# SAP TechEd Las Vegas

**The Venetian | Palazzo Congress Center**
**Las Vegas, NV**
**September 25-29**
**(The show floor is open September 26-28)**

# EXHIBITOR RESOURCE GUIDE



*This guide has been developed for companies participating in the exhibitor program. This guide will help answer commonly asked questions and refer exhibitors to sources of further information. For easy reference, all topics are listed in alphabetical order.*

## PLEASE REVIEW THIS DOCUMENT CAREFULLY

*Information is subject to change.*

## Agenda

Conference activities, including the agenda at-a-glance, are available on the conference Web site. Hands-on workshop seats are reserved on a first-come, first-served basis. Registered Full Conference attendees receive advance e-mails announcing the exact date and time when seats may be reserved.

## Attendee List

While SAP understands how the attendee list would be helpful information to exhibiting companies, it is against SAP data protection and privacy policies to distribute this information. As a professional courtesy to our attendees, SAP keeps this information confidential and does not release any registrant data.

When e-mailing customers, exhibitors should consider that attendees receive many mailings related to this conference. It is suggested that exhibitors include an "opt out/unsubscribe" option on all broadcast e-mails. Exhibitors should limit broadcasts to a targeted audience versus a generic database list whenever possible.

## Attire

Suggested dress is casual during the day and casual for the evening events. Expect daytime high temperatures in the low 90s F and lows in the 60s F. It is recommended that you bring a light jacket or sweater with you to the Congress Center, as air-conditioning may be set for maximum room capacities. The Venetian|Palazzo Congress Center (VPCC) is a large facility and comfortable walking shoes are recommended.

## Booth Space

Exhibitors will be positioned in alphabetical order in a serpentine manner on the show floor. To be eligible for this positioning order, SAP must receive a signed and completed Exhibitor Agreement and full payment by August 18. Exhibitors whose signed agreement and payment is received after August 18 will be assigned booth space based on availability. SAP retains the exclusive right to revise the show floor plan and/or move exhibitors as necessary. All fees must be paid in full prior to set-up. An e-mail notification with the floor plan and booth numbers will be sent to confirmed exhibitors the week of August 21.

## Branding

The SAP Partner Branding Guide as well as other communication guidelines and logo usage information may be found on the Partner Branding page of the Exhibitor Information Web Site (EIW).

## Business Services

The Venetian Business Center offers a full range of business services and is located on the casino level across from the Bellini ballrooms. Their direct phone number is 702.414.4488.

## Cancellation / Reduction of Exhibit Space

For complete details, exhibitors should review the SAP TechEd Las Vegas Exhibitor Rules and Regulations found on the Application page of the Exhibitor Information Web Site http://sapteched.com/usa/exhibitors. All exhibitors are required to complete and deliver a signed Agreement indicating the selected exhibit package desired. Exhibitor Packages are limited and an integral revenue stream to offset the costs of the Conference, and any cancellation or reduction of an Exhibit Package after SAP receives the Exhibitor Agreement will result in additional SAP effort and cost and negatively impact the Conference. Therefore Exhibitor understands and agrees that any change in the selected Exhibitor Package after the Agreement has been delivered will be subject to an administrative fee which it agrees SAP may be entitled to, not as a penalty, but as a liquidated damage. For a reduction in the selected Exhibit Package, the administrative fee will be fifty percent (50%) of the difference between the original fee and the fee for the reduced Exhibitor Package selected. If Exhibitor cancels the Exhibitor Agreement/Package selected, the administrative fee shall be fifty percent (50%) of the total Exhibit Package fee. The other 50% of the paid fee will be returned, but only in the event written cancellation of the Agreement is received by July 28, 2017. The administrative fee for cancellations received after this date will be 100% and are not eligible for any refund. All notices required, or as may be given pursuant to this Agreement, shall be in writing and shall be deemed duly given when delivered to the Exhibit Manager at the fax number stated on the Agreement.

## Catering / Food / Beverage Dispensing

The Venetian|Palazzo Congress Center prohibits food or alcoholic beverages from being brought into the building. The distribution of alcoholic beverages, regardless of type and/or quantity, is the sole responsibility of the Congress Center. All arrangements for the service of food and/or beverages must be made through their catering office. The Exhibitor Manual includes menus.

