



Exhibitor Program **Prospectus**

SAP® TechEd

Las Vegas • September 25–29, 2017
The Venetian|Palazzo Congress Center

www.saptech.com/usa

SAP **TECHED**

The SAP TechEd Experience

SAP TechEd has helped customers and partners get the most out of their technology investments through the world-class training and education offered at SAP TechEd – the only technical conference created expressly for the SAP ecosystem of developers, engineers, and technologists.

SAP TechEd will energize and empower thousands of IT professionals to make better decisions, overcome challenges, and maximize their companies' IT investment. Become a part of the action by joining us as an exhibitor this year.



Education

We offer hundreds of sessions with SAP experts on best practices, how-to tips, and advice. Learn how to optimize the infrastructure that supports a stable core and get insight into the new technologies driving the disruptive (but agile) business models of the future – including artificial intelligence, Blockchain, machine learning, and the Internet of Things (IoT).

People

There's something for your company's entire extended SAP team. Face-to-face access to the technology experts you trust, including SAP product development, solution engineers, SAP mentors, ASUG members, and SAP Community topic leads.

Road Maps

Insight into current product road maps and answers to your questions. Plus, the opportunity to discuss – and influence – future product functionality.

Problem-Solving

1:1 time with SAP solution engineers to discuss your unique technology challenges.

Show Floor Experience

The show floor will feature new ways to learn this year. Get a tailored experience and guidance to help navigate directly to the information areas you want.



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Is This **Your** Customer?

SAP TechEd attendees are in-the-know and want-to-know. Take advantage of this opportunity to meet with and influence customers and potential customers from the following areas of expertise:

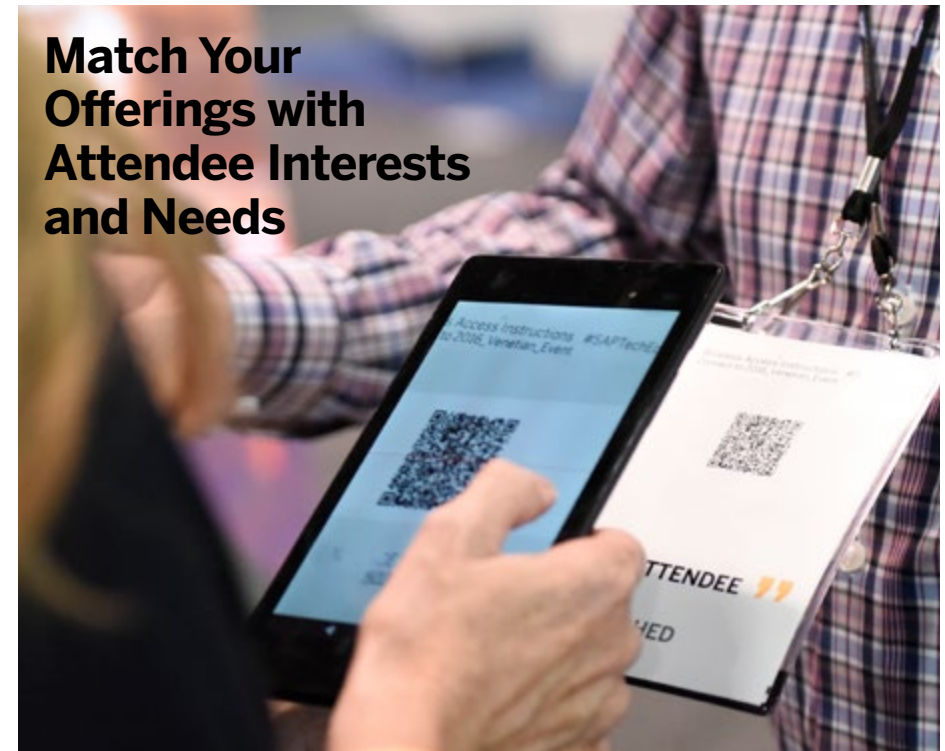
- Business Intelligence
- Business Process
- Database Management and Administration
- IT Management, Architecture, and Design
- Management/Business Team
- System Administration and Security
- Web and Application Development

Exhibiting at SAP TechEd creates instant value and sustained results for your company!

SAP TechEd: A Return on Investment Like No Other

With deep content on a broad variety of topics, complemented by extensive networking opportunities, SAP TechEd attracts a technically savvy audience that will immediately understand and appreciate the value of your offerings.

