



Exhibitor On-Site Survival Guide

SAPPHERE NOW and ASUG Annual Conference

May 16-18, 2017

**Orange County Convention Center • North/South Building
Orlando, Florida**

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Access to the Show Floor

Before 1:00 p.m. on Sunday, access to the show floor will be permitted via a wristband as follows:

- Exhibitors with company identification.
- Exhibitor appointed contractors (EACs) who have met the criteria.

After 1:00 p.m. on Sunday, access to the show floor will be permitted as follows:

- **Registered exhibitors** should wear their badge. Registration desks open at 1:00 p.m.
- **Exhibitor staff members who are not registered** and are part of **set-up only** should use a wristband. Staff names must be sent to your exhibit manager in advance so they will be on the approved wristband list.
- **EACs** who have met the criteria should use a wristband.

Exhibitor Appointed Contractors

Exhibitor appointed contractors (EACs) are companies other than the official service providers for the conference as designated by show management and listed in the [Directory of Suppliers](#) in the Exhibitor Manual. This includes outside contractors hired for set-up and tear down, performers, crowd gatherers, photographers, audio visual companies, etc. The exhibitor must have completed the online EAC form in advance and submitted a certificate of insurance for each EAC.

- It is the exhibitor's responsibility to notify their EAC where to pick up the wristbands and of applicable exhibitor program policies, rules and regulations, insurance requirements, etc.
- Only EACs who have the above credentials in place will be allowed to conduct work in, and have access to, the show floor or the Sapphire level home-base conference rooms.

Exhibitor Employees Attending the Conference

Exhibitor staff that will assist with set-up, and *will be* attending the conference, must register and wear their conference badge which will allow them appropriate show floor access. If access is required before registration is open on Sunday at 1:00 p.m., a wristband should be used.

Exhibitor Employees Not Registered for the Conference

Exhibitor staff that will assist with set-up, and *will not be* registered for the conference, should use a wristband. Names must be sent to the exhibit manager in advance.

Wristband Pick-up Locations

Wristbands should be picked up daily at one of the following locations:

- Loading dock security desk at South Hall B2
- Security help desk / Lost and found is located on South Concourse, Level 2 across from room S222 Destination Lounge. It is open from 7:00 a.m.–7:00 p.m. Wednesday, May 10 through Saturday, May 21. Phone: 407.685.6201.

Agenda

Visit the [Agenda Builder](#) to search sessions and build an agenda for the conference.

Airport Check-In

Arriving

We encourage anyone arriving at the Orlando International Airport (MCO) during the hours below to pick up their badge at our registration counters. The counters will be located in the baggage claim area on level 2 of Terminals A and B. Follow the signs to baggage claim; our check-in counters will be at the bottom of the escalator. Look for our conference staff, which can help direct you.

Registration Hours	Location
Sunday, May 14	
12:00 p.m. – 11:00 p.m.	Airport Baggage Claim Level – Terminals A and B
Monday, May 15	
9:00 a.m. – 11:00 p.m.	Airport Baggage Claim Level – Terminals A and B

Attire

The suggested dress code for the conference is business and for the concert is casual. Attire for the exhibitor staff, including hired talent, should always reflect the highest level of professionalism. The Orange County Convention Center (OCCC) is a large meeting facility and comfortable walking shoes are recommended. A light sweater or jacket is recommended as meeting rooms are set for maximum capacity and can be cool. During the first few set-up days, temperatures can be warm in the convention center due to the doors being open. Average daytime high temperatures in May are 88°F/31°C with an average evening low of 66°F/19°C.

NOTE: For safety reasons, open toe shoes are not permitted on the show floor before Tuesday.

Audio Visual

FMP Media Solutions, the official audio visual company for the conference, has a counter located at the Exhibitor Service Center. Their direct line on-site is 484.325.0360.

Badge Identification

Badges are color coded to identify their relationship to SAP.