For booth catering needs, contact Chetan Toraskar, ctoraskar@sandsexpo.com.

For meeting room catering needs, contact Amanda Nichols, amanda.nichols@sands.com.

Food and beverage sampling in conjunction with specific exhibits may be permitted, but only to the extent they are approved in advance, in writing, by the catering manager. For questions, contact your exhibit manager.

## Computer Network Security

All exhibitors must submit the Computer Network Security form in your task list by September 1. This form is in addition to any Congress Center forms/requests for additional network access.  For complete details, review 'Exhibit Hardware, Software, Distribution of Material' within the Exhibitor Program Rules and Regulations.

## Contact

To ensure that you receive the full benefit from exhibiting at this conference, we have a team of professionals eager to assist you.

**Platinum, Gold Plus, Gold Levels**
Ellen Stangroom
508.461.7683 or e.stangroom@sap.com

**Silver Level**
Sandy Lorenz
508.461.7421 or sandra.lorenz@sap.com

**Marketing Sponsorships**
Kim Cansler
919.488.4397 or k.cansler@sap.com

**Freeman – graphic panels**
Matt Huie
407.274.2501 or matthew.huie@freemanxp.com

**Registration**
Alli Bayless
alli@webeventsglobal.com

## Convention Center

SAP TechEd Las Vegas will be held at the Venetian|Palazzo Congress Center located at 3355 Las Vegas Blvd. South, Las Vegas, NV, 89109. The main phone numbers are 702.414.1000 and 877.883.6423.

A portion of the conference space is located in the adjacent Sands Expo Center. The address and phone number to use for show site shipping beginning September 23 is 201 Sands Ave, Las Vegas, NV, 89169, 702.733.5556.

## Eligibility to Exhibit

Eligibility to be an Exhibitor in this program is limited to companies that have a current partnership agreement in good standing with SAP. Exhibitors must have no outstanding credit issues or past due amounts with SAP. SAP reserves the right to reject or cancel any application/agreement to exhibit.

## Employment Solicitation

Although this conference provides the members of the SAP worldwide community with an important networking opportunity, direct employment solicitation is not permitted. Such exhibitor conduct may result in revoking exhibit privileges in these and future SAP events.  Any exhibitor engaging in employment solicitation may have their booth shut down immediately.

## Exhibitor Events

Exhibitor activities that conflict with the conference program are not permitted. This includes breakfasts, receptions or any other activities occurring in Las Vegas during the published conference program schedule. For the purposes of this conference, a conflicting activity is defined as one that assembles over 50 conference attendees in one location. Each exhibitor must complete the Strategy, Positioning and Special Activities online form, for internal SAP use only, regarding their presence and messaging at the conference. SAP reserves the right to cancel any agreement that does not follow these regulations. Wednesday evening has been identified as an open evening. Exhibitors are invited to host their own events on

this evening, starting any time after the close of conference activities, this includes the show floor.

SAP will host the following evening events during the week. All registrants are invited to the evening events. No one under 21 will be permitted to attend.

- Tuesday, September 26 – Networking Reception on the show floor – staff your booth – 6:00 p.m.–8:00 p.m.
- Thursday, September 28 – After Hours Party, 7:00 p.m.–10:00 p.m.

## Exhibitor Appointed Contractor

Exhibitors using an exhibitor appointed contractor(s) (EAC), or non-official show contractor, must complete the EAC Request form by September 1 and submit an insurance certificate for each EAC. The EAC may only provide services that are not designated as "exclusive" to a venue provider.

Note:  Because most booths are turnkey, this form will apply mainly to Platinum level exhibitors. However, those Gold Plus, Gold, and Silver level exhibitors who hire performers or hostesses to work in their booth will need to complete the exhibitor appointed contractor form in their console.

