Content Strategy](#) for information on the SAP Neighborhoods and Pavilions as referenced below.

Included with your exhibit package are the following:

### One “Theater Presentation”

- Located in an SAP Neighborhood on the show floor.
- Format is a 20-minute session, immediately followed by a 20-minute Q&A in an adjacent discussion area.
- Two speakers are permitted.
- Presentation must be submitted in advance, see Presentation Files section below.
- An SAP laptop is provided in each theater. Provisions **will not** be made for projecting your presentations from other laptops. *See page 3 to view a theater rendering and set-up.*

### Three “Small Theater Presentations”

- Located in an SAP Pavilion on the show floor.
- Format is a 20-minute session.
- Two speakers are permitted.
- Presentations may be submitted in advance for SAP review, see Presentation Files section below.
- An SAP laptop is provided in each theater. Speakers may use their own laptop or a USB flash drive. *See page 3 to view a small theater rendering and set-up.*

### March 6 Starting at 12:00 Noon ET: The Manage Sessions tab will be available in your console

Submit the information for each session as outlined below via the “Manage Sessions” tab in your [console](#). This information will be published in the session catalog on the [conference Web site](#).

- **Title**, limited to 75 characters including spaces
- **Session description**, limited to 350 characters including spaces
- **Speaker’s name and contact information**, if the speaker is unknown, enter a session manager name
- **Filters**, as appropriate to your session content, *see page 4 for the list of filters*
- **Select** the date, time, and location. **Selection is on a first-come, first-served basis.** It is not required to match the content of your presentation with the focus of the Neighborhood or Pavilion.

Note: Session titles, descriptions, and presentations will be reviewed and edited for SAP brand compliance.

### April 19: Due Date for Presentation Files

- Use your own company template.
- Presentations must be in a 16x9 format.
- Files must use Microsoft Windows 10 and Microsoft Office 2016.
- Maximum of 12 slides.
- Theater Presentation (not small theater) will be available to conference attendees post-event.
- Theater Presentation (not small theater) must be submitted in advance.
- Small Theater Presentations may be submitted for SAP review. This is optional.

### SAP Partner Branding

Session titles, descriptions, and presentations are edited for SAP brand compliance. Please adhere to the [SAP Partner Branding Guidelines](#).

# Sapphire Level Exhibitor Presentation Instructions

## Speaker Responsibility

Speakers will receive an e-mail introducing them to the Speaker Resource Center. Here they will confirm their participation as a speaker and upload their presentation file.

## Speaker Registration

Speakers should use an exhibit package-included badge or purchase a badge. All registrations are managed via your [console](#).

- Theater and Small Theater Presentations accommodate two speakers.
- All speakers are responsible for their own travel and hotel costs.

## Badge Scanning

The scanning of badges is allowed within your theater or discussion area. Plan to use your own equipment and staff and be respectful of attendees who ask not to have their badge scanned.

Please note: Exhibitors are only permitted to scan badges at their package-included sessions. Your company may be invited by SAP or ASUG to present in a session. You are not permitted to scan badges at SAP or ASUG awarded sessions.

## Collateral Distribution

To support sustainability goals, please do not distribute printed material at your presentations.

## Videotaping

- Presentations *will not* be videotaped this year and private taping is not permitted.
- ASUG Presentations *will not* be videotaped and private taping is not permitted.

## Presentation Promotion

- Session catalog: Located on the conference Web site and in the event mobile app. Attendees select sessions to add to their unique agendas, available pre-conference and on-site.
- Digital display: Monitors with the current schedule are located at each theater.
- Exhibitor promotion: Exhibitors should promote and drive attendance to their presentations. We suggest the following:
  - [Marketing opportunities](#) are a great way to increase awareness.
  - Market the presentation/demo prior to the conference.
    - Include session details in e-mail campaigns and on event microsites prior to the conference.
  - Market and create awareness directly from your booth.
    - Educate your booth staff regarding session details (e.g. date, time, location) so they can promote this information to attendees who visit your booth.
    - Include session details on collateral for the event.
  - Defer the "sales pitch" until later, e.g., follow-up calls.