- Customers, Prospects and Speakers – GOLD
- Exhibitors and Partners – TEAL
- SAP Employees – BLUE
- Media and Analyst Attendees – GRAY
- SAP Select Attendees (includes customers and partners) – BLACK
- Limited Access – PURPLE
- Event Staff and Vendor – WHITE

Business Services

FedEx Office is available on Level 2 in the South Concourse of the North/South Building of the OCCC. Hours of operation are 8:00 a.m.–5:00 p.m., Monday, May 15 – Thursday, May 18. Phone: 407.352.3761.

Catering

The official conference catering company, Centerplate, has a counter at the Exhibitor Service Center. They are open daily from 8:00 a.m.–5:00 p.m. beginning Saturday, May 13. The direct line on-site is 407.685.7080.

Concert Event

SAP will host a concert on Thursday evening, May 18, at Amway Center, 400 West Church St., Orlando (approximately 30 minutes from the convention center). Admission to the concert featuring Muse is included with each conference registration. Showtime is 9:00 p.m. Dinner is on your own. No one under 21 will be permitted to attend the concert. Thursday Single Day badge holders do not have access to the concert.

All concertgoers must wear their badges to gain access; a wristband alone will not allow access to the venue!!

Exhibitors should not in any way distribute items or hold special activities that appear to be official SAP or ASUG sponsored items or events (beach balls, light sticks, etc.). No exhibitor activity should interfere with the attendee experience.

- **5:30 p.m.** – Show floor closes
- **5:30 p.m. – 8:00 p.m.** – Dinner is on your own.
- **7:00 p.m. – 8:30 p.m.** – Complimentary shuttle bus service to Amway Center is available from conference hotels. Schedules will be posted at hotels with departure times and locations.
- **8:00 p.m.** – Doors open for ticket distribution at the box office. To receive a ticket, attendees must show their conference badge and photo identification. When your ticket is issued, a reserved seat is assigned randomly. If you wish to sit with colleagues and ensure that your seats are together, everyone in your group must be present to receive a ticket.
- **9:00 p.m. – 10:30 p.m.** – Showtime
- **10:30 p.m. – 11:00 p.m.** – Shuttle buses return to conference hotels. Service ends 30 minutes after the end of the concert.

Complete concert details including transportation are posted on the conference Web site and the mobile app. Concert tickets are not available for sale.

Conduct

Show Floor Manager

Tom Steves is our show floor manager. Tom will be monitoring the exhibit space throughout the week to ensure a safe and pleasant experience for all. If he stops by your booth with any concerns, please be respectful of his requests.

Attendee Experience

Previous year attendee evaluations have mentioned that exhibitor solicitation is at times aggressive. Please keep this in mind as attendees move by your exhibit space to ensure it is a pleasant experience for all. Exhibitor personnel are required to limit their activity to the confines of the contracted exhibit space.

For safety reasons, the **flying of drones** will not be permitted before, during, or after the conference – anywhere on or off the show floor – including an exhibitor's booth.

Confidentiality

Information obtained at the conference should be considered confidential. In no event shall an exhibitor 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.

NOTE: By accepting the terms and conditions of the mobile app, users agree not to use that or any other SAP Web site for unsolicited or unauthorized advertising, promotional materials, surveys, junk mail, spamming, chain letters, or any other form of solicitation, commercial or otherwise.

Distribution of Marketing Material

The aisles, passageways, and overhead spaces remain strictly under the control of SAP and ASUG. This includes all conference function space, the show floor or other OCCC property. Exhibitor personnel to include booth staff, models, hostesses, and any hired help are not permitted to distribute literature or promotional items of any kind outside the confines of the contracted exhibit space. Branded exhibitor personnel are not permitted to walk the conference function space, the show floor or other OCCC property for the purposes of advertising their brand, solution, etc.

Exhibitors should not in any way distribute items or hold special activities that appear to be official SAP or ASUG sponsored items or events. In addition, no exhibitor activity should interfere with the attendee experience. **Exhibitors should not in any way distribute items (i.e. beach balls, light sticks, etc.) at the concert.**

Employment Solicitation

Although the exhibitor program provides 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 and ASUG events.

