



SAP TECHED 2010 LAS VEGAS EXHIBIT PACKAGES

THE VENETIAN/PALAZZO CONGRESS CENTER
LAS VEGAS, NV

OCTOBER 18-22, 2010
EXHIBIT HALL OPEN OCTOBER 19-21



To sign up as an exhibitor for SAP TechEd 2010 Las Vegas, please complete the online Exhibitor Application located at www.sapteched.com/usa/partners/home.htm.

Contact: Ellen Stangroom, conference exhibit manager, e.stangroom@sap.com or 610.954.7510, with any questions as they relate to the Exhibit Program for the SAP TechEd Las Vegas conference.

Exhibit Packages At-A-Glance

The SAP TechEd 2010 Las Vegas overview for the exhibit package offerings is below. Complete details for each package follow on pages 4-7.

Package Components	Platinum	Gold Plus	Gold	Silver
Price - Early Bird - Paid on or before July 30	\$45,000	\$39,000	\$29,000	\$15,800
Price - Regular - Paid between July 31 and September 17	\$50,000	\$43,000	\$33,000	\$18,500
Space	20' x 20'	10'x20'	10'x20'	10'x10'
Extended Exhibit Hall Hours	√			
Celebration Evening Privileges – New!	√			
SAP TechEd LIVE Interview – New!	√			
Speaking Opportunity – Lecture Session	√	√		
Expert Session in the Networking Lounge – New!	√	√	√	
Agenda Builder Inclusion – New!	√	√	√	√
Virtual Platform Presence – New!	√	√	√	√
Customer Referral Program	√	√	√	√
Company Description – Maximum Word Count	125	100	100	50
Full Conference Registrations	6	4	4	2
Exhibits-Only Registrations	8	2	2	1
Lecture-Only Registration (for speaker)	1	1	0	0
Turnkey Booth:	-	√	√	√
Booth Structure, Carpet, Chairs, Cleaning	-	√	√	√
Graphic Panels	-	√	√	√
Lead Retrieval Scanner and Display Monitor	-	2	2	1
Display Monitor	-	2	2	1
Electric Drop and High-Speed Internet Connection	-	2	2	1

Please take time to read through the SAP TechEd 2010 Las Vegas Exhibitor Rules and Regulations document located on the Application page of the Exhibitor Information Web Site, www.sapteched.com/usa/partners/home.htm. A few important clauses to note, extracted from the Rules and Regulations document, are below:

- Assignment of Space / Payment Terms.** The assignment of Exhibitor space is determined by alphabetical order for all Exhibitors who meet the deadlines outlined on the Exhibitor Application. Exhibitors will be positioned in alphabetical order in a serpentine manner in the Exhibit Hall. To be eligible for this positioning order, SAP must receive a signed and completed Exhibitor Agreement and full payment. The deadline for receipt of the Agreement and payment is Friday, September 17, 2010. Exhibitors whose signed Agreement and payment is received after Friday, September 17, 2010 and accepted by SAP will be assigned booth space based on availability. SAP retains the exclusive right to revise the Exhibit Hall floor plan and/or move Exhibitors as necessary. All fees must be paid in full prior to set-up.

- **Cancellation/Reduction of Exhibit Space.** Exhibitor Packages are limited and an integral revenue stream to offset the costs of the Conference, and any cancellation or reduction of an Exhibit Package after SAP receives the Agreement will result in additional SAP efforts and cost and negatively impact the Conference. Therefore Exhibitor understands and agrees that any change in the selected Exhibitor Package after the Agreement has been delivered will be subject to an administrative fee which it agrees SAP may be entitled to, not as a penalty, but as a liquidated damage. For a reduction in the selected Exhibit Package, the administrative fee will be fifty percent (50%) of the difference between the original fee and the fee for the reduced Exhibitor Package selected. If Exhibitor cancels the Exhibitor Agreement/Package selected, the administrative fee shall be fifty percent (50%) of the total Exhibit Package fee. The other 50% of the paid fee will be returned, but only in the event written cancellation of the Agreement is received by September 17, 2010. The administrative fee for cancellations received after this date will be 100% and are NOT eligible for any refund. All notices required, or as may be given pursuant to this Agreement, shall be in writing and shall be deemed duly given when delivered to the Conference Exhibit Manager at the fax number stated on the Agreement.

