

SAP® TechEd Barcelona

Exhibitor Information

November 10-12, 2015
Fira Barcelona, Spain



SAP TECHED

SAP TechEd Barcelona

Table of contents

Page	Subject
3	Important Deadlines
4	General Information
8	Venue Overview
9	Eligibility to Exhibit
11	Exhibition Opportunities
11	Packages at a Glance
13	Premium Package
15	Superior Package
17	Comfort Package
19	Basic Package
21	Meeting Rooms
22	Marketing Sponsorship Opportunities
26	Advertising
27	Important Information on Registration
29	Hotel Accommodation and Hotel Terms and Conditions
31	Rules and Regulations

Important Deadlines

Item/Action	Must arrive until	At
Application for package – early-bird deadline	July 31, 2015	Callies & Schewe Kommunikation GmbH http://events.calliesundschewe.de/sapteched15
Application for package – firm deadline	August 31, 2015	Callies & Schewe Kommunikation GmbH http://events.calliesundschewe.de/sapteched15
Application for meeting room (optional for Premium and Superior package)	August 31, 2015	Callies & Schewe Kommunikation GmbH http://events.calliesundschewe.de/sapteched15
Application for marketing sponsorship opportunities (optional)	August 31, 2015	Callies & Schewe Kommunikation GmbH http://events.calliesundschewe.de/sapteched15
Submit signed order confirmation	August 31, 2015	Callies & Schewe Kommunikation GmbH Kristina Van Cleave vancleave@calliesundschewe.de
Company logo (for conference Web site, mobile on-site guide and booth logo sign)	August 31, 2015	Callies & Schewe Kommunikation GmbH Kristina Van Cleave vancleave@calliesundschewe.de or upload at http://events.calliesundschewe.de/sapteched15
Company profile (for conference Web site, mobile on-site guide)	August 31, 2015	Callies & Schewe Kommunikation GmbH Kristina Van Cleave vancleave@calliesundschewe.de or upload at http://events.calliesundschewe.de/sapteched15
Submit title/abstract for partner lecture session (Premium sponsors and exhibitors that purchased a speaking slot)	September 4, 2015	SAP Speaker Resource Center saptechedspeaker.info@sap.com
Marketing sponsorship deliverables (if applicable)	September 11, 2015	Callies & Schewe Kommunikation GmbH Kristina Van Cleave vancleave@calliesundschewe.de
Submit input networking sessions (Premium and Superior sponsors)	September 14, 2015	SAP Speaker Resource Center saptechedspeaker.info@sap.com
Submit session presentation for one-hour speaking slot (Premium sponsors and exhibitors that purchased a speaking slot)	September 26, 2015	SAP Speaker Resource Center saptechedspeaker.info@sap.com
Registration of booth staff (complimentary tickets included in package)	Registration at any time	SAP Registration Office/ Grass Roots sapartner@delegate.com

The SAP TechEd Barcelona 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.

Please check <http://events.calliesundschewe.de/sapteched15> for further reference.

General Information

The SAP TechEd Experience

For nearly two decades, SAP has helped customers and partners get the most out of their technology investments through the world-class training and education offered at SAP TechEd – the only technical conference created expressly for the SAP ecosystem of developers, engineers, and technologists.

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

A sampling of this year's comprehensive educational program:

- **SAP Executive Keynotes:** Get a visionary look at the future of SAP technology.
- **Strategy Talks:** Gain an understanding of the strategy and future direction of SAP products and services from SAP technology leaders.
- **Hands-on Workshops:** Get your hands on live SAP systems with expert-led exercises and classroom training.
- **Demo-enhanced Lectures:** Engage in technical problem-solving discussions and learn about best practices, tips and tricks, and code samples from SAP technical gurus.
- **Customer-driven Lectures:** Hear from SAP customers about their real-life experiences and insights with SAP technologies.
- **Road Map Q&As:** Review future product directions and provide input.
- **SAP CodeJam (mini editions):** Meet one-on-one with SAP development experts, connect with other developers, share knowledge, and write code.
- **Code Reviews:** Discover new techniques and functionality using real code examples.
- **Tech Talks:** Get up to speed on industry trends and technology innovations from leading thinkers from outside of SAP.
- **Networking Sessions:** Meet and interact with technical experts – both from SAP and our ecosystem – for unstructured, face-to-face conversations on a variety of topics.

