

Exhibit Guidelines

Platinum Level Exhibitors

Due Date: September 1

This document provides Platinum level exhibitors with the information necessary to properly design and build exhibits that fit within the established conference guidelines. Exhibit space selection will take place the week of August 21.

The **show floor** will be located in Hall D / Venetian Ballroom, Level 2.

Booth Specifications – rendering due September 1 for review and approval

- Raw space is 20' x 20'.
- Booth height limit is 16'.

The following items are *not* permitted:

- Hanging signs
- Rigging
- Multi-story booths

Branding – signage due September 1 for review and approval

Exhibitors should consult the [SAP Partner Branding Guidelines](#) when developing signage and collateral. If mentioning SAP or an SAP logo, product, or company in your booth, please provide a proof for review.

Move-In

- Saturday, September 23 1:00 p.m. – 5:00 p.m. (freight and cabling only, no labor)
- 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 8:00 a.m. – 10:00 a.m. (no crates allowed)

All exhibitors must be show ready by 9:00 a.m., Tuesday, September 26.

Move-Out

- Thursday, September 28 5:00 p.m. – 9:00 p.m.
- Friday, September 29 8:00 a.m. – 5:00 p.m.
- Outgoing freight must be scheduled for Friday, September 29. Carriers should check in by 8 a.m.

Show Floor Schedule

The Exhibitor Conference Schedule, including show floor hours, is located in the [Exhibitor Manual](#).

Exhibitor Services – Order forms are located in the [Exhibitor Manual](#).

- Freeman is the official show decorator and shipping vendor. Furnishings, carpet, labor, drayage, and shipping should be ordered through them.
- Electrical, Internet, floral, and cleaning should be ordered through SES. **IMPORTANT: Electrical and Internet services must be pre-ordered and the cabling installed on Saturday, September 23.**
- Audio visual – FMP is the official audio visual vendor
- Lead capture
- Booth and meeting room catering
- The Exhibitor Appointed Contractor (EAC) form must be completed if services are ordered through a non-official show vendor. The form and instructions are located in your [Exhibitor Console](#).

Aisles and Common Areas

The aisles, passageways, and overhead spaces remain strictly under the control of SAP. This includes all conference function space, the show floor, and other Venetian|Palazzo Congress Center property. No signs, decorations, banners, advertising matter or special exhibits will be permitted in these areas.

Each exhibitor is responsible for keeping the aisles near its exhibit space free from congestion caused by demonstrations and other promotional activities. Sufficient space must be provided within the booth for the comfort and safety of attendees watching demonstrations and other promotional activities. All marketing activities, including the use of talent personnel, must be conducted within the exhibit space.