Exhibitor agrees that notwithstanding anything to the contrary, SAP has the right, at its sole discretion, to refuse any Exhibitor's participation at the Conference, or cancel the Agreement with no liability to SAP except for any appropriate refunds of Exhibitor fees paid.

- **Eligibility.** Eligibility to be an Exhibitor in this program is limited to companies that have a current partnership agreement in good standing with SAP. Companies that do not meet this criteria will require an explicit endorsement from SAP. In addition, all Exhibitors must be in good credit standing with SAP with no past due amounts. SAP reserves the right to reject or cancel any application/agreement to exhibit.

To learn more about partnering with SAP, please visit the SAP corporate Web site www.sap.com/ecosystem/partners/partnerwithsap/.

Exhibit Package Fees

Please find the exhibit package fees for SAP TechEd 2010 Las Vegas listed below. A completed online Exhibitor Application, signed Exhibitor Agreement, and full payment must be received prior to the respective deadline to qualify for a payment category. If an application is submitted before the deadline, but payment is not received in full, the Exhibitor will be expected to pay the applicable category fee at the time payment is made.

Package	Exhibit Fee	Booth Size	Category	Signed Agreement and Payment Received Deadline
Platinum	\$45,000	20' x 20'	Early Bird	July 30
Gold Plus	\$39,000	10' x 20'	Early Bird	July 30
Gold	\$29,000	10' x 20'	Early Bird	July 30
Silver	\$15,800	10' x 10'	Early Bird	July 30
Platinum	\$50,000	20' x 20'	Regular	September 17
Gold Plus	\$43,000	10' x 20'	Regular	September 17
Gold	\$33,000	10' x 20'	Regular	September 17
Silver	\$18,500	10' x 10'	Regular	September 17

Platinum Exhibit Package

- **Price – Early Bird – Paid on or before July 30** **\$45,000**
- **Price – Regular – Paid between July 31 and September 17** **\$50,000**
- **20' x 20' Exhibit Space**
 - Premium island location
 - Platinum level exhibitors will be positioned inside the SAP Community Clubhouse and will have the opportunity for extended show hours
- **Recognition as a Platinum Level Exhibitor**
 - 'Featured Exhibitor' Web site inclusion
 - Featured on conference Web site
 - Includes company name and abbreviated description with hyperlink
 - On-Site Guide – distributed to all attendees
 - Celebration Night Privileges – details for this unique opportunity will follow
- **SAP TechEd Live**
 - Opportunity for your executive or customer to be interviewed in the SAP TechEd studio
 - Interviews are streamed live to the conference Web site
- **Speaking Opportunity – Present a One-Hour Lecture Session**
 - Reach SAP TechEd attendees in the classroom. Present a one-hour lecture session to showcase your solution, your best success story, your integration with SAP (exhibitor's session title, abstract and final presentation is to be approved by SAP)
 - Speaker receives a complimentary Lecture-only registration
 - Sessions will be integrated into the SAP TechEd Las Vegas session agenda and included in any session agenda handouts (assuming deadlines are met)
- **Expert Networking Sessions**
 - Host an open discussion on a topic of your choice, answer questions, or simply network with attendees
 - Located in the Community Clubhouse, 30-minute, face-to-face, intimate sessions
- **Registrations**
 - Six Full Conference registrations
 - Eight Exhibits-only registrations
 - One Lecture-only registration (for the speaker)
- **Additional Benefits**
 - Company name and booth number listed on the exhibit hall floor plan signage
 - Company name, logo, 125-word description, booth number, and URL on the conference Web site
 - Company name, booth number, and URL in the On-site Guide distributed to all attendees
 - Customer Referral Program – earn rebates for “new” registrations your company generates and offer discounts to your customers
 - Agenda Builder inclusion – tool for conference attendees to search for exhibitors by topic
 - Virtual platform presence

