

SAP® TechEd && d-code Berlin

Exhibitor Information

November 11-13, 2014
Messe Berlin, Germany

A photograph of a man with glasses and a light beard, smiling and clapping his hands. He is in the foreground, looking towards the left. The background is blurred, showing other people at a conference or event.

learn&&connect

 SAP® TechEd && d-code

SAP TechEd & d-code Berlin

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Important Deadlines

Important Deadlines	Must arrive until	At
Application for package - early-bird deadline	July 25, 2014	Callies & Schewe Kommunikation GmbH http://events.calliesundschewe.de/sapteched_dcode
Application for package - firm deadline	August 29, 2014	Callies & Schewe Kommunikation GmbH http://events.calliesundschewe.de/sapteched_dcode
Application for meeting room (optional for Premium and Superior package)	August 29, 2014	Callies & Schewe Kommunikation GmbH http://events.calliesundschewe.de/sapteched_dcode
Application for marketing sponsorship opportunity (optional)	August 29, 2014	Callies & Schewe Kommunikation GmbH http://events.calliesundschewe.de/sapteched_dcode
Company logo (for conference Web site, mobile on-site guide and booth logo sign)	August 29, 2014	Callies & Schewe Kommunikation Kristina Van Cleave vancleave@calliesundschewe.de or upload at http://events.calliesundschewe.de/sapteched_dcode
Company profile (for conference Web site, mobile on-site guide)	August 29, 2014	Callies & Schewe Kommunikation Kristina Van Cleave vancleave@calliesundschewe.de or upload at http://events.calliesundschewe.de/sapteched_dcode
Title/ abstract for partner lecture session (Premium sponsors, plus companies that purchased a speaking slot)	September 1, 2014	Callies & Schewe Kommunikation Kristina Van Cleave vancleave@calliesundschewe.de
PDF of marketing sponsorship item (optional)	September 5, 2014	Callies & Schewe Kommunikation Kristina Van Cleave vancleave@calliesundschewe.de
Artwork for marketing sponsorship item	September 12, 2014	Callies & Schewe Kommunikation Kristina Van Cleave vancleave@calliesundschewe.de
Input expert networking sessions (Premium and Superior sponsors)	September 19, 2014	Callies & Schewe Kommunikation Kristina Van Cleave vancleave@calliesundschewe.de
Registration of booth staff (complimentary tickets included in package)	Registration at any time	GrassRoots EventCom Ltd. sap@delegate.com
Additional tickets	Until sold out	GrassRoots EventCom Ltd. sap@delegate.com

The SAP TechEd && d-code Berlin online exhibitor manual with detailed information on your booth (e.g. dimensioned sketches) as well as order forms for furniture and other equipment will go live in mid September. Respective deadlines will be published in the manual.

General Information

Influence the Influencers

Connect with the full SAP ecosystem of developers, engineers, and technologists at SAP TechEd & d-code Berlin. SAP TechEd & d-code combines new experiences for developers and technology professionals with the hallmark education and training curriculum of SAP TechEd. With deep, broad content and extensive networking opportunities, the program attracts thousands of developers, IT architects, programmers, system and database administrators, analysts, data modelers, and designers. This technically savvy audience will immediately understand and appreciate the value of your product and service offerings.

The comprehensive educational program includes:

- **Hands-on workshops and demo-enhanced lectures:** Engage in technical problem-solving discussions with your customers as you learn about road maps, best practices, tips and tricks, and code samples from SAP technical gurus.
- **Customer-driven lectures and influence activities:** Hear from SAP customers about their real-life experiences and insights with SAP technologies.
- **SAP Executive General Session:** Get a look at the future of SAP technology.
- **Expert Networking Sessions:** Meet and interact with the amazing technical experts – both from SAP and the ecosystem – for unstructured, face-to-face conversations on a variety of topics.
- **Exhibiting partners:** Showcase the value and expertise your company provides to the SAP ecosystem, and highlight the ways you can help customers make their SAP solutions run better.
- **Birds-of-feather (BOF) Sessions:** The last hour of the day on the show floor will be devoted to meetings with SAP development experts and other attendees around topics of mutual interest.
- **Code Review Sessions:** Find out how to make bad code good, and good code even better through real world examples.
- **Expanded! SAP CodeJam (mini editions):** Back – and bigger! – by popular demand, mini editions of SAP CodeJam will provide the opportunity to meet one-on-one with SAP development experts, connect with other developers, share knowledge, and write code.

SAP TechEd & d-code will energize and empower thousands of IT professionals to make better decisions, overcome challenges, and maximize their companies' IT investment. Become part of the action by joining us this year at SAP TechEd & d-code.

General Information

SAP TechEd & d-code Topics of Interest

SAP TechEd & d-code attendees can attend technical and business process sessions in the following tracks. If any of these topics match your company's products and services, don't miss this opportunity to influence SAP TechEd & d-code attendees.

- Technology, Strategy, and Innovations
- Development and Extension Platform for SAP HANA® and Cloud
- User Experience and User Interface Development
- Mobile Solution Development
- Data Management and Modeling
- Enterprise Analytics, Business Intelligence, and Planning
- Cloud Integration, Orchestration, and Intelligent Processes
- IT and Cloud Management
- Secure Development and Configuration

SAP TechEd & d-code: A Return on Investment like No Other

With deep, broad content and extensive networking opportunities, SAP TechEd & d-code will attract a technically savvy audience that will immediately understand and appreciate the value of your offerings. What's more, while your technical experts are enhancing their bonds with your existing customers and developing relationships with prospects, they'll also be tuning their skills and leveraging tools that will help them be flexible and agile in an ever-changing, competitive marketplace.

Exhibiting at SAP TechEd & d-code creates instant value and sustained results for your company!



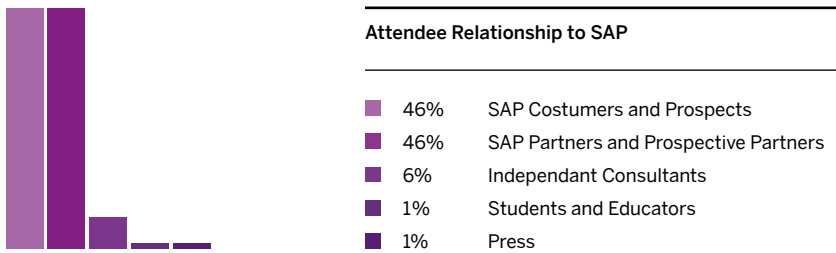
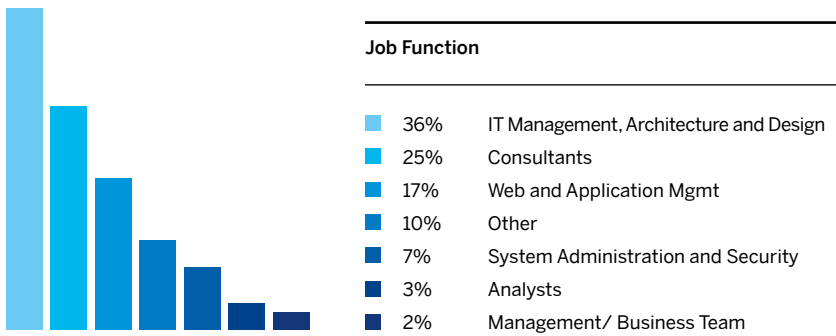
**Match Your Offerings with
Attendee Interests and Needs**

General Information

Attendee Demographics

SAP TechEd Amsterdam 2013

Thousands of tech professionals will attend SAP TechEd && d-code. Expect a shift in the event demographics to include even more developer attendees, over and above the traditional SAP TechEd audience of IT managers, system administrators, security professionals, and more. In addition, SAP will send a higher number of internal developers, specifically so that they can interact directly with partner exhibitors and partner and customer attendees.