Noise Level

Please be respectful of attendees and neighboring booths by keeping the level of your presentations and performers to a respectable level.

Promote Complementary Products and Services

Exhibitors shall not market, advertise, promote, or distribute any products or services that are non-complementary to any SAP software products or related services. SAP and ASUG reserve the right, at any time, to review the display materials, demos, company descriptions, marketing sponsorship messaging, collateral assets and presentations of all Exhibitors to address any sensitive and/or non-complementary issues. SAP and ASUG may remove any exhibit, which, in their opinion, may detract from the general character of the conference as a whole, or consists of products or services that are non-complementary or otherwise inconsistent with the purpose of the conference.

Convention Center

SAPPHIRE NOW and ASUG Annual Conference is held in the North/South Building of the Orange County Convention Center (OCCC), 9899 International Drive, Orlando, Florida, 32819 – the same site as the 2016 conference. The main phone number is 800.345.9845. The Web site for the OCCC is www.occc.net and includes information on floor plans, parking information, etc. The main entrance is via the South Concourse but limited access is available from the North Concourse. Registration will not be available on the North Concourse.

Exhibitor Service Center

The Exhibitor Service Center is located on the show floor behind the main restroom area and emergency exits. Look for the large overhead sign and standing signs pointing to this area. Vendor service desks for the following companies will be included in the service center: Freeman (show decorator), American Tradeshow Services (ATS - lead retrieval), FMP (audio visual), Centerplate (catering), Overend Designs (floral), and the OCCC (electric, Internet, phone). Turnkey exhibitors should contact their exhibit manager with electric, Internet, and lighting questions.

Hours	
Wednesday, May 10 through Monday May 15	8:00 a.m. – 5:00 p.m.
Tuesday, May 16 and Wednesday May 17	8:00 a.m. – 6:00 p.m.
Thursday, May 18	8:00 a.m. – 10:00 p.m.
Friday May 19	8:00 a.m. – 5:00 p.m.
Saturday May 20	8:00 a.m. – 4:00 p.m.

Freeman (Show Decorator)

Freeman has a service counter located at the Exhibitor Service Center. Their direct line on-site is 407.685.6500. Shipping services may be arranged at the Freeman counter.

Freeman offers the option to arrange for services using your mobile device. To access the Freeman Online and Concierge Elite mobile experiences, visit www.freemanco.com from a mobile device and log in or create a Freeman Online username and password. Download from your app store or www.folmobile.freemanco.com.

The Freeman Online Mobile tool can assist with on-site tasks such as:

- Access important show information
- Place orders for products and services at show site
- Track freight
- Receive assistance through Concierge Services
- Receive notifications
- Expedite the move-out process
- Access invoices after the show

If you have materials that you would like to donate or recycle after the show, Freeman and show management have established a program with local charities to help you do so. Materials may include anything from display and exhibit materials to equipment, supplies or product. Our goal is to assist you with donating these materials to local charities, keep them out of landfills and make this as easy as possible for you. If your company is interested in this year's donation program, please visit the Freeman counter for more information.

Housing Services

The housing desk is located in front of room S221, South Concourse, Level 2. Phone: 704.806.7349 or e-mail sapandasugexhibitors@conferencedirect.com.

Hours	
Sunday, May 14	1:00 p.m. – 5:00 p.m.
Monday, May 15	7:00 a.m. – 6:00 p.m.
Tuesday, May 16	7:00 a.m. – 6:00 p.m.

Information Assistance

Event information desks are located at all entrances to the show floor.

Lead Collection / Retrieval Scanners

Exhibitors should plan to pick up their systems at the Lead Retrieval counter at the Exhibitor Service Center. American Tradeshow Services (ATS) is the lead retrieval vendor and can be reached at orders@american-tradeshow.com or 985.809.0600 ext. 777.

All badge scanning must be kept within the confines of an exhibitor’s booth or meeting room space. Those with exhibit package-included speaking opportunities may scan badges at their session or discussion. Please note, you are not permitted to scan badges at additional sessions where SAP and/or ASUG have invited you to speak.

