

# SAP TechEd Las Vegas 2017 Marketing Sponsorships

The Venetian|Palazzo Congress Center | Las Vegas, NV

September 25-29  
Show Floor Open September 26-28



## MARKETING SPONSORSHIPS

To help maximize your investment and strengthen brand awareness at SAP TechEd Las Vegas, a variety of sponsorships and advertising channels have been developed. These opportunities assist with increasing your company's visibility at the conference and make a lasting impression on thousands of SAP customers, prospects, and SAP employees.

- Marketing sponsorships may be purchased via your [Exhibitor Console](#).
- Marketing sponsorships are only available to exhibitors.
- All ads, messaging, and sponsor-provided items are subject to SAP approval.
- The previous year sponsors of exclusive and limited items are given right of first refusal for the following year.

Some items are all-inclusive; others will require additional expense (e.g., design, production, etc.). The total cost should be considered when making selections. The marketing sponsorships listed in this document are subject to change.

Contact the marketing sponsorships manager, Kim Cansler, at [k.cansler@sap.com](mailto:k.cansler@sap.com), with questions regarding any marketing sponsorships.

## TERMS AND CONDITIONS

The following terms and conditions are in addition to the SAP TechEd Las Vegas in 2017 Exhibitor Program Rules and Regulations.

- SAP must receive a signed Marketing Sponsorships Agreement ("Agreement") within two days following the submission of the marketing sponsorship order. The Agreement must be executed by an authorized representative of the Exhibitor indicating their agreement to the terms specified without any changes.
- The order submitted by the exhibitor is an integral part of this Agreement and may not be changed once submitted and notwithstanding anything to the contrary, cancellations or refunds to the Exhibitor's marketing sponsorship selection(s) may not be made.
- **Full payment for the marketing sponsorship specified must be received by August 31, 2017.**
- Acceptance by SAP of a signed Agreement is contingent upon SAP management review and approval. SAP is not obligated to accept any Agreement and may reject any Agreement at its sole discretion.
- SAP is under no obligation to reserve or order any sponsorship deliverables for the exhibitor until a signed Agreement is received and accepted.
- The responsibility lies with the Exhibitor to meet the deadlines for the necessary marketing sponsorship deliverables (e.g., proofs, final art, samples, etc.). All ads, messaging, and sponsor-provided items must be reviewed and approved by SAP before going into production.
- SAP will not produce Exhibitors' sponsorship deliverables until a final approved version has been provided by the Exhibitor and approved by SAP. Any such approval shall not be unreasonably withheld or delayed. The final proof is required prior to the published deadline.
- Published deadlines are final. If an Exhibitor's proof or final artwork is not received in the required format prior to the published deadline, SAP may terminate the Agreement without refund. Under such conditions, the exhibitor agrees that SAP is entitled to retain all payments made, not as a penalty, but as liquidated damage.
- Sponsorship specifications and deadlines will be provided upon sign-up.

**AT-A-GLANCE MARKETING SPONSORSHIPS**

Click below links to see details

Sponsorships	Quantity	Fee	Status
<a href="#">After Hours Party</a>	1	\$75,000	<i>New Opp!</i>
<a href="#">Conference Bag</a>	1	\$15,000 \$25,000	<i>Sold Out</i>
<a href="#">Conference Notebook</a>	1	No Fee	<i>Sold Out</i>
<a href="#">Conference Pen</a>	1	No Fee	
<a href="#">Conference Water Bottle</a>	1	\$14,500 \$22,000	<i>Sold Out</i>
<a href="#">Daily Update Sponsor</a>	3	\$3,000	
<a href="#">Digital Directional Advertisement</a>	3	\$6,000	
<a href="#">Event Mobile App Banner Ad</a>	4	\$5,000	
<a href="#">Executive Keynote Chair Drop</a>	1	\$6,000	<i>Sold Out</i>
<a href="#">Fun Run Sponsor</a>	1	\$3,000	<i>Sold Out</i>
<a href="#">Hotel Room Drop</a>	2	\$2,000	
<a href="#">Meeting Room Daily Rental</a>	18	\$1,500	
<a href="#">Mouse Pads</a>	1	No Fee	
<a href="#">Show Floor Directory Ad</a>	3	\$3,000	
<a href="#">Speaking Opportunity - One-Hour Lecture Session</a>	10	\$12,500	
<a href="#">Add-On Service: Lecture Session Recording</a>	7	\$4,500	
<a href="#">Video Production - Raw Video Footage Only</a>	10	\$2,600	
<a href="#">Video Production - Footage+Post-Production</a>	10	\$3,500	
<a href="#">Welcome Sponsor Advertisement</a>	1	\$6,000	<i>New Opp!</i>
<a href="#">Logo Guidelines</a>			
<a href="#">SAP Trademark Statement</a>			

