



SAP TechEd 2011 Las Vegas

The Venetian/Palazzo Congress Center
Las Vegas, NV

September 12 - 16

(The exhibit hall is open September 13 - 15)

EXHIBITOR RESOURCE GUIDE



This Exhibitor Resource Guide has been developed for companies participating in the SAP TechEd 2011 Las Vegas exhibit program. This guide will help answer commonly asked questions and refer exhibitors to sources of further information. For easy reference, all topics are listed in alphabetical order.

PLEASE BE SURE TO REVIEW THIS DOCUMENT CAREFULLY

Agenda

Conference activities, including the SAP TechEd 2011 Las Vegas agenda at-a-glance, are available at www.sapteched.com/usa/activities/home.htm. Please note that hands-on workshop seats are reserved on a first-come, first-served basis. Sign-up is scheduled to open online the week of August 9. Registered Full Conference attendees will receive advance e-mails announcing the exact date and time.

Attendee List

While SAP understands how the attendee list would be helpful information to exhibiting companies, it is against SAP data protection and privacy policies to distribute this information. As a professional courtesy to our attendees, SAP keeps this information confidential and does not release any registrant data.

Attire

Suggested dress is casual for both day and evening events. It is recommended that you bring a light jacket or sweater with you to the Congress Center, as air-conditioning may be set for maximum room capacities.

Booth Space

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 August 12. Exhibitors whose signed agreement and payment is received after August 12 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.

An e-mail notification with the floor plan and booth numbers will be sent to confirmed exhibitors the week of August 15.

Branding

The SAP Partner Branding Guide as well as other communication guidelines and logo usage information may be found in the Exhibitor Information Web Site at this link www.sapteched.com/usa/partners/marketinginfo.htm.

Business Services

The Venetian Business Center offers a full range of business services and is located on the casino level across from the Bellini ballrooms. Their direct phone number is 702.414.4488.

Cancellation / Reduction of Exhibit Space

For complete details, exhibitors should review the SAP TechEd Las Vegas Exhibitor Rules and Regulations found in the Exhibitor Information Web Site http://www.sapteched.com/usa/partners/app_agree_rules.htm. All exhibitors are required to complete and deliver a signed Agreement indicating the selected exhibit package desired. 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 Exhibit 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 August 12, 2011. 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 Exhibit Manager at the fax number stated on the Agreement.

Contact

To ensure you receive the full benefit from exhibiting at SAP TechEd Las Vegas, we have a team of professionals eager to assist you. All future correspondence and questions should be directed to the appropriate contacts below.

Platinum, Gold Plus, Gold Levels

Ellen Stangroom
610.954.7510 or e.stangroom@sap.com

Silver Level

Sandy Lorenz
508.461.7421 or sandra.lorenz@sap.com

Pod Level

Katherine Soong
925.236.4008 or kathering.soong@sybase.com

Exhibitor Registration

Jason Leiner
916.759.8026 or jason@sapevents.com

Freeman – graphic panels

Erin Gomersall
407.816.7944 or erin.gomersall@freemanco.com

Convention Center

SAP TechEd Las Vegas will be held at the Venetian/Palazzo Congress Center located at 3355 Las Vegas Blvd. South, Las Vegas, NV, 89109. The main phone numbers are 702.414.1000 and 877.883.6423.

Eligibility to Exhibit

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 at:
www.sap.com/partners/howtopartner/.

Employment Solicitation

Although SAP TechEd Las Vegas provides the members of the SAP worldwide community with an important networking opportunity, direct employment solicitation is not permitted. Such exhibitor conduct may result in revoking exhibit privileges in these and future SAP events. Any exhibitor engaging in employment solicitation may have their booth shut down immediately.

Evening Events

SAP will host evening events on September 13 and 15. Complete details will be posted on the SAP TechEd Web site. Please note that the schedule is subject to change.

Tuesday, September 13 – Networking Reception in the exhibit hall, 6:00 p.m. – 8:00 p.m.,

Thursday, September 15 – Celebration Night – OneRepublic concert

All conference badge holders are invited to the evening events. No one under 21 will be permitted to attend.

Exhibit Hall Schedule

The exhibit hall schedule is posted in the Exhibitor Manual at this link www.sapteched.com/usa/partners/manual.htm. Exhibitors are required to be 'show ready' by 10:00 a.m. on Tuesday, September 13 and at least 15 minutes prior to the exhibit hall opening all other times. Please be sure to have your booth staffed during all exhibit hall hours. Please note – the exhibit hall is not open on Monday, September 12 or Friday, September 16. Also note for staffing purposes, the Networking Reception will be held in the exhibit hall on Tuesday evening, September 13. Exhibit hall hours are subject to change so be sure you have the most recent version.