## Exhibitor Console

The Exhibitor Console will assist logistics contacts in managing your presence at the conference. Logistics contacts have been sent an e-mail to set up their password. Via the console you will be able to:

- Send registration invitations to staff members
- Purchase additional staff badges
- Purchase customer badges
- Sign-up for marketing sponsorships
- Manage the task list customized for their company
- Complete the required forms
- Print exhibitor documentation such as invoices and receipts

## Exhibitor Contests and Gifts

Exhibitor plans for any contests, gifts, raffles, etc. must be included in the Strategy and Activities form by September 1. If an exhibitor is unsure if their plans conform to the guidelines, they should check with their exhibit manager. SAP reserves the right to prohibit, limit or discontinue the distribution of any gift, giveaways, raffle or similar promotions and there will be no announcements by SAP of the exhibitor's contest, drawing, or raffle winners.

Contests and drawings, often involve compliance with specific state or local laws or regulations. Any such activities will be subject to the prior written approval of the State of Nevada, the Venetian|Palazzo Congress Center and SAP, 65 days in advance of the event.

## Exhibitor Events

Exhibitor activities that conflict with the conference program are not permitted.  This includes breakfasts, receptions or any other activities occurring in Las Vegas during the published conference program schedule. For the purposes of this conference, a conflicting activity is defined as one that assembles over 50 conference attendees in one location.  For internal SAP use only, each exhibitor must complete the Strategy and Activities form regarding their presence and messaging at the conference.  SAP reserves the right to cancel any agreement that does not follow these regulations.

## Exhibitor Manual

The Exhibitor Manual is located in the EIW and includes general information, exhibit package guidelines, order forms for Freeman and other services, and more.

## Exhibitory

Exhibitors should plan to use the booth components, as provided, and are asked not to bring in their own furniture or exhibit furnishings.

## Hotel Reservations

Once an individual completes their registration (refer to the Registration section for more details), a hotel room may be booked.  SAP has negotiated discounted hotel room rates for registered attendees at The Venetian and The Palazzo – both conveniently located next to the Congress Center which is in or very near where all conference activities will take place. **We**

**strongly encourage you to register and book hotel accommodations early as we do typically sell out.**

Room rates for The Venetian and The Palazzo towers are $259 plus 12% tax per night. All reservations must be made through the Exhibitor Console and require a valid registration. You will be given the opportunity to book your hotel after you have completed the registration process – do not contact the hotel directly.

All hotel reservations require a credit card guarantee. A deposit equal to one night's room rate and tax will be charged to your credit card immediately after you make your reservation.

If you plan to extend your time in Las Vegas by arriving early or staying late, rooms may be available, at the prevailing discounted room rate based on availability.

**Hotel booking deadline is August 25.** After this date, or until the official conference hotel room block has been filled, we cannot guarantee hotel room availability within the conference hotel block at the SAP discounted rate.

**Registration substitution or cancellation does not automatically affect a registrant's hotel reservation.** The registrant is responsible for contacting the hotel property directly to make any changes or to cancel an existing hotel reservation. A hotel reservation must be cancelled at least 72 hours prior to scheduled arrival date to receive a full refund of the first-night deposit. Registrants who fail to check in on their scheduled arrival date (no-show), forfeit their first-night deposit (room rate, plus hotel tax) and the remaining nights of their reservation will be automatically canceled. SAP is not responsible for any hotel no-show penalty.

## Insurance

**Exhibitor:** In accordance with the exhibitor application signed by the exhibitor, and the Rules and Regulations, the exhibitor is responsible for obtaining sufficient insurance covering all personnel, exhibit material, and equipment. A certificate of insurance must be provided to the exhibit manager by August 11. This certificate must be valid for the duration of move-in, show days, and move-out, and must reflect the required coverage specified in the Insurance Requirement document located in the Exhibitor Manual.

**Exhibitor Appointed Contractor:** In addition, exhibitors using outside contractors to provide any show service (including performers, hostesses, etc.)**,** must provide the name of such contractors and provide the contractors' appropriate insurance certificates. Please complete the Exhibitor Appointed Contractor (EAC) online form found in the task list and timeline of the Exhibitor Console.

## Las Vegas

Visit the official Las Vegas tourism Web site, www.lasvegas.com, for complete travel information.

## Lead Collection / Retrieval Scanners

Leadature is the official lead collection vendor.

- Two lead scanners (Apple iPad Minis) are included with the Gold levels, one with the Silver level exhibit packages.
- All level exhibitors will receive an e-mail from Leadature with complete ordering and order confirmation instructions.
- Plan to pick up your system(s) on-site at the Exhibitor Service Center.

