

Instructions and Guidelines Silver Level Exhibitors

Graphics Review Due: August 7, 2017
Artwork Due: August 11, 2017

This document includes information relating to the Silver level exhibit packages. Contact your exhibit manager, Sandy Lorenz, sandra.lorenz@sap.com or 508.461.7421, with any questions.

Components

This exhibit package has been designed as a turnkey solution. Your booth will be set up when you arrive. The components of the package include: a 10'x10' booth, graphic panels (instructions below), non-secure storage, carpet, electrical, Internet, a monitor, a lead scanner, two chairs, lighting, and cleaning. Details are located in the [Exhibit Packages document](#).

Exhibitors should plan to use the booth components, as provided, and are asked not to bring in their own furniture or exhibit furnishings.

Move-In

Your booth will be ready for you to move-in at **3:00 p.m., Monday, September 25**. Plan to have at least one of your staff members arrive on Monday to test equipment, pick up your scanner, and unpack any shipments.

Graphic Panel Instructions

The printing and installation of four graphic panels are included.

Specifications – refer to page 3 for detailed specs your graphic designer will need to prepare the artwork.

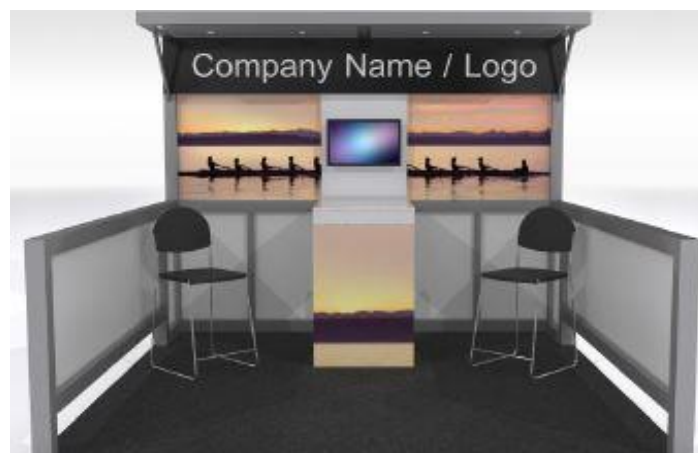
Graphics Review – Due August 7

Submit a PDF proof of your artwork to [Sandy](#), for branding review and approval. Please refer to the [Partner Branding Guidelines](#) to minimize the need for changes during the review process.

Artwork Submission to Freeman – Due August 11

- Artwork files must be high resolution and adhere to the [Freeman Artwork Submission Guidelines](#).
- Contact Matthew Huie, matthew.huie@freemanxp.com or 407.274.2501, with any questions.
- FTP instructions will be provided once the proof is approved.
- Take note of the deadlines as rush fees will apply.
 - Artwork received after August 21 will be charged \$590 plus tax.
 - Artwork received after September 1 will be charged \$730 plus tax.

Booth rendering. Additional views are available [here](#).



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Monitors

One 24" [flat screen display monitor](#) will be mounted to the back wall of your booth as shown in the rendering. An HDMI cable is included. Should you require another type of cable, please bring it with you or let Sandy know in advance. An additional charge may apply.

- A 32" or 40" monitor may be ordered at discounted pricing from FMP, the official AV supplier, using the [Silver Replacement Form](#). Contact Bruce Shannon, bruce.shannon@fmpmedia.com or 610.825.4000, with any questions. The final date to place an order for a mounted monitor is September 8.
- The monitor may be placed on a stand on the back counter or mounted. **If the monitor is mounted, Freeman will charge a \$250 fee plus tax** for labor and material to retrofit your booth.
- **Do not cover important elements of your graphics!** If you are mounting a 32" or 40" monitor, the width of the panel is 26" inches. Plan your graphics accordingly.
 - The dimensions for the 32" monitor are 28.9" X 17.08" x 1.17".
 - The dimensions for the 40" monitor are 37.1" x 22.8" x 2.4".
- If ordering a second monitor or other AV, use the [standard order form](#). A second monitor may not be mounted to the booth, whether ordering or bringing your own.

Carpet

The entire show floor will be carpeted in gray and is included with your exhibit package. If you would like to order a different color carpet or padding, please use this [carpet and padding order form](#).

Content

Exhibitor shall not market, advertise, promote, or distribute any products or services that are non-complementary to any SAP software products or related services. SAP reserves the right, at any time, to review the display materials, demos, company descriptions, marketing sponsorship messaging, collateral assets, and presentations of all exhibitors to address any sensitive and/or non-complementary issues. 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 or otherwise inconsistent with the purpose of the conference.

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. Signs and lighting grids may not extend, or cover, any part of the aisle or neighboring exhibits.
- 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.

Hanging Signs

Hanging elements including signs, banners, audio visual screens, equipment, canopies, and fixtures are not permitted.

Sight Lines

- Exhibit fixtures, components and identification signs are permitted to a maximum height of 8 feet. Any signage or booth component exceeding 8 feet will be removed or adjusted at the exhibitor's expense.
- The maximum height of 8 feet is allowed only in the rear half (5 feet) of the booth space, with a 4 foot height restriction imposed on all materials in the remaining space, forward to the aisle. This 4 foot height restriction is applied only to the portion of exhibit space which is within 10 feet of an adjoining booth.

SILVER LEVEL 10X10 SPECIFICATIONS

PANEL A (1) 115.1875" W x 17" H Header Panel (Logo/Company Name)

• Panel with bleed adding 1.625" to top: 115.1875" W x 18.625" H

PANEL B (1) 45.3125" W x 33.8125" H Graphic Panel

• Panel viewable size 44.8125" W x 31.5625" H

PANEL C (1) 45.3125" W x 33.8125" H Graphic Panel

• Panel viewable size 44.8125" W x 31.5625" H

PANEL D (1) 23" W x 38.5" H Graphic Panel

• Panel with bleed 23"W x 42" H, top 3.5" is covered by countertop

For questions relating to preparing or submitting the artwork for your graphic panels, please contact Matthew Huie at FreemanXP, Matthew.Huie@freemanxp.com.