What's more, while your technical experts are enhancing their bonds with your existing customers and developing relationships with prospects, they'll also be tuning their skills and leveraging tools that will help them to be flexible and agile in an ever-changing, competitive marketplace.



Match Your Offerings with Attendee Interests and Needs



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Conference Demographics

SAP TechEd is where developers, IT architects, engineers, system and database administrators, analysts, data modelers, and designers gather to master their SAP skills. This event will also offer opportunities for SAP customers and partners to interact and communicate with internal SAP developers and product experts.

Expected attendance is 6,000.

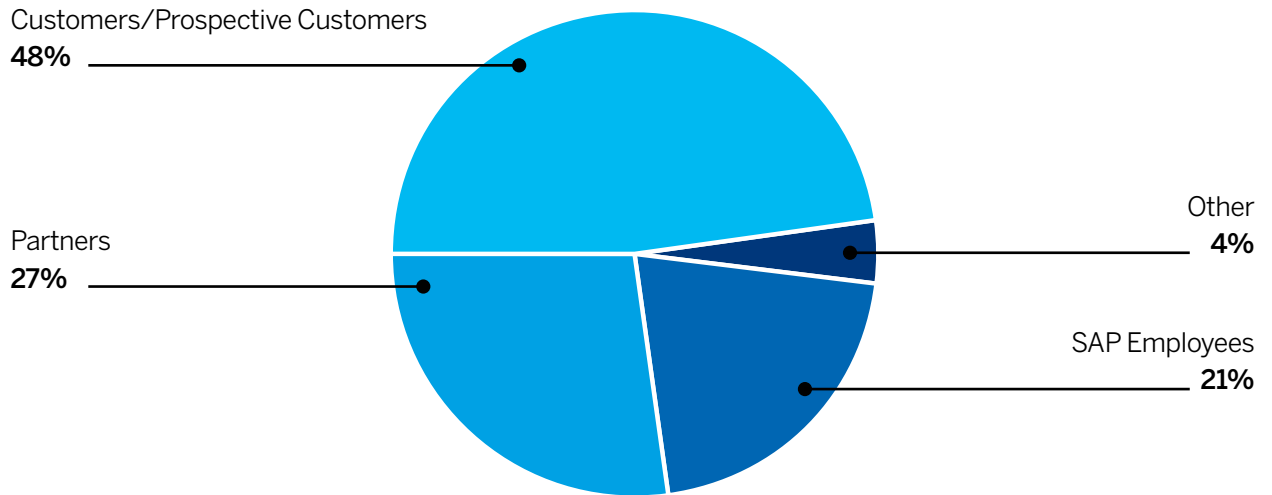
Attendees represent 54 different countries with 82% coming from the U.S. and Canada.

[See 2016 Attendee Demographics >](#)
[See 2016: A Year-End Look >](#)