“As a SAP Partner, SAP TechEd Amsterdam was a very good show. We participated in both the Innojam and DemoJam events which allowed us to showcase SAP solutions running on our devices. The show also provided us the opportunity to interface with key SAP employees that we need to work with to accomplish one of our main goals, which is getting SAP solutions to run our devices. We also experienced good traffic/ lead generation at our booth.”

BlackBerry/ Comfort Package

General Information

Speaking Engagements

SAP TechEd & d-code delivers instructor-led hands-on workshops and in-depth lectures presented by SAP's own top technical gurus – developers, solution and product managers, and implementation consultants – sharing their insider expertise and vision. We also tap into the wisdom of the larger SAP ecosystem to include practical and technical content presented by customers and community members.

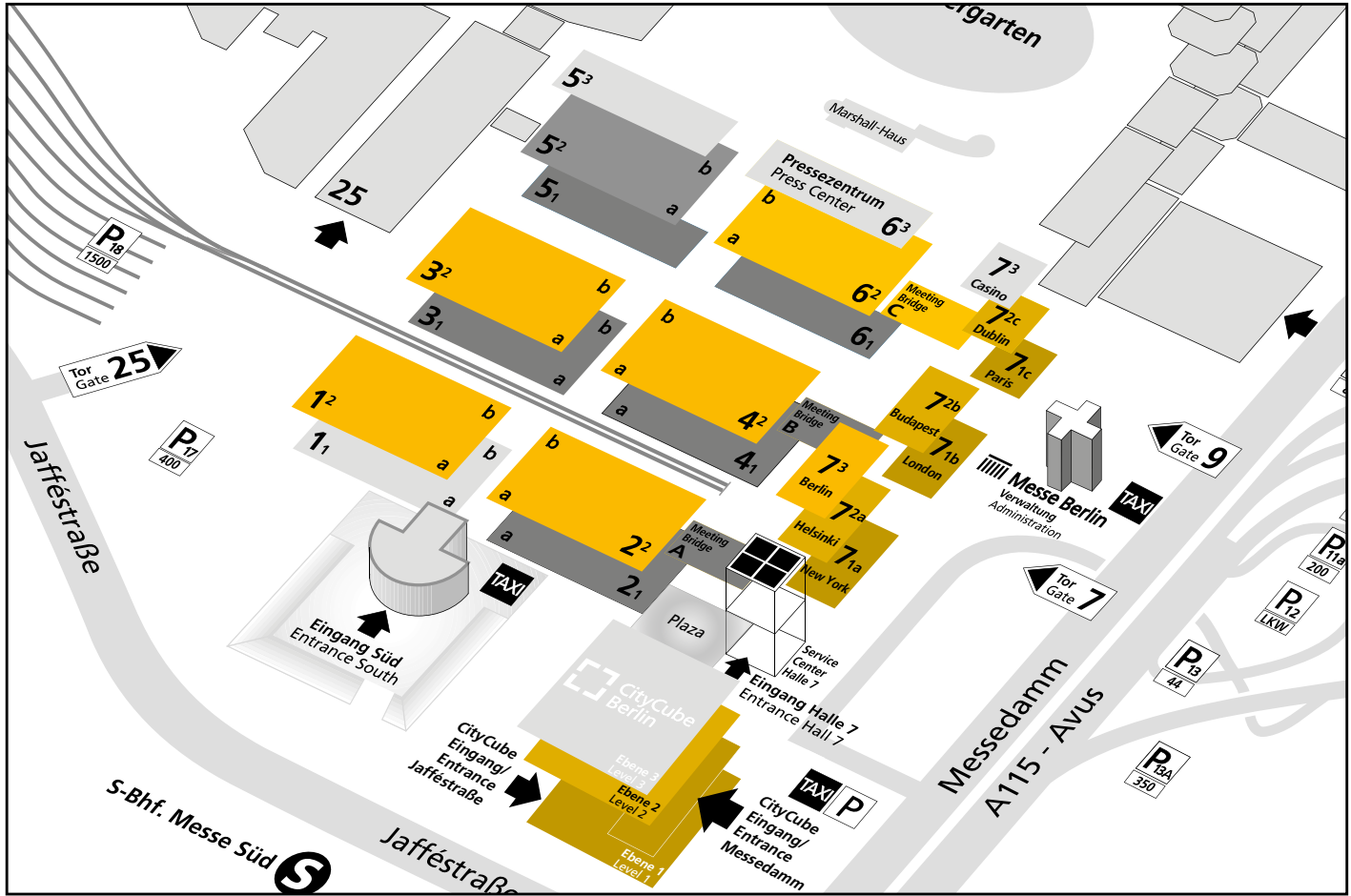
Exhibiting partners may purchase a one-hour lecture session. This session will be incorporated into the main agenda content and published in the SAP TechEd & d-code agenda builder. The number of sessions available to partners is limited to 10. They can be purchased on a first-come, first-served basis via the Exhibiting Partner Web site <http://events.callilesundsche.de/sapdcode>. Max. of three lecture sessions per exhibiting partner.

For Premium Package sponsors, one lecture session is included in the exhibit package.

Agenda (as of June 2014)

	Sunday Nov 9	Monday Nov 10	Tuesday Nov 11	Wednesday Nov 12	Thursday Nov 13
All Day		SAP Innojam		Registration Check-In	
Morning			SAP Executive General Session		
			Educational Breakout Sessions		
				Show Floor	
Afternoon				Lunch	
			Keynotes		
			Educational Breakout Sessions		
				Show Floor	
Evening			Networking Reception		
			DemoJam	Celebration Night	

Venue Overview



Hall 1.2
 • Luggage and Coat Check

Hall 3.2
 • Catering

Hall 6.2
 • Hands-On-Sessions
 • Catering

Hall 2.2
 • SAP Exhibits
 • Partner Exhibits and Meeting Rooms
 • Expert Lounges
 • Hackers' Lounge
 • Mini Code Jam
 • Lecture Rooms

Hall 4.2
 • Partner Exhibits and Meeting Rooms
 • Expert Lounges
 • Community Clubhouse
 • Product Roadmap Q&A
 • LIVE Studio
 • Code Review Arena
 • Technology Showcases

City Cube - Level 1
 • Lecture Rooms

City Cube - Level 2
 • Keynote Theater

Venue overview as of June 2014. Subject to change.

Eligibility to Exhibit

Exhibition at SAP TechEd & d-code Berlin is by Invitation Only

Eligibility to be an exhibitor in this program is limited to companies that have a current partnership agreement in good standing with SAP. Exhibitors must have no outstanding credit issues or past due amounts with SAP. SAP reserves the right to reject or cancel any application/ agreement to exhibit.

Key Contacts

The following persons will be the key contacts supporting the participation of SAP partners at this conference:

Kristina Van Cleave (sales and exhibit manager), Callies & Schewe Kommunikation GmbH
vancleave@calliesundschewe.de

Jörg Holzbrecher (executive producer)
joerg.holzbrecher@sap.com

How to Apply

Applications for an exhibit package may only be made online on <http://events.calliesundschewe.de/sapdcode> starting June. The conference rules and regulations are available on the Exhibiting Partner Web site and in the end of this document. By signing the order confirmation every exhibitor agrees to the SAP TechEd & d-code rules and regulations.

Please note: Each company may only apply for one package. Booth space is limited and will be allocated on a first-come, first-served basis. Given deadlines are critical to avoid losing the options offered. The exhibitor agreement is complete when Callies & Schewe has received the signed order confirmation.

Eligibility to Exhibit

Invoicing:

The invoice for your participation will be sent after signage of the package confirmation by:

SAP Registration Office on behalf of
SAP SE
Dietmar-Hopp-Allee 16
69190 Walldorf

Account Name: Grass Roots Meeting & Events T/As SAP d-code
Account Number: 86305877
Sort Code: 30-90-73
SWIFT/ BIC Code: LOYDGB21253
IBAN Number: GB08 LOYD 3090 7386 3058 77
VAT number: DE143454214

Please note that the SAP Registration Office is a third party company acting on behalf of SAP SE. The invoice is issued for and on behalf of SAP SE, Dietmar-Hopp-Allee 16, 69190 Walldorf, Germany. Please ensure that payments are NOT made directly to SAP SE, but using the details provided above.

