

# Exhibitor Program Prospectus

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## The SAP® TechEd Customer Experience

SAP TechEd is the essential technical training and networking conference for IT professionals who develop, implement, optimize, and upgrade SAP systems. Attendees add value to their company as they learn about unlocking the power of the SAP NetWeaver® technology platform and SAP® BusinessObjects™ solutions. Plus, they will discover how to mobilize their enterprise, integrate on-demand solutions, and run better with SAP In-Memory Computing technology.

Attendees will learn in an interactive environment directly from the experts who develop cutting edge technologies at SAP. There will be hundreds of sessions designed for everyone from beginners to experts.



Complete exhibitor information will be available on June 1.  
Please contact [e.stangroom@sap.com](mailto:e.stangroom@sap.com) to receive the notification.

## The comprehensive educational program includes:

- **Hands-on workshops:** Experience SAP systems with expert-led exercises and classroom training
- **Demo-enhanced lectures:** SAP technical gurus share roadmaps, best practices, tips and tricks, and code samples
- **Customer-driven lectures and influence activities:** Real-life experiences and insight developed through our partnership with Americas' SAP Users' Group (ASUG)
- **SAP executive keynote:** A visionary look at the future of SAP technology
- **Expert networking sessions:** Engage with SAP speakers and SAP Mentors in a small group setting
- **Exhibiting partners:** Showcasing the value and expertise of the SAP ecosystem

Every year, SAP TechEd energizes and empowers thousands of IT professionals to make better decisions, overcome challenges, and maximize their company's IT investment. Plan to be part of the action this year.

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## SAP® TechEd Conference Demographics

### How Does Your Company Match Up?

The SAP TechEd attendee will experience technical and business process sessions from the tracks below. If this is a match for your company, then don't miss this once-a-year opportunity to meet with this audience in person.

- Technology Overview and Infrastructure
- Application Lifecycle Management
- Business Intelligence and Performance Management
- Enterprise Information Management
- Business Process Management, Integration and Collaboration
- Custom Development
- Security, Compliance, Identity and Access Management
- Mobility

### Learn More About Our Educational Sessions

With this depth and breadth of content and networking opportunities, your company can expect a return on investment that no other educational event can offer. SAP TechEd enables our attendees to tune their skills and leverage the tools they need to be flexible and agile in an ever-changing competitive marketplace.

**Exhibit at SAP TechEd and get instant value and sustained results for your company!**

**“We achieved our objectives of getting in front of a qualified audience and strengthening our relationship with SAP. SAP TechEd 2010 was a tremendous success.”**

**“For HP, SAP TechEd represents equal importance to HP’s SAP business as the SAP SAPPHERE conference. Technical influencers and decision makers at SAP TechEd base key decisions on information and education gathered at this event.”**

**“The attendees at SAP TechEd are hungry to learn about new products and solutions.”**

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## SAP® TechEd Conference Demographics

“SAP TechEd Las Vegas 2010 exceeded our expectations. Booth visitor numbers were almost 100% above expectation and the quality of discussions higher than past years. Overall a great experience.”

Rick Porter,  
*Revelation Software Concepts Pty Ltd*

“ A valuable conference with an outstanding ROI.”

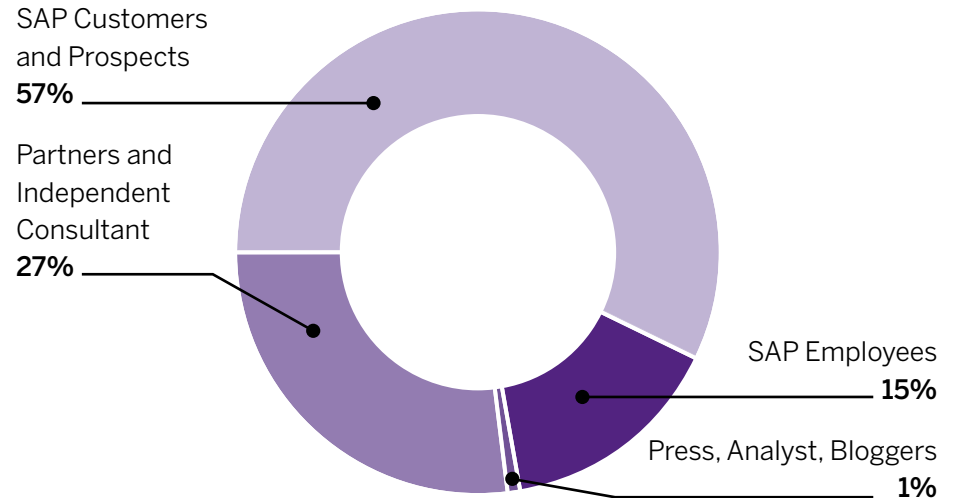
Mike O’Sullivan,  
*IntelliCorp*

“SAP TechEd is a superior venue for targeting technical SAP users. It’s a very well run conference complete with good quality and quantity attendees – a must for any company serious about the SAP market.”

