

#### Exhibitor Press Release Template Due Date: March 20, 2019

As an exhibiting partner, if you choose to issue a press release during SAPPHIRE NOW, releases are limited to **one** per exhibiting partner, and should adhere to the following guidelines:

* The firm deadline for submitting a press release for SAP approval is **March 20.** Press releases received after March 20 may not be approved in time for the event.
* Press releases must be submitted and approved by SAP before distribution.
* It is your responsibility to distribute the approved press release.
* Please do not include the SAP corporate logo or the conference logo in your document.
* Please do not include or propose any SAP quotes.
* Use the template below as a guide when preparing your press release. This heading should be removed before submitting.
* Submit your announcement to **partner\_pr@sap.com** with the subject line “SAPPHIRE NOW partner announcement – [company name]”. Submit as a Microsoft Word attachment in English.

*PARTNER LOGO OR LETTERHEAD*

**[Company Name] Announces Its Participation at SAPPHIRE NOW® to Showcase** [Solution/Services/Etc.]

**[Location] — [Date] —** [Name of company], an SAP partner, today announced that it will participate at SAPPHIRE NOW® and ASUG Annual Conference being held May 7-9 in Orlando, Florida in booth [#]. [Add details here – e.g., that you’re conducting product demos, announcing a new solution or service, etc.].

[Insert details/reasons for exhibiting at SAPPHIRE NOW, focusing on customer benefits.]

“[Insert a quote from a company executive expanding further on the previous paragraph, again making sure you highlight customer benefits and your reasons for being a part of SAPPHIRE NOW],” said [Name, title, company].

SAPPHIRE NOW and ASUG Annual Conference are the world’s premier business technology event and largest SAP customer-run conference, offering attendees the opportunity to learn and network with customers, SAP executives, partners, and experts across the entire SAP ecosystem.

**About [Partner]**

[Insert company description here.]

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**For press inquiries and more information contact:**

[Insert information for your company’s PR contact: name, phone #, e-mail address]