

****Please forward this document to the appropriate PR contacts within your organization****

SAP® TechEd®, the largest SAP technical education conference, will be held at the Venetian|Palazzo Congress Center in Las Vegas, September 25–29, 2017.

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. SAP requires that all press releases be approved by SAP Partner Public Relations in advance, prior to distribution. **The firm deadline for submitting a press release for SAP approval is August 25.** Due to the high volume of materials submitted and the review process itself, press releases received after August 25 may not be approved in time for the event.

When submitting a press release for approval, please note the following important details:

- E-mail the press release as a Microsoft Word attachment to partner_PR@sap.com.
- The subject line should read “SAP TechEd Las Vegas partner announcement – [company name].”
- Submit only one press release for approval.
- Case studies, white papers, and other materials will not be accepted.
- Your press release should be related in some way to SAP and/or SAP TechEd.
- Press releases referencing SAP competitors or language placing SAP or its solutions in an unfavorable light will be returned for revision, potentially causing a significant delay in the approval process.
- SAP is unable to provide quotes from SAP spokespeople for inclusion in partner press releases, per event policy and reasons of equity.

The following resources are available to help in drafting your press announcement for the conference:

- Exhibitor Press Release Template
- Global PR Policies for SAP Partners

Partner Press Kits

You should plan to distribute your own press kits in your booth. SAP will not distribute press kits on behalf of its partners, inside or outside of the SAP press room.

If you have questions or require further information, please contact Jason Loesche, j.loesche@sap.com.