

Show Floor Guide

The information in this guide provides details about the show floor at SAPHIRE NOW and ASUG Annual Conference, June 5-7, 2018 at the Orange County Convention Center (OCCC), Orlando, Florida. The show floor guide should be used when reviewing 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 and “North” refers to the top of the floor plan.

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

- The South Concourse is the main entrance for the conference.
 - Shuttle service drops off and picks up outside the South Concourse.
 - The walkable hotels are accessible 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.
- There are two entrances onto the show floor from the South Concourse. These are marked with red arrows.
- 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 the center of the show floor.
 - The Plaza is a networking area positioned in the north section of the exhibit area. The Plaza hosts refreshments, charging zones, and seating. **See page 3 for a rendering and layout of this space.**

Exhibitor Show Floor Conference Rooms

- The show floor conference rooms are labeled PC1-PC72. The rooms are positioned on the right, below Catering and above the Best-Run Theater.
- Exhibitors may purchase a show floor [conference room](#) as a marketing sponsorship via their [Exhibitor Console](#).
- Conference rooms will be assigned once the space selection process has been completed.

Keynote Theater

- The keynote theater is located just inside the South entrances and to the left.
- The keynote theater seats approximately 5,000 attendees. The other SAP theaters provide additional seating for keynote viewing.

ASUG Hub

- The **ASUG Hub** is located on the left above the keynote theater and includes program counters, Influence Workshops, theaters, ASUG University classroom and a casual meet-up space. The ASUG Annual Conference education sessions will be conducted in the ASUG Education Zone, with rooms located on Levels 2 and 3 of the South Concourse.

Show Floor Guide

SAP Theaters and SAP Areas (Content)

- The large SAP theaters are numbered 1–5 and are positioned inside the South entrance and to the far right.
 - The theaters are open air (no walls around them).
 - The theaters are not dedicated to specific topics.
 - Theater presentations included in the Sapphire and Onyx level exhibit packages are held in Theaters 2 and 4.
 - The Best-Run Theater seats 500.
- The small SAP theaters are positioned throughout the SAP areas including across the aisle from the exhibit area.
 - The theaters are open air (no walls around them).
 - The dimensions of the projection wall are 10' 6" high x 16' 6" wide.
 - The dimensions of the back wall are 5' 3" high x 12' 5" wide.
- The SAP areas are positioned straight ahead as you enter the South entrance and include: Industries, Business Applications, Services and Support, Platform, Business Applications, and SAP Leonardo and Future Technologies. Reference the [SAPPHIRE NOW Content Strategy](#) for details.
- Conference banners, screens, and other branding elements hang from the ceiling in the SAP and ASUG areas.

Lunch and Other Food Service

- Lunch is served Tuesday, Wednesday, and Thursday in the area labeled Catering at the top right. Entrances and exits to catering are labeled with red arrows. Specific air wall panels are open for entry and exit but in general, the walls surrounding catering are closed.
- Refreshment stations are positioned at various locations on the show floor.

Additional Points of Interest

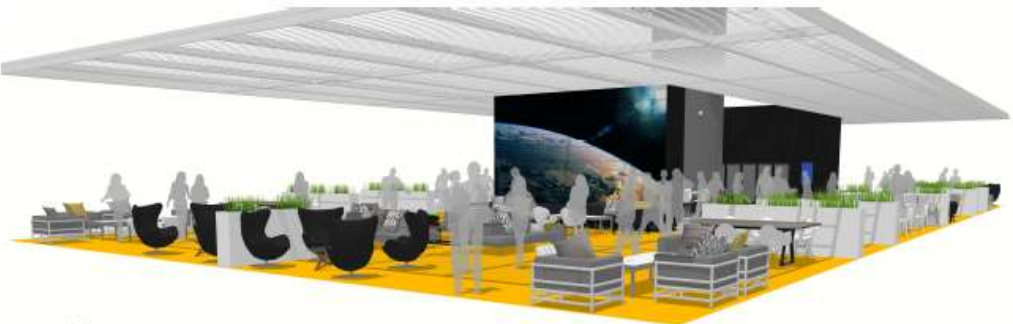
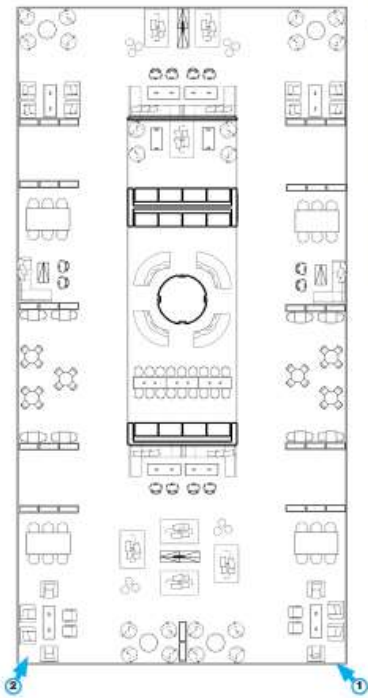
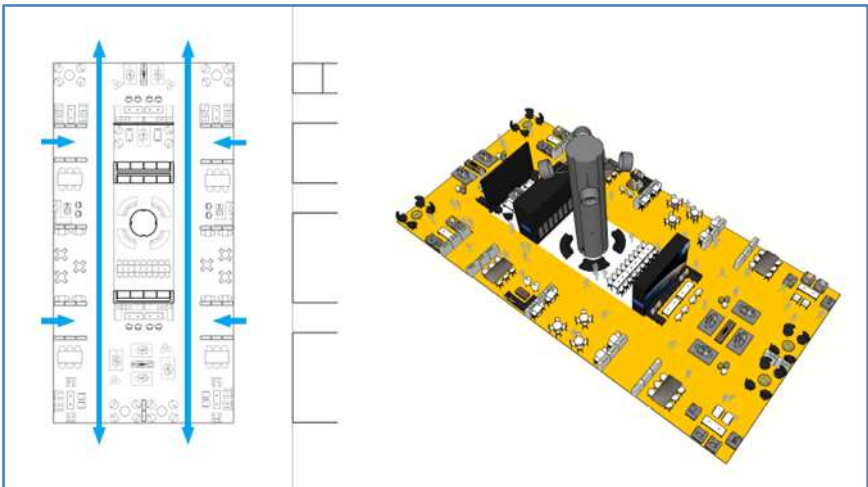
- The circles with red around them represent floor-to-ceiling columns, which are approximately 9 feet in diameter. Beverage units and water coolers are positioned near some of the columns.
- The SAP Meeting Center is located on the left and is surrounded by low walls. SAP-hosted meetings are held in this area.
- The Customer Connect Center is located to the left of the North entrance and is enclosed for privacy. Customers participate in peer-to-peer discussions in this area.
- The emergency exits and restrooms are in the center of the floor plan within the exhibit space.
- The Exhibitor Service Center is located back of house (BOH) to the right of the exhibitor show floor conference rooms.
- The SAPPHIRE NOW Speaker Ready Room is located to the right of the Best-Run Theater.
- The MaxAttention Lounge is a networking spot for existing and prospective SAP MaxAttention customers. Sales meetings will also take place here.

Registration

- Registration check-in will be located on the South Concourse, Level 2.
- Reference the [Exhibitor Conference Schedule](#) for a detailed show floor schedule.

Show Floor Guide

The Plaza



View 1



View 2