



## **SAP TechEd Las Vegas Exhibitor On-Site Survival Guide**

**September 25-29, 2017  
Venetian|Palazzo Congress Center (VPCC) and  
Sands Expo Convention Center  
Las Vegas, NV**

**The show floor is open: September 26-28**



### **Exhibit Manager Contact Information:**

**Ellen Stangroom (Platinum, Gold Plus, and Gold levels)**

**Cell: 610.417.1070 call or text**

**E-mail: [e.stangroom@sap.com](mailto:e.stangroom@sap.com)**

**Sandy Lorenz (Silver level)**

**Cell: 401.480.2970 call or text**

**E-mail: [sandra.lorenz@sap.com](mailto:sandra.lorenz@sap.com)**

## Agenda

Visit the [SAP TechEd Las Vegas Web site](#) to view the conference agenda including links to educational sessions, keynote, evening events, and more. Full Conference attendees may build a personal agenda using the [Agenda Builder](#). The mobile app (see details below) will provide session specifics, evening event schedules, maps of the Venetian|Palazzo Congress Center (VPCC), and more.

## Attire

The suggested dress code for the conference and evening events is casual. Expect daytime high temperatures in the 90s F and lows in the 60s F. We recommend a light sweater or jacket as meeting rooms are set for maximum capacity and can be cool.

## Badge Colors

Conference badges are color-coded to allow access into various aspects of the conference. Knowing the badge color of your audience may be helpful to your booth staff.

- Attendees – blue and gray
- Media and analysts – blue
- Speakers –gold
- Exhibitors – gold
- Event staff – gold

## Business Services

Two business and package centers are available.

- Exhibitor and Business Service Center: Sands Lobby, Level 1, open Monday-Friday, 8:00 a.m.-5:00 p.m., 702.733.5031.
- FedEx Office Business Center: Level 2 across from Bellini 2006, open Monday–Friday, 6:00 a.m.–9:00 p.m., 702.836.4400.

## Conduct

### Attendee Experience

Exhibitor personnel are required to limit their activity to the confines of their contracted exhibit space. Please keep this in mind as attendees move by your exhibit space to ensure it is a pleasant experience for all.

For safety reasons, the **flying of drones** or any other item is not permitted before, during, or after the conference – anywhere on or off the show floor – including an exhibitor’s booth.

### Confidentiality

Information obtained at SAP TechEd 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.

### Distribution of Marketing Material

The aisles, passageways, and overhead spaces remain strictly under the control of SAP. This includes all Conference function space, the show floor or other VPCC 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 VPCC 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-sponsored items or events. In addition, no exhibitor activity should interfere with the attendee experience.

### Employment Solicitation

Although SAP TechEd provides the 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 this and future SAP events.

### Promote complementary products and services

Promoting or distributing any products or services that are non-complementary to any SAP software products or related services would be considered to be inconsistent with the purpose of SAP TechEd. SAP 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 to their products or services or otherwise inconsistent with the purpose of the conference.

### Noise Level

Please be respectful of attendees and neighboring booths; keep the level of your presentations to a respectable level.

### Convention Center

SAP TechEd is being held at the joint location of the Venetian|Palazzo Congress Center (VPCC) and the Sands Expo Convention Center located at 3355 Las Vegas Blvd. South, Las Vegas, NV, 89109 and 201 Sands Avenue, Las Vegas, NV 89169 respectively. The phone number is 702.733.5556.

If your colleagues will be staying at the Venetian or Palazzo or a nearby hotel, they will enter through the Venetian|Palazzo near the Grand Canal Shoppes. If they are taking a cab, this address is most convenient for drop-off, 201 Sands Ave.

### Emergencies

To report a life-threatening emergency within the VPCC, dial 911 from the nearest phone that has an outside line. or 702.414.9311 from any other phone. Hotel and conference services will respond immediately. You may also alert a conference staff member or uniformed security officer.

### Evening Events

A conference badge is required for entry to the evening events.