## Presentation Tips

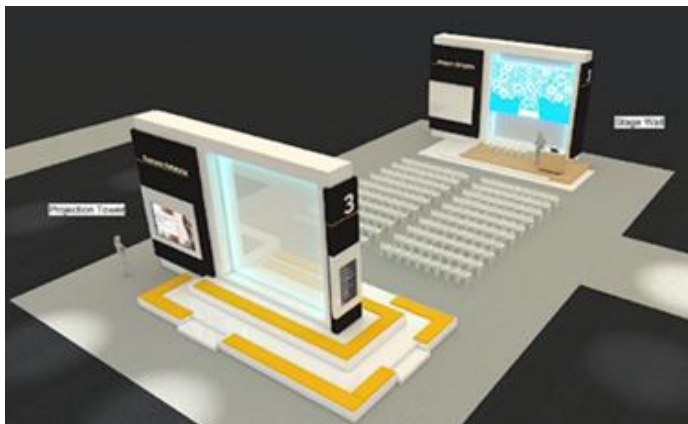
- Develop a presentation/demo that will engage, educate, inspire, and involve the audience.
- Present solid content and a topic that is of interest to attendees.
- Select experienced, engaging, product-knowledgeable employees or customers to present the material.
- Begin description/title with an engaging imperative/action verb (e.g. create, achieve, learn, explore, manage).
- Include a benefit to the attendee in the description.

# Sapphire Level Exhibitor Presentation Instructions

## Theater Rendering and Set-Up

Each theater seats 128 attendees and is equipped as follows:

- One laptop with a standard hardwired Internet connection
- Four wireless lapel microphones
- One “confidence” monitor showing only what is on the projection screen, placed on the floor facing the presenter (no notes capabilities)
- One wireless slide advancer connected to laptop
- One speaker timer



## Small Theater Rendering and Set-Up

Each small theater seats 45 attendees and is equipped as follows:

- One laptop with a standard hardwired Internet connection
- One handheld microphone and one hardwired microphone at the lectern
- A writable white wall on the back panel

This rendering shows two small theaters back-to-back. Set-up is approximate and subject to change.



# Sapphire Level Exhibitor Presentation Instructions

## Filter Options

Product Area Filter Required, limit 4	Industries Filter required, limit 2	Lines of Business Filter required, limit 3	Services and Support Filter not required, limit 3	SME Filter not required, limit 2
Analytics and Insight	Aerospace and Defense	Asset Management	Application Lifecycle Management	SAP Business One
Big Data	Agribusiness	Commerce	Cloud Adoption	SAP Business ByDesign
Blockchain	Automotive	Finance	Contextual Marketing	SMEs
Database and Data Management	Banking	Human Resources	Customer Experience	
Enterprise Asset Management	Chemicals	IT	Cyber and Data Security	
Finance	Consumer Products	Manufacturing	Data Intelligence	
HEC	Cross-Industry	R&D/Engineering	Digital Supply Chain	
IoT	Defense and Security	Marketing	Education	
Machine Learning	Engineering, Construction, and Operations	Sales	Hybrid Operations	
Manufacturing	Fashion	Service	Innovation Services	
Qualtrics	Healthcare	Sourcing and Procurement	Intelligent Technologies	
Research and Development	High Tech	Supply Chain	Mobile Services	
SAP Ariba Solutions	Higher Education and Research	Sustainability	SAP Model Company	
SAP Cloud Platform	Industrial Machinery and Components		SAP Solution Manager	
SAP Concur	Insurance		SAP Transformation Navigator	
SAP Customer Experience	Life Sciences		Support	
SAP Design	Media			
SAP Digital	Mill Products			
SAP Digital Boardroom	Mining			
SAP Fieldglass	Oil and Gas			
SAP Jam	Professional Services			
SAP Leonardo	Public Sector			
SAP Next-Gen	Retail			
SAP S/4HANA	Sports and Entertainment			
SAP S/4HANA Cloud	Telecommunications			
SAP SuccessFactors Solutions	Travel and Transportation			
SAP.iO Fund	Utilities			
SAP.iO Venture Studio	Wholesale Distribution			
Supply Chain Management				
User Experience				

## Questions?

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