General Information

Is This Your Customer?

SAP TechEd attendees will attend technical hands-on sessions, demo-rich lectures, and more aligned with the following Tracks and Hot Topics. If any of these match your company's products and services, don't miss this opportunity to meet with and influence our attendees.

Tracks

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

Hot Topics

- Analytics
- Big Data
- Cloud
- Developer Experience
- Internet of Things (IoT)
- SAP HANA Platform
- SAP S/4 HANA
- Security
- User Experience

SAP TechEd: A Return on Investment Like No Other

With deep content on a broad variety of topics, complemented by extensive networking opportunities, SAP TechEd attracts 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.

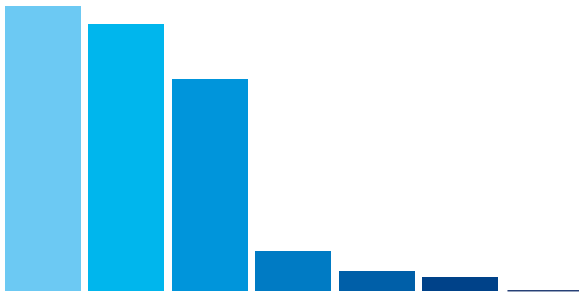
Exhibiting at SAP TechEd creates instant value and sustained results for your company!

General Information

Conference Demographics

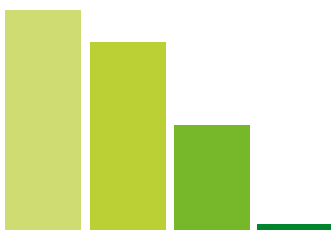
SAP TechEd is where developers, IT architects, engineers, system and database administrators, analysts, data modelers, and designers gather to master their SAP skills. This event will also offer opportunities for SAP customers and partners to interact and communicate with internal SAP developers and product experts.

Expected attendance is 4,000.



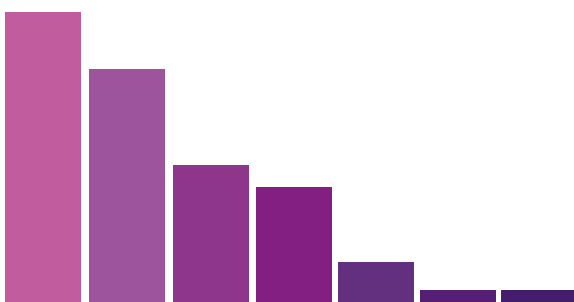
Attendee Relationship to SAP

34%	Customers/Prospective Customers
32%	Partners/Prospective Partners
25%	SAP Employees and Vendors
5%	Independent Consultants
2%	Students and Educators
2%	Press & Analysts
0,07%	Business Influencers



Job Function

42%	IT Management, Architecture, and Design
36%	Web and Application Development
20%	Consultants
2%	Media and Analysts



Experience Level

34%	6-10 years
27%	11-15 years
16%	1-5 years
14%	16-20 years
5%	> 20 years
2%	Less than 1 year
2%	No Experience

General Information

Speaking Engagements

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 Barcelona agenda builder. The total number of sessions available for exhibiting partners to purchase is 10 with a maximum of three per partner.