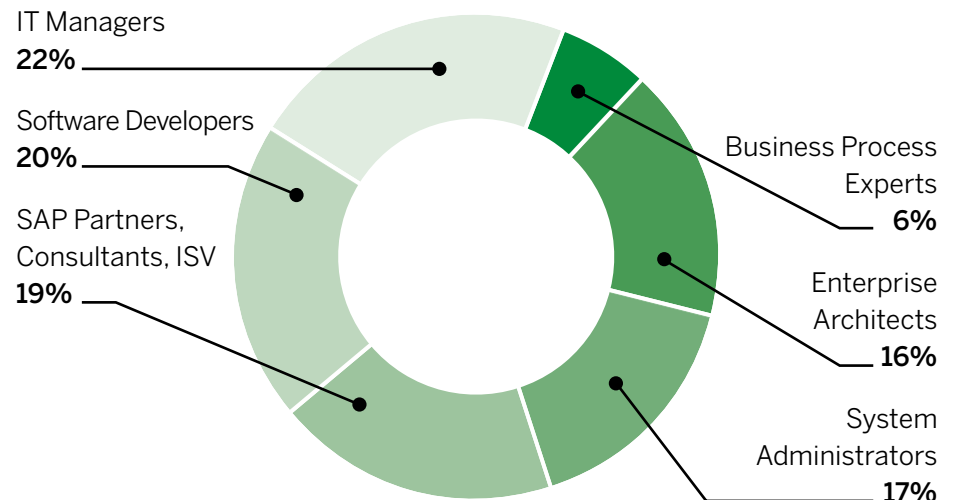
Carren Schmidt,  
*Syclo*

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### Relationship to SAP



### Top Job Functions



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Exhibit Package Components	Platinum	Gold Plus	Gold	Silver
Price – Early Bird – Paid on or before July 15	\$45,000	\$39,000	\$29,000	\$15,800
Price – Regular – Paid between July 16 and August 12	\$50,000	\$43,000	\$33,000	\$18,500
Space	20' x 20'	10' x 20'	10' x 20'	10' x 10'
Extended Exhibit Hours	√			
Celebration Evening Privileges	√			
SAP TechEd Online Interview	√			
Speaking Opportunity – Lecture Session	√	√		
Expert Session in the SAP Networking Lounge	√	√	√	
Customer Referral Program	√	√	√	√
Company Description – Maximum Word Count	125	100	100	50
Full Conference Registrations	6	4	4	2
Exhibits-Only Registrations	8	2	2	1
<b>Turnkey Booth:</b>		√	√	√
Booth Structure, Carpet, Chairs, Cleaning		√	√	√
Graphic Panels		√	√	√
Lead Retrieval Scanner and Display Monitor		2	2	1
Electric Drop and High-Speed Internet Connection		2	2	1



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## Marketing Sponsorship Opportunities

### Experience the Value of Marketing Sponsorship Opportunities

Marketing Sponsorship Opportunities will be announced in July and posted on the Marketing Information page of the Exhibitor Information Web Site. Exhibitors with unique sponsorship suggestions are asked to submit a detailed proposal to their exhibit manager.

### Marketing Sponsorship Opportunities are Only Offered to Current Exhibitors.

#### Take advantage of these opportunities to:

- Build awareness
- Increase market share
- Develop customer loyalty
- Enhance corporate image
- Increase booth traffic

## Marketing Opportunities are Available to Fit Every Budget and Marketing Goal

#### Here is a sample of opportunities to consider:

- On-Site Guide Advertisement
- Exhibit Hall Directory
- Celebration Event
- Meeting Rooms
- Escalator Advertising Clings

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## Schedule at a Glance

### Tuesday, September 13

- General Session Keynote
- Educational Breakout Sessions
- Exhibit Hall and Community Clubhouse Open
- Networking Reception in the Exhibit Hall
- Demo Jam

### Wednesday, September 14

- Educational Breakout Sessions
- Exhibit Hall and Community Clubhouse Open

### Thursday, September 15

- Educational Breakout Sessions
- Exhibit Hall and Community Clubhouse Open
- Celebration Event

