SAP TECHED

Speaking Opportunity	**Due Date for Title and Description: August 9, 2019**
One-Hour Lecture Session	**Due Date for Presentation: August 30, 2019**

This document provides the instructions necessary to meet the deliverables associated with your speaking opportunity at SAP TechEd Las Vegas. Contact Cathy Nicastro, cathy@tomcatevents.com or 702-283-7461, with any questions.

Session Submission Details – date and time selection is on a first-come, first-served basis

August 9 **Starting at 12:00 Noon ET: The Manage Sessions tab will be available in your console**

Submit the information as outlined below via the "Manage Sessions" tab in your Exhibitor Console. This information will be published in the session catalog on the conference Web site.

- **Title:** limited to 75 characters, including spaces

- **Session description:** limited to 500 characters, including spaces. Please use full product names and include your company name.
- **Speaker's name and contact information:** If the speaker is not yet known, enter a "session manager." Notify Cathy Nicastro once the speaker has been identified. Only one speaker will be listed in the session catalog, but a second speaker may co-present.
- **Filters:** An in-depth filtering system has been devised for attendees to sort through the session options. It is suggested that prior to August 9 you view the event session catalog to see the filters in action and determine which filters will be appropriate for your session.
- **Select the date, time, and location:** **Selection is on a first-come, first-served basis**.

SAP Partner Branding Session titles and abstracts will be reviewed and edited for SAP brand compliance. Please adhere to the SAP Partner Branding Guidelines.

Presentation Details: **due August 30**

Once the information above has been entered and edited, your speaker will be sent a confirmation e-mail (cc the PLC) with a link to enter their bio and head shot, sign the speaker release form, and *upload their presentation.*

- Time slots are 60 minutes in length. The speaker should allow a brief time for Q&A during this timeframe.

- Presentations will be electronically transferred to SAP laptops in the session rooms. No provisions will be made for projecting presentations from personal laptops or other media. *There are no exceptions.*

- Presentation guidelines:

    o   Use your own company PowerPoint template.
    o   In case you have special fonts please send them over.
    o   Presentations must be in 16x9 format.
    o   File must be Microsoft Windows 10 and Microsoft Office 2016.
    o   All presentation elements must be in English.

Speaker Badges
- Registration for your speaker is managed via your Exhibitor Console and is noted as a "Speaker" badge. This badge may be used for whomever is speaking – a customer or a company employee.
- **One "Speaker"** badge is included with each session and permits access to the keynotes, educational lecture sessions, show floor including early access for set-up. Networking Reception, Celebration Night, lunch and refreshment breaks.
- Only one speaker will be listed in the session catalog. However, a second speaker may co-present.
- Note: The registration system is not tied to the speaker system. If your speaker changes, please notify Cathy Nicastro.

Room Set-Up

- One projector and screen, one audio connection for the laptop

- One podium microphone, one wireless lavaliere microphone, one stand microphone for audience questions

- One presenter laptop with a restricted SAP network connection for access to presentations

- A VGA switch to flip the projected image between two different laptops

- One Internet-only connection for an additional laptop for demos and VPN access with full open access to the Internet

- Lecture session recording – expand the reach of your SAP TechEd lecture by recording your session. The fee is $4,500 and must be ordered prior to August 16.

Badge Scanning

The scanning of badges *is allowed* at your session. Plan to use your own equipment and staff and please be respectful of attendees who ask not to have their badge scanned. Note: There may be an SAP TechEd staff person at the door to your session assisting attendees. They *will not be* scanning badges.

Session Tips

For a maximum return of your investment, exhibitors should put your best, most educational SAP offering forward to enhance a customer draw. Conference attendees expect robust technical session content, e.g. information that they cannot obtain elsewhere, and information that they can use in their own work environment.

To ensure that exhibitors build a presentation that fills seats, for greater prospecting and increased awareness, we encourage you to consider the following:

- Develop a presentation/demo that will engage, educate, inspire, and involve the audience.
- Present solid content and a topic that is of interest to attendees.
- Select experienced, engaging, product-knowledgeable employees or customers to present the material.
- Begin description/title with an engaging imperative/action verb (e.g. create, achieve, learn, explore, manage).
- Include a benefit to the attendee in the description.
- Promote your presentation as an educational, solution-building experience.

Session Promotion

- Session catalog: Located on the conference Web site and in the event mobile app. Attendees select sessions to add to their unique agendas, available pre-conference and on-site.
- Exhibitor promotion: Exhibitors should promote and drive attendance to their presentations. We suggest the following:
    - o Marketing opportunities are a great way to increase awareness.
    - o Market the presentation/demo prior to the conference.
        - ▪ Include session details in e-mail campaigns and on your Web site prior to the conference.
    - o Market and create awareness directly from your booth.
        - ▪ Educate your booth staff regarding session details (e.g. date, time, location) so they can promote this information to attendees who visit your booth.
        - ▪ Include session details on collateral for the event.
    - o Defer the "sales pitch" until later, e.g., follow-up calls.