SAP TECHED

Speaking Opportunity	Due Date for Title and Abstract: August 11
One-Hour Lecture Session	Due Date for Presentation: August 25

This document will provide the instructions necessary to meet the deliverables associated with your speaking opportunity at SAP TechEd Las Vegas. SAP has created a "Resource Center" to manage the session details and presentation submission process. **The speaker resource center will open on August 11.**

Day and Time - Once the session details have been submitted (August 11, via the Resource Center), Ellen Stangroom will work with the primary logistics contact to select the day and time of the session.

Submit Session Details

- Log in to the Resource Center, here

- If the speaker is not known, the submitter should use their name. This person will appear as the speaker in the session catalog until updated. Notify Ellen Stangroom with updated speaker information.

    o Title: 75 characters (including spaces)

    o Abstract: 500 characters (including spaces). Spell out product names and include your company name.

    o Filters: For attendees to sort through the session options, an in-depth filtering system has been devised. View the event session catalog to see the filters in action.

    o Session titles, abstracts, and presentations will be edited for SAP brand compliance.

Presentation - due August 25

- The presentations will be submitted via the Resource Center/My Session(s) tab

- The time slots are 60 minutes in length and the speaker should include a brief time for Q & A

    o Use your own company PowerPoint template

    o Presentation must be in 16x9 format

    o Use Windows 10 and Office 2013 Professional Plus

    o All presentation elements must be in English

- Presentations will be electronically transferred to SAP laptops in the session rooms. No provisions will be made for projecting presentations from personal laptops or another media. There are no exceptions.

Registration

- Registration is managed via the Exhibitor Console. The included registration is listed as "Speaker"

- **One** "**Speaker**" registration/badge is included and permits access to the keynotes, educational lecture sessions, show floor including early access for set-up, Networking Reception, Celebration Night, lunch and refreshment breaks. Hands-on workshops are not included but may be purchased as an upgrade for $1,100 at the time of registration

- This registration may be used for whomever is speaking – a customer or a company employee

- The registration system is **not** tied to the speaker system. If the speaker changes, please notify Ellen Stangroom at e.stangroom@sap.com

- Only one speaker may be listed is the session catalog

Room Set-Up

- One projector and screen, one audio connection for laptop

- One podium microphone, one wireless lavaliere microphone, one stand microphone for audience questions

- One presenter laptop with a restricted SAP network connection for access to presentations

- A VGA switch to flip the projected image between two different laptops

- One Internet-only connection for an additional laptop for demos and VPN access. The connection has full open access to the Internet.

- Lecture Session Recording - expand the reach of your SAP TechEd lecture by recording your session. The opportunity fee: $4,500

Badge Scanning

The scanning of badges is allowed at your session. Plan to use your own equipment and staff and be respectful of attendees who ask not to have their badge scanned. Note: There could be a staff person at the door to your session assisting attendees. They are not scanning badges.

Session Promotion

For a maximum return on their investment, exhibitors should put their best, most educational SAP offering forward to enhance a customer draw. Conference attendees expect robust technical session content, e.g. information that they cannot obtain anywhere else, and information that they can use in their own work environment.

To ensure that exhibitors build a presentation that fills seats, for greater prospecting and increased awareness, it is encouraged that they carry out the following suggestions:

- Present solid content in an educational format, offering new solutions to today's most pressing issues

- Select experienced, product-knowledgeable employees or customers to present their material

- Promote their presentation as an educational, solution-building experience

- Defer the "sales pitch" to follow-up calls with qualified leads obtained at their booth

Opportunities to Enhance an Exhibitor's Session Visibility

- Session Catalog – speaker name, title, and session abstract will be included in the session catalog located on the conference Web site. Attendees will have the ability to sort sessions via keyword, track, job function, etc. and add them to their unique agenda.

- Market from your booth – one of the best methods for drawing attendees to a session is to create awareness directly from the company's booth. Exhibitors should develop flyers or table-top signage and include the session details in event-specific collateral. Booth staff should be educated on the details (i.e. day, time, location) of the company's sessions so they can promote this information to conference attendees.