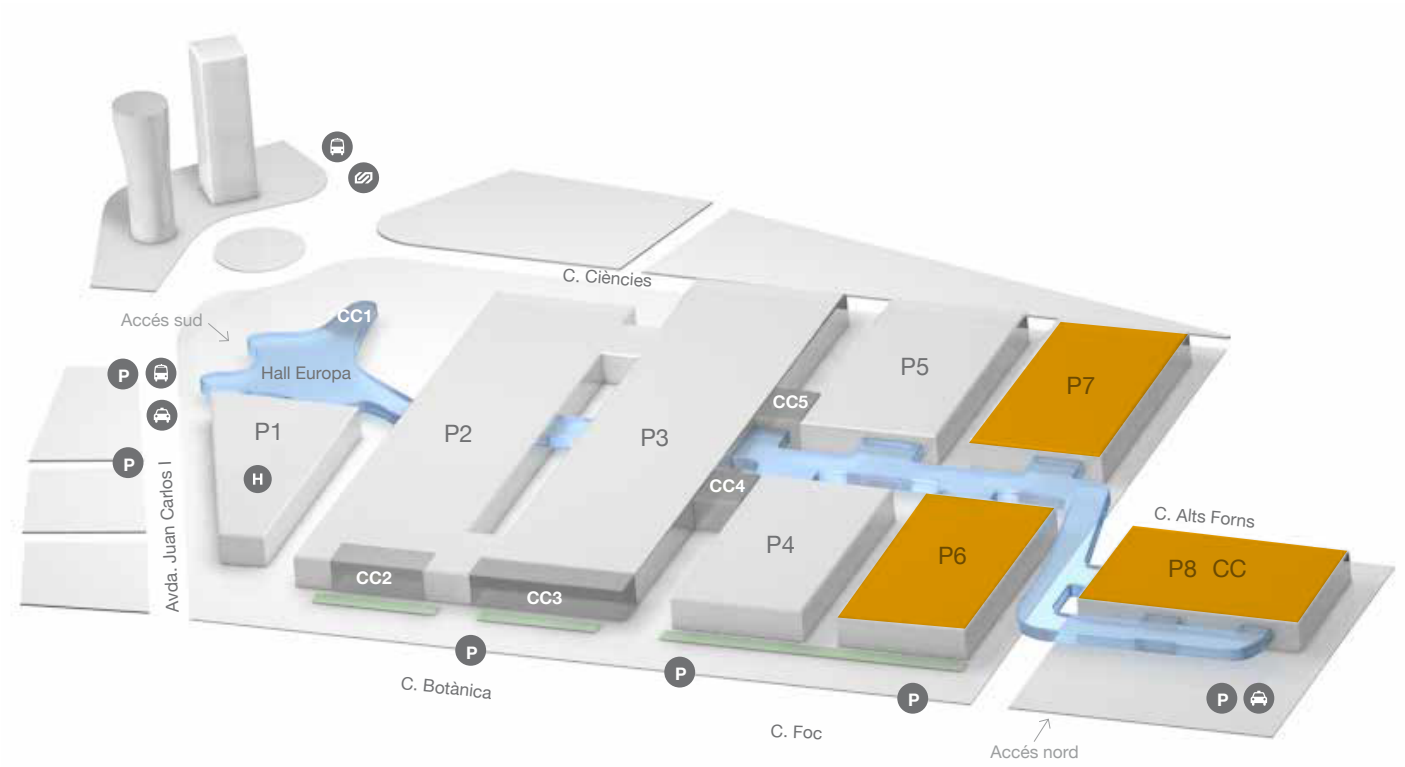
They can be purchased on a first-come, first-served basis via the Exhibiting Partner Web site <http://events.callilesundschewe.de/sapteched15>.

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

Agenda (as of June 2015, subject to change)

	Sunday Nov 8	Monday Nov 9	Tuesday Nov 10	Wednesday Nov 11	Thursday Nov 12
Morning	SAP InnoJam		Executive Keynote	Executive Keynote	
			Breakout Sessions and Strategy Talks	Breakout Sessions and Tech Talks	
			Show Floor	Show Floor	Show Floor
Afternoon	SAP InnoJam		Lunch	Lunch	Lunch
			Show Floor	Show Floor	Show Floor
			Breakout Sessions and Strategy Talks	Breakout Sessions and Tech Talks	
Evening	SAP InnoJam		Show Floor	Breakout Sessions and Tech Talks	Celebration Night
			Reception	Evening Activities	
			DemoJam		

Venue overview and hall descriptions



Hall 6.0

- Keynote

Hall 7.0

- SAP and Partner exhibits

Hall 8.0

- Lecture rooms
- Hands-on sessions

Hall 8.1

- Catering

As of June 2015. Subject to change.