In no event shall exhibitors collect, use, sell, transfer, or otherwise release the names of conference attendees or any of their information or data received directly or indirectly during the event to any third party, unless expressly approved by such attendee. Exhibitors should not share their leads with anyone outside of their company. Any solicitation of this information should be forwarded to the exhibitor's exhibit manager for further investigation.

## Logo Information

**Conference Logos:** The conference logo is available for download in the Marketing section of the Exhibitor Manual. The logo must remain intact. Please refer to the logo usage guidelines on the same page for complete details on conference name and logo usage.

**Web Banners**: A choice of Web banners may be found in the Exhibitor Manual. Once booth numbers have been assigned the week of August 21, banners may be customized and used on your Web site and in e-mail signatures. Contact Noelle Fischer at n.fischer@sap.com.

**Conference URL Links:** Exhibitors are invited to post the conference link on their Web site, http://events.sap.com/teched-2017-usa/en/home.

## Marketing Sponsorships

To help maximize your company's investment and presence as an exhibitor, a number of marketing sponsorships are available for purchase in your console. Questions should be submitted to Kim Cansler, k.cansler@sap.com.

Meeting rooms are available for purchase for $1,500 per day.

## Payment

Payment for exhibit packages and marketing sponsorships will be accepted in the form of check, wire transfer or credit card (Amex, Visa, MasterCard). The Early Bird payment deadline is July 28 and the Regular payment deadline is August 18. Payment for marketing sponsorships is due by August 31.

**Checks** should be made payable to:

SAP Global Marketing
c/o: WebEvents Global 9081 Foothills Blvd., Suite 100
Roseville, California, 95747
Phone: 916-234-696
Payment reference: invoice #

**Wire Transfers** will require the following information:

SAP Global Marketing, Inc.
ABA# 036076150
ACCOUNT#:  62137 81564
Citizen's Bank
1 Citizens Drive
Riverside, RI  02915
Phone:  877.471.1961
SWIFT Code: CTZIUS33
Payment reference: invoice #

**Credit card payments** may be processed at any time by selecting the credit card link on the invoice.

**SAP W-9 Form** will be furnished upon request.

## Press/Public Relations

SAP does not provide the press/analyst list for the conference prior to the event.  However, on Tuesday, September 26, copies of the press list (not including reporters' names) will be available. Please e-mail your exhibit manager if you would like a copy.

**Partner Press Releases**

SAP invites its exhibiting partners to capitalize on the high visibility of SAP TechEd by issuing press releases in conjunction with the conference – preferably prior to the event.  All press releases must be approved by SAP in advance, prior to distribution. SAP will also consider including approved partner releases in the SAP Partner News section of its corporate newsroom. The firm deadline for submitting press releases for SAP approval is August 25.  Due to the high volume of materials submitted and the review process itself, press releases received after this date may not be approved in time.

## Registration

SAP TechEd offers a registration system that gives full administrative power, via your console, to the exhibitor's logistics contact. The exhibitor logistics contact will have the option to assign the registrations/badges that are included with each exhibit package and purchase additional badges for staff and customers.

Entrance to the conference will be available in the following categories:

**Full Conference** registration – permits access to the keynotes, educational lecture sessions, hands-on workshops, show floor including early access for set-up, Networking Reception, After Hours Party, lunch, and refreshment breaks. Additional Full Conference badges are available at the Early Bird rate of $2,595.

**Exhibits-Only** registration – permits access to the keynotes, show floor including early access for set-up, Networking Reception, After Hours Party, lunch, and refreshment breaks (everything but the educational and hands-on sessions). Additional Exhibits-only badges are available for $950.

**Speaker** registration **–** (available for speakers only), permits access to the keynotes, educational lecture sessions,

show floor, Networking Reception, After Hours Party, lunch, and refreshment breaks. Hands-on workshops are not included but may be purchased as an add-on for $1,100 during the registration process.

**EAC Wristbands** – permits access to the show floor only and will be distributed daily with prior arrangement. See more details below related to wristbands.

Registration questions should be directed to. Alli Bayless, alli@webeventsglobal.com.

