

Knowledge Quest Instructions

Deadline: August 26, 2011

Knowledge Quest is an online gaming platform developed specifically for SAP TechEd. While at the conference and engaging in the many activities that are offered, attendees (i.e., players) will also visit the game site and enter answers or codes for points. The player's goal is to accumulate points for prizes with the winners announced at the start of the Thursday night concert.

Exhibitor Participation – deadline to participate is August 26. Your participation is voluntary and there is no fee. Let's get started!

- Determine the activity the player needs to perform in order to receive points for visiting with your company. This could be something as basic as your current booth plans! Here are some other ideas, but whatever you do, we suggest you keep it simple:
 - Have the player sample your product/demo or Web site
 - Introduce your product and have the player answer a question
 - Create a QR code and have the player answer a question about the information
 - Have players tweet about your company
 - Create a simple puzzle from your logo and have the player assemble it
- Once your company's activity is determined, please visit the Knowledge Quest intake URL and enter the information: <http://gogameapp.com/conference/games/knowledge-quest/intake>. The Go Game will work with you directly on finalizing your activity.
- The Go Game will provide each participating exhibitor with a unique code. It will be your responsibility to pass this code on to the players who visit your booth. The player will then enter your code into Knowledge Quest and receive their points.
- Each player will be instructed, via the Knowledge Quest platform, that they are limited to collecting points from just five exhibitors per day. We want to encourage activity in your booth, but Knowledge Quest should not be a distraction.
- We will provide a visual cue (signage) for your booth alerting players that your company is participating in Knowledge Quest.
- **Although an integral part of the SAP TechEd audience, exhibitor staff are asked not to participate in playing the game.**

Contact your [exhibit manager](#) with any questions.