Limited registration fields are imbedded in the barcode and therefore available in the immediate scan. The extended list of fields will be available via your lead retrieval portal. Limiting the information on the barcode makes badges quicker to scan.

Leads sync with the online lead portal in real time. The primary logistics contact may access the online lead portal to view and export leads at any time during or after the show.

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.

Luggage Storage

Complimentary luggage storage is available during the days/hours below. Luggage storage is located on South Concourse, Level 2 after FedEx. Be prepared to present both photo ID and your conference badge. All bags and parcels may be subject to search. Please be advised that laptops will not be accepted for storage.

Day	Location	Hours
Thursday, May 18	South Concourse level 2 after FedEx / multiple locations	7:00 a.m. – 6:00 p.m.

Meals

Pre-Conference

Food and beverages may be purchased during set-up according to the schedule and locations below:

Day	Breakfast South A Food Court	Lunch South A and South B Food Courts
Thursday, May 11 – Monday, May 15	8:00 a.m.– 9:00 a.m.	11:00 a.m.– 2:00 p.m.

Conference Days

Complimentary lunch will be served on the show floor from **11:00 a.m. – 2:00 p.m.**, beginning on Tuesday, May 16. Coffee, muffins, fruit, and yogurt will be provided at the convention center each morning – should you require a breakfast meal please plan accordingly. Hot and cold beverages will be provided throughout each day and snacks each afternoon.

Mobile App

The event mobile app is now available and is designed to enhance your experience. Access your personal agenda, session schedules and evaluations, exhibitor guide, maps, conference highlights, and more. Search for “SAPPHIRE NOW and ASUG” in your app store.

To log in, your registration confirmation ID or e-mail address (that was used when you registered) and your registration password. A reset option is available if needed.

NOTE: By accepting the terms and conditions of the mobile app, users agree not to use that or any other SAP Web site for unsolicited or unauthorized advertising, promotional materials, surveys, junk mail, spamming, chain letters, or any other form of solicitation, commercial or otherwise.

Mobile app assistance is available at the information desks which are located at all show floor entrances.

On-site Guide

The On-site Guide distributed at registration includes logistical information, the exhibitor listing, the agenda, and maps of the convention center and show floor. A .pdf of the guide is published in the “Conference Info” page of the [Exhibitor Information Web Site](#).

Parking

The North/South Building's parking lot may be accessed by two entrances – Universal Boulevard (north side) and International Drive (south side). Attendees are encouraged to park on the south side. Parking is \$15 per day for cars and \$25 per day for oversized vehicles. Conference attendees receive free same day re-entry with a paid receipt.

All parking at the OCCC is available on a first-come, first-served basis, including handicap-accessible parking. For a preview of the locations of handicap-accessible parking at the OCCC complex, click [North/South Building](#). It is recommended that you park in one of the South parking areas as the South Concourse is the main entrance. Additional information is available at www.occc.net/exhibitor/parking.asp. Contact your hotel for questions about accessibility in their lot/garage.

Press List

SAP does not provide the press list for SAPPHIRE NOW prior to the event. However, after the first day, a copy of the press list (company names only) may be requested. Submit requests to your exhibit manager and information will be provided beginning Wednesday, May 17.

Registration

Everyone who attends the conference must register prior to picking up their badge. This includes all conference attendees, exhibitor employees, and booth staff. The primary logistics contact is responsible for inviting their staff and customers to register and then following up to be sure they complete their registration and are in “Active” status. Exhibitor, speaker, and customer badges permit access to SAPPHIRE NOW sessions, ASUG Annual Conference sessions, keynotes, the show floor, lunch, and the SAP concert. ASUG Pre-conference Seminars and the SAP Global Partner Summit are not included but may be selected and paid for during the registration process. A Single-Day badge does not include admittance to the concert.

Photo Identification

Everyone picking up a badge must bring photo identification or the badge will not be issued. Photo ID is also required for the concert.