#### Tuesday, September 26

6:00 p.m.–8:00 p.m.          Networking Reception (**staff your booth!**) – Show Floor, Hall D, Level 1

#### Thursday, September 28

7:00 p.m.–10:00 p.m.          [After Hours Party](#) – Food and drink at Gilley's and Señor Frog's, across the street at TI (Treasure Island)

### Exhibitor Contests and Gifts

Exhibitor plans for any contests, gifts, raffles, etc. must be included in the Strategy and Activities form found in the Exhibitor Console. If an exhibitor is unsure if their plans conform to the guidelines, they should check with their exhibit manager. SAP reserves the right to prohibit, limit or discontinue the distribution of any gift, giveaways, raffle or similar promotions and there will be no announcements by SAP of exhibitor's contest, drawing or raffle winners.

### Exhibitor Service Center

Locate the Exhibitor Service Center in Hall D, behind the left side of the Community Clubhouse. Look for signs pointing to this area. Here you will find the Freeman and lead retrieval counters.

Sunday, September 24	8:00 a.m.–5:00 p.m.
Monday, September 25	8:00 a.m.–7:00 p.m.
Tuesday, September 26	9:00 a.m.–6:00 p.m.
Wednesday, September 27	9:00 a.m.–6:00 p.m.
Thursday, September 28	9:00 a.m.–9:00 p.m.

### Exhibitory

Exhibitors should plan to use the booth components, as provided, and are asked not to bring in their own furniture or exhibit furnishings. Aesthetically these additions deviate from our egalitarian look and feel and could possibly be a sightline issue with neighboring exhibitors.

### First Aid

Emergency medical technicians are on duty 24x7 at the first-aid station located near the Sands Lobby, Level 1.

## Freeman

The Freeman services counter is located in the Exhibitor Service Center which is in Hall D behind the left side of the Community Clubhouse. Look for signs pointing to this area. The phone number for the Freeman counter is 702.600.3877.

## Hotel

To book a new reservation (at the current rack rate) or make changes to an existing reservation, call the Venetian|Palazzo directly at 866.659.9659. Hotel rooms may be cancelled without penalty up to 72 hours prior to check-in. **Cancellations or changes to a conference registration do not automatically change the hotel reservation.**

## Internet Connections

Hard-wired Internet connections are included with the Gold Plus, Gold, and Silver level exhibit packages. If any technical difficulties, contact your exhibit manager.

## Lead Capture

A lead capture system is included with the Gold Plus, Gold, and Silver level exhibit packages and will be supplied by Leadature. Please plan to pick up your unit(s) at the Exhibitor Service Center and take the time to be instructed on its operation. Exhibitors should set up their portal to access scans during and after the conference. The contact information on-site for Leadature is [help@leadature.com](mailto:help@leadature.com) or 702.757.6620. For security reasons, do not leave scanner(s) in your booth overnight.

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 your exhibit manager for further investigation.

## Meals

Complimentary coffee and pastries will be provided Tuesday 7:00 a.m.–8:45 a.m., prior to the keynote on Level 5 and Wednesday–Friday between 6:45 a.m.–7:45 a.m. near the session rooms on Levels 2-4.

Complimentary lunch will be served in Hall G, Level 1, Tuesday–Thursday between 11:30 a.m.–2:00 p.m.

## Mobile App

Enhance your experience by downloading the mobile app the week prior to the event, available for iOS, Android, and HTML5. The app is essential for access to conference highlights, the agenda, session details, maps, and more. If you require assistance with the app on your device, submit questions and request support through the app or visit an info counter on site.

### Download the App

Search “SAP TechEd” in your app store.

For download instructions, visit [http://events.sap.com/teched-2017-usa/en/event\\_mobile\\_app](http://events.sap.com/teched-2017-usa/en/event_mobile_app).

