

Sapphire Level Exhibitor Presentation Instructions

Date to Select Session Slots: March 11, 2020
Due Date for Presentation: April 20, 2020

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 as referenced below.

Included with your exhibit package is the following:

One “Large Theater Presentation”

- Located in an SAP Neighborhood on the show floor. The neighborhood will be selected as part of the submission process as described below.
 - Finance and Procurement
 - Business Technology Platform
 - Services and Support
 - Human Resources
 - Customer Experience
 - Supply Chain and Manufacturing
- Format is a 20-minute session, immediately followed by a 20-minute Q&A in an adjacent discussion area.
- Two speakers are permitted.
- The presentation ppt 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 large theater rendering and set-up.*

Three “Small Theater Presentations”

- All small theater sessions will be held in the Partner Co-Innovation Neighborhood on the show floor.
- Format is a 20-minute session.
- Two speakers are permitted.
- Presentation ppts are not to be submitted in advance.
- 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 11 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** is limited to 75 characters to include spaces.
- **Session description (abstract)** is limited to 350 characters to include spaces.
- **Speaker’s name and contact information**, if the speaker is unknown, enter a session manager name. At least one name is required to complete the form.
- **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 large theater presentation with the focus of the neighborhood. All small theater sessions will be held in the Partner Co-Innovation Neighborhood.
- Session titles, descriptions, and presentations are edited per the [SAP Brand Voice Guide for Titles and Abstracts](#).

April 20: Due Date for the Large Theater Presentation File

- Use your own company template.
- Presentation must be in a 16x9 format.
- Files must at least use Microsoft Windows 10 and Microsoft Office 2016.
- Maximum of 12 slides.
- Large theater presentation (not small theater) will be available to conference attendees’ post-event.

Sapphire Level Exhibitor Presentation Instructions

Speaker Responsibility

Each speaker will receive an e-mail introducing them to the Speaker Resource Center. Here they will confirm their participation as a speaker and as applicable, 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](#).

- Large theaters and small theaters will both 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 / Giveaways / Raffles

- To support sustainability goals, distribution of collateral, giveaways or any items at your presentation is not permitted.
- Raffles, aisle callers and greeters are not permitted at your presentation.

Videotaping

- Presentations in the large theaters (not small) will be videotaped, private taping is not permitted.
- ASUG Presentations *will not* be videotaped, 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 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

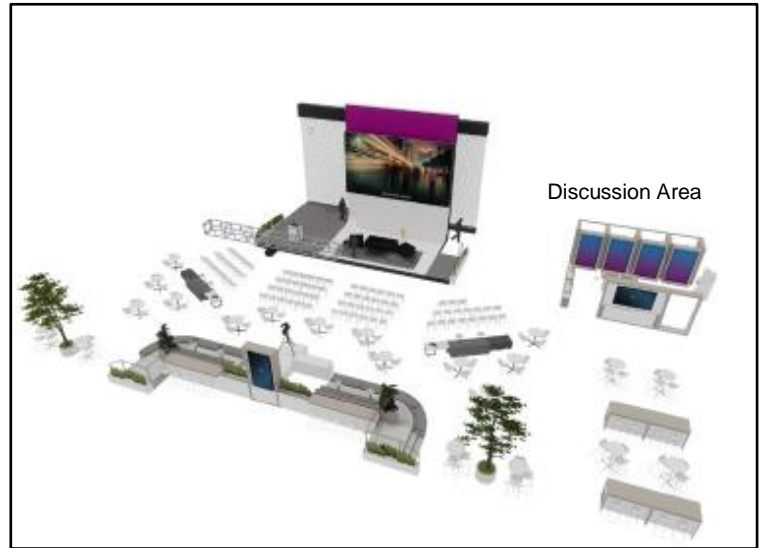
- Develop a presentation that will engage, educate, inspire, and involve the audience.
- Present solid content and a topic that is of interest to attendees.
- Select experienced, engaging, product-knowledgeable employees or customers to present the material.
- Begin description/title with an engaging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

