

Exhibit Space Guidelines: Platinum Level Exhibitors

Thank you for exhibiting at the Platinum Level!

As you access information in the Exhibitor Manual and Task List, please note any Platinum level instructions. In addition, the information in this document was developed to provide Platinum level exhibitors with the information necessary to properly design and build exhibits that fit within the established conference guidelines.

Aisles and Common Areas

The aisles, passageways, and overhead spaces remain strictly under the control of SAP. No signs, decorations, banners, advertising matter or special exhibits will be permitted in these areas.

Booth Specifications

The booth height limit is 22 feet.

The following are not permitted:

- Hanging signs
- Rigging
- Multi-story booths

Branding

Exhibitors should consult the [SAP Partner Branding Guidelines](#) when developing signage and collateral.

Exhibit Hall Move-In and Conference Hours

Please refer to the [Exhibit Hall Schedule](#) posted in the Exhibitor Manual for a general overview. For conference hours, Platinum level exhibitors should follow the Clubhouse hours which is as follows (as of 7.12.11):

Move-In for Platinum level exhibitors begins **Sunday, September 11, 1:00 PM.**

Conference Hours:

Tuesday, September 13	10:00 AM - 8:00 PM (includes the Networking Reception scheduled from 6:00 to 8:00)
Wednesday, September 14	10:00 AM - 6:00 PM
Thursday, September 15	10:00 AM - 6:00 PM

Move-Out for Platinum level exhibitors begins Thursday, September 15, 6:00 PM.

Exhibit Manual

All necessary order forms may be accessed via the [Exhibitor Manual](#) or the Exhibitor Console – which is linked to the Exhibitor Manual.

- Lead Retrieval information will be available at the end of July.
- Labor, drayage, shipping, and carpet are available from Freeman. Forms are available at [MyFreeman Online](#)
 - Carpet – although the ballroom is carpeted, Platinum level exhibitors should plan to lay their wires/cables on the existing carpet and then carpet on top of them.
- Electrical, Internet and cleaning forms are provided by SES but also available through [MyFreeman Online](#).
The direct contact at the Venetian/Palazzo for SES:

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