Exhibit Levels

SAP TechEd Las Vegas offers five exhibit package levels:

- Platinum (20' x 20') – includes a speaking opportunity
- Gold Plus (10' x 20') – includes a speaking opportunity
- Gold (10' x 20')
- Silver (10' x 10')
- Pod

All levels, but Platinum, are comprehensive packages and include: a turnkey booth, electricity, Internet access, lead retrieval unit(s), carpet, and several other elements. All package levels include registration badges and visibility opportunities such as company descriptions and logos on the conference Web site. Company names, URLs and booth numbers will be included in the printed On-site Guide. The details of these packages may be found on the Exhibitor Information Web Site (EIW) at this link www.sapteched.com/usa/partners/packages.htm. The online Exhibitor Application, signed Agreement, and full payment must be received prior to the respective deadline date to qualify for each category. If an application is submitted before the deadline, but payment is not received in full, the exhibiting company will be expected to pay the applicable category fee at the time payment is received.

Exhibitor Console

Each exhibitor will have access to their Exhibitor Console via the EIW at this link www.sapteched.com/usa/partners/console.htm. The following is required to access the console:

Logistics e-mail – the Primary Logistic contact's e-mail address

Exhibitor ID – located on the top right corner of the invoice, agreement and acknowledgement

Within the Exhibitor Console, exhibitors can do the following:

- Register staff members (once the signed agreement is received and accepted by SAP)
- Book hotel rooms, as part of the registration process
- Purchase additional staff and customer badges
- Sign-up for Marketing Sponsorships
- Manage the task list and timeline tailored to each company
- Complete the Computer Network Security, Strategy, Positioning and Special Activities and EAC forms (as needed)
- Print exhibitor documentation such as agreements and invoices

Exhibitor Contests and Gifts

Exhibitor plans for any contests, gifts, raffles, etc. must be included in the Strategy, Positioning and Special Activities form. If an exhibitor is unsure if their plans conform to the guidelines, they should check with their exhibit manager. SAP reserves the right to prohibit, limit or discontinue the distribution of any gift, giveaways, raffle or similar promotions and there will be no announcements by SAP of the exhibitor's contest, drawing, or raffle winners.

Exhibitor Events

Exhibitor activities that conflict with the conference program are not permitted. This includes breakfasts, receptions or any other activities occurring in Las Vegas during the published conference program schedule. For the purposes of this conference, a conflicting activity is defined as one that assembles over 50 conference attendees in one location. For internal SAP use only, each exhibitor must complete the Strategy, Positioning and Special Activities online form regarding their presence and messaging at the conference. SAP reserves the right to cancel any agreement that does not follow these regulations.

Exhibitor Manual

The SAP TechEd Las Vegas Exhibitor Manual is available on the EIW at www.sapteched.com/usa/partners/manual.htm. All information is printable from the Web site.

Exhibitor Referral Program

All exhibitors are eligible to participate in the SAP TechEd Exhibitor Referral program which provides the opportunity to offer customers a \$100 discount towards the purchase of their registration. The referral program also rewards the exhibitor with a \$200 rebate for each "new" registration they generate. Click [here](#) for more details.

Exhibitory

The SAP TechEd Steering Committee would like to preserve the exhibit hall's egalitarian look and feel; therefore, with the exception of the Platinum package, we request that all exhibitors utilize the same booth components that are provided in the exhibit package. Exhibitors may not use their own banners, furniture, or exhibit components. Aesthetically these additions would deviate from our egalitarian look and feel and could possibly be a site line issue with neighboring exhibitors.

Food / Beverage Dispensing / Catering

The Venetian/Palazzo Congress Center prohibits food or alcoholic beverages from being brought into the building. The distribution of alcoholic beverages, regardless of type and/or quantity, is the sole responsibility of the Congress Center. All arrangements for the service of food and/or beverages must be made through their catering office. Please reference the catering form found in the Exhibitor Manual under 'Services'.

Food and beverage sampling in conjunction with specific exhibits may be permitted, but only to the extent they are approved in advance, in writing, by the catering manager. For questions, contact your exhibit manager.