Sapphire Level Exhibitor Presentation Instructions

Large Theater Rendering and Set-Up

Each large theater seats 110 attendees and is equipped as follows:

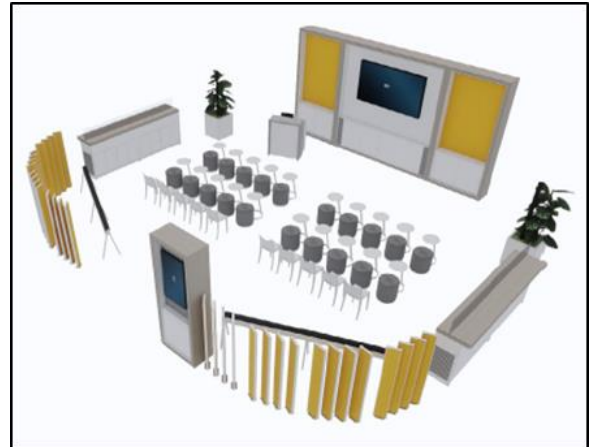
- One laptop with a standard hardwired Internet connection
- Four wireless lapel microphones
- One “confidence” monitor showing only what is on the projection screen, placed on the floor facing the presenter (no notes capabilities)
- One wireless slide advancer connected to laptop
- One speaker timer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



Small Theater Rendering and Set-Up

Each small theater seats 30 attendees, with standing room in the back, and is equipped as follows:

- One laptop with a standard hardwired Internet connection
- One handheld microphone and one hardwired microphone at the lectern



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Filter Options

Industry Filter required, limit 2	Line of Business Filter required, limit 3	Product Area Filter required, limit 4	Services and Support Filter not required, limit 3	SME Filter not required, limit 2
Aerospace and Defense	Asset Management	Accounting and Financial Close	Application Lifecycle Management	SAP Business ByDesign
Agribusiness	Commerce	Accounts Receivable; Billing and Revenue Management	Cloud Adoption	SAP Business One
Automotive	Cross-LoBs	Analytics	Contextual Marketing	SME
Banking	Finance	Application Development and Integration	Cybersecurity and Data Security	
Chemicals	Human Resources	Asset Management	Data Intelligence	
Consumer Products	IT	Blockchain	Hybrid Solutions	
Cross-Industry	Manufacturing	Core HR and Payroll	Innovation Services and Solutions	
Defense and Security	Marketing	Cybersecurity, Governance, Risk, and Compliance	Intelligent Technologies	
Engineering, Construction, and Operations	R&D/Engineering	Database and Data Management	Mobile Services	
Fashion	Sales	Human Experience Management	SAP Business Scenario Recommendations	
Healthcare	Service	Intelligent ERP	SAP MaxAttention and SAP ActiveAttention	
High Tech	Sourcing and Procurement	Experience Management (Qualtrics)	SAP Model Company	
Higher Education and Research	Supply Chain	Financial Planning and Analysis	SAP Readiness Check for SAP S/4HANA	
Industrial Machinery and Components	Sustainability	HR Analytics and Workforce Planning	SAP S/4HANA Adoption	
Insurance		Internet of Things (IoT)	SAP S/4HANA Movement	
Life Sciences		Machine Learning	SAP Solution Manager	
Media		Manufacturing	SAP Transformation Navigator	
Mill Products		Mobile	Support	
Mining		Procurement	Training and Enablement	
Oil and Gas		R&D/Engineering		
Professional Services		SAP C/4HANA		
Public Sector		SAP HANA Enterprise Cloud		
Retail		SAP S/4HANA		
Sports and Entertainment		Selling and Fulfillment		
Telecommunications		Services Procurement and Contingent Workforce		
Travel and Transportation		Strategic Sourcing		
Utilities		Supplier Management		
Wholesale Distribution		Supply Chain Logistics		
		Supply Chain Planning		
		Talent Management		
		Travel and Expense		
		Treasury Management		
		User Experience		

Questions?

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