**AFTER HOURS PARTY (EXCLUSIVE)****1 OPPORTUNITY**      ***NEW Opportunity!***

The After Hours Party has proven to be one of the highlights of past conferences and the ultimate opportunity to highlight your company name and brand in front of thousands of attendees. The components of this sponsorship include logo brand recognition on the conference Web site, event signage, mobile app, and social media. You may provide promotional items for the event, such as cups, napkins, bottle holders, and/or a departing gift, etc. at sponsor's expense. SAP must pre-approve all content and items.

<b>Opportunity fee:</b>	\$75,000 (plus sponsor's applicable artwork production costs and shipment of additional items.)
<b>Sign-up deadline:</b>	August 11, 2017
<b>Proof due:</b>	August 25, 2017 Submit to <a href="mailto:k.cansler@sap.com">k.cansler@sap.com</a>
<b>Final artwork due:</b>	September 1, 2017 Submit to <a href="mailto:k.cansler@sap.com">k.cansler@sap.com</a>

## CONFERENCE BAG

### 1 OPPORTUNITY

This year we are bringing back the ever-popular conference bag as a gift to attendees.

Components of this sponsorship include:

- Sponsors company logo printed on one of the bag "shoulder straps". SAP branding will appear in other locations on the bag.
- One piece of sponsors printed collateral to be included in the bag
- Recognition as the bag sponsor in the "Pack your bags" e-mail sent to all attendees and the first on-site daily update
- SAP must pre-approve all content.

Available for SAP TechEd Las Vegas and/or Barcelona.

<b>Opportunity fee:</b>	Both SAP TechEd Las Vegas and SAP TechEd Barcelona - \$25,000
<b>Collateral:</b>	Sponsor is responsible for all costs associated with the purchase, production and shipping of printed collateral to be included in the conference bag.
<b>Required quantity:</b>	5,500 pieces
<b>Sign-up deadline:</b>	August 11, 2017
<b>Proof due:</b>	August 25, 2017 Submit to <a href="mailto:k.cansler@sap.com">k.cansler@sap.com</a>
<b>Final artwork due:</b>	September 1, 2017 Submit to <a href="mailto:k.cansler@sap.com">k.cansler@sap.com</a>

**CONFERENCE NOTEBOOK****1 OPPORTUNITY**

Take this opportunity to furnish attendees with a bound notebook to be used at the conference and beyond. The notebook offers brand exposure the moment the attendee arrives. The notebook design and messaging must be approved by SAP.

Available for SAP TechEd Las Vegas and/or Barcelona

<b>Opportunity fee:</b>	No fee
<b>Notebook cost:</b>	Sponsor is responsible for all costs associated with the purchase, production and shipping of notebooks.
<b>Required quantity:</b>	6,000
<b>Sign-up deadline:</b>	August 11, 2017
<b>Proof due:</b>	August 25, 2017 Submit to <a href="mailto:k.cansler@sap.com">k.cansler@sap.com</a>
<b>Final artwork due:</b>	September 1, 2017 Submit to <a href="mailto:k.cansler@sap.com">k.cansler@sap.com</a>

## CONFERENCE PEN

### 1 OPPORTUNITY

A highly visible and much used item, the conference pen positions sponsors brand with attendees. Get creative and attach the pen to a message card. The pen design and messaging must be approved by SAP.

Available for SAP TechEd Las Vegas and/or Barcelona

<b>Opportunity fee:</b>	No fee
<b>Pen cost:</b>	Sponsor is responsible for all costs associated with the purchase, production, conference bag insert fees, shipping of pen and attached message card.
<b>Required quantity:</b>	6,000
<b>Sign-up deadline:</b>	August 11, 2017
<b>Proof due:</b>	August 25, 2017 Submit to <a href="mailto:k.cansler@sap.com">k.cansler@sap.com</a>
<b>Final artwork due:</b>	September 1, 2017 Submit to <a href="mailto:k.cansler@sap.com">k.cansler@sap.com</a>

## CONFERENCE WATER BOTTLE

### 1 OPPORTUNITY

Attendees will appreciate being furnished with a high quality reusable water bottle. This sustainable item will speak to attendees long after the conference ends.