Hotel Reservations

Once the signed exhibitor agreement has been received, exhibitors may invite their staff members to register via the Exhibitor Console. The option to book a hotel room at the Venetian or Palazzo hotel is included in the registration process. Reservations will be accepted through August 12, or when capacity is reached. Exhibitors are encouraged to book early. Please reference the Registration/Hotel section of the EIW for complete information, www.sapteched.com/usa/partners/reg_hotel.htm.

Insurance

Exhibitor: In accordance with the SAP TechEd Las Vegas Exhibitor Application signed by the exhibitor, and the Rules and Regulations, the exhibitor is responsible for obtaining sufficient insurance covering all personnel, exhibit material, and equipment. A certificate of insurance must be provided to the exhibit manager by July 29. This certificate must be valid for the duration of move-in, show days, and move-out, and must reflect the required coverage specified in the Insurance Requirement document located in the Exhibitor Manual.

Exhibitor Appointed Contractor: In addition, exhibitors using outside contractors to provide any show service (including performers, hostesses, etc.), must provide the name of such contractors and provide the contractors' appropriate insurance certificates. Please complete the Exhibitor Appointed Contractor (EAC) online form found in the task list and timeline of the Exhibitor Console.

Lead Collection / Retrieval Scanners

Lead retrieval units are included with all Gold Plus, Gold, Silver and Pod level exhibit packages. Plan to pick up your system(s) on-site at the Exhibitor Service Center. Detailed information and order forms for additional lead retrieval scanners can be found in the Exhibitor Manual.

In no event shall exhibitors collect, use, sell, transfer, or otherwise release the names of conference attendees or any of their information or data received directly or indirectly during the event to any third party, unless expressly approved by such attendee. Exhibitors should not share their leads with anyone outside of their company. Any solicitation of this information should be forwarded to the exhibitor's exhibit manager for further investigation.

Logo Information

The SAP TechEd logos are available for download on the Marketing Information page of the Exhibitor Information Web Site. The SAP TechEd logo must remain intact. Please refer to the SAP TechEd Logo Usage Guidelines on the same page for complete details on conference name and logo usage.

Web Banners: A choice of Web banners can be found in the Exhibitor Resources section of the EIW. These can be customized with a booth number and used on Web sites and/or as e-mail signatures.

Marketing Sponsorships

To help maximize your company's investment and presence as an exhibitor, a number of marketing sponsorships are available for purchase. Questions or unique ideas for sponsorships not listed in the Marketing Sponsorships document should be submitted to your exhibit manager. Complete details regarding the available SAP TechEd Las Vegas Marketing Sponsorships can be found at www.sapteched.com/usa/partners/marketinginfo.htm.

Network Security

All exhibitors must submit the Computer Network Security and Technical Requirements form in your task list by August 19. The technical requirements form submission is in addition to any Congress Center forms/requests for additional network access. For complete details, review 'Exhibit Hardware, Software, Distribution of Material' within the Rules and Regulations found in the Application and Rules section of the EIW.

Payment

Payment for exhibit packages and marketing sponsorships will be accepted in the form of check, wire transfer or credit card (Amex, Visa, MasterCard). **The Early Bird payment deadline is July 15 and the Regular payment deadline is August 12. Payment for Marketing Sponsorships is also due no later than August 12.**

Checks should be made payable to **SAP Global Marketing** and reference SAP TechEd LV:

SAP Global Marketing
Attn: Anna Andrews
3999 West Chester Pike
Newtown Square, PA 19073
Phone: 610.661.1000

Wire Transfers will require the following information:

SAP Global Marketing, Inc.
ACCOUNT#: 62137 81564
Citizen's Bank
1 Citizen's Dr., Riverside, RI 02903
Phone: 617.994.7183
ABA# 036076150
SWIFT Code: CTZIUS33
Payment Reference: SAP TechEd 2011

Credit card payments may be made at any time through the exhibit manager.

SAP W-9 Form may be furnished upon request.

Press/Public Relations

SAP does not provide the press/analyst list for SAP TechEd prior to the show. However, on the first day of SAP TechEd, copies of the press list (not including reporters' names) will become available. Please e-mail Ellen Stangroom e.stangroom@sap.com if you would like a copy.

Partner Press Releases: We invite our partners to capitalize on the high visibility of SAP TechEd by issuing press releases or announcements at the conference. We are pleased to help you gain exposure for your announcements, but do require that all be approved in advance by SAP. All SAP-approved partner releases will be posted in the Partner News section of the SAP TechEd Las Vegas Web site. **The firm deadline for submitting press releases for SAP approval is August 12.** Due to the volume of materials submitted for review and the review process itself, submissions received after this deadline likely will not be approved in time.