Payment is due on receipt of the invoice (prior to the show) and has to be made in Euros.

All prices plus statutory value-added tax.

Exhibitor Manual

The SAP TechEd && d-code Berlin Exhibitor Manual will be available in September via the Exhibiting Partner Web site <http://events.calliesundschewe.de/sapdcode>.

This manual should be reviewed thoroughly. It will provide detailed information on the location of your booth and all matters related to your booth, such as furniture, technical equipment, shipping to the conference.

More detailed information about SAP TechEd && d-code Berlin can be found at <http://www.sapdcode.com>

Exhibition Opportunities

Exhibit Levels

Partners are invited to exhibit at SAP TechEd && d-code on a four-tier system (Basic, Comfort, Superior, Premium).

Basic, Comfort, Superior and Premium sponsors acquire a 6m², 12m², 20m² or 40m² booth respectively in a standard system turnkey construction containing booth walls, logo signs at the booth, furniture, carpeting, electricity, Internet connection and cleaning. The different levels are described in detail on the following pages.

Packages at a Glance

Booth space is limited. Given deadlines are critical to avoid losing the options offered. Option to receive additional complimentary full conference tickets if company registers by early-bird deadline (July 25, 2014).

Exhibit level	Premium	Superior	Comfort	Basic
Price	€ 82,000	€ 41,000	€ 25,000	€ 15,000
Function space	40m ² standard design booth incl. furniture, electricity, Internet, back-lit logo signs, carpet, cleaning, and info counter	20m ² standard design booth incl. furniture, electricity, Internet, back-lit logo signs, carpet, cleaning and info counter	12m ² standard design booth incl. furniture, electricity, Internet, back-lit logo signs, carpet, cleaning	6m ² standard design booth incl. furniture, electricity, Internet, back-lit logo signs, carpet, cleaning
Full conference registrations	6	4	2	2
Exhibit-only registrations	8	3	2	1
Additional full conference registrations (if company registers by July 25)	5	3	2	1
Meeting room (for the entire duration of the conference, 16m ² , 6 pax, at short walking distance to booth)	No extra charge 2nd room: € 4,000	€4,000 charge	No	No
Company logo (if sent by August 29)				
• on SAP TechEd && d-code conference Web site	Yes (highlighted as premium sponsor)	Yes	Yes	Yes
• in mobile on-site guide	Yes	Yes	Yes	Yes
Company profile on conference Web site and in mobile on-site guide (if delivered by August 29; content to be reviewed by SAP)	900 characters	750 characters	500 characters	300 characters
Company name and URL in exhibition plan included in mobile on-site guide	Yes	Yes	Yes	Yes

to be continued

Exhibition Opportunities

Packages at a Glance

Exhibit level	Premium	Superior	Comfort	Basic
"Featured Exhibitor" Web site inclusion	Yes	No	No	No
Speaking opportunity/ Lecture Session (if company has registered by August 29). Opportunity includes one lecture-only registration for the speaker	1 lecture session guaranteed (content has to be reviewed and approved by SAP)	€15,000 (see marketing sponsorship opportunities)	€15,000 (see marketing sponsorship opportunities)	€15,000 (see marketing sponsorship opportunities)
Expert networking session in SAP TechEd & d-code networking lounge	4 included	2 included	No	No
One interview in LIVE studio	Yes	No	No	No
Web banner and e-mail signature for own promotional activities	Yes	Yes	Yes	Yes
Celebration night privileges	Yes	No	No	No

All prices plus statutory value-added tax.

Exhibition Opportunities

The Premium Package

Booth in standard SAP design including setup, dismantling, carpet, furniture, logo signs, electricity, Internet connection, and cleaning.

Booth size: 40 m² (5 × 8 m)

€82,000 excl. VAT*

The Premium package includes:

- 6 full conference registrations
- 8 exhibit-only registrations
- 5 additional full conference registrations (if company registers by early-bird deadline)
- 1 meeting room (16 m² for 6 pax) built in the exhibition including furniture, carpet, electricity, logo sign, and cleaning
- Possibility to order a second meeting room (16m²) at €4,000 (space permitting)
- Company logo – (if registered by given deadline)
 - On conference Web site
 - In mobile on-site guide
- Company profile (900 characters; content to be reviewed by SAP)
 - On conference Web site
 - In mobile on-site guide
- Company name and URL in exhibition plan included in mobile on-site guide
- "Featured Exhibitor" Web site inclusion
- Speaking opportunity – Lecture session (if company has registered by given deadline). Opportunity includes one lecture-only registration for the speaker
- Expert networking session in the SAP TechEd && d-code networking lounge (4 included)
- One interview in LIVE studio
- Web banner and e-mail signature for own promotional activities
- Lead retriever
- Celebration night privileges

***Price plus statutory value-added tax.**

Please note:

- Access to the SAP network will not be available! (One Internet connection will be provided; additional services may be ordered with the Messe Berlin order form included in the exhibitor manual.)
- Exhibitors are not allowed to bring own W-LAN access points as this might interfere with the general conference W-LAN.

Exhibition Opportunities

The Premium Package

Example 40 m² booth (Premium)

Please see below an example of what the booth looks like. The furniture is included in the package price and has to be ordered with the order form included in the exhibitor manual which will be available in September 2014. Own pieces of furniture may only be brought upon SAP's approval.

The color of the walls is white. The carpet is grey. The booth comes with two backlit logo signs which are produced and installed by SAP.

Please note:

Exhibitor may bring graphic panels that can be attached to the booth walls (need to be removable without damaging the walls). Dimensioned sketches of the booths that help in preparing the graphic panels will be available with the exhibitor manual in September. Exhibitors should not set up any pop-up stands in or outside the provided booth structure.



Exhibition Opportunities

The Superior Package

Booth in standard SAP design including setup, dismantling, carpet, furniture, logo signs, electricity, Internet connection, and cleaning.

Booth size: 20 m²

€41,000 excl. VAT*

The Superior package includes:

- 4 full conference registrations
- 3 exhibit-only registrations
- 3 additional full conference registrations (if company registers by early-bird deadline)
- Option to book a meeting room (16m² for 6 pax) built in the exhibition including furniture, electricity, logo sign, and cleaning at the cost of €4,000
- Company logo (if registered by given deadline)
 - On conference Web site
 - In mobile on-site guide
- Company profile (750 characters; content to be reviewed by SAP)
 - On conference Web site
 - In mobile on-site guide (if registered by given deadline)
- Company name and URL in exhibition plan included in mobile on-site guide
- Expert networking session in SAP TechEd && d-code networking lounge (2 included)
- Web banner and e-mail signature for own promotional activities
- Lead retriever

***Price plus statutory value-added tax.**

Please note:

- Access to the SAP network will not be available! (One Internet connection will be provided; additional services may be ordered with the Messe Berlin order form included in the exhibitor manual.)
- Exhibitors are not allowed to bring own W-LAN access points as this might interfere with the general conference W-LAN.

Exhibition Opportunities

The Superior Package

Example 20m² booth (Superior)

Depending on booth location in exhibition either corner stand (a) or 3-sides-open stand (b).

Please see below an example of what the booth looks like. The furniture is included in the package price and has to be ordered with the order form included in the exhibitor manual which will be available in September 2014.

The color of the walls is white. The carpet is grey. The booth comes with two backlit logo signs which are produced and installed by SAP.

Please note:

Exhibitor may bring graphic panels that can be attached to the booth walls (need to be removable without damaging the walls). Dimensioned sketches of the booths that help in preparing the graphic panels will be available with the exhibitor manual in September. Exhibitors should not set up any pop-up stands in or outside the provided booth structure.

a) Corner stand



b) 3-sides-open stand



Exhibition Opportunities

The Comfort Package

Booth in standard SAP design including setup, dismantling, carpet, furniture, logo signs, electricity, Internet connection, and cleaning.

