

#### 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**](mailto: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.]

# # #

SAP, SAPPHIRE NOW, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. See <http://www.sap.com/corporate-en/legal/copyright/index.epx> for additional trademark information and notices. All other product and service names mentioned are the trademarks of their respective companies.

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

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