Components of this sponsorship include:

- Sponsor's company logo and the SAP TechEd Logo printed on the bottle. Additional messaging options available. Sponsor responsible for all final artwork.
- Messaging opportunity attached to the outside of the bottle. Must be approved by SAP
- Recognition as the water bottle sponsor in the "Pack your bags" e-mail sent to all attendees and in one of the on-site daily updates

Available for SAP TechEd Las Vegas and/or Barcelona

**Opportunity fee:** Either SAP TechEd Las Vegas or SAP TechEd Barcelona - \$14,500  
Both SAP TechEd Las Vegas and SAP TechEd Barcelona - \$22,000

**Additional Messaging fee:** Sponsor is responsible for applicable artwork production costs.

**Required quantity:** 5,500

**Sign-up deadline:** August 11, 2017

**Proof due:** August 25, 2017  
Submit to [k.cansler@sap.com](mailto:k.cansler@sap.com)

**Final artwork due:** September 1, 2017  
Submit to [k.cansler@sap.com](mailto:k.cansler@sap.com)



**DAILY UPDATE SPONSOR****3 OPPORTUNITIES TUESDAY | WEDNESDAY | THURSDAY**

The Daily Update e-mail offers conference updates to help attendees navigate their day. This update offers session reminders, conference highlights, links to the Agenda Builder and keynote replays, but most importantly, a paragraph about your company! Conference attendees will receive the update three times throughout the week.

As the daily update sponsor, this will include a 25-word message to highlight your booth presence, mention an upcoming session, or direct attendees to your own Website. The Daily Update is published on Tuesday, Wednesday, and Thursday. Select your preferred day based on the order in which you purchase the sponsorship, or be the first to purchase all three days to make it an exclusive sponsorship. SAP must pre-approve all content.

<b>Opportunity fee:</b>	\$3,000 per day
<b>Sign-up deadline:</b>	August 11, 2017
<b>Message due for review:</b>	August 25, 2017 Submit to <a href="mailto:k.cansler@sap.com">k.cansler@sap.com</a>
<b>Final message due:</b>	September 1, 2017 Submit to <a href="mailto:k.cansler@sap.com">k.cansler@sap.com</a>

## DIGITAL DIRECTIONAL ADVERTISEMENT

### 3 OPPORTUNITIES

Striving for brand saturation? Position your ad on **all nine** of our digital directional signs located near the escalators for all three days of the conference!

As thousands of attendees travel up and down each level of the convention center from the show floor to breakout sessions, they will see these digital display units showing your advertisement in rotation with SAP TechEd branding, conference schedules, fellow sponsors' ads, and directional information.

The digital display units are double sided and measure 15" wide by 26" high. Ads are static with no video capabilities. SAP must pre-approve all content.

**Opportunity fee:** \$6,000 (plus sponsor's applicable artwork production costs)

**Sign-up deadline:** August 11, 2017

**Proof due:** August 25, 2017  
Submit to [k.cansler@sap.com](mailto:k.cansler@sap.com)

**Final artwork due:** September 1, 2017  
Submit to [k.cansler@sap.com](mailto:k.cansler@sap.com)



## EVENT MOBILE APP BANNER AD

### 4 OPPORTUNITIES

The SAP TechEd event mobile app is a convenient tool that brings attendees practical and up-to-date information on the agenda and event news. Consider an ad in the event mobile app to highlight your brand, promote key messaging, drive attendees to your booth or sessions, or direct attendees to your own Website. The app will be available on both iOS and Android platforms. SAP must pre-approve all content and items. Please note there is no printed on-site guide this year.