Note: a booth structure is NOT included in the Platinum level exhibit package

Gold Plus Exhibit Package

- **Price – Early Bird – Paid on or before July 30** **\$39,000**
- **Price – Regular – Paid between July 31 and September 17** **\$43,000**
- **10' x 20' Booth Structure / Space**
 - Customized graphic panels
 - Four counter-high padded chairs
 - Booth carpet
 - Nightly cleaning
 - Install and dismantle labor
 - Literature rack and wastebasket
- **Speaking Opportunity – Present a One-Hour Lecture Session**
 - Reach SAP TechEd attendees in the classroom. Present a one-hour lecture session to showcase your solution, your best success story, your integration with SAP (exhibitor's session title, abstract and final presentation is to be approved by SAP)
 - Speaker receives a complimentary Lecture-only registration
 - Sessions will be integrated into the SAP TechEd Las Vegas session agenda and included in any session agenda handouts (assuming deadlines are met)
- **Two Lead Retrieval Scanners**
- **Two 19" Display Monitors**
- **Two 15 amp Circuit with Multi-Outlet Strip**
- **Two High-Speed Internet Connections**
- **Registrations**
 - Four Full Conference registrations
 - Two Exhibits-only registrations
 - One Lecture-only registration (for the speaker)
- **Additional Benefits**
 - Company name and booth number listed on the exhibit hall floor signage
 - Company name, logo, 100-word description, booth number, and URL on the conference Web site
 - Company name, URL and booth number in the On-site Guide distributed to all attendees
 - Customer Referral Program – earn rebates for “new” registrations your company generates and offer discounts to your customers
 - Agenda Builder inclusion – tool for conference attendees to search for exhibitors by topic
 - Virtual platform presence

Gold Plus level booth rendering – sample is for illustration only



Gold Exhibit Package

- **Price – Early Bird – Paid on or before July 30** **\$29,000**
- **Price – Regular – Paid between July 31 and September 17** **\$33,000**
- **10' x 20' Booth Structure / Space**
 - Customized graphic panels
 - Four counter-high padded chairs
 - Booth carpet
 - Nightly cleaning
 - Install and dismantle labor
 - Literature rack and wastebasket
- **Two Lead Retrieval Scanners**
- **Two 19" Display Monitors**
- **Two 15 amp Circuit with Multi-Outlet Strip**
- **Two High-Speed Internet Connections**
- **Registrations**
 - Four Full Conference registrations
 - Two Exhibits-only registrations
- **Additional Benefits**
 - Company name and booth number listed on the exhibit hall floor plan signage
 - Company name, logo, 100-word description, booth number, and URL on the conference Web site
 - Company name, URL and booth number in the On-site Guide distributed to all attendees
 - Customer Referral Program – earn rebates for “new” registrations your company generates and offer discounts to your customers
 - Agenda Builder inclusion – tool for conference attendees to search for exhibitors by topic
 - Virtual platform presence

Gold level booth rendering – sample is for illustration only



Silver Exhibit Package

- **Price – Early Bird – Paid on or before July 30** **\$15,800**
- **Price – Regular – Paid between July 31 and September 17** **\$18,500**
- **10' x 10' Booth Structure / Space**
 - Customized graphic panels
 - Two counter-high padded chairs
 - Booth carpet
 - Nightly cleaning
 - Install and dismantle labor
 - Literature rack and wastebasket
- **One Lead Retrieval Scanner**
- **One 19" Display Monitor**
- **One 15 amp Circuit with Multi-Outlet Strip**
- **One High-Speed Internet Connection**
- **Registrations**
 - Two Full Conference registrations
 - One Exhibits-only registration
- **Additional Benefits**
 - Company name and booth number listed on the exhibit hall floor plan signage
 - Company name, logo, 50-word description, booth number, and URL on the conference Web site
 - Company name, URL and booth number in the On-site Guide distributed to all attendees
 - Customer Referral Program – earn rebates for “new” registrations your company generates and offer discounts to your customers
 - Agenda Builder inclusion – tool for conference attendees to search for exhibitors by topic
 - Virtual platform presence

Silver booth rendering – sample is for illustration only





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