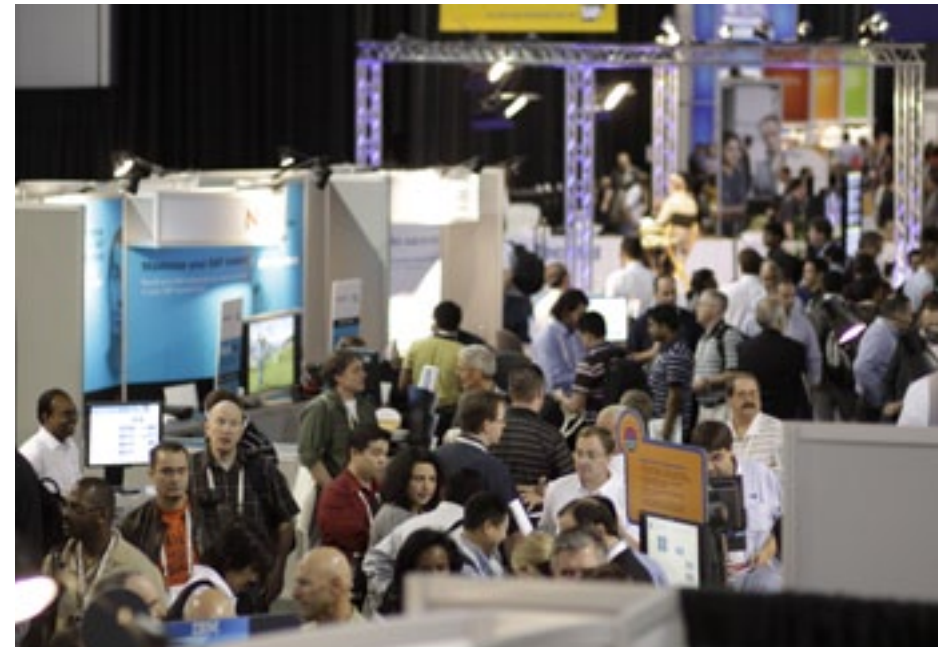
### Friday, September 16

- Educational Breakout Sessions

## Preliminary Exhibit Hall Schedule

- Tuesday, September 13  
11:30 a.m. – 3:00 p.m. and 6:00 pm. – 8:00 p.m.
- Wednesday, September 14  
11:30 a.m. – 3:00 p.m.
- Thursday, September 15  
11:30 a.m. – 3:00 p.m.

**August 15 – Exhibitors will be positioned in alphabetical order in a serpentine manner in the exhibit hall. Booth numbers will be assigned the week of August 15.**



Complete exhibitor information will be available on June 1.  
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## Key Dates and Deadlines

For the most up-to-date exhibit hall hours, please view the Exhibitor Conference Schedule located in the Exhibitor Manual on the Exhibitor Information Web Site. A few of the key exhibitor dates and deadlines may be found below. A complete list of deliverables and associated deadlines is prepared for each exhibitor as part of their unique task list.

**June 1**

### Application to Exhibit Available

**July 15**

### Early Bird Exhibit Package Pricing Deadline

To realize early bird pricing, the application, signed agreement and full payment must be received by July 15.

**August 12**

### Last Day to Complete the Application to Exhibit

**August 15**

### Booth number will be assigned. Exhibitors will be positioned in alphabetical order in a serpentine manner.

To be eligible for this positioning order, SAP must receive a signed Exhibitor Agreement and full payment by August 12.

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## Speaking Engagements

SAP® TechEd delivers instructor-led hands-on workshops and in-depth lectures presented by SAP's own top technical gurus – developers, solution and product managers, and implementation consultants – sharing their insider expertise and vision. We also tap into the wisdom of the larger SAP ecosystem to include practical and technical content presented by customers and community members.

- Exhibiting partners may purchase a one-hour lecture session. This session will be incorporated into the main agenda content and published in the SAP TechEd Agenda Builder.
- The Americas' SAP Users' Group (ASUG) call for proposals for SAP TechEd 2011 Las Vegas is open from now through May 22. SAP TechEd welcomes ASUG members to submit customer-driven content.



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## Eligibility and Contact Information

Eligibility to be an Exhibitor in this program is limited to companies that have a current partnership agreement in good standing with SAP. Companies that do not meet this criteria will require an explicit endorsement from SAP. In addition, all Exhibitors must be in good credit standing with SAP with no past due amounts. SAP reserves the right to reject or cancel any application/agreement to exhibit.

If you have questions on the material in this prospectus, or the SAP TechEd 2011 Las Vegas Exhibitor Program, please contact us:

### Ellen Stangroom

e.stangroom@sap.com  
610-954-7510

### Sandy Lorenz

sandra.lorenz@sap.com  
508-461-7421

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