

#### Exhibitor Press Release Template Due Date: April 20, 2018

SAP invites its exhibiting partners to capitalize on the high visibility of SAPPHIRE NOW by issuing one press release during the conference. All press releases must be approved by SAP in advance, prior to their distribution. The firm deadline for submitting a press release for SAP approval is April 20. Press releases received after April 20 may not be approved in time for the event.

* We request that you use the template below as a guideline when preparing your press release.
* This heading should be removed before e-mailing your press release file.
* Please do not include the SAP corporate logo or the conference logo in your document.
* Submit your announcement to [partner\_pr@sap.com](mailto:partner_PR@sap.com) with the subject line “SAPPHIRE NOW partner announcement – [company name]”.

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*PARTNER LOGO OR LETTERHEAD*

**[Company Name] Announces Its Participation at SAPPHIRE NOW® to Showcase** [Solution/Services/Etc.]

**[Location] — [Date] —** [Name of company], an SAP partner, today announced that it will participate at SAPPHIRE NOW® and ASUG Annual Conference being held June 5–7 in Orlando, Florida in booth [#]. [Add details here – e.g., that you’re conducting product demos, announcing a new solution or service, etc.].

[Insert details/reasons for exhibiting at SAPPHIRE NOW, focusing on customer benefits.]

“[Insert a quote from a company executive expanding further on the previous paragraph, again making sure you highlight customer benefits and your reasons for being a part of SAPPHIRE NOW],” said [Name, title, company].

SAPPHIRE NOW and ASUG Annual Conference are the world’s premier business technology event and largest SAP customer-run conference, offering attendees the opportunity to learn and network with customers, SAP executives, partners, and experts across the entire SAP ecosystem.

**About [Partner]**

[Insert company description here.]

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**For press inquiries and more information contact:**

[Insert information for your company’s PR contact: name, phone #, e-mail address]