## Move-In and Move-Out

### Exhibitor move-in

- Monday, 3:00 p.m.–7:00 p.m. and Tuesday, 7:00 a.m.–9:00 a.m.
- The show floor opens at 10:30 a.m. on Tuesday. Please be ‘show ready’ by 9:00 a.m.

### Exhibitor move-out

- Thursday, 5:00 p.m.–9:00 p.m.
- **Do not pack up early – out of respect to your fellow exhibitors who are conducting business.**

Platinum level exhibitors should refer to the [Platinum Level Exhibit Guidelines](#) for move-in/move-out information.

## Networking Sessions

Exhibitor-hosted networking sessions will be conducted in the Learn section of the show floor in the Venetian Ballroom. Date, time, and location were selected by the host upon sign-up and are included in the conference [session catalog](#). The host should arrive a few minutes before their session time.

## Registration

### Event Registration Check-In and Badge Pick-Up

Registration check-in and badge pick-up is located in the Sands Lower Lobby, Level 1. Exhibitors may check in at any registration counter, however, there will be an Exhibitor Assistance Counter for exhibitor-related questions.

### Photo Identification

A photo ID is required for badge pick-up.

### Registration Check-In Hours of Operation

Sunday, September 24	2:00 p.m.–6:00 p.m.
Monday, September 25	7:00 a.m.–7:00 p.m.
Tuesday, September 26	7:00 a.m.–6:00 p.m.
Wednesday, September 27	7:00 a.m.–6:00 p.m.
Thursday, September 28	7:00 a.m.–5:00 p.m.

### Registration questions including substitutions should be directed to:

Alli Bayless

Phone: 916.759.6337 or e-mail: [alli@webeventsglobal.com](mailto:alli@webeventsglobal.com)

## Badge Descriptions

The list below describes the different badge types and what each allows access to:

**Full Conference** – permits access to the keynotes, educational lecture sessions, hands-on workshops, show floor including early access for set-up, Networking Reception, After Hours Party, lunch, and refreshment breaks. Additional Full Conference badges are available at the Early Bird rate of \$2,595.

**Exhibits-Only** – permits access to the keynotes, show floor including early access for set-up, Networking Reception, After Hours Party, lunch and refreshment breaks (everything but the educational and hands-on sessions). A limited number of additional Exhibits-only badges are available for \$950 and may be purchased for your staff.

**Speaker** – (available for speakers only), permits access to the keynotes, educational lecture sessions, show floor, Networking Reception, After Hours Party, lunch, and refreshment breaks. Hands-on workshops are not included but may be purchased as an add-on for \$1,000 during the registration process.

**EAC Wristbands** – permits access to the show floor only and will be distributed daily with prior arrangement. See details related to wristbands below.

## Wristbands

Wristbands are for EACs (exhibitor appointed contractors) who are hired by the exhibitor for services either before, during or after the conference. This includes contractors hired for set-up and tear down, performers, booth hostesses, photographers, etc. Wristbands are issued on a daily basis for that day only.

Wristbands are also required for exhibitor staff who will assist or supervise set-up and will not be attending the conference. Names of the staff members should be forwarded to the exhibit manager as they are required to be on the list to receive their wristband.

- The exhibitor must have completed the online EAC form and submitted a certificate of insurance for each contracted company.
- Only EAC companies who have the above credentials in place will be allowed to conduct work at the conference.
- 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.
- Wristbands may be picked up daily at the security help desk in the registration area.
- Wristbands do not allow access to the After Hours Party.



## Security / Lost and Found

The SAP TechEd conference and the VPCC are not responsible for lost or stolen items. We recommend that you secure your valuables in your hotel room, including your lead capture devices. If you choose to bring a laptop, mobile device, or other personal items with you, you do so at your own risk. The security help desk and lost and found will be located at the registration counters, Sands Lobby, Level 1.

## Shipping Information

Shipping details are located in the [Freeman Quick Facts and General Information](#) document. Preprinted inbound shipping labels are available in the [Exhibitor Manual](#). Outbound shipments will require a material handling agreement and labels, available on-site at the Freeman counter in the Exhibitor Service Center.

