



Exhibitor Press Information

Due Date: August 12, 2011

Please forward this document to the appropriate contacts within your organization.

The largest SAP technical education conference – SAP TechEd 2011 – is rapidly approaching. This year's event will be held at The Venetian and The Palazzo Congress Center, Las Vegas, NV, September 12 - 16, and will bring together leading SAP partners, customers, development experts, technical professionals and key influencers from the press and analyst communities. With between 5,000-6,000 attendees expected, it's your opportunity to reach the technical leaders, IT managers, project managers, administrators, business analysts, and software developers driving solutions for SAP customers.

The press and analysts that we expect to attend represent a diverse group of publications and analyst firms covering key technology areas and vertical markets. We invite you to meet with members of the press and analyst community as they tour the exhibit hall, and encourage your participation.

Press Releases

We invite our exhibiting partners to capitalize on the high visibility of SAP TechEd by issuing press releases 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 listed in the Partner News section of the SAP TechEd Ed Web site and will be linked to the releases on each partner's Web site. **The firm deadline for submitting press releases for SAP approval is Friday, August 12, 2011.** Due to the high volume of materials submitted for review and the review process itself, submissions received after August 12 will **NOT** be approved in time for distribution at SAP TechEd 2011 Las Vegas.

When submitting your release(s) for approval via e-mail, please note the following important details:

- Send via e-mail as Microsoft Word attachments.
- Write "SAP TechEd Las Vegas partner announcement – [company name]" in the subject line.
- Send to the attention of Cindy McKendry at cindy.mckendry@sap.com.
- Please submit no more than two press releases for approval. Releases should be limited to three pages, double-spaced. And please note, we can only accept press releases for review and approval, not case studies, white papers, nor other materials.
- Make sure that your announcement(s) is(are) related in some way to SAP and/or SAP TechEd.
- Please do not include graphics, logos, etc. in the electronic releases.
- Any materials referencing SAP competitors or language placing SAP or SAP solutions in an unfavorable light will be sent back for revisions, potentially causing a significant delay in the approval process.
- SAP is unable to provide quotes for partner press releases, per event policy and reasons of equity.

Partner Press Kits

All partners should distribute their press kits at their respective booths. SAP will not distribute press kits on behalf of its partners, inside or outside of the SAP press room.

Press Lists

Partners who wish to obtain a copy of the list of publications on-site at SAP TechEd should e-mail Ellen Stangroom, e.stangroom@sap.com, on September 13 to receive a copy. The list will not be available, or distributed to partners, prior to that date. SAP will not provide individual names of press and analysts attending.

If you have questions or require further information regarding press or analyst activities, please contact Cindy McKendry, SAP Global Communications, +1 (503) 231-7274 or cindy.mckendry@sap.com.