Registration

SAP TechEd offers a registration system that gives full administrative power, via the Exhibitor Console, to the exhibitor's logistics contact 24 hours a day. Through the Exhibitor Console, the exhibitor logistics contact will have the option to assign the badge/registrations that are included with each exhibit package and purchase additional badges for staff and customers.

Entrance to SAP TechEd Las Vegas will be available in the following categories:

Full Conference registration – permits access to the: keynote presentations, educational lecture sessions, hands-on workshops, Sybase TechWave sessions, Clubhouse and partner exhibits, Demo Jam, meals and refreshments, Tuesday evening Networking Reception, and the Thursday evening concert.

Exhibits-Only registration – permits access to the: keynote presentations, Clubhouse and partner exhibits, Demo Jam, meals and refreshments, Tuesday evening Networking Reception, and the Thursday evening concert (everything but the educational, hands-on workshops, and Sybase TechWave sessions).

Lecture-Only registration – available for SAP TechEd speakers only. Permits access to the: keynote presentations, educational lecture sessions, Sybase TechWave sessions, Clubhouse and partner exhibits, Demo Jam, meals and refreshments, Tuesday evening Networking Reception, and the Thursday evening concert. Hands-on workshops are not included.

EAC Wristbands – permits access to the exhibit hall only and will be distributed daily with prior arrangement. See more details below related to wristbands

Registration questions should be directed to:

Jason Leiner
 Phone: 916.759.8026 or E-mail: jason@sapevents.com

Exhibitor Package Registration Allotments

Exhibitor Package	Full Conference Badge Quantity	Exhibits-Only Quantity	Lecture-Only Quantity
Platinum	6	8	1
Gold Plus	4	2	1
Gold	4	2	0
Silver	2	1	0
Pod	2	0	0

Rates/Dates/Deadlines

Registration Type	Reg. Fee	Deadline Date
Full Conference Early Bird	US\$2,295	June 30 @ 5:00 p.m. PDT
Full Conference Regular	US\$2,495	July 1 – August 11 @ 5:00 p.m. PDT
Full Conference Late	US\$2,595	August 12 - until sold out
Exhibits-Only (available only to exhibitors, limit 5)	US\$850	Until sold out

Please Note

- There are no limitations on the quantity of purchased exhibitor Full Conference registrations.
- There is a limit of 5 purchased Exhibits-Only registrations for all package levels.
- Only Full Conference registrations will have the opportunity to sign up for hands-on workshops (2), waitlist for available hands-on seats, or audit a hands-on workshop. All other registrants will be denied access to hands-on workshop rooms regardless of seating availability.

Badge Pick-up

Exhibitor badges may be picked up individually at any registration counter. Please be sure to bring a photo ID. There will be an Exhibitor Assistance Counter on-site, but check-in may be completed at any registration counter.

Exhibitor On-site Registration and Check-in (subject to change)

Monday, September 12	7:00 P.M. - 7:00 P.M.
Tuesday, September 13	7:00 A.M. - 6:00 P.M.
Wednesday, September 14	7:00 A.M. - 5:00 P.M.
Thursday, September 15	7:00 A.M. - 6:00 P.M.

Wristbands

Note: This section will apply mainly to Platinum level exhibitors.

Wristbands are for **EACs** (Exhibitor Appointed Contractors) who are employed by the exhibitor. It is the exhibitor's responsibility to notify their EAC of applicable SAP TechEd Las Vegas policies. Exhibitors that will assist or supervise set-up must register and wear their conference badge, which will allow them appropriate exhibit hall access.

- **Only EACs with the proper insurance paperwork in place will be permitted on the show floor.** EACs include, but are not limited to, install and dismantle laborers, photographers, audio-visual companies, hostesses,

and performers. The EAC form may be found in your Exhibitor Console and the deadline to submit is **August 19**. Wristbands allow access to the exhibit hall only.

- **EAC wristbands** will be issued daily at the Exhibitor Assistance Counter. The colored wristbands will be different for each day. EACs may pick up the wristbands each morning and the next day's wristbands before leaving each day.
- **Exhibiting partners** that will assist or supervise set-up **must register and wear their registration badge** which will permit them appropriate exhibit hall access.

