



SAP TechEd 2011 Las Vegas Exhibitor On-Site Survival Guide

September 12-16, 2011
The Venetian/Palazzo Congress Center
Las Vegas, NV

The Exhibit Hall is open: September 13-15



Exhibit Manager Information:

Ellen Stangroom
Cell: 610.417.1070
E-mail: E.Stangroom@sap.com

Sandy Lorenz
Cell: 401.480.2970
E-mail: Sandra.Lorenz@sap.com

Agenda

Visit the SAP TechEd 2011 Las Vegas Web site, www.sapteched.com/usa/activities/home.htm, to view the conference agenda including links to educational sessions, the general session, evening events and more. Full Conference registrants may build a personal agenda. The On-Site Guide that you will receive upon check-in will provide you with educational session details, evening event schedules, maps of the Venetian/Palazzo Congress Center and more.

Attire

The suggested dress code for the conference and evening events is casual. Expect daytime high temperatures in the 90's F and lows in the high 60's F. We recommend a light sweater or jacket at the convention center as meeting rooms are set for maximum capacity and can be cool.

Business Services

The Venetian/Palazzo Congress Center offers a full-service business center located on level 2 across from Bellini Ballroom 2101A. Services include photocopying, faxing, package handling and shipping. Credit cards are accepted. The Business Center is open Monday through Friday from 7:00 a.m. to 6:00 p.m. and Saturday and Sunday 9:00 a.m. to 5:00 p.m. Their direct phone number is 702.414.4489.

Concert Event

Admission to the Thursday night OneRepublic concert is included in your conference registration. This private concert event will take place in the Palazzo Ballroom, Level 5. Admission to the concert is your conference badge. The concert is open seating; no one under 21 will be admitted. Concert hours are 9:00 p.m. - 10:30 p.m., doors open at 8:00 p.m. Photography and video recording of any kind are strictly prohibited. A limited number of guest tickets are available for purchase on-site exclusively to conference attendees for \$75. Tickets may be purchased via cash and credit cards at the registration counters on Level 2 the day of the concert from 7:00 a.m. - 6:00 p.m.

Conduct

Confidentiality

Information obtained at SAP TechEd should be considered confidential. In no event shall an exhibitor 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.

Employment Solicitation

Although SAP TechEd 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 this and future SAP events.

Promote complementary products and services

Promoting or distributing any products or services that are non-complementary to any SAP software products or related services would be considered to be inconsistent with the purpose of SAP TechEd. SAP may remove any exhibit, which, in their opinion, may detract from the general character of the Conference as a whole, or consists of products or services that are non-complementary to their products or services or otherwise inconsistent with the purpose of the Conference.

Convention Center

SAP TechEd is being held at the Venetian/Palazzo Congress Center located at 3355 Las Vegas Blvd. South, Las Vegas, NV, 89109. The main phone number is 702.414.1000 or 877.883.6423.

Emergencies

To report a life-threatening emergency within the Venetian/Palazzo Congress Center, please dial "49311" from any hotel phone, or 702.414.9311 from any other phone. These numbers will connect you with Loss Prevention for an immediate response to any medical or security emergency. This will expedite the response of emergency medical personnel, as security can help them access the building. Please also alert any SAP TechEd conference staff member or uniformed security officer.

Evening Events

Please note: while SAP TechEd is scheduled for September 12-16, the Exhibit Hall is open September 13-15.

Tuesday, September 13

- 6:00 p.m. – 8:00 p.m. Networking Reception - Exhibit Hall, Venetian Ballroom, level 2 **(staff your booth!)**
- 8:00 p.m. – 9:30 p.m. Demo Jam – Palazzo Ballroom, level 5

Thursday, September 15

- 9:00 p.m. – 10:30 p.m. OneRepublic concert - doors open at 8:00 p.m., Palazzo Ballroom, level 5. Additional details under “Concert” section above.

Exhibit Hall Schedule

The Exhibit Hall is located in the Venetian Ballroom and will be open Tuesday, September 13 through Thursday, September 15. All exhibits must be set-up completely and ‘show ready’ by 10:00 a.m., Tuesday. Any exhibit not set up at this time will be removed from the show floor at the exhibitor’s expense. Exhibitors are encouraged to be ‘show-ready’ at least 15 minutes prior to the Exhibit Hall opening each day. Exhibit Hall hours are noted in red below.