Booth size: 12 m²

€25,000 excl. VAT*

The Comfort package includes:

- 2 full conference registrations
- 2 exhibit-only registrations
- 2 additional full conference registrations (if company registers by early-bird deadline)
- Company logo (if registered by given deadline)
 - On conference Web site
 - In mobile on-site guide
- Company profile (500 characters, content to be reviewed by SAP)
 - On conference Web site
 - In mobile on-site guide (if registered by given deadline)
- Company name and URL in exhibition plan included in mobile on-site guide
- Web banner and e-mail signature for own promotional activities

***Price plus statutory value-added tax.**

Please note:

- Access to the SAP network will not be available! (One Internet connection will be provided; additional services may be ordered with the Messe Berlin order form included in the exhibitor manual.)
- Exhibitors are not allowed to bring own W-LAN access points as this might interfere with the general conference W-LAN.

Exhibition Opportunities

The Comfort Package

Example 12 m² booth (Comfort)

Depending on booth location in exhibition either corner stand left or right side open (a) or row stand (b).

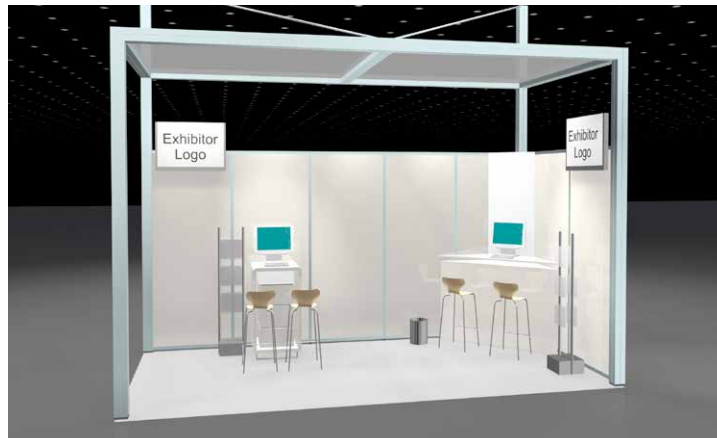
Please see below an example of what the booth looks like. The furniture is included in the package price and has to be ordered with the order form included in the exhibitor manual which will be available in September 2014.

The color of the walls is white. The carpet is grey. The booth comes with two backlit logo signs which are produced and installed by SAP.

Please note:

Exhibitor may bring graphic panels that can be attached to the booth walls (need to be removable without damaging the walls). Dimensioned sketches of the booths that help in preparing the graphic panels will be available with the exhibitor manual in September. Exhibitors should not set up any pop-up stands in or outside the provided booth structure.

a) Corner stand –
left side open



b) Row stand



Exhibition Opportunities

The Basic Package

Booth in standard SAP design including setup, dismantling, carpet, furniture, logo signs, electricity, Internet connection, and cleaning.

Booth size: 6 m²

€15,000 excl. VAT*

The Basic package includes:

- 2 full conference registrations
- 1 exhibit-only registration
- 1 additional full conference registration (if company registers by early-bird deadline)
- Company logo (if registered by given deadline)
 - On conference Web site
 - In mobile on-site guide
- Company profile (300 characters, content to be reviewed by SAP)
 - On conference Web site
 - In mobile on-site guide (if registered by given deadline)
- Company name and URL in exhibition plan included in mobile on-site guide
- Web banner and e-mail signature for own promotional activities

***Price plus statutory value-added tax.**

Please note:

- Access to the SAP network will not be available! (One Internet connection will be provided; additional services may be ordered with the Messe Berlin order form included in the exhibitor manual.)
- Exhibitors are not allowed to bring own W-LAN access points as this might interfere with the general conference W-LAN.

Exhibition Opportunities

The Basic Package

Example 6 m² booth (Basic)

Only corner stands available.

Please see below an example of what the booth looks like. The furniture is included in the package price and has to be ordered with the order form included in the exhibitor manual which will be available in September 2014. Exhibitors with a Basic package may not bring own furniture.

The color of the walls is white. The carpet is grey. The booth comes with two backlit logo signs which are produced and installed by SAP.

Please note:

Exhibitor may bring graphic panels that can be attached to the booth walls (need to be removable without damaging the walls). Dimensioned sketches of the booths that help in preparing the graphic panels will be available with the exhibitor manual in September. Exhibitors should not set up any pop-up stands in or outside the provided booth structure.



Meeting Rooms

Partner companies can – depending on the exhibit level – rent a meeting room for the entire duration of the conference.

For Premium package sponsors one 16m² meeting room is included at no extra charge. The room will be built in the exhibition within a very short walk from your booth.

Superior package sponsors can rent a 16m² room at a charge of €4,000 (excl. VAT).

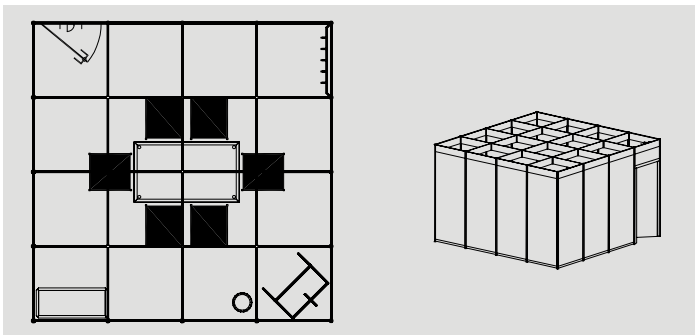
Due to limited space each company can only rent one meeting room. Comfort and Basic package exhibitors are not offered meeting rooms.

Size: 16m²

Furnishing: 1 table with 6-8 chairs
1 side board
1 flip chart
electricity
cleaning

Exhibitors are free to have individual decoration on the inside walls. The outside walls need to be kept clear. SAP will provide a logo sign for the meeting room door.

Example 16m² meeting room



Catering is not included in the meeting room offer, but can be ordered through the catering service recommended by SAP (information available in the exhibitor manual in September). Internet lines, other telecommunication requirements, or AV equipment can be ordered with the respective forms included in the exhibitor manual (available September 2014).

Meeting rooms can be booked via the Exhibiting Partner Web site

<http://events.calliesundschewe.de/sapdcode>.

Marketing Sponsorship Opportunities

Marketing Sponsorship Opportunities

To help maximize your company's investment at SAP TechEd & d-code Berlin, a variety of marketing tools, sponsorships and advertising channels are available, to all exhibitors, for purchase through the Exhibiting Partner Web site. Don't miss the opportunity to increase your company's visibility at SAP TechEd & d-code Berlin and make a lasting impression on the technically savvy audience.

Exhibitors may sponsor as many opportunities as they like, based upon approval and availability. Sponsorships are available on a first-come, first-served basis.

Marketing sponsorship opportunities are only offered to current exhibitors.

Note that while some items are all inclusive others involve additional expense (e.g. design, production, etc.) and, therefore, you should consider your total cost when making selections. The marketing sponsorship opportunities listed are subject to change.

Application deadline: August 29, 2014

Terms and Conditions

The following terms and conditions are in addition to the SAP TechEd & d-code Exhibitor Program Rules and Regulations:

- The SAP TechEd & d-code Berlin exhibitor management must receive the signed agreement in no less than two days following the submission of the marketing sponsorship opportunity application by an authorized representative of the exhibitor indicating their agreement to the terms specified without changes.
- The application submitted by the exhibitor is an integral part of this agreement and cannot be changed once submitted and the exhibitor is committed and may not change the exhibitor's marketing sponsorship opportunity selections made.
- SAP is under no obligation to reserve or order any deliverables for the exhibitor until the signed agreement is received and accepted.
- Acceptance by SAP of a signed agreement is contingent upon SAP's management review and approval. SAP is not obliged to accept any application and may reject any application for any reason at anytime in its sole discretion.
- Under no circumstances will SAP produce a sponsor's deliverable until a final approved version of the marketing sponsorship item has been provided by the exhibitor, and approved by SAP. Any such approval shall not be unreasonably withheld or delayed. The final proof is required prior to the published deadline.

