

Show Floor Guide

The information in this guide provides details about the show floor at SAPHIRE NOW and ASUG Annual Conference, May 12–14, 2020 at the Orange County Convention Center (OCCC), Orlando, Florida. This guide should be used in conjunction with the show floor plan. *The show floor plan is subject to change.*

The Conference will be Conducted in the North/South Building

- Reference the [OCCC floor plans](#) for building details.
- Entrance to the conference is via the South Concourse.
 - Shuttle service, ridesharing, and taxis drop off and pick up outside the South Concourse. Attendees travel up escalators to the South Concourse, Level 2.
 - The walkable hotels have direct access to the South Concourse, Level 2, via pedestrian bridges.
- The show floor is located on Level 1.
- Entrance to the show floor is from the South Concourse, Level 2, via two banks of escalators down to Level 1.
- The doors onto the show floor are marked with black arrows at the South (bottom) of the plan.
- Attendees may also enter through the North Concourse; however, this is not considered a main entrance and shuttle service does not drop off or pick up from this location.

Orientation and Other Notable Items

- Mentions of “South” in this document refer to the bottom of the floor plan.
- Mentions of “North” refer to the top of the floor plan.
- The solid black circles represent floor-to-ceiling columns, which are approximately 9 feet in diameter. Beverage units and water coolers are positioned near some of the columns.
- Conference banners, screens, and other branding elements hang from the ceiling in the SAP and ASUG areas.
- The Exhibitor Service Center is located to the far left as you enter the South entrance.

Keynote Theater

- The Keynote Theater is located in the top right corner of the show floor.
- This theater seats approximately 5,000 attendees. The SAP theaters located near the South entrances provide additional seating for keynote viewing.

Exhibitor Show Floor Conference Rooms

- The show floor conference rooms are positioned to the left of the ASUG Hub.
- Conference rooms are assigned once the exhibit space selection process has been completed in late March.
- Exhibitors may purchase a [show floor conference room](#) as a marketing opportunity via their [Exhibitor Console](#).

Lunch and Other Food and Beverage Service

- A sit-down lunch is served Tuesday–Thursday in the dining pavilion tent adjacent to the building. The entrance is to the right of the keynote and marked with a black arrow “To Dining”
- A grab and go lunch is available in most areas labeled Plazas throughout the show floor.
- Refreshment stations are positioned at various locations throughout the show floor but are not yet labelled on the plan.

Show Floor Schedule and Registration

- Reference the [Exhibitor Conference Schedule](#) for a detailed show floor and registration schedule.
- Registration check-in is located on the South Concourse, Level 2 and the Orlando International Airport, baggage claim level.

Plazas and Additional Points of Interest

- The *Plazas* are networking areas positioned in multiple locations throughout the show floor. They host refreshments, charging zones, and seating.
- The *Meeting Center* is located on the top left and is surrounded by 8' walls. SAP-hosted meetings are held in this area.
- The *Customer Connect Center* is located to the left of the *Keynote Theater* by the North entrance and is enclosed for privacy. Customers participate in peer-to-peer discussions in this area.
- The *MaxAttention Lounge* and *Executive Meeting Center* are located to the left of the *Keynote Theater* by the North entrance. The lounge is a networking spot for existing and prospective *SAP MaxAttention* customers.
- The main bank of emergency exits and restrooms are in the center of the floor plan and within the partner exhibit space.
- The *SAPPHIRE NOW Speaker Ready Room* is located just as you enter the South entrance on the left of the networking plaza.

SAP Content Areas

The SAP content areas are all located in the South area of the floor plan. Sapphire, Onyx, and Diamond level exhibitors have theater session(s) included with their exhibit package. The large theater sessions occur in the neighborhoods listed below. The small theater sessions occur in the Partner Co-Innovation neighborhood. Details will be supplied by your exhibit manager, once available.

- Business Technology Platform
- Finance and Procurement
- Human Resources
- Customer Experience
- Services and Support
- Supply Chain and Manufacturing
- Partner Co-Innovation
- Intelligent Enterprise and Experience Management

ASUG Hub

- The ASUG Hub is located on the left side of the show floor. Membership information, meetups, and interactive Influence Council meetings take place here. ASUG Annual Conference education sessions are conducted in the ASUG Education Zone, located on the South Concourse, Levels 2 and 3.