This sponsorship includes:

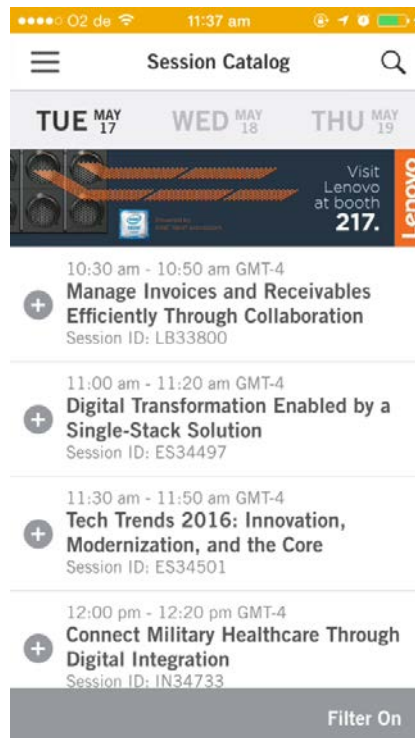
- A full-color, clickable banner ad linked to sponsor's external Website, session detail page, or a static content page.
- The event mobile app will be available one to two weeks prior to the start of the conference through the end of September, 2017.
- Sponsored banner ads will be located at the top of the session catalog page and appear in random rotation.

**Opportunity fee:** \$5,000 (plus sponsor's applicable artwork production costs)

**Sign-up deadline:** July 28, 2017

**Proof due:** August 4, 2017  
Submit to [k.cansler@sap.com](mailto:k.cansler@sap.com)

**Final artwork due:** August 11, 2017  
Submit to [k.cansler@sap.com](mailto:k.cansler@sap.com)



**EXECUTIVE KEYNOTE COLLATERAL CHAIR DROP****1 OPPORTUNITY: TUESDAY MORNING**

Get noticed at SAP TechEd. Put your message in the hands of thousands of attendees at the executive keynote on Tuesday morning. Envision your item — a brochure, flyer, or collateral — on every chair where the keynote speech will be given.

Sponsor bears all material/production costs. SAP will facilitate placement of your promotional item on every chair. SAP must preapprove item for content and presentation.

<b>Opportunity fee:</b>	\$6,000 (plus sponsor's applicable production and shipping costs for chair drop item)
<b>Required quantity:</b>	5,000 pieces
<b>Sign-up deadline</b>	August 11, 2017
<b>Proof due:</b>	August 25, 2017 Submit to <a href="mailto:k.cansler@sap.com">k.cansler@sap.com</a>
<b>Final artwork due:</b>	September 1, 2017 Submit to <a href="mailto:k.cansler@sap.com">k.cansler@sap.com</a>
<b>Items due on-site:</b>	Freeman will accept crated, boxed or skidded materials at their warehouse August 22 – September 13, 2017. Exact shipping details will be provided on the spec sheet for this sponsorship.

## FUN RUN SPONSOR

### 1 OPPORTUNITY

Become the co-sponsor, with SAP, of the SAP TechEd Fun Run. Along with the many branding components listed below, you may also provide a gift, such as a t-shirt, for the Fun Run participants. Entry in the Fun Run will be open to all attendees, but you may set a limit on your gifts to control your budget.

Sponsor bears all responsibility for sourcing attendee gifts and all fees associated with the purchase, production, and shipping of these items. SAP must pre-approve the items for content and presentation.

Components of the sponsorship include:

- Recognition as the co-sponsor on the Fun Run registration page
- Recognition as the co-sponsor on the conference Web site Fun Run page
- Registration panel inviting the Fun Run participants to visit your booth
- Logo printed on the runner bib
- Logo included on Fun Run signage

There are no run day responsibilities assigned to the sponsor.

<b>Opportunity fee:</b>	\$3,000
<b>Sign-up deadline:</b>	August 11, 2017
<b>Giveaway proof due:</b>	August 25, 2017 Submit to <a href="mailto:k.cansler@sap.com">k.cansler@sap.com</a>
<b>Giveaway final artwork due:</b>	September 1, 2017 Submit to <a href="mailto:k.cansler@sap.com">k.cansler@sap.com</a>
<b>Items due on-site:</b>	Freeman will accept crated, boxed or skidded materials at their warehouse August 22 – September 13, 2017. Exact shipping details will be provided on the spec sheet for this sponsorship.

**Note:** We will use the logo provided during exhibit sign-up.

## HOTEL ROOM DROP

### 2 OPPORTUNITIES

Would you rather your company's marketing material receive the quiet attention it deserves? Be a sponsor of the Hotel Room Drop. Provide an approved collateral piece or giveaway item to The Venetian and The Palazzo hotels and the hotel staff will then deliver your item to each attendee's guestroom.

