

## Exhibitor Press and Analyst Information

**Due Date: March 20, 2019**

**\*\*Please forward this document to the appropriate PR contacts within your organization\*\***

### Press and Analysts

The domestic and international press and analysts expected to attend SAPHIRE NOW and ASUG Annual Conference in Orlando, **May 7-9** represent a diverse group of publications and firms covering key technology areas, vertical markets, and the financial industry. Exhibitors will have the opportunity to meet members of the press and analyst community as they tour the show floor.

### Press Releases

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

- The firm deadline for submitting press releases for approval is **March 20**. Due to the high volume of materials submitted for review and the review process itself, submissions received after this deadline may not be approved in time for distribution during the conference.
- Press releases must be submitted and approved by SAP before distribution.
- It is your responsibility to distribute the approved press release.
- Case studies, white papers, and other materials will not be accepted.
- The press release should be related in some way to SAP and/or SAPHIRE NOW.
- Press releases referencing SAP competitors or language placing SAP or its solutions in an unfavorable light will be returned for revision, potentially causing a significant delay in the approval process.
- SAP is unable to provide quotes for inclusion in partner press releases, per event policy and reasons of equity.

The following resources are available on the [Press Information](#) page and should be adhered to when drafting a press release for the conference:

- Exhibitor Press Release Template
- Global Press Release Policies for SAP Partners

### Partner Press Kits

Plan to distribute your press kit at your booth. SAP will not distribute partner press kits.

### Press List

A press list of publications will be available on or after Wednesday, **May 8**. If you wish to obtain the list, e-mail your exhibit manager on or before this date. Please note that the list will not include individual names and e-mail addresses of press and analysts attending the conference. SAP will not provide the press list prior to the event.