Marketing Sponsorship Opportunities

- Published deadlines are FINAL. No extensions will be allowed. If an exhibitor's proof or final artwork is not received in the required format prior to the published deadline, SAP may terminate the agreement without a refund. Under such conditions the exhibitor agrees that SAP is entitled to retain all payments made, not as a penalty, but as a liquidated damage.
- Sponsorship deadlines and details can be found in the Exhibitor Information or will be provided by the conference manager.
- SAP reserves the right to refuse or cancel any exhibitor's participation when the company is not in good standing or not adhering to the SAP partner policies.
- Important note: Each exhibitor will be responsible to coordinate and facilitate to meet the deadlines for the necessary marketing sponsorship deliverables (e.g. proofs, final artwork, samples, etc.)

Marketing Sponsorship Opportunities

Opportunity	Description	Opportunity Fee	Estimated production/handling costs involved
Celebration night – Sponsor VIP area (1 opportunity available)	Sponsor the VIP area at the SAP TechEd & d-code celebration night, the party no one's going to miss. Your logo and message will be prominently placed around this closed off area – which enjoys prime location and a food and drink service. Increase your visibility by providing branded items (e.g. napkins, shirts for bar staff, etc.) In addition you will have the opportunity to invite your customers to join you for the party in the VIP area, network and enjoy one of the highlights of SAP TechEd & d-code Berlin. Branded items to be pre-approved by SAP.	20.000,00€	production/ shipment of SAP pre-approved promotional items, e.g. napkins, shirts.
Lecture session (10 slots available)	SAP TechEd & d-code is SAP's new exciting program that will address education, collaboration, and networking for the entire SAP ecosystem of developers and technology professionals. Reach this technically-savvy audience and present a one-hour lecture session to showcase your solution, your best success story, your integration with SAP. SAP must approve the session title, abstract and final presentation. Sessions will be highlighted with a PARTNER notation and will be integrated in any session agenda handouts, assuming deadlines are met. Sponsorship includes one lecture-only registration. Max. three lecture sessions per exhibiting partner.	15.000,00€	n/a
Flash drive (exclusive)	Demonstrate your company's commitment to sustainability and make a lasting impression as the USB flash drive sponsor. Every SAP TechEd & d-code Berlin attendee will receive a USB flash drive pre-loaded with conference materials. Your company logo will appear on one side of the flash drive and the SAP TechEd & d-code logo will appear on the other side. SAP will provide the flash drives. As a sponsor of the flash drive, you have the added opportunity to include one piece of collateral (max. 10 MB, PDF format, to be pre-approved by SAP)	10.000,00€	
Coffee bar	The coffee bar is a very popular place for a break. Make sure to gain visibility among attendees by having your logo placed on the coffee bar and coffee menu. In addition you have the possibility to provide SAP pre-approved items, e.g. cups, sugar packs, shirts for bar staff)	8.000,00 €	production/ shipment of SAP pre-approved promotional items, e.g. cups, sugar packs, shirts.
Juice bar	Many attendees will take the opportunity and have a refreshment break at the very popular juice bar. Make a lasting impression on them by displaying your company logo and booth number on signage at the juice bar, including the juice menu. Sponsor has the opportunity to provide branded caps or shirts for bar staff.	8.000,00 €	production/ shipment of SAP pre-approved promotional items, e.g. cups, sugar packs, shirts.
Coffee stations	Coffee stations will be placed throughout the conference and many attendees will take the chance and get a coffee-to-go. As a sponsor you will have your logo and booth number placed on the coffee stations and can provide SAP pre-approved items (i.e. napkins, sugar packs, coffee cups).	8.000,00 €	production/ shipment of SAP pre-approved promotional items, e.g. cups, sugar packs, shirts.

Marketing Sponsorship Opportunities

Opportunity	Description	Opportunity Fee	Estimated production/handling costs involved
Daily e-mail update	<p>The daily e-mail update will provide session schedule updates, links to the agenda builder, SAP TechEd & d-code live replays, daily highlights, social media information, and general SAP TechEd & d-code program updates necessary for navigating the day. The e-mail update will be sent out daily, Tuesday through Thursday, to all registered SAP TechEd & d-code attendees.</p> <p>As a sponsor, your company logo, a hyperlink to your company's Web site and your booth number will prominently appear in the daily e-newsletter on the days you have sponsored.</p> <p>Special deal: sponsor all for €9,000</p>	3.500,00€ per edition	n/a
Mouse Pad – Hands-On-Sessions	<p>Envision your logo and message (booth number, URL) on mouse pads all hands-on-sessions participants use. Target the technically savvy audience, gain their attention and have them visit your booth. Mouse pad layout to be pre-approved. No sponsorship fee; the sponsoring partner bears production cost and shipping fee to Berlin. Mouse pads will be facilitated by SAP.</p>	No fee	production/ shipment of mouse pads.

Advertising

Exhibitors benefit from a high visibility at SAP TechEd & d-code Berlin. The following advertising items are included in every exhibit package.

Conference Web Presence

SAP will provide an extensive virtual presence for SAP TechEd & d-code Berlin. The conference Web site will feature sessions, session discussions, keynotes, solution experience demos, and more, via live and on demand video. The content will be available to virtual, as well as physical conference attendees, during, and after the conference.

The Mobile On-site Guide

Attendees will have the opportunity to view event information from their mobile devices via the mobile on-site guide. This convenient tool will bring to attendees' mobile devices the practical information needed to find their way around the event, including session grids, details of what is being showcased at each of the demo stations, exhibitor information (company name, profile, logo and booth number), event logistics and other event activities. Attendees will be able to access their saved agendas and most importantly have up-to-date information on session changes and event news.

Web Banner and E-mail Signature

SAP will provide a Web banner and e-mail signature for your own promotional activities.

How to Submit Your Company Logo

Please upload your company logo on the Exhibiting Partner Web site
<http://events.calliesundschewe.de/sapdcode>.

Required format: vector eps (cmyk) color file (note: TIF, GIF, BMP and RGB files cannot be used), plus screen and printer fonts, if required.

Alternatively you may send your logo to:

Callies & Schewe Kommunikation GmbH

Kristina Van Cleave, e-mail: vancleave@calliesundschewe.de

How to Submit Your Company Profile

Please upload your company profile and URL in the upload area on the Exhibiting Partner Web site <http://events.calliesundschewe.de/sapdcode>.

Only companies with the given amount of characters (not words) including empty spaces will be accepted.

- Premium: 900
- Superior: 750
- Comfort: 500
- Basic: 300

Important Information on Registration

How Do I Register?

All exhibitor conference registrations for SAP TechEd && d-code Berlin are to be coordinated by a dedicated SAP TechEd && d-code Berlin contact (exhibitor) and the SAP registration office. The SAP registration office will offer a Web-based registration system that gives full administrative power to the dedicated exhibitor contact 24 hours a day. You have the ability to change and add names within your exhibit package allotment at your convenience. To take control of your registration process, you will receive a link from the SAP registration office after your application for a package has been confirmed by Callies & Schewe Kommunikation. Everyone who attends SAP TechEd && d-code Berlin must register. This includes booth staff as well as the exhibitor's vendors (i.e. models, actors, hostesses, technical staff, photographers, etc.).

Complimentary Tickets

A limited number of complimentary **full conference tickets** and **exhibit only tickets** for your booth staff are included with each package.

	Full conference registrations	Exhibit only registrations	Additional full conference registrations <i>if company registers by early-bird deadline-July 25, 2014</i>
Premium	6	8	5
Superior	4	3	3
Comfort	2	2	2
Basic	2	1	1

Please note that exhibit only tickets do not have access to the SAP TechEd && d-code educational sessions or the hands-on-workshops.