Sponsor bears all material/production/shipping and hotel costs and will manage directly with the conference hotels. There are an estimated 4,300 rooms on peak night. Hotel charges start at \$3.00 per room for delivery.

SAP must pre-approve the item for content and presentation.

**Opportunity fee:** \$2,000 (exclusive of production/shipping/hotel costs)

**Sign-up deadline:** August 11, 2017

**Proof due:** August 25, 2017  
Submit to [k.cansler@sap.com](mailto:k.cansler@sap.com)

**Final artwork due:** September 1, 2017  
Submit to [k.cansler@sap.com](mailto:k.cansler@sap.com)



## MEETING ROOM DAILY RENTAL – SUNDAY THROUGH FRIDAY

### 18 MEETING ROOMS AVAILABLE FOR SCHEDULING

Meeting rooms in the Venetian|Palazzo Congress Center are available for daily use to meet with prospects, customers or staff. Your meeting room will include tables, chairs, electricity, and your logo on signage outside the door. Rooms vary in size, can be booked for one or all days from Sunday through Friday, and are sold until the available quantity is depleted.

Sponsor bears all additional costs and responsibilities. Items such as Internet, phone lines, AV, catering, etc. are the responsibility of the sponsor. Once the meeting room is reserved, a meeting room information sheet will be provided. The above items may be ordered via the Exhibitor Manual.

*As you are planning for SAP TechEd, please be reminded that 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.*

**Opportunity fee:** \$1,500 per day (plus sponsor's applicable costs noted above)

**Sign-up deadline:** August 11, 2017

**Note:** *We will use the logo provided during exhibit sign-up.*

## MOUSE PADS

### 1 OPPORTUNITY

What better way to put your product, service, or program name and logo at the hands of the attendee, literally? The sponsor is to provide 750 mouse pads, which will be positioned at each laptop used at SAP TechEd, including hands-on workshops, information kiosks, and registration counters. The mouse pad does not require the SAP or SAP TechEd logo and, therefore, may be supplied from your current inventory. SAP must pre-approve item for content and presentation.

<b>Opportunity fee:</b>	No fee
<b>Mouse pad cost:</b>	Sponsor bears all responsibility for sourcing the mouse pads and all fees associated with the purchase, production, and shipping of these items.
<b>Required quantity:</b>	750 pieces
<b>Sign-up deadline:</b>	August 11, 2017
<b>Proof due:</b>	August 25, 2017 Submit to <a href="mailto:k.cansler@sap.com">k.cansler@sap.com</a>
<b>Final artwork due:</b>	September 1, 2017 Submit to <a href="mailto:k.cansler@sap.com">k.cansler@sap.com</a>
<b>Items due on-site:</b>	Freeman will accept crated, boxed or skidded materials at their warehouse August 22 – September 13, 2017. Exact shipping details will be provided on the spec sheet for this sponsorship.



## SHOW FLOOR DIRECTORY AD

### 3 OPPORTUNITIES

Want attendees to know who you are while they figure out where they stand? Prominently display your company's ad or logo on the show floor directory. The show floor directory will feature the show floor plan and exhibitor listing. Directories will be in high traffic areas. Add your booth number to this large sign to drive traffic to your booth. Be the first to purchase both opportunities to make this an exclusive sponsorship. SAP must pre-approve all content.

**Opportunity fee:** \$3,000 (plus sponsor's applicable artwork production costs)

**Sign-up deadline:** August 11, 2017

**Proof due:** August 18, 2017  
Submit to [k.cansler@sap.com](mailto:k.cansler@sap.com)

**Final artwork due:** August 25, 2017  
Submit to [k.cansler@sap.com](mailto:k.cansler@sap.com)



## SPEAKING OPPORTUNITY – PRESENT A ONE-HOUR LECTURE SESSION

### 10 OPPORTUNITIES

SAP TechEd is the largest educational event to focus on SAP technology which offers you an exceptional opportunity to reach thousands of SAP technical and business process professionals from around the world. Present a one-hour lecture session to showcase your solution, your best success story, and your integration with SAP.

- SAP must approve the session title, abstract, and final presentation.
- Lecture sessions are limited to three (3) sessions per exhibitor, this includes sessions that are included with an exhibit package.
- Once the speaking opportunity is purchased, an information sheet will be provided with submission instructions and deadlines.
- One complimentary speaker badge is included.
- Exhibitor sessions will be published in the conference session catalog and the event mobile app.