## Exhibitor Package Registration Allotments

| Exhibitor Package | Full Conference Quantity | Exhibits-Only Quantity | Speaker Quantity |
|---|---|---|---|
| Platinum | 6 | 10 | 1 |
| Gold Plus | 4 | 3 | 1 |
| Gold | 4 | 3 | 0 |
| Silver | 2 | 2 | 0 |

## Rates/Dates/Deadlines

| Registration Type | Reg. Fee | Dates |
|---|---|---|
| Full Conference – Early Bird rate, available through the Exhibitor Console only | $2,495 | No deadline |
| Exhibits-Only (available only to exhibitors) | $950 | No deadline |

## Please Note

- There are no limitations on the quantity of purchased exhibitor registrations.
- Only Full Conference registrations will have the opportunity to sign up for three hands-on workshops, waitlist for available hands-on seats, or audit a hands-on workshop.

## Badge Pick-up

Exhibitor badges may be picked up individually at any registration counter. There will be an Exhibitor Assistance Counter on-site, but check- in may be completed at any registration counter; a photo ID is required.

## Exhibitor On-site Registration and Check-in

| | |
|---|---|
| Sunday, September 24 | 2:00 P.M. - 6:00 P.M. |
| Monday, September 25 | 7:00 A.M. - 7:00 P.M. |
| Tuesday, September 26 | 7:00 A.M. - 6:00 P.M. |
| Wednesday, September 27 | 7:00 A.M. - 6:00 P.M. |
| Thursday, September 28 | 7:00 A.M. - 5:00 P.M. |

## Wristbands

Note: Because most booths are turnkey, this section will apply mainly to Platinum level exhibitors. However, those Gold Plus, Gold, and Silver level exhibitors who hire performers or hostesses to work in their booth will need to complete the exhibitor appointed contractor form in their console.

Wristbands are for **EACs** (exhibitor appointed contractors) who are employed by the exhibitor. It is the exhibitor's responsibility to notify their EAC of applicable conference policies.

- **Only EACs with the proper insurance paperwork in place will be permitted on the show floor**. EACs include, but are not limited to, install and dismantle laborers, hostesses, photographers, audio-visual companies, and performers. The EAC form in your console must be completed by **September 1.** Wristbands allow access to the exhibit hall only.

- **EAC wristbands** will be issued daily at the security desk. The colored wristbands will be different for each day. EACs may pick up the wristbands each morning and the next day's wristbands before leaving each day.

- **Exhibitor staff** that will assist or supervise set-up and work in the booth, **must register and wear their registration badge** which will permit them appropriate show floor access.

- **Exhibitor staff** that will assist or supervise set-up but not work in the booth, are eligible for a wristband. The staff name must be e-mailed to the exhibit manager prior to the conference.

### Registration Substitution/Cancellation Policy for Package-Included Badges

If you need to reassign a package-included registration (Full Conference or Exhibits-only), select Cancel (trash can icon) in the registration console. This will add one badge back to your allotted package-included registrations which you can then reassign.

Important: Cancelling a registration does not automatically affect a registrant's hotel reservation. They may re-access their hotel reservation online to make changes or to submit a cancellation at "Modify My Hotel" until August 25. Or, they may contact Venetian Resort Services Department by phone, fax, or email. Please note, after August 25 the reservation Web site will no longer be available.

### Registration Substitution Policy for Purchased Badges

Registration substitutions are only permitted between employees from the same company. There is no fee for name-change substitutions if no payment information is changed. A $150 administrative fee will apply to any substitutions requiring updates to payment information. A registrant must submit a completed substitution form via e-mail it to sapteched@sapevents.com. SAP will not accept a substitution request over the telephone. If a substitution is required on-site, SAP will accept a written request on company letterhead.

**Registration substitution does not automatically affect a registrant's hotel reservation.** The registrant is responsible for contacting the hotel property directly to make any changes or to cancel an existing hotel reservation. A hotel reservation must be cancelled at least 72 hours prior to scheduled arrival date to receive a full refund of the first-night deposit. Registrants who fail to check in on their scheduled arrival date (no-show), forfeit their first-night deposit (room rate, plus hotel tax) and the remaining nights of their reservation will be automatically canceled. SAP is not responsible for any hotel no-show penalty.