Badges

A badge is necessary to gain access to all activities, including conference-sponsored activities outside of the OCCC. Exhibitors should be careful not to lose their badge as the cost to replace it is the full conference fee that was paid for the registration. Badges are not transferable. Badges must also be worn to the concert.

Check-In

Registered attendees may check in at the Orlando International Airport (MCO), the OCCC South Concourse, Level 2, or the Hilton Orlando. An Exhibitor Assistance Counter, located on the South Concourse beginning on Sunday, is available for registration questions pertaining specifically to exhibitors. Alli Bayless, alli@webeventsglobal.com, and her colleagues will be stationed there to help.

Registration Hours	Locations
Sunday, May 14	
12:00 p.m. – 11:00 p.m.	Orlando International Airport – Baggage Claim – Terminals A and B
1:00 p.m. – 5:00 p.m.	South Concourse, OCCC
Monday, May 15	
7:00 a.m. – 6:00 p.m.	South Concourse, OCCC
7:00 a.m. – 6:00 p.m.	Hilton Orlando
9:00 a.m. – 11:00 p.m.	Orlando International Airport – Baggage Claim – Terminals A and B
Tuesday, May 16	
6:30 a.m. – 6:00 p.m.	South Concourse, OCCC
6:30 a.m. – 10:30 a.m.	Hilton Orlando
Wednesday, May 17	
7:00 a.m. – 6:00 p.m.	South Concourse, OCCC
Thursday, May 18	
8:00 a.m. – 5:30 p.m.	South Concourse, OCCC

Schedule

Please refer to our detailed [Exhibitor Conference Schedule](#) to determine staffing needs for your booth and for move-in and move-out information. Exhibitors are encouraged to be 'show-ready' at least 30 minutes prior to the show floor doors opening each conference day. SAP and ASUG respectfully request that exhibitors refrain from hosting presentations in their booth during the conference keynote sessions.

Security

Do not leave valuables unattended in your booth. Security guards will be monitoring the show floor; however, this is not a guarantee of protection unless booth security is ordered. The security office is located in South Dressing Rooms, Level 1. They are staffed from the beginning of set-up through the close of the show. In the event of a medical or other emergency situation, please dial 911 from your mobile phone or any convention center house phone or call 407.685.7119 from an outside phone. You may also call the SAP and ASUG security staff at 407.685.6200 (24 hrs.).

Lost and Found

The security / lost and found help desk is located on the South Concourse, Level 2 across from room S222 Destination Lounge. It is open from 7:00 a.m.–7:00 p.m. Tuesday through Thursday. Phone: 407.685.6201.

Social Media

SAPPHIRE NOW and ASUG Annual Conference sites have been established on Facebook, Twitter, and LinkedIn as a way to serve attendees, exhibitors, employees, press, and influencers. During the event, SAP and ASUG will support a wide variety of activities to encourage participants to use social media to share their views with others in the audience and communicate to their followers. See details below:

- Engage with us on Twitter: @SAPPHIRENOW and @ASUG365
- Like us on Facebook: www.facebook.com/SAPPHIRENOW and www.facebook.com/ASUG365
- Watch us on YouTube: www.youtube.com/SAPPHIRENOW and www.youtube.com/asugtv
- Connect on LinkedIn: www.linkedin.com (search for **SAPPHIRE NOW** and **ASUG**)
- Post your photos on Instagram and hashtag them with **#SAPPHIRENOW** and **#ASUG2017**

View the latest conference updates, including press releases, blogs, and more:

- SAP News Center www.news-sap.com/
- ASUG News www.asugnews.com

Speaker Ready Rooms

SAPPHIRE NOW Speaker Ready Room

The SAPPHIRE NOW Speaker Ready Room is located on the show floor, to the far right, between the Live Business Theater and Max Attention areas. Speakers should not bring a personal laptop or other media to present from unless prior arrangements have been made. The speaker liaison is Melissa Berg-Baker, melissa.berg-baker@sap.com, 214.460.6858.