**Opportunity fee:** \$12,500

**Sign-up deadline:** August 4, 2017

**Title and abstract due:** August 11, 2017

**Final presentation due:** August 25, 2017

For more information, contact Ellen Stangroom at [e.stangroom@sap.com](mailto:e.stangroom@sap.com).

**Note:** *The Platinum and Gold Plus packages include a One-Hour Lecture Session. Any level exhibitor may purchase this opportunity up to a total of three (3) sessions.*

*Sponsorship does not include the session recording offered below.*

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## LECTURE SESSION RECORDING – Add-on service

### 7 Opportunities – Wednesday Only

Expand the reach of your SAP TechEd lecture. Take advantage of this unique opportunity to receive an SAP TechEd branded HD video recording that is yours to keep and to use for additional training opportunities for your employees and customers. In addition, your recording will be offered through the [SAP TechEd Online Web site](#)\*.

**Opportunity fee:** \$4,500

**Sign-up deadline:** August 4, 2017

\*SAP reserves the right to review your lecture footage to determine if it is appropriate for posting on any SAP owned Web sites.

## VIDEO PRODUCTION

### 10 OPPORTUNITIES

At SAP TechEd, video services will be available in a professional studio where you may bring together key executives, experts, and clients for testimonials or demos. **You may also secure these services for your special events upon individual request.**

- Ten one-hour timeslots are available.
- Videos can be from two to four minutes in length.
- Final products will be in high-resolution MP4 file format, unless otherwise requested.
- Raw video
  - Video will be delivered on-site.
- Post-production services (additional fee as noted below)
  - Option to provide the following items for inclusion: video inserts, screen captures, images, pre-recorded demos, opening and closing slides, logos, Web site URLs, and music.
  - Video will be delivered three weeks after the event.

**Raw video footage only fee:** \$2,600 (videotaping only – no post-production services)

**Video footage + post-production services fee:** \$3,500 (includes multiple speakers, interviews, demos and post production)

**Sign-up deadline:** August 25, 2017

Sample videos:

- [SAP PartnerEdge for Application Development Program](#)
- [General Datatech](#)
- [Making Digital Business Simple](#)

**WELCOME SPONSOR ADVERTISEMENT****1 OPPORTUNITY*****NEW Opportunity!***

Start the conference off on Tuesday morning with your company's messaging! Your advertisement will be put into action with a captive audience during the walk-in period before the SAP TechEd executive keynote. Sponsor's ad will be displayed at least four times in rotation with SAP content and general exhibitor recognition. SAP must pre-approve for content and presentation.

Advertisement will be static with no video capabilities.

<b>Opportunity fee:</b>	\$6,000 (plus sponsor's applicable artwork production costs)
<b>Sign-up deadline:</b>	August 11, 2017
<b>Proof due:</b>	August 25, 2017 Submit to <a href="mailto:k.cansler@sap.com">k.cansler@sap.com</a>
<b>Final artwork due:</b>	September 1, 2017 Submit to <a href="mailto:k.cansler@sap.com">k.cansler@sap.com</a>

## LOGO GUIDELINES

Please review these instructions before submitting your company logo:

- Put your company name into your logo file name, e.g., companyx.eps.
- Hint for making your company's logo "pop"... If you have a version of your logo without a tagline, submit it! Logos will be sized down on our Web site and in our On-Site Guide, taglines may be unreadable at this scale.
- Logos must be created in VECTOR-based applications, such as Adobe Illustrator.
- Do not send your logo in bitmap formats: no GIF, no JPG, no PNG, and no TIF.
- Importing a bitmap file (JPG or TIF for instance) of the logo into Adobe Illustrator and saving as an AI or EPS file won't change the fact that it's a bitmap. Ask your graphics department or advertising agency to supply a file in the correct format.
- All fonts must be changed to outlines and colors converted to CMYK.
- Avoid sending white or light colored logos since they will be placed on white backgrounds.
- Files must be saved with their format on the end of the name, e.g., companyxlogo.eps.
- If your company has a Web-safe colored logo in a vector-based format, supply it as well, but be sure it's named as such, e.g., companyx\_web.eps.
- Per SAP branding guidelines, do not use/mention "SAP" in a tagline or logo graphics.

For questions regarding the above, please contact the marketing sponsorships manager at [k.cansler@sap.com](mailto:k.cansler@sap.com).

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