Date	Time	Activity
Monday, September 12	12:00 p.m. - 7:00 p.m.	Exhibitor Move-in
Tuesday, September 13	8:00 a.m. - 10:00 a.m.	Exhibitor Move-in
	11:00 a.m. - 11:30 a.m.	Exhibitor Lunch
	11:30 a.m. - 3:00 p.m.	Exhibit Hall Open
	6:00 p.m. - 8:00 p.m.	Networking Reception (held in the Exhibit Hall)
Wednesday, September 14	11:00 a.m. - 11:30 a.m.	Exhibitor Lunch
	11:30 a.m. - 3:00 p.m.	Exhibit Hall Open
Thursday, September 15	11:00 a.m. - 11:30 a.m.	Exhibitor Lunch
	11:30 a.m. - 3:00 p.m.	Exhibit Hall Open
	3:00 p.m. - 6:30 p.m.	Exhibitor Move-out

Special Scheduling Notes:

- Exhibitors will require conference badges to access the exhibit hall at all times. Registration opens at 12:00 p.m. on Sunday.
- Lunch is served Tuesday through Thursday and is offered for exhibitors prior to opening each day. See Meals section below for more details.

Exhibitor Contests and Gifts

Exhibitor plans for any contests, gifts, raffles, etc. must be included in the Strategy, Positioning and Special Activities form found in the Exhibitor Console. 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 exhibitor's contest, drawing or raffle winners.

Exhibitor Service Center

The Exhibitor Service Center, including Freeman and lead retrieval, will be located in the hallway to the right of the Venetian Ballroom near the Venetian box office. Access will not be available directly through the Venetian Ballroom, please plan to go around.

Monday, September 12	12:00 p.m. - 7:00 p.m.
Tuesday, September 13	8:00 a.m. - 6:00 p.m.
Wednesday, September 14	8:00 a.m. - 3:00 p.m.
Thursday, September 15	8:00 a.m. – 7:00 p.m.

Exhibitory

The SAP TechEd Steering Committee would like to preserve the Exhibit Hall's egalitarian look and feel; therefore, 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 at SAP TechEd. Aesthetically these additions would deviate from our egalitarian look and feel and could possibly be a site line issue with neighboring exhibitors.

First Aid

A First Aid Station is located in Toscana 3805, level 3, and is open 24 hours a day. Emergency medical technicians are on duty and over-the-counter medications are available.

Freeman

Freeman Decorating will be located in the hallway to the right of the Venetian Ballroom near the Venetian box office. Access will not be available directly through the Venetian Ballroom, please plan to go around.

Knowledge Quest

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 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. Exhibitors who elected to participate will have received their code previous to arriving onsite. Once players visit your booth, they will go to the Knowledge Quest link (posted everywhere!) and under the Exhibitor Challenges enter your code. Points will be automatically assigned. We will not provide a list of the players who entered your code into Knowledge Quest.

Our goal is not to have players running around gathering codes but rather making them aware of the exhibitors and driving traffic to your area. However, if you meet up with an eager player who requests your code without completing your challenge – we suggest you simply give it to them. We want this to be fun and stress-free. If players have questions about the game, direct them to the Knowledge Quest booth, located next to Intel in the Clubhouse.

Lead Retrieval

The lead retrieval system is included as a component of your exhibit package (with the exception of the Platinum Level) and will be supplied by American Tradeshow Services, 985.809.0600. Please plan to pick up your unit at the Exhibitor Service Center and take the time to be instructed on the operation of your unit before the Exhibit Hall opens. The information collected will be provided to you at the end of the show on a USB flash drive.

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.

Meals

All registration types include breakfast and lunch beginning on Tuesday. Breakfast will be served in Hall D. Attendees will not be allowed in the exhibit areas during breakfast, so you do not need to staff your booth during this time.

Lunch will be served in Hall D, with access only through the Venetian Ballroom, Tuesday through Thursday and is offered for exhibitors 30 minutes prior to opening each day. Exhibitors are also welcome to eat lunch anytime during the hours designated for conference attendees. In addition, after the close of the Exhibit Hall each day, a limited number of boxed lunches will be made available for exhibitors, on a first-come, first-served basis.

Day	Breakfast	Lunch
Tuesday, September 13	6:45 a.m. – 7:45 a.m.	11:30 a.m. - 2:00 p.m. (boxed lunches after 3:00)
Wednesday, September 14	6:45 a.m. – 7:45 a.m.	11:30 a.m. - 2:00 p.m. (boxed lunches after 3:00)
Thursday, September 15	6:45 a.m. – 7:45 a.m.	11:30 a.m. - 2:00 p.m. (boxed lunches after 3:00)
Friday, September 16	6:45 a.m. – 7:45 a.m.	N/A

Move-In and Move-Out

Exhibitor move-in is on Monday 12:00 p.m. – 7:00 p.m. and Tuesday 8:00 a.m. - 10:00 a.m. Exhibitor move-out will take place Thursday, from 3:00 p.m. - 6:30 p.m. Please review the Freeman post-show FAQ's, www.freemanco.com/postshow/FAQ, for helpful hints and procedures regarding move-out. Platinum level exhibitors should follow the schedule provided specifically to them.

On-Site Guide

The On-Site Guide that you will receive upon check-in will provide you with educational session details, evening event schedules, maps of the Venetian/Palazzo Congress Center and more.