### Registration Cancellation Policy for Purchased Badges

A $350 service charge applies to all full conference registration cancellations. Cancellations must be submitted in writing and received on or before August 25 at 5:00 p.m. ET. SAP will not issue refunds on cancellations received after August 25. A registrant must provide the registration confirmation number and submit a written cancellation request either via e-mail to sapteched@sapevents.com. SAP will not accept a cancellation request over the telephone. Conference no-shows are ineligible for a refund.

**Registration cancellation does not automatically affect a registrant's hotel reservation.** The registrant is responsible for contacting the hotel property directly to make any changes or to cancel an existing hotel reservation. A hotel reservation must be cancelled at least 72 hours prior to scheduled arrival date to receive a full refund of the first-night deposit. Registrants who fail to check in on their scheduled arrival date (no-show), forfeit their first-night deposit (room rate, plus hotel tax) and the remaining nights of their reservation will be automatically canceled. SAP is not responsible for any hotel no-show penalty.

## Rules and Regulations

The SAP TechEd Exhibitor Program Rules and Regulations may be found in the EIW. Many of the clauses in this document are mandated by state law and/or required by the Venetian|Palazzo Congress Center and generally are not open to negotiation. All exhibitors are also required to comply with local union rules and regulations. More details may be found in the Exhibitor Manual. If a discrepancy exists between the rules and regulations, always comply with the more strict interpretation.

## Shipping Instructions

Shipping instructions are located in the Freeman Quick Facts form located in the Exhibitor Manual. Shipping labels are located in the Freeman section of the Exhibitor Manual.

## Show Floor Schedule

The Exhibitor Conference Schedule is posted in the Exhibitor Manual. Exhibitors are required to be 'show ready' by 9:00 a.m. on Tuesday, September 26 and at least 15 minutes prior to the show floor opening all other times. Please be sure to have your booth staffed during all show floor hours including the Networking Reception which will be held on the show floor on Tuesday evening, September 26.

The show floor is not open on Monday, September 25 or Friday, September 29.

## Social Media

**Twitter** – www.twitter.com/SAPTechEd. Follow @SAPTechEd and #SAPTechEd for news.
**Facebook** – https://www.facebook.com/SAPTechEd
**Instagram** – https://www.instagram.com/sap_teched/

## Speaking Opportunities

One-hour lecture sessions are available to exhibiting partners. This opportunity may be purchased as either part of an exhibit package or a marketing sponsorship. Submission instructions may be found in the Exhibitor Manual or ask your exhibit manager for details.

## Strategy and Activities Form

All exhibitors must complete this online form in your console by September 1 regarding their presence and messaging at the conference. The information is for internal SAP use only. Exhibitors should update their form (using the same process) if any information changes or if there is new information to add.

## Trademark Information

Please be sure to refer to the SAP Partner Branding Guidelines found on the Partner Branding page of the EIW for details on trademark usage.

## Travel

Most major air carriers service Las Vegas via McCarran International Airport (LAS). Taxicabs are available on the east side of baggage claim, outside door exits 1-4. Drive time between McCarran and The Venetian|Palazzo is about 15 minutes depending on traffic. Taxicab lines and TSA security checkpoint lines at McCarran can be long at times, please plan accordingly.

## Web Site Links to Bookmark

The links below will be commonly referred to during your planning and therefore may be useful to bookmark as favorites:

**Exhibitor Information Web Site (EIW):** http://sapteched.com/usa/exhibitors

**Exhibitor Console:** http://events.sap.com/teched-exhibitors/en/console

**Exhibitor Manual:** http://events.sap.com/teched-exhibitors/en/manual

Exhibitors are welcome to post the conference link on their Web site, http://events.sap.com/teched-2017-usa/en/home.

## Wireless Internet Connectivity

SAP has partnered with the Venetian|Palazzo Congress Center and Sands Expo to provide complimentary wireless Internet access. You must supply your own equipment (laptops, tablets) to access the network. To enable us to provide the best possible wireless service, please do not use devices like MIFIs, personal access points, hubs, and switches while at the conference. These will jam the airwaves for attendees, demos, and sessions. To secure the integrity of the wireless service, we strongly suggest that you use the cellular service on your devices.