Important Information on Registration

Pricing and Ticket Details

Type	Rate*	Deadline
Full Conference – Early Bird	2.290 €	Until Friday, August 1, 5:00 p.m. CET
Full Conference – Regular	2.440 €	Friday, August 1, 5:00 p.m. CET – Friday, October 24, 5:00 p.m. CET
Full Conference – Last Chance	2.590 €	Friday, October 24, 5:00 p.m. CET – until event sells out
Full Conference – Buy 4, Get 5 Group Discount Package	9.760 €	While supplies last

* Plus 19% German VAT

Full Conference ticket includes:

- Keynote presentation(s)
- Educational lecture sessions
- Hands-on workshops: each full conference registrant will get the chance to reserve seats in two hands-on workshops. Hands-on workshop sign-up is tentatively scheduled to open online in October, and reserved seats are available on a first come basis. We will send two advance e-mail alerts announcing the exact opening date and time to all full conference registrants who have paid their SAP TechEd && d-code registration fees in full. Add sapd-codeberlin@sapevents.com to your e-mail safe senders list to ensure that you receive these e-mail alerts. Want more? Stay tuned for more details on how to earn a 3rd hands-on workshop reservation. Details to follow in October when hands-on workshop sign-up is open.
- SAP TechEd && d-code show floor: featuring Product Roadmap, Q&A Sessions, Expert Networking Sessions, SAP CodeJam (mini editions) Code Review Sessions, Hacker's Lounge and Clubhouse, LIVE studio, SAP shop, SAP technology showcase, and Info Zone
- Networking reception
- Demo jam
- Partner exhibition
- Celebration night (Wednesday, November 12)
- Session materials: downloadable from Web site and on USB flash drive
- SAP TechEd && d-code Online: the central location for live and on-demand SAP TechEd && d-code Berlin conference content
- Virtual hands-on workshops (post-event)

Important Information on Registration

Exhibit only ticket includes:

- Keynote presentation(s)
- SAP TechEd & d-code show floor: featuring Product Roadmap, Q&A Sessions, Expert Networking Sessions, SAP CodeJam (mini editions), Code Review Sessions, Hacker's Lounge and Clubhouse, LIVE studio, SAP shop, SAP Technology Showcase, and Info Zone
- Networking reception
- Demo jam
- Partner exhibition
- Celebration night (Wednesday, November 12)
- Out of hour access to the show floor

Buy 4, Get 5 Group Discount Package Participation Rules

The Buy 4, Get 5 group discount package can be purchased online. Once the package has been selected and the lead registrant has confirmed the registration, access will be given to an invitation console. To invite the remaining four colleagues, the lead registrant will be required to enter the first names, last names and e-mail addresses of all the registrants into the invitation console.

Buy 4, Get 5 group discount package participants should not register independently. Instead each participant should wait to receive an invitation-to-register e-mail from the lead registrant.

Only new registrations are eligible for the Buy 4, Get 5 promotion. Current active registrants do not qualify. This promotional offer cannot be used in conjunction with any other discount or promotional offer(s). SAP employees are not eligible to participate and/or purchase registrations for this promotion.

All five package registrants must be employed by the same company and possess the same e-mail address domain. One lead registrant must take responsibility to purchase the package.

Unused portions of the Buy 4, Get 5 group discount package are forfeited and ineligible for a refund. No exceptions.

If you have further questions about the Buy 4, Get 5 group discount package, please e-mail us at sap@delegate.com.

SAP reserves the right to cancel and/or modify this promotion at any time.

Hotel Accommodation

Hotel Reservations – SAP Hotels

All hotel reservations must be made online after completing the online registration form. The link to book hotel accommodation is available on the booking confirmation page as well as by re-accessing an existing registration.

If you would like us to make a hotel booking on your behalf, please contact us on the telephone number below. We will ask for your preferred hotel choice, arrival and departure dates and credit card details (including expiration date), and we will then be able to make a reservation for you. Please note that a hotel reservation can only be processed with a valid conference registration.

Hotel reservations:

E-mail: saphotels@delegate.com

Phone: +44 1252 77 10 30 | Fax: +44 1252 77 63 03

Hours of operation: Monday to Friday 9:30 a.m.–4:30 p.m. CET

Hotel Terms and Conditions

Hotel Prices and Room Type

All prices are in Euros and the price quoted is per room, per night. When making your hotel reservation it will clearly state if the rate includes breakfast and VAT. Reservation details will be reconfirmed in a confirmation email. A single room rate entitles one person to occupy the room. A double room rate entitles two people to occupy the room.

Guarantee/Deposit Policy

Your valid credit card details are required to guarantee the reservation. In case of a cancellation after Friday, October 24, 2014 (5:00 p.m. CET) or a no show your credit card will be charged by the hotel. The final hotel bill will be settled in the hotel upon check-out.

Cancellation and Changes Policy

Notification of cancellations & any changes should always be made to the Registration Office directly and can only be accepted in writing or online.

In the event of a cancellation of a hotel reservation after the close of business on Friday, October 24, 2014 (5:00 p.m. CET), a date change or a no-show on the reservation date, your credit card will be automatically debited by the hotel for the total number of nights of your reservation.

No-show – If you are unable to utilize your room on the original date of arrival, but arrive on the following day, you are obliged to inform the Registration Office in writing. If you fail to inform the Registration Office in writing that you wish to utilize your room for the second night of your reserved stay, the hotel will make every effort to accommodate you, but its actions do not constitute a guarantee.

Please advise the Registration Office if you will arrive late.

Please note that after **Friday, October 24, 2014 (5:00 p.m. CET)**, you will be unable to make any amendments, cancellations, or date changes via the Web site. Please contact the Registration Office directly, using the contact details in your hotel confirmation. Date changes after **Friday, October 24, 2014 (5:00 p.m. CET)** may also incur charges.

Rules and Regulations

1. SAP

This conference is managed by SAP SE ("SAP"). SAP used herein shall mean SAP and agents acting on behalf regarding the conference. By completing the conference application ("agreement"), you and your company (the "exhibitor") agree to enter into an agreement with SAP for the use of exhibit space at the conference in accordance with the following Rules and Regulations as expressly set out below and those additional terms incorporated by reference; all of which are specifically included and made part of the agreement.

Please read and review each of these items carefully in detail. Conference application is done online and is deemed completed and valid when conference exhibit manager has received the signed order confirmation. Only exhibitors that have signed and returned the confirmation form are considered for booth allocation. All conference exhibitors are required as part of the agreement to comply with the terms of these Rules and Regulations, the SAP TechEd && d-code Berlin Exhibitor Manual, and the Messe Berlin rules and regulations, all of which are hereby incorporated by reference.

- The Messe Berlin rules and regulations can be found under Exhibitor Information at: <http://events.calliesundsche.de/sapdcode>
- The SAP TechEd && d-code Exhibitor Manual can be found online at: <http://events.calliesundsche.de/sapdcode>
- If a conflict exists with the Rules and Regulations and any other term in the agreement always follow the stricter rule or regulation. For easy reference the below clauses are listed in alphabetical order.

2. Admission/Registration

Everyone who attends the conference must register. This includes all conference attendees, exhibitor employees and booth staff. SAP shall have the sole control over admission policies to the conference at all times.

- a. Badges are not transferable
- b. Exhibitor registration will be available online once the agreement is received by your assigned exhibit manager, accepted by SAP, and conference registration is open.
- c. Conference badges are included with each exhibit package.
- d. Exhibitor appointed contractors will be issued wristbands/ set-up-passes as outlined in the Exhibitor Manual.

3. Aisles and Common Areas

The aisles, passageways, and overhead spaces remain strictly under control of SAP. 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.

4. Advertising

No advertisement is allowed in any of the common areas of Messe Berlin unless this advertising is part of a conference-related sponsorship offered by SAP.