Press/Public Relations

SAP does not provide the press/analyst list for SAP TechEd prior to the show. However, on Tuesday, September 13, copies of the press list (not including reporters' names) will become available. Please e-mail Ellen Stangroom, e.stangroom@sap.com, with your request.

Registration

Event Registration Check-In and Badge Pick-Up

Registration check-in and badge pick-up for SAP TechEd is located in the Titian Ballroom, level 2. Exhibitors may check in at any registration counter, however, there will be an Exhibitor Assistance Counter for exhibitor related questions.

Photo Identification

A photo ID is required to pick up a badge.

Registration Hours of Operation

Sunday, September 11	12:00 p.m. – 5:00 p.m.
Monday, September 12	7:00 a.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.

Badge Descriptions

The list below describes the different badge types and what each allows access to:

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 related to wristbands below.

Wristbands

Wristbands are for EAC's (Exhibitor Appointed Contractors) who are hired by the exhibitor for services either before, during or after the conference. This includes outside contractors hired for set-up and tear down, performers, booth hostesses, photographers, etc. Wristbands are issued on a daily basis for that day only.

- The exhibitor must have completed the online EAC form for each contracted company hired for the conference.
- Only EACs who are on the EAC list and have the above credentials in place will be allowed to conduct work at the conference.

- It is the exhibitor's responsibility to notify their EAC where to pick up the wristbands and of applicable Exhibitor Program policies, rules and regulations, insurance requirements, etc.
- Approved EACs should send one person from their group to pick up wristbands daily to gain access to the show floor and/or the home base conference room area. This person will be required to list specific names for each wristband recipient.
- Wristbands may be picked up daily at the Exhibitor Assistance counter in the registration area.
- Wristbands do not allow access to the evening events.

Wristbands are also required for exhibitor staff who will assist or supervise set-up and will not be attending the conference. Names of the staff members should be forwarded to the exhibit manager as they are required to be on the list to receive their wristband.

Registration questions should be directed to:

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

Schedule

The exhibit hall will be open Tuesday through Thursday. A detailed Exhibitor Conference Schedule is posted in the Exhibitor Manual, www.saptech.com/usa/partners/manual.htm.

Security / Lost and Found

SAP TechEd and the Venetian/Palazzo Congress Center are not responsible for lost or stolen items. If you choose to bring a laptop, PDA, or other personal items with you, you do so at your own risk. Do not leave any items unattended. The Security Office and Lost and Found will be located in Toscana 3801, level 3. The Security Office is open Monday – Friday, 24 hours a day.

Shipping Information

Please review the [Freeman Quick Facts](#) document in the Exhibitor Manual for shipping details. For your convenience, pre-printed inbound shipping labels are available in the Exhibitor Manual. Outbound shipments will require a material handling agreement and labels. Arrangements may be made through Freeman at the Exhibitor Service Center.

Social Networking

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

Facebook - www.facebook.com/saptech

Flickr - www.flickr.com/groups/saptech/ Join and share your best conference photos tagged with saptech.

Who's Coming – Use the Who's Coming attendee directory during and after the event to connect with others, including your connections with LinkedIn and Twitter, www.saptech.com/usa/whoscoming.htm.

Speaker Ready Room

If you are a speaker, it is required that you check into the Speaker Ready Room, located in Toscana 3601, level 3, at least one hour before your first session to pick up important additional information. Hours of operation are as follows:

Sunday, September 11	2:00 p.m. – 6:00 p.m.
Monday, September 12	9:00 a.m. – 7:30 p.m.
Tuesday, September 13	7:30 a.m. – 7:30 p.m.
Wednesday, September 14	7:00 a.m. – 7:30 p.m.
Thursday, September 15	7:00 a.m. – 7:00 p.m.
Friday, September 16	7:00 a.m. – 1:00 p.m.

The speaker ready room will have a limited number of laptops available on a first-come first-served basis for speakers who need to test images and work on presentations. There will be Internet connections, allowing you to work off of your own laptop. While the room is open later, please note that presentation support and check-in will close at 6 p.m. Monday –Thursday.

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. Sybase partners have been invited to exhibit as part of the SAP TechEd exhibitor program.

Transportation

You are responsible for arranging transportation to and from the airport to the Congress Center which is a 15-20 minute taxi ride.

Wireless Internet Connectivity

SAP has partnered with the Venetian/Palazzo Congress Center and Sands Expo to provide attendees with complimentary wireless Internet access. You must supply your own wireless equipment to access the system. For access, go to your wireless properties and search for available networks. Select the "Venetian_Event" network, and connect. Then launch your Internet browser. For technical support with your wireless access, please contact the Sands Expo wireless support line at 702.733.5531 between 8:00 a.m. and 5:00 p.m. daily.