Registration Cancellation Policy (Applies to Purchased Badges only)

A US\$350 service charge applies to all registration cancellations submitted in writing and received on or before August 19, 2011 at 5:00 p.m. PDT. A registrant must provide the registration confirmation number and submit a written cancellation request either via e-mail to sapteched@sapevents.com or via fax to +1 413-653-9014. SAP will not accept a cancellation request over the telephone. SAP will not issue refunds on cancellations received after Friday, August 19, 2011 at 5:00 p.m. PDT. Conference no-shows are ineligible for a refund.

Registration cancellation does not automatically affect the hotel reservation. The registrant is responsible to contact the hotel property directly to make any changes or to cancel an existing hotel reservation. A hotel reservation must be cancelled seven (7) days prior to scheduled arrival date to receive full refund of the first-night deposit. If you fail to check in on your scheduled arrival date (no-show), you forfeit your first-night deposit. SAP is not responsible for any hotel no-show penalty.

Registration Substitution Policy (Applies to Purchased Badges only)

Registration substitutions are only permitted between employees from the same company. There is no fee for name-change substitutions if no payment information is changed. A US\$150.00 administrative fee will apply to any substitutions requiring updates to payment information. A registrant must submit a completed substitution form via fax to 413.653.9014. SAP will not accept a substitution request over the telephone. If a substitution is required on site, SAP will accept a written request on company letterhead.

Registration substitution does not automatically affect the hotel reservation. The registrant is responsible to contact the hotel property directly to make any changes or to cancel an existing hotel reservation. A hotel reservation must be cancelled seven (7) days prior to scheduled arrival date to receive full refund of the first-night deposit. If you fail to check in on your scheduled arrival date (no-show), you forfeit your first-night deposit. SAP is not responsible for any hotel no-show penalty.

Rules and Regulations

The SAP TechEd Las Vegas Rules and Regulations document may be found in the EIW. Many of the clauses in this document are mandated by state law and/or required by the Venetian/Palazzo Congress Center and generally are not open to negotiation. All exhibitors are also required to comply with local union rules and regulations. More detail may be found in the Exhibitor Manual. If a discrepancy exists between the rules and regulations, always comply with the more strict interpretation.

All exhibits MUST be 'show ready' by 10:00 A.M., Tuesday, September 13, and open for business during official conference hours each day. Any booth not set up and staffed may be removed from the exhibit hall at the exhibitor's expense.

Shipping Instructions

Shipping instructions may be found in the Freeman Quick Facts form located in the Exhibitor Manual. Shipping labels may be found under in the Freeman section of the Exhibitor Manual.

Social Networking

Twitter – SAP TechEd is on Twitter, www.twitter.com/sapteched. Follow us @sapteched for event updates. Use #sapteched when tweeting about the conference.

Facebook – www.sapteched.com/facebook

Speaking Opportunities

Speaking Opportunities – One-hour Lecture Sessions are available to exhibiting partners. This opportunity may be purchased as either part of an exhibit package or a Marketing Sponsorship. Submission instructions may be found in the Exhibitor Manual or ask your exhibit manager for details.

Strategy, Positioning and Special Activities Form

All exhibitors must complete this online form regarding their presence and messaging at SAP TechEd Las Vegas. The information is for internal SAP use only. The form is located in the task list and timeline via the Exhibitor Console. Exhibitors should update their form (using the same process) if any information changes or if there is new information to add.

Sybase TechWave

New this year - SAP TechEd and Sybase TechWave are co-located events. TechWave is an educational conference. Attendees will be in sessions on Level 1 and join with SAP TechEd attendees for the Clubhouse, partner exhibits, meals, keynotes, and evening events. We are estimating 5,500 SAP TechEd attendees and 1,000 TechWave attendees. Sybase partners have been invited to exhibit as part of the SAP TechEd exhibitor program

Trademark Information

Please be sure to refer to the SAP Partner Branding Guidelines found on the Exhibitor Resources page of the EIW for details on trademark usage.

Web Site Links to Bookmark

The links below will be commonly referred to during the planning of SAP TechEd Las Vegas and therefore may be useful to bookmark as favorites:

Exhibitor Information Web Site (EIW): www.saptech.com/usa/partners/home.htm

Direct links to information found within the Exhibitor Information Web Site:

- **Exhibitor Console:** www.saptech.com/usa/partners/console.htm
Task list and timeline, registration, online forms, purchase Marketing Sponsorships, download invoices, the primary logistics contact's last name and Exhibitor ID will be required for access
- **Exhibitor Manual:** www.saptech.com/usa/partners/manual.htm

Exhibitors are welcome to post the following SAP TechEd links on their Web site: www.saptech.com/usa/home.htm