

#### Exhibitor Press Release Template Due Date: August 25, 2017

SAP invites its exhibiting partners to capitalize on the high visibility of SAP TechEd by issuing press releases, preferably before the conference, being held Sept. 25–29. All press releases must be approved by SAP Partner Public Relations prior to distribution. **The firm deadline for submitting press releases for SAP approval is August 25.**

Please use this template as a guideline in preparing your press release. Note that SAP is unable to provide quotes from SAP spokespeople for inclusion in partner press releases, per event policy and reasons of equity.

#### Submit to Partner\_PR@sap.com with the subject line “SAP TechEd Las Vegas partner announcement – [company name].”

*PARTNER LOGO OR LETTERHEAD*

**[Company Name] Announces Its Participation at SAP® TechEd® to Showcase** [Solution/Services/Etc.]

**[Location] — [Date] —** [Name of company], an SAP partner, today announced announced that it will participate at SAP® TechEd® being held September 25-29, 2017 in Las Vegas in booth [#].[Add details here – e.g., that you are conducting product demos, announcing a new solution or service, etc.].

 [Insert details/reasons for exhibiting at SAP TechEd, focusing on customer benefits.]

“[Insert quote from a company executive expanding further on previous paragraph, again making sure you highlight customer benefits and reasons for being a part of SAP TechEd],” said [Name, title, Company].

The SAP TechEd conference focuses on technology with an emphasis on collaboration and hands-on workshops, going beyond technical education.

**About [Partner]**

[Insert company description here.]

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**For press inquiries and more information contact:**

[Insert your company’s PR contact information: name, phone#, e-mail address]