

#### Exhibitor Press Release Template Due Date: March 29, 2017

SAP invites its exhibiting partners to capitalize on the high visibility of SAPPHIRE NOW by issuing press releases at the conference. All press releases must be approved by SAP in advance by SAP Partner Public Relations prior to distribution. **The firm deadline for submitting press releases for SAP approval is March 29.**

Please use this template as a guideline in preparing your press release.

Submit to [sap.ecosystem.releases@fleishman.com](mailto:sap.ecosystem.releases@fleishman.com) with the subject line “SAPPHIRE NOW partner announcement – [company name]”.

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*PARTNER LOGO OR LETTERHEAD*

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

**[Location] — [Date] —** [Name of company], an SAP partner, today announced that it will participate at SAPPHIRE NOW® and ASUG Annual Conference being held May 16–18 in Orlando, Florida in booth [#]. [Add details here – e.g., that you’re conducting product demos, announcing a new solution or service, etc.].

[Insert details/reasons for exhibiting at SAPPHIRE NOW, 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 SAPPHIRE NOW],” said [Name, title, company].

SAPPHIRE NOW and the ASUG Annual Conference are the world’s premier business technology event and largest SAP customer-run conference, offering attendees the opportunity to learn and network with customers, SAP executives, partners and experts across the entire SAP ecosystem.

**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]