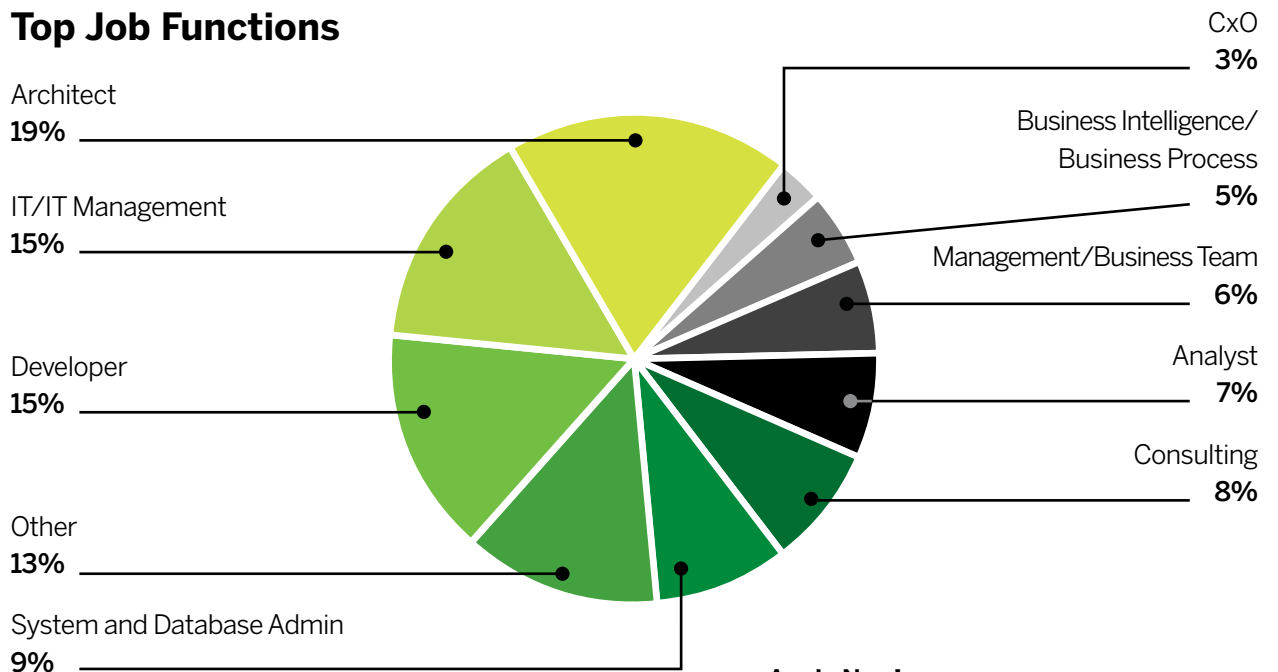


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Relationship to SAP

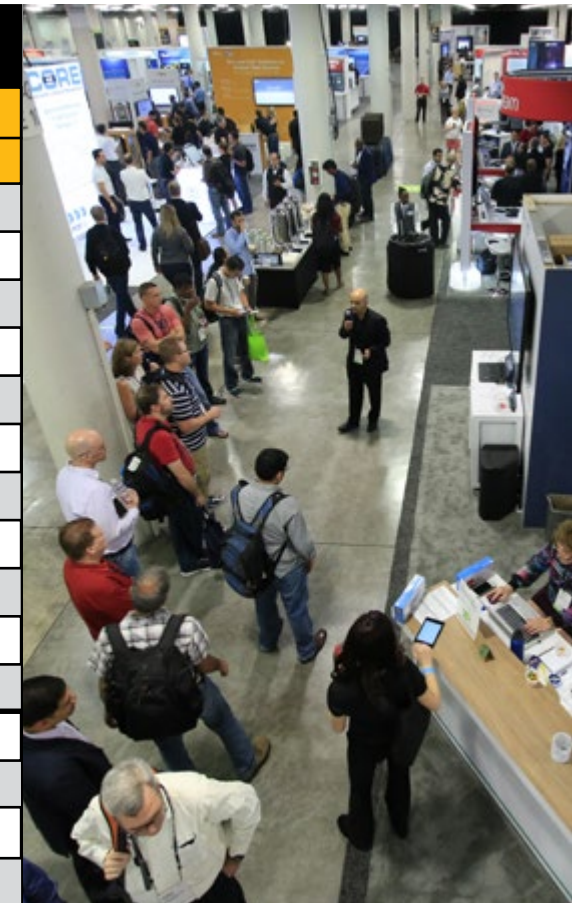


Top Job Functions



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Exhibit Package Components	Platinum	Gold Plus	Gold	Silver
Price – Early Bird: Paid through July 28	\$46,500	\$40,000	\$30,000	\$16,300
Price – Regular: Paid July 29 through Aug. 18	\$51,000	\$44,000	\$34,000	\$19,000
Space	20' x 20'	10' x 20'	10' x 20'	10' x 10'
Full Conference Registrations	6	4	4	2
Exhibits-Only Registrations	10	3	3	2
Celebration Night Privileges	√			
SAP TechEd Live Interview	√			
Spotlight Promotion – Pre-Conference E-mail	√			
Speaking Opportunity – Lecture Session	√	√		
Speaking Opportunity to Purchase – \$12,500	√	√	√	√
Networking Session	√	√	√	
Company Description – Character Limit	1,000	850	850	700
Turnkey Booth:		√	√	√
Booth Structure, Carpet, Chairs, Cleaning		√	√	√
Graphic Panels		√	√	√
Lead Retrieval Scanner and Display Monitor		√	√	√
Electric Drop and High-Speed Internet Connections		√	√	√



Download the [Exhibit Packages](#) [PDF] for complete details.



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Marketing Sponsorships

Experience the Value

To help maximize your investment and strengthen brand awareness at SAP TechEd, a variety of marketing tools, sponsorships, and advertising channels will be offered. These opportunities will increase your company's visibility at the conference and make a lasting impression on all attendees.

