SAPPHIRE NOW® + ASUG Annual Conference **Exhibitor Program Prospectus**

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Conference Demographics

Attracting Highly Qualified Buyers and Key Decision Makers Expected Attendance 20,000

SAPPHIRE NOW and ASUG Annual Conference is the world's most innovative cloud and business technology conference and is hosted by SAP and ASUG.

Over three dynamic days, attendees will:

- Experience the latest and most impactful business technologies in the world
- Hear how the world's most successful and leading-edge companies are reinventing themselves in the digital renaissance
- Touch greatness meet, mingle, and listen to an incredible roster of visionary thought leaders, technology geniuses, and pioneering icons of digital business
- Engage with the ASUG community of business and technology professionals and learn how you can get the most from your SAP products and services
- Explore end-to-end solutions and experience real-world showcases featuring the latest digital technologies, all in one place



All in all, it's an incredible and seamless opportunity to leverage diverse points of view, experiences, and best practices. Businesses will be redefined – in a way only the convergence of SAP, ASUG, and our partners can bring to life.

SAPPHIRE NOW and ASUG Annual Conference is where SAP partners can:

- Showcase their solutions, services, and applications to thousands of SAP customers including senior executives and business and IT decision makers
- Engage with leading customer executives to build new relationships and generate new opportunities for their companies
- Build on the event excitement and momentum to help accelerate existing deals
- Cross-sell and up-sell current customers and prospects by showcasing solutions that use the latest SAP innovations
- Work with customers and prospects to help address their broader solution needs and sell additional applications and services

See complete 2017 demographics >

44As first time exhibitors at SAPPHIRE NOW and ASUG Annual Conference, it exceeded Delaware's expectations! The opportunity to meet with customers, prospects and partners from across the globe in one place, and to take part in such outstanding and varied topical discussions, is hard to find elsewhere.

Delaware Consulting





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Exhibit Packages-at-a-Glance

| Package Components | Sapphire | Onyx | Diamond | Emerald Turnkey | Emerald | Ruby Turnkey | Pod |
|--|-----------|-----------|----------|--------------------|-----------|-----------------|-----------|
| Fee | \$230,000 | \$160,500 | \$83,500 | \$70,600 | \$49,300 | \$35,300 | \$15,000 |
| Quantity Available | 14 | 18 | 45 | No Limit* | No Limit* | No Limit* | No Limit* |
| Conference Badges | 65 | 50 | 20 | 10 | 10 | 5 | 3 |
| SAP Global Partner Summit Badges | 15 | 10 | 5 | | | | |
| Discount Badges for the SAP Global Partner Summit | Х | Х | Χ | Χ | Χ | Χ | Χ |
| Space | 30'x40' | 30'x30' | 20'x20' | 10'x20' | 10'x20' | 10'x10' | pod |
| Premium Location | X | Χ | Χ | | | | |
| Opportunity to Expand Exhibit Space | Х | Χ | Χ | | | | |
| Turnkey Convenience** | | | | Χ | | Χ | Χ |
| Home-Base Conference Room | Х | | | | | | |
| Show Floor Conference Room | Х | X | | | | | |
| Theater Presentation | 2 | 2 | | | | | |
| Small Theater Presentation | 4 | | 1 | | | | |
| Invitation to Media and Analyst Pre-Concert Reception | 2 | | | | | | |
| Spotlight Promotion – Pre-Conference E-Mail | Х | | | | | | |
| Featured Exhibitor Promotion on the Home Page of the Conference Web Site | Х | Х | | | | | |
| Hotel Room Block (based on availability) | Х | Х | Χ | Х | Х | | |
| Included in Exhibitor Lists Wherever Promoted | Х | Х | Х | Х | Х | Х | Χ |
| Opportunity to Purchase Marketing Opportunities | Х | Χ | Χ | Χ | Χ | Χ | Х |

Please view the **Exhibit Packages** for complete details.

^{*} No limit – available until space is sold out or the sign-up deadline, whichever comes first

^{**} Turnkeys include a booth structure, display monitor, lead retrieval unit(s), Internet, electrical, chairs, carpet, and cleaning





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Turnkey Exhibit Packages

Leave the details to us!

Emerald Turnkey, Ruby Turnkey, and Pod

As you evaluate your company's budget and resources for participation at this event, consider that most add-on fees typically associated with exhibiting are included in the Emerald Turnkey, Ruby Turnkey, and Pod package fees.

