

Instructions and Guidelines Silver Level Exhibitors

Due Date for Artwork: August 12, 2011

This document includes general information relating to the Silver level exhibit package, instructions for submitting artwork for the graphic panels, and the exhibit space guidelines.

The Silver level exhibit package has been designed as a turnkey solution. The package components will automatically be delivered and set up in the exhibit space. This includes the booth structure, carpet, electrical, Internet, monitor, and chairs. The only exception is the lead retrieval system which is included with the exhibit package, but must be picked up on-site at the Exhibitor Service Center.

In an effort to preserve the conference's longstanding egalitarian look and feel, we require that all exhibitors use the same booth components provided in the exhibit package. Exhibitors may not use their own banners, furniture, or exhibit components. Aesthetically these additions deviate from our egalitarian look and feel and could possibly be a site line issue with neighboring exhibitors.

The exhibit manager for the Silver level is Sandy Lorenz. Please contact Sandy, sandra.lorenz@sap.com or 508.461.7421, with any questions regarding your exhibit package or these instructions.

Move-In

Booths will be set up and ready for exhibitor move-in by 1:00 p.m., Monday, September 12. **All exhibitors should be 'show ready' by 10:00 a.m., Tuesday, September 13.**

Graphic Panels

Important: Please provide these instructions and the 'Freeman Artwork Submission Guidelines' noted below to the person preparing the artwork.

Included with the exhibit package are three graphic panels: a header, a back, and a front panel. Refer to the following instructions to submit the artwork to Freeman who will produce and install the panels. See page two for a rendering of the booth and additional booth details.

While SAP doesn't require a review and approval of booth graphics, all exhibitors are expected to comply with the SAP Partner Brand and Communications guidelines. These documents are located in the Exhibitor Information Web Site on the Exhibitor Resources page at this link, www.sapteched.com/usa/partners/resources.htm.

- All artwork files must adhere to the 'Freeman Artwork Submission Guidelines' located in the Exhibitor Manual, www.sapteched.com/usa/partners/manual.htm.
- Graphic panel artwork is due August 12. Exhibitors are responsible for any rush fees associated with late submissions.
- Contact Erin Gomersall at Freeman, Erin.gomersall@freemanco.com or 407.816.7944, with any questions regarding the panel artwork.
- Dimensions for each panel are below, see the booth rendering on page two for the location of each panel:
 - A: Company Logo Header: Graphic header panel 110 1/16" wide x 12" high
 - B: Back panel 110 1/16" wide x 45 1/2" high
 - C: Front panel 21" wide x 32" high
 - Important note: These dimensions include a 1/4" bleed
- Exhibitor must provide a finished artwork file to Freeman (EPS, AI, TIF, or JPG formats accepted), preferably via a CD or DVD. See the 'Freeman Artwork Submission Guidelines' for specific details regarding minimum requirements, and acceptable file formats and format types. Exhibitors must provide Freeman with an 8 x 10" color proof of each graphic. Mail artwork to: Freeman, Attn: Erin Gomersall, 2200 Consulate Dr., Orlando, FL 32837.
- Files may also be posted to Freeman's FTP site, however a hard copy proof and backup of the files on CD or DVD are requested. Contact Erin for the link and password.

Package-Included Components

Additional furnishings may not be ordered other than small items such as tabletop signs, fish bowls, etc.

■ **10' x 10' Booth Structure / Space**

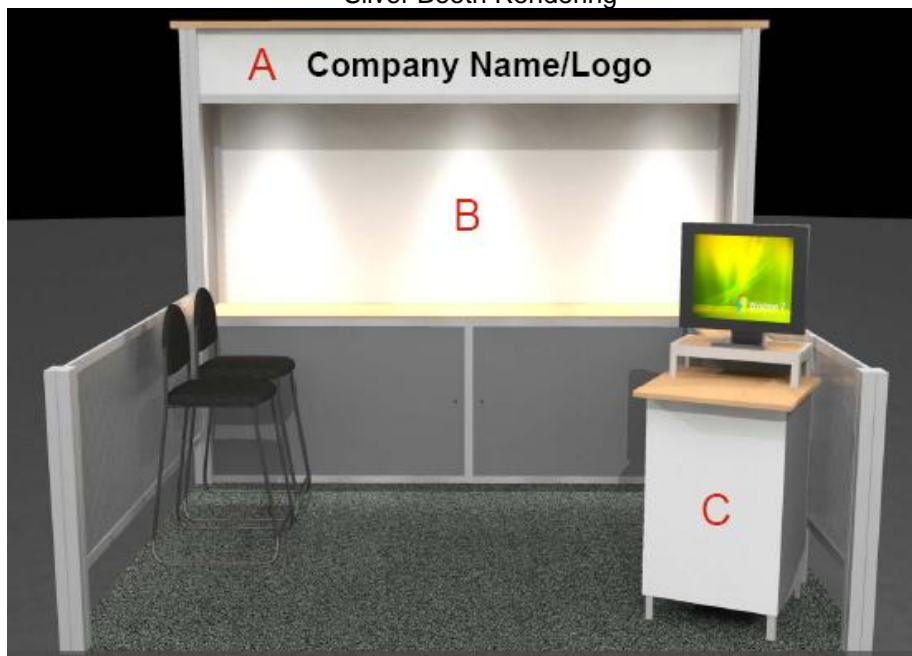
- Customized graphic panels (A, B and C in rendering)*
- Front information counter
- Back counter (20" deep) with non-secure storage – maple wood colored.
- Side counter (20" deep) – maple wood colored
- Two counter-high padded chairs
- Carpet
- Lights
- Install and dismantle labor
- Wastebasket
- Nightly cleaning

* Artwork for panels A-C to be provided by the exhibitor. Production costs are included in the exhibit package.

The non-graphic panels and doors are gray.

- **One Lead Retrieval Scanner** - One lead retrieval system is included as a component of the exhibit package. For complete information on these systems and/or to upgrade, reference the 'Lead Retrieval' link in the Exhibitor Manual. Please plan to pick up the system on-site at the Exhibitor Service Center.
- **One 20" Display Monitor** – see specifications [here](#)
- **One 15 amp Circuit with Multi-Outlet Strip**
- **One High-Speed Internet Connection**
- **Registrations**
 - Two Full Conference registrations
 - One Exhibits-Only registration – includes access to all activities except sessions

Silver Booth Rendering



Additional renderings on page 3.

Distribution of Marketing Material

The aisles, passageways, and overhead spaces remain strictly under the control of SAP. This includes all Conference function space, the show floor or other Venetian/Palazzo Congress Center property. Exhibitor personnel to include booth staff, models, hostesses, and any hired help are not permitted to distribute literature or promotional items of any kind outside the confines of the contracted exhibit space. Branded exhibitor personnel are not permitted to walk the Conference function space, the show floor, or other Venetian/Palazzo Congress Center property for the purposes of advertising their brand, solution, etc.

Additional Silver Renderings