Marketing sponsorships will be announced in July.

Only Offered to Current Exhibitors

Take advantage of these sponsorships to:

- Build awareness
- Enhance corporate image
- Increase market share
- Increase booth traffic
- Develop customer loyalty

Sponsorships Are Available to Fit Every Budget and Marketing Goal

Here is just a sample of sponsorships to consider:

- Chair drop
- Escalator runner
- Lecture session
- Mobile app
- Mouse pad
- Show floor directory



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Agenda-at-a-Glance

The agenda is subject to change. Please refer to our [Agenda-at-a-Glance](#) for the most current and detailed agenda.

Monday, September 25

- ASUG Pre-Conference Seminars
- Special afternoon activities (tentative)

Tuesday, September 26

- Keynote
- Educational breakout sessions
- Show floor including partner exhibits
- Strategy Talks
- Networking Reception on the show floor including partner exhibits

Wednesday, September 27

- Educational breakout sessions
- Show floor including partner exhibits
- Strategy Talks

Thursday, September 28

- Educational breakout sessions
- Show floor including partner exhibits
- After Hours Party

Friday, September 29

- Educational breakout sessions



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Key Dates and Deadlines

June 27
Application to Exhibit Available

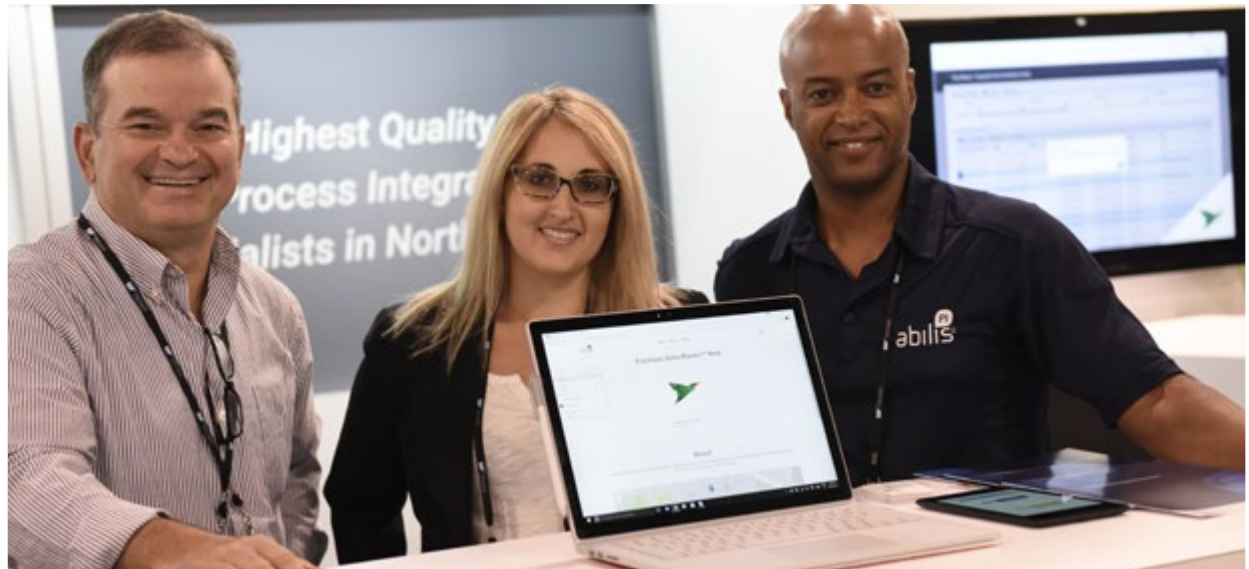
July 28
Early Bird Pricing Deadline

To realize early bird pricing, the application, signed agreement, and full payment must be received by July 28.

August 18
Last Day to Complete the Application to Exhibit

Booth Numbers Will Be Assigned

SAP must receive a signed agreement and full payment by August 18.



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Speaking Engagements

SAP TechEd delivers hands-on workshops and lecture sessions presented by SAP's own technical gurus. The Platinum and Gold Plus exhibit packages include a one-hour lecture session. Exhibiting partners may also purchase one-hour lecture sessions, while supplies last.

Exhibitor sessions will be published in the conference Session Catalog and Agenda Builder.



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Eligibility and Contact Information

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.

If you have questions on the material in this prospectus, or the SAP TechEd Las Vegas Exhibitor Program, please contact us:

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