Our team will have your booth installed, using the graphics artwork you supply, to also include carpet, electrical, lead scanners, and Internet. Your team can concentrate on pre-event awareness activities and when they arrive on-site, they can get down to the business of selling!

Please review the exhibit packages for complete details.

Emerald Turnkey







Ruby Turnkey Option B









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Marketing Opportunities

Experience the Value of Marketing Opportunities

To help maximize your investment and strengthen brand awareness, a variety of marketing tools, opportunities and advertising channels have been developed. These opportunities will assist you in increasing your company's visibility at the conference and make a lasting impression on thousands of SAP customers, prospects, partners, employees, and press/analyst influencers!

Marketing opportunities Are Available to Fit Every Budget and Marketing Goal

Here is a sampling of opportunities you may want to consider:

- Concourse Stairs Banner
- Pedestrian Sky Bridge Ad
- Daily Update E-Mail
- Shuttle Service Ad
- Event Mobile App Banner
- Window Cling Ad

Marketing opportunities will be available in February.











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Key Dates and Deadlines*

A few of the key exhibitor dates and deadlines may be found below.

December 31 Gain two priority points with a completed exhibitor

application and signed agreement

Exhibitor manual and task list available January

February Marketing opportunities available

February 26 Application, signed agreement, and full payment due to be

eligible for priority point space selection

March Exhibit space selection begins; timing will vary depending

on exhibit package level

April 9 Cancellation/reduction of exhibit space deadline; review

the exhibitor program rules and regulations for full

cancellation policy

May 3 Space permitting, last day to complete the application

to exhibit

June 4 All exhibitors should plan to be "show ready" by 5:00 p.m.

June 5-7 Show days **66** We love working closely with SAP and ASUG as they ensure our needs and expectations are met, year after year. Let the planning begin for 2018!77

Innowera LLC

SNP



^{*}All dates are tentative and subject to change.





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Agenda-at-a-Glance

This is a preliminary agenda to include notes when exhibitors are invited to host evening events. An event is defined as having over 50 conference attendees.

Monday, June 4

- SAP Global Partner Summit (additional fees apply)
- ASUG Pre-Conference Sessions (additional fees apply)
- All Exhibitors to be "Show-Ready" by 5:00 p.m.

Tuesday, June 5

- SAP Opening Keynote
- Show Floor and Sessions
- ASUG Keynote
- SAP Special Interest Activity Receptions
- SAP Select Program and Reception

SAPPHIRE NOW and ASUG Annual Conference continues to provide a successful platform to position the Worksoft product suite in front of qualified, high-level prospects. As exhibitors, we are always impressed with the organization, professionalism and seamless communication from the show management.

Worksoft

Wednesday, June 6

- SAP Keynote
- Show Floor and Sessions
- SAP Special Interest Activity Receptions
- Open Night for Exhibitor Events (must start after 8:30 p.m.)

Thursday, June 7

- SAP Keynote
- Show Floor and Sessions
- Open Time for Exhibitor Events (6:00 p.m.–8:30 p.m. after the show floor closes and before the concert)
- SAP Concert

Program activities are subject to change. For the most up-to-date show floor hours, refer to the Exhibitor Conference Schedule located in the Exhibitor Manual.





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2017 Exhibitor List

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Google Cloud





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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 or ASUG. SAP and ASUG reserve the right to reject or cancel any application/agreement to exhibit.

If you have questions on the material in this prospectus or the SAPPHIRE NOW and ASUG Annual Conference Exhibitor Program, please contact us:

 Barb Kavetski
 Ellen Stangroom

 b.kavetski@sap.com
 e.stangroom@sap.com

 Tel: +1.610.518.6291
 Tel: +1.508.461.7683



LATTICLE Staff and support teams for SAPPHIRE NOW are amazing. This is a well oiled machine. This event is the easiest, in my industry, to work with and manage due to support from SAP.

Lenovo

44 The team managing the exhibitor program is amazing and they know their job and know how to work with partners. I love that they have been consistently present and the history and knowledge they bring to bear.

Capgemini



SAP Americas

3999 West Chester Pike Newtown Square, PA 19073 +1 800-880-1727

www.sap.com

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Americas' SAP Users' Group (ASUG)

The Civic Opera Building 20 N. Wacker, Suite 1810 Chicago, IL 60606 +1 312-673-3500

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