5. Booth Design

All exhibitors must use the turnkey booth structure provided by SAP. It is not allowed to set up pop-up stands within or outside the provided booth structure. Exhibitor may not apply paint, lacquer, adhesive, or any other coating material to standard booth equipment.

Rules and Regulations

6. Booth Personnel

Exhibit-only registration will be offered by SAP which allows entrance to the conference, exhibition and evening events. SAP reserves the right to restrict or limit the number of booth representatives.

7. Booth Space

Please note that only one booth per exhibitor will be allowed.

8. Cancellation/Reduction of Exhibit Space

Exhibit packages are limited and an integral revenue stream to offset the costs of the conference and any cancellation or reduction of an exhibit package after SAP receives the order confirmation will result in additional SAP efforts and cost and negatively impact the conference. Therefore exhibitor understands and agrees that any change in the exhibit package selected after the order confirmation has been delivered will be subject to an administrative fee which it agrees SAP may be entitled to not as a penalty but as a liquidated damage. For a reduction in the exhibit package selected, the administrative fee will be fifty percent (50%) of the difference between the original fee and the fee for the reduced exhibit package selected. If exhibitor cancels the exhibit package selected, the administrative fee shall be fifty percent (50%) of the total exhibit package fee. The other 50% of the paid fee will be returned, but only in the event written cancellation of the registration is received by Monday, September 8, 2014. The administrative fee for cancellations received after this date will be 100% and are NOT eligible for any refund. All notices required, or as may be given pursuant to this agreement shall be in writing and shall be deemed duly given when delivered to the exhibit manager at the e-mail address stated on the order confirmation. Exhibitor agrees that notwithstanding anything to the contrary, SAP has the right, at its sole discretion, to refuse any exhibitor's participation at the conference or cancel the agreement with no liability to SAP except for any appropriate refunds of exhibitor fees paid.

9. Conduct

Exhibitor acknowledges that SAP has a reputation for offering high quality entertainment and/or services to the public and that they and their parent companies, subsidiaries and affiliates are subject to regulation and licensing and desire to maintain their reputation and receive positive publicity. Exhibitor therefore agrees that throughout the term of this agreement, exhibitor's directors, officers and managers will not conduct themselves in a manner that is contrary to the best interests of, nor in any manner that adversely affects or is detrimental to, SAP or Messe Berlin, their parent companies, subsidiaries or affiliates, including all their directors, officers, agents and employees (conference hosts) and will not directly or indirectly make any oral, written or recorded private or public statement or comment that is disparaging, critical, defamatory or otherwise not in their best interests. Exhibitor shall not market, advertise, promote, or distribute any products or services that are competitive 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 opportunity 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 in competition with their products or services or otherwise inconsistent with the purpose of the conference. Exhibitors shall 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 shall interfere with the attendee experience.

Rules and Regulations

Exhibitors shall, at all times, conduct their activities in a safe and careful manner, with full regard to public safety, and will observe and abide by all applicable laws, ordinances, rules, regulations and requests by duly authorized governmental agencies having jurisdiction, as well as those of the Board of Fire Underwriters or any similar body.

The conference hosts reserve the right to eject from the conference any person or persons they believe, in their sole discretion, is disrupting or obstructing the proper operation and management of the Messe Berlin. The conference hosts shall not be liable to exhibitor, its agents, contractors, employees, members or attendees, for exercising such right. Demonstrations at exhibit booths must focus on tools and/or products integrated with SAP software products and/or related services. The demonstration must be maintained in a professional manner, consistent with the guidelines described in the exhibitor manual. Exhibitor agrees that anything to the contrary notwithstanding, SAP may also immediately terminate this agreement without any liability to SAP in its sole discretion based on conduct of the exhibitor.

10. Confidentiality

Exhibitor acknowledges SAP's proprietary interest in and title to all confidential information, including SAP's and its subsidiaries' and affiliates' operations, their employees, contractors, agents, customers, including documentation, training materials, customer and prospect information, marketing materials and strategies, surveys, data, drawings, designs, procedures, trade secrets, know-how, process of information SAP may furnish to exhibitor hereunder. Exhibitor shall keep all such information strictly confidential and shall not disclose, transfer or otherwise make available the confidential information to any third party for any reason. All conference attendees' personal information shall be protected and no attendee lists will be released. Exhibitor shall only collect and use any conference attendee information or data received directly or indirectly ("Attendee Information") with the express approval of such attendee. In no event shall exhibitor sell, transfer or otherwise release attendee information to a third party. Exhibitors intending to collect attendees' personal information including any scanning of their conference badges are required to obtain the attendee's consent prior to such collection including posting an appropriate notification (approved by SAP) to attendee at any such badge reader or collective device. Exhibitor will abide by all applicable privacy laws and agrees to indemnify and defend SAP in regards to any collection or use by exhibitor of attendees information.

11. Distribution of Marketing Material/Logo Name and Use

Booth personnel, including models, hostesses, and any hired help, are not permitted to distribute any literature or promotional items of any kind outside the confines of the contracted exhibit space. The distribution of any article that interferes with the activities or obstructs access to neighboring booths or otherwise impedes aisles is prohibited. Any exhibitor handing out literature or promotional items outside of their contract space may have their booth shut down immediately.

This includes all function space or other Messe Berlin property. All distribution material and signage is subject to the advance approval of SAP to be in conformance with the agreement including the conference exhibitor manual. Pursuant to the terms of this agreement, SAP hereby grants to exhibitors the nonexclusive, non transferable, limited term license to use the SAP TechEd && d-code Berlin logo provided and to reference "SAP TechEd && d-code Berlin" only as to exhibitor's participation as an exhibitor at the conference and expressly not in relation to endorsement of any product or service. Use of the logos and names shall at all times adhere to the use guidelines in the conference exhibitor manual. The limited term of the license shall expire earlier of: (i) any breach of the terms of this agreement; or (ii) at the conclusion of the conference. Exhibitor grants a similar license and scope to use its name and logo provided to SAP solely in relation to the conference.

Rules and Regulations

12. Eligibility

Eligibility to be an exhibitor in this program is limited to companies that have a current partnership agreement with SAP. Exhibitors must have no outstanding credit issues or past due amounts with SAP. SAP reserves the right to reject or cancel any application/ agreement to exhibit.

13. Exhibitor Events

Exhibitor activities that conflict with the conference program are not permitted. This includes breakfasts, receptions or any other activities occurring in Berlin during the published conference program schedule. For the purposes of this conference, a conflicting activity is defined as one that assembles over 50 conference attendees in one location. Exhibitors will not conduct presentations in their booth during the conference General Sessions. SAP reserves the right to cancel any exhibitor agreement that does not follow these regulations.

14. Exhibit Set-up

Exhibitor set-up staff is allowed on the show floor only during the published set-up and tear-down schedule.

15. Exhibit Space

The exhibit space is subject to the terms of this exhibitor agreement and it is to be used solely for the exhibitor whose name appears on the exhibitor agreement. It is agreed the exhibitor will not sublet or assign any portion of the exhibit space allotted to them without express written agreement of SAP. Exhibitor cannot assign any of its rights or obligations under this exhibitor agreement without the express written agreement of SAP. If an exhibitor's space or any part thereof is abandoned or becomes vacant at any time during the conference, SAP, or its representatives may enter and use the space without being liable therefore, and may at SAP's option, permit a party other than the exhibitor to occupy the space.

16. Flammable Materials

No flammable fluids or materials of any nature, including decorative materials, use of which is prohibited by applicable national, state, or city fire regulations, may be used in any booth.

17. Force Majeure

If, prior to the exhibition, the exhibit space, or any part thereof, shall be rendered unusable, destroyed or damaged by fire, acts of God, riot, terrorism, national disaster, strike, civil disorder, acts of the public enemy, or enactment, rule, order or act of government or governmental instrumentality (whether federal, state, local, or foreign), or any other emergency beyond SAP's or Messe Berlin's control that makes it illegal, impossible or from a personal safety basis, inadvisable to perform the obligations under this agreement (each a "Force Majeure Cause"), SAP shall have the right within a reasonable time after the happening of such contingency and, while such contingency continues, to suspend or terminate the agreement or such affected portion of the agreement.