Hours	
Sunday, May 14	2:00 p.m. – 6:00 p.m.
Monday, May 15	9:00 a.m. – 6:00 p.m.
Tuesday, May 16	7:30 a.m. – 6:00 p.m.
Wednesday, May 17	7:00 a.m. – 6:00 p.m.
Thursday, May 18	7:30 a.m. – 5:30 p.m.

ASUG Annual Conference Speaker Ready Room

The ASUG Annual Conference Speaker Ready Room is located in room S330, South Concourse, Level 3. All speakers need to check in in this room **at least** once before speaking at the conference. Equipment will be available to practice, review, and print presentations. Contact: speakers@asug.com.

Hours	
Monday, May 15	2:00 p.m. – 5:00 p.m.
Tuesday, May 16	9:30 a.m. – 4:00 p.m.
Wednesday, May 17	9:30 a.m. – 4:00 p.m.
Thursday, May 18	9:30 a.m. – 4:00 p.m.

Transportation

Airport to Hotels:

Standard shuttle or taxi service is recommended when travelling from the airport to your hotel. Taxis average \$45 - \$50 each way. Mears Transportation offers a discounted round-trip shuttle service between the Orlando International Airport and official conference hotels. [Present your coupon](#) or your reservation number. Click [here](#) to make reservations online. Have your coupon handy while making your reservation. Upon arrival at the airport, go to one of the Mears Motor Shuttle ticket counters on Level 1.

Between Hotels and the OCCC:

Complimentary shuttle service is provided beginning Tuesday, May 16 between the South building of the OCCC and all official conference hotels, except those within walking distance of the convention center. Details are provided on the [Shuttle Schedule](#) and are posted at conference hotels.

SAP Concert: Muse | Thursday | Amway Center

Complimentary shuttle buses to the [concert](#) will be provided between all conference hotels and Amway Center. We recommend that you dine at one of the restaurants near Amway Center before the concert. Light stadium style snacks and beverages will be available. Doors open at 8:00 pm. Concert: 9:00–10:30 p.m.

Taxis

For taxi service, Mears Taxi: (407) 422-2222

Trolley

The I-Ride trolley service is available along International Drive from 8:00 a.m.–10:30 p.m. For more details, visit www.iridetrolley.com or 866.243.7483.

Videography

Filming

You are permitted to shoot video in your booth and/or meeting room, but are not allowed to video outside your own space, i.e., on the show floor or other public spaces. If the video crew is not registered for the event, please complete the exhibitor appointed contractor (EAC) form and provide the required insurance. Refer to the Access to the Show Floor section in this guide for details.

Session Videos

SAPPHIRE NOW sessions, including the Sapphire and Onyx level exhibitors' theater presentations will be videotaped by SAP. Replays will be published in the Agenda Builder within 24 hours. This does not include the campus presentations.

ASUG Annual Conference sessions are not videotaped.

Filming of SAPPHIRE NOW and ASUG Annual Conference and sessions is not permitted.

If a speaker wishes to obtain a copy of their SAPPHIRE NOW theater presentation (available beginning May 25), they should provide their exhibit manager with the following details:

- Session title, theatre, date, time, session ID
- Speaker name, title, company

The video will be provided in the following format:

- File Format MP4
- Video Codec H.264
- Bit Rate 1200 (HD), 600 (SD)
- Aspect Ratio 16:9
- Frame 1280x720, 640x360

If a hi-res HD file of a recorded session is required, please use the audio visual [order form](#) in the Exhibitor Manual. Provide the session title and session ID in the special notes area. The estimated cost to upload a session to Cloud for Client Download HD 1200K MP4 file is \$250. SAP and FMP cannot supply copies of other exhibitors' presentations.

Wireless Internet Connectivity

Complimentary wireless Internet is available for attendee use throughout the OCCC: **Orlando2017** on the 5.0 GHZ network (iPhone 5, 6, and 7; iPads; tablets; and laptops). We encourage attendees with 4G or LTE data service to use that data service as their primary means of connectivity.

Wristbands

Refer to the **Access to the Show Floor** section.