

## Exhibitor Press and Analyst Information

**Due Date: April 20, 2018**

**\*\*Please forward this document to the appropriate PR contacts within your organization\*\***

### Press and Analysts

The domestic and international press and analysts expected to attend SAPHIRE NOW and ASUG Annual Conference in Orlando, June 5–7 represent a diverse group of publications and firms covering key technology areas, vertical markets, and the financial industry. Exhibitors will have the opportunity to meet with members of the press and analyst community to showcase products and technologies as they tour the show floor.

### Press Releases

**The firm deadline for submitting press releases for approval is April 20.** Due to the high volume of materials submitted for review and the review process itself, submissions received after this deadline may not be approved in time for distribution during the conference. We will make every effort to approve your release no later than June 1, as long as your press release was submitted for review on or before April 20.

Please note the following when submitting a press release for approval:

- Submit only one press release for approval to [partner\\_pr@sap.com](mailto:partner_pr@sap.com) as a Microsoft Word attachment in English.
- The subject line should read "SAPHIRE NOW partner announcement – [company name]".
- Case studies, white papers, and other materials will not be accepted.
- Your press release should be related in some way to SAP and/or SAPHIRE NOW.
- Press releases referencing SAP competitors or language placing SAP or its solutions in an unfavorable light will be returned for revision, potentially causing a significant delay in the approval process.
- **SAP is unable to provide quotes for inclusion in partner press releases, per event policy and reasons of equity.**

The following resources are available on the [Press Information](#) page to help in drafting your press announcement for the conference:

- Exhibitor Press Release Template
- Global PR Policies for SAP Partners

### Partner Press Kits

Plan to distribute your press kit at your booth. SAP will not distribute press kits on behalf of its partners, inside or outside of the SAP pressroom.

### Press List

A press list of publications will be available on or after Wednesday, June 6. If you wish to obtain the list, e-mail your exhibit manager on or before this date. Please note that it will not include individual names and e-mail addresses of press and analysts attending the conference. SAP does not provide the press list to partners prior to the event.