## Show Floor Location

The [show floor](#) is located in the Venetian Ballroom and Hall D, Level 2.

## Show Floor Schedule

All exhibits must be 'show ready' by 9:00 a.m., Tuesday. Exhibitors are encouraged to be 'show-ready' at least 15 minutes prior to the show floor opening each day.

Date	Time	Activity
Monday, September 25	3:00 p.m.–7:00 p.m.	Exhibitor Move-in
Tuesday, September 26	7:00 a.m. –9:00 a.m. <b>10:30 a.m.–6:00 p.m.</b> <b>6:00 p.m.–8:00 p.m.</b>	Exhibitor Move-in <b>Show Floor Open to Attendees</b> <b>Networking Reception on the Show Floor</b> <b>(staff your booth!)</b>
Wednesday, September 27	9:00 a.m. <b>10:00 a.m.–6:00 p.m.</b>	Doors Open for Exhibitors <b>Show Floor Open to Attendees</b>
Thursday, September 28	9:00 a.m. <b>10:00 a.m.–5:00 p.m.</b> 5:00 p.m.–9:00 p.m.	Doors Open for Exhibitors <b>Show Floor Open to Attendees</b> Exhibitor Move-out

### **Special Scheduling Notes:**

- A conference badge is required to access the show floor at all times.
- Exhibits should remain open and intact until the official closing of each show day. **Early tear-down is not permitted out of respect to your fellow exhibitors who are conducting business.**
- Lunch hours are 11:30 a.m.-2:00 p.m., Tuesday–Thursday, Hall G, Level 1.

## Social Networking

**Twitter** – [www.twitter.com/sapteched](http://www.twitter.com/sapteched) Follow @SAPTechEd and #SAPTechEd for news.

**Facebook** – <https://www.facebook.com/SAPTechEd>

**Instagram** – [https://www.instagram.com/sap\\_teched/](https://www.instagram.com/sap_teched/)

## Speaker Ready Room

The Speaker Ready Room is located in Galileo 902, Level 1. Hours of operation are as follows:

Monday, September 25	9:00 a.m.–7:30 p.m.
Tuesday, September 26	7:00 a.m.–7:30 p.m.
Wednesday, September 27	7:00 a.m.–7:30 p.m.
Thursday, September 28	7:00 a.m.–7:00 p.m.
Friday, September 29	7:00 a.m.–1:00 p.m.

The speaker ready room will have a limited number of laptops available on a first-come first-served basis. There will also be Internet connections, allowing speakers to work off their own laptop. Note: Presentation support and check-in will close at 6 p.m. Monday–Thursday, although the room will remain open later.

## Transportation

Exhibitors are responsible for arranging their own transportation to and from McCarran Airport to the VPCC which is about a 15-20 minute taxi ride, depending on traffic.

## Wireless Internet Connectivity

SAP has partnered with the VPCC and Sands Expo to provide attendees with complimentary wireless Internet access. Wireless Internet connectivity will be available for attendees utilizing a 5.0 GHz–capable device. We do not offer 2.4 GHz capability. Users with older devices (iPhone 4/4s, iPod touch, and older smartphones and laptops) may be impacted. We encourage attendees with 4G or LTE cellular data service to use this as your primary means of connectivity to ensure that attendees without cellular data service have optimal performance.

- **SSID: 2017\_Be\_Digital on 5.0-GHz network** (most smartphones; iPhone 5/5s/6's/7's, and iPads; Android devices; tablets; and laptops)

For technical support with your wireless access, please contact the Sands Expo wireless support line at 702.733.5469 between 8:00 a.m. and 5:00 p.m. daily.

To secure the integrity of the Wi-Fi service, do not use devices such as MiFis, personal access points, and wireless routers while at SAP TechEd. These devices will cause additional interference for attendees, demos, and sessions.

For technical support with hard-wired access, contact your exhibit manager.