

Island Exhibit Space and Graphics Policies Sapphire, Onyx, Diamond Level Exhibitors

Due Date: March 31, 2020

This document has been prepared as a tool to assist in the design of your exhibit space and booth graphics. These policies will be strictly enforced. Exhibit space layouts and graphics found to be out of compliance on-site will be removed or brought into compliance at the exhibitor's expense.

Review Process – Due March 31

It is required to submit the following items to your [exhibit manager](#), for review and approval, prior to production of your exhibit structure and graphics. To avoid having submissions returned for missing or incorrect information, it is important to adhere to the checklist, found on page 3 of this document. Three days should be allowed for the review process.

Rendering of Exhibit

- Submit a detailed rendering of your exhibit structure and all components. The rendering should include all dimensions and indicate heights and lighting plans.
- If constructing a multi-level or covered exhibit, obtain the required approval from the Orange County Convention Center (OCCC). The application may be found in the OCCC section of the [exhibitor manual](#).

Proof of All Booth Graphics

- Submit a proof for all graphics, signs, etc. that will be displayed within your booth to ensure they are SAP brand compliant. Digital content should also be on brand.
- Refer to [Partner Branding](#) on the Exhibitor Information Site for branding and design guides.

Show Ready

Refer to the Freeman Quick Facts in the exhibitor manual for the Install and Move-in schedule. Requests for early move-in must be made to Kim in advance.

NEW in 2020. No forklifts will be allowed on the show floor after 5:00 p.m. on Sunday, May 10. Final touch-ups to your exhibit are allowed until 5:00 p.m. on Monday, May 11.

- Sunday, 5:00 p.m. – Crates that require a forklift for removal must be emptied, labelled, and in the aisle.
- Sunday, 5:00 p.m. to Monday, 5:00 p.m. – Set-up items such as tool boxes can remain within your own exhibit space.
- Monday, 5:00 p.m. – All set-up items must be removed from the show floor and all exhibits must be “show ready”.
- **Monday 5:00 p.m. – The show floor will close, and we ask that exhibitors exit the show floor at this time.**

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 their exhibit space free from congestion caused by demonstrations and other promotional activities.
- Enough space must be provided within the booth for the comfort and safety of attendees watching demonstrations and other promotional activities. Demo equipment must be installed far enough within an exhibitor's booth space so that the person doing the demo is within the booth space and not standing in the aisle.
- 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

Island Exhibit Space and Graphics Policies

Island Exhibit Space

Sapphire, Onyx, and Diamond level exhibit spaces are exposed on all four sides and configured in a square or rectangular shape ranging from 20' x 20' up to 40' x 40'.

Flooring

Booth flooring and entrances must not exceed a 2% grade as to comply with ADA standards.

Hanging Elements

- Lighting truss, as detailed below, is allowed.
- No other hanging element from the ceiling or lighting truss is allowed. This includes, but is not limited to: signs, banners, audio visual screens, canopies.
- Internet and electrical service cables are not permitted to drop from the ceiling or lighting truss.

Height

- Exhibit structures, components, and floor-supported signs are permitted to a **maximum height of 16'** from the ground.
- Exhibit structures, components, and floor-supported signs must be self-supported and are not allowed to have aerial rigging lines for support.
- The bottom chord of lighting truss must be 32' from the ground. Refer to the lighting section below for truss details.

Lighting

It is important to include ample lighting in your exhibit design for conversation, demo displays, and to showcase your company's brand. When creating a lighting plan, take into consideration that the show floor lighting is low because convention center "house" lighting will not be in use.

- Lighting truss is permitted as follows:
 - The bottom chord of the truss must be 32' from the ground.
 - Truss must be black.
 - No signs, banners, audio visual screens, etc. may hang from the truss.
 - Include truss in your space rendering (due March 31) along with its dimensions.
- All lighting equipment must be located within the exhibit space and shine into the exhibit space only.
- Lighting must not create a distraction to the conference attendees or other exhibits and any device that emits light must have a dimmer.
- Bright, flashing lights and the physical movement of lights are not permitted.

Noise

SAP and ASUG reserve the right to restrict exhibits, method of operation, and materials that become objectionable due to noise.

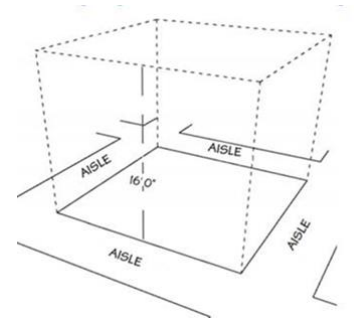
- Sound systems must be directed inward, toward the exhibit space. **Sound systems must not be used to solicit traffic to your booth and will be restricted if used for this purpose.**
- If wireless video, audio or network equipment is part of the exhibit, it is required to complete the Noise Guidelines and Radio Frequency Form in your console by March 11.

Exhibitor Appointed Contractors

An exhibitor appointed contractor (EAC) includes, but is not limited to, installation/dismantle personnel, booth hostesses, performers, photographers, audio visual companies, as well as contractors performing work in the Sapphire level home-base conference rooms. Wristbands for entry onto the show floor will be provided for EACs. Further details will be included in the Exhibitor On-Site Survival Guide, which will be distributed in early May.

If your company is using an EAC for any work in the building, before, during or after the event, the following is required:

1. Complete the Exhibitor Appointed Contractor form in your console by April 9.
2. Provide a COI for each EAC by April 5. Refer to the Certificate of Insurance Instructions in the exhibitor manual.



Exhibitor Compliance Checklist

Due date for exhibit space rendering and booth graphics: March 31

The following compliance checklist has been prepared to assist in your planning. Please refer to this checklist before submitting your booth rendering and graphics to your exhibit manager for review and approval.

Graphics

- Every graphic, sign, etc. in the booth has been submitted for review.

Exhibit space structures

- Dimensions for all structures within the exhibit space are indicated in the space rendering submitted for review.
- Height elevations for all structures is no more than 16'.
- All structures are 100% floor supported, with no aerial rigging lines for support.
- Floor elevations do not exceed a 2% grade.
- No banners, AV, etc. are hanging from the ceiling or truss.
- Electric and Internet cables are not dropped from the ceiling or truss.

Lighting

- Lighting plan is included in the exhibit space rendering.
- All lights shine inward and there are no moving lights.
- Truss (if applicable)
 - Truss is indicated in the exhibit space rendering.
 - The bottom chord of the lighting truss is at 32'.
 - The truss is black.
 - No banners, AV, etc. are hanging from the truss.

Noise

- Sound system is directed inward and will not be used to solicit traffic to the booth.
- The Noise Guidelines and Radio Frequency Form has been completed.

Multi-level or covered exhibit (if applicable)

- Application has been approved by the OCCC.

Exhibitor Appointed Contractors (EACs)

- EACs have been identified and entered in the Exhibitor Appointed Contractor form.
- EACs COIs have been provided COI to your SAP exhibit manager.

Show ready

- No forklifts will be used on the show floor after 5:00 p.m. on Sunday, May 10.
- Exhibits will be set up and "show ready" by 5:00 p.m., Monday, May 11.