

Show Floor Guide

The information in this show floor guide provides details about the show floor at SAPHIRE NOW and ASUG Annual Conference, May 7–9, 2019 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.*

Orientation

- The show floor is located on Level 1 of the North/South building.
- Reference the [OCCC floor plans](#) for building details.
- Mentions of “South” in this document refer to the bottom of the show floor plan.
- Mentions of “North” refer to the top of the floor plan.

Show Floor Entrance – located at the South (bottom) of the floor plan

- 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.
 - The walkable hotels have direct access to the South Concourse, Level 2, via pedestrian bridges.
- Attendees enter the OCCC through the South Concourse, Level 2, and travel down escalators to the show floor on Level 1.
- The two entrances onto the show floor from the South Concourse are marked with red arrows at the bottom of the plan.
- Attendees may 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.

Partner Exhibit Area

- The Partner Exhibit Area is positioned in three sections in the center of the show floor.
- The Plazas are networking areas positioned in multiple locations throughout the show floor. The Plazas host refreshments, charging zones, and seating.

Exhibitor Show Floor Conference Rooms

- The show floor conference rooms are labeled PC1-PC76. The rooms are positioned to the left of the ASUG Hub.
- Conference rooms are assigned once the exhibit space selection process has been completed.
- Exhibitors may purchase a [show floor conference room](#) as a marketing sponsorship via your [Exhibitor Console](#).

ASUG Hub

- The ASUG Hub is located on the left side of the main aisle (when you enter from the South Concourse) and to the north of the Industries Pavilion. The ASUG Hub features community meetups and casual meeting space, interactive influence sessions, and opportunities to learn about in-person and online educational and networking events hosted throughout the year, including ASUG U and ASUG Talent Hub. The ASUG Annual Conference education sessions are conducted in the ASUG Education Zone, located on the South Concourse, Levels 2 and 3.

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SAP Content: Theaters Located in Neighborhoods and Pavilions

- Conference banners, screens, and other branding elements hang from the ceiling in the SAP and ASUG areas.
- There are five Neighborhoods: Innovative Business, Applied Intelligence, Engaged Workforce, Delighted Customers and Optimized Resources.
- There are three Pavilions: Products, Industries, and Services and Support.
- The “large” theaters are located within the Neighborhoods which are positioned straight ahead as you enter the South entrances.
 - All theaters are open air (no walls around them).
 - Theater presentations included in the Sapphire and Onyx level exhibit packages are held in these theaters.
- The Best-Run Theater is located just inside the South entrance to the far right.
- The “small” theaters are positioned throughout the Neighborhoods and Pavilions.
 - All theaters are open air (no walls around them).
 - Small Theater presentations included in the Sapphire and Diamond level exhibit packages are held in these theaters.

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.

Lunch and Other Food and Beverage Service

- A sit-down lunch is served Tuesday–Thursday in the tented Dining Pavilion adjacent to the building. The entrance and exit are labeled with a red arrow.
- A grab and go lunch is available in most Plazas located throughout the show floor.
- Refreshment stations are positioned at various locations throughout the show floor.

Additional Points of Interest

- 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.
- The SAP 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 SAP 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. SAP sales meetings will also take place here.
- The main bank of emergency exits and restrooms are in the center of the floor plan within the exhibit space.
- The Exhibitor Service Center is located to the far left as you enter the South entrance.
- The SAPPHIRE NOW Speaker Ready Room is located just above the Best-Run Theater.

Registration

- Registration check-in will be located on the South Concourse, Level 2.

Show Floor Schedule

- Reference the [Exhibitor Conference Schedule](#) for a detailed show floor schedule.