Except as set forth herein, SAP and Messe Berlin shall not have any further liability or obligation to the exhibitor. In the event the exhibition has commenced, at the time of the Force Majeure Cause, or SAP has incurred expenses which under the agreement are the responsibility of the exhibitor, then for the period of use until the time of termination, and to the extent SAP has incurred such expenses, exhibitor shall be liable to SAP, unless reimbursement is waived by SAP. An informational picket line shall not be deemed a Force Majeure Cause.

Rules and Regulations

18. General

All matters and questions not specifically covered by the agreement/ order confirmation, rules and regulations or other provisions incorporated by reference are subject to resolution at the discretion of SAP. The agreement may be amended or supplemented at any time by SAP. All such amendments or additions shall, upon reasonable notice, be as equally binding on all parties affected.

19. Gifts, Contests, Raffles, etc.

SAP reserves the right to prohibit, limit or discontinue the distribution of any gift, giveaways, hospitality suite or similar promotions. Contests, raffles, and drawings often involve compliance with specific state or local laws and regulations. Any such activities will be subject to the prior written approval of SAP by submitting any such request to SAP. The exhibitor expressly agrees that even if such approval is given, the exhibitor accepts complete responsibility for any such activity and agrees to hold harmless SAP and Messe Berlin. The exhibit manager, on behalf of SAP must receive advance written notice of any contests, raffles and/ or drawings. There will be no announcements by SAP of exhibitor's contest, drawing or raffle winners.

20. Indemnification/Insurance

Exhibitor hereby covenants and agrees to indemnify, defend, save and hold SAP and Messe Berlin and each and all of their parent companies, subsidiaries and affiliates, including all their directors, officers, agents, and employees, (the "Indemnified Parties") free, clear and harmless from and against any and all liabilities, losses, costs, expenses (including reasonable attorneys' fees), claims, judgements, fines, claims of intellectual property infringement, administration of claims, liens and demands of any kind whatsoever caused by, resulting from, or in any way connected with: (i) Exhibitor's acts, omissions or negligence, or the acts, omissions or negligence of exhibitor's agents, contractors, employees, members or attendees in connection with the exhibitor's use of the function space or (ii) exhibitor's breach of the agreement or any of exhibitor's representations contained therein other than resulting solely from the gross negligence or willful misconduct of SAP.

In addition exhibitor acknowledges that the Indemnified Parties do not maintain insurance covering exhibitor's property and that is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor. The exhibitor is responsible for obtaining exhibition insurance covering his/ her personnel, exhibition material, and equipment for the duration of move-in, show days, and move-out including public liability, property damage, fire, theft, etc.

21. Installation, Dismantling, and Show Hours

Hours and dates for installing, exhibiting, and dismantling shall be those specified by SAP and will be included in the exhibitor manual. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the exhibit hall after the specified conclusion of the dismantling period set by SAP. Exhibits must remain open and intact until the official closing of each show day. Exhibits must be staffed during exhibit hours. Early tear down is not permitted. Exhibitors with booth personnel under 18 years of age must obtain written permission from SAP prior to the show opening. Note: All exhibits must be completely set up by the time designated on the conference schedule, found in the exhibitor manual. Any exhibit booth not set up at this time will be removed from the show floor at the exhibitor's expense.

22. Limitation of Liability

The Indemnified Parties' liability to exhibitor or any third party in any circumstance shall not exceed the amount of fees paid under this exhibitor agreement. Notwithstanding, exhibitor agrees to make no claim for any reason whatsoever against the Indemnified Parties for loss, theft or destruction of hardware and other tangible goods, nor for any injury, including death, to itself, employees, agents, or representatives; nor for any damage of any nature, including damage to its business for failure to provide exhibit space; nor for failure to hold the conference as scheduled; nor for any action or omission by the Indemnified Parties. The exhibitor is solely responsible for his own exhibit material and products, and should insure exhibit and products from loss or damage from any cause whatsoever. It is understood all property of an exhibitor is in its care, custody, and control in transit to, or from, or within the confines of the exhibit hall.

None of the Indemnified Parties shall bear any responsibility for the safety of the exhibitor, its personnel, employees, agents or representatives or personal property. Damage to property: Exhibitor shall be liable for any damage, normal wear and tear excluded, to the function space, or to any other real or personal property of SAP or Messe Berlin, caused by the act or omission of exhibitor, its agents, directors, shareholders, employees, members, attendees, contractors, volunteers, or performers. Exhibitor will not, and shall not permit others to, drive nails, tacks, hooks, screws, or other items into any part of the function space or Messe Berlin equipment or property. Exhibitor shall return the function space to SAP and Messe Berlin in as good of condition and repair as the same shall have been found when licensed for exhibitor's use. Anything to the contrary herein notwithstanding, under no circumstances shall the indemnified parties or exhibitor be liable to each other for special, incidental, consequential, or indirect damages, loss of good will or business profits, work stoppage, data loss, computer failure or malfunction, or exemplary or punitive damages.

23. Noise

No noisy or obstructive work will be permitted during open hours of the conference. SAP reserves the right to restrict exhibits, which because of noise, method of operation, materials or for any other reason become objectionable. All sound systems must point inward within the exhibitor's exhibit space, and cannot point toward the aisles. SAP shall have the sole discretion in determining what is noisy, obstructive or objectionable.

24. Payment

Payment of the invoice upon receipt (prior to the event) is essential for participation. Companies which do not pay the invoice by the given date will not be allocated a booth. The invoices for SAP TechEd && d-code Berlin will be issued by SAP Registration Office on behalf of SAP SE, Dietmar-Hopp-Allee 16, 69190 Walldorf, Germany.

25. Release

Exhibitor consents to and authorizes the use, reproduction, and public release, by SAP, of any and all pictorial and/ or sound recordings gathered in relation to the conference. All such pictorial and/ or sound recordings are considered the property of SAP, solely and completely. Exhibitor agrees to obtain sufficient rights and releases from any employees and agents working with exhibitor at the conference, to grant the SAP Group a perpetual, unrestricted and royalty free right to use their likeness, photograph, voice and or name in the recording including any portion thereof, for advertising, publicity, trade or any other lawful purposes, in any medium now known or hereafter to be developed and do hereby release and forever discharge SAP from any and all claims resulting directly or indirectly from use of the recording.

Rules and Regulations

26. Show Services

Show Services may be ordered through the official service contractors. Service order forms will be provided in the online exhibitor manual in the beginning of September.

27. Warranty

No representation, warranties or agreements, oral or written, expressed or implied, have been made by either party hereto with respect to this exhibitor agreement, SAP, or Messe Berlin, or the goods or services provided hereunder, except as are expressly stated herein. Although SAP and the amenities provided to the exhibitor pursuant to this agreement are obtained from other sources believed to be reliable, they are to be taken "as is", with no warranty of merchantability or fitness for any particular purpose.

28. Entire Agreement, Severability and Applicable Law

The agreement including these rules and regulations and the additional terms incorporated by reference constitute the entire agreement between the parties and supersede any previous understandings, representations, discussions, and writings between the parties. No modification or addition hereto or waiver or cancellation of any provision hereof shall be valid except by a writing signed by the parties hereto. If any provisions in this exhibitor agreement are invalidated, all other provisions shall be construed as if such invalid or unenforceable provision had never been contained herein. This agreement is deemed to be made under and shall be governed and construed according to the laws of Germany. Each party agrees to submit its person and property to the jurisdiction of the courts of Mannheim.

Please send all future correspondence and direct any questions to:

Callies & Schewe Kommunikation GmbH
Kristina Van Cleave
E-mail: vancleave@calliesundschewe.de
Phone: +49(0)621-405 479 55

Please visit the Exhibiting Partner Web site at <http://events.calliesundschewe.de/sapdcode> to access the online exhibit package application.

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