Eligibility to Exhibit

Exhibition at SAP TechEd Barcelona 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

Melanie Waring (conference manager), SAP
Melanie.waring@sap.com

Torsten Wichmann (executive producer), SAP
t.wichmann@sap.com

How to Apply

Applications for an exhibit package may only be made online on <http://events.calliesundschewe.de/sapteched15> starting mid June. By signing the order confirmation every exhibitor agrees to the SAP TechEd Barcelona rules and regulations which are available on the Exhibiting Partner Web site and in the end of this document.

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 España, Sistemas, Aplicaciones y Productos
en la Informática, S.A.
Calle Torrelaguna, 77
Bloque SAP
28043 Madrid
Spain

Account Name: Grass Roots Meeting & Events
Account Number: 86305877
Sort Code: 30-90-73
SWIFT/ BIC Code: LOYDGB21253
IBAN Number: GB08 LOYD 3090 7386 3058 77
VAT number: A58379629

Please note that the SAP Registration Office is a third party company acting on behalf of SAP Spain. The invoice is issued for and on behalf of SAP España, Sistemas, Aplicaciones y Productos en la Informática, S.A., Calle Torrelaguna, 77, Bloque SAP, 28043 Madrid, Spain. Please ensure that payments are NOT made directly to SAP España, 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.** Companies with a Spanish billing address will be charged 10% VAT. Sponsors (with an intracomunitary VAT number) based in other EU countries will be exempt from VAT. Companies with a billing address outside of the EU who supply a valid Fiscal Identification Number will also be exempt from VAT. Companies with a billing address outside of the EU who DO NOT supply a valid VAT or Fiscal Identification Number will be charged 10% Spanish VAT.

Exhibitor Manual

The SAP TechEd Barcelona Exhibitor Manual will be available in September via the Exhibiting Partner Web site <http://events.calliesundsche.de/sapteched15>.

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 Barcelona can be found at <http://events.sap.com/teched-2015-emea/en/home>

Exhibition Opportunities

Exhibit Levels

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

Premium, Superior, Comfort, and Basic sponsors acquire a 40m², 20m², 12m², or 6m² booth respectively in a standard 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 full conference tickets if company meets early-bird deadline (July 31,2015).

Exhibit level	Premium	Superior	Comfort	Basic
Price	€ 82,000	€ 41,000	€ 25,000	€ 15,000
Function space	40m ² booth in standard SAP design including setup, dismantling, carpet, furniture, logo signs, electricity, Internet connection, and cleaning	20m ² booth in standard SAP design including setup, dismantling, carpet, furniture, logo signs, electricity, Internet connection, and cleaning	12m ² booth in standard SAP design including setup, dismantling, carpet, furniture, logo signs, electricity, Internet connection, and cleaning	6m ² booth in standard SAP design including setup, dismantling, carpet, furniture, logo signs, electricity, Internet connection, and cleaning
Full conference registrations	6	4	2	2
Exhibit-only registrations	8	3	2	1
Speaker registration	1 (Show floor and lecture session access; ticket does not include access to hands-on sessions)	–	–	–
Additional full conference registrations	5	3	2	1
Meeting room (for the entire duration of the conference, at short walking distance to booth)	No extra charge 2nd room: €5,000	€5,000 charge	–	–
Company logo on SAP TechEd Barcelona conference Web site and in mobile on-site guide (if sent by August 31)	Yes (highlighted as Premium Sponsor)	Yes	Yes	Yes
Company profile and link to exhibitor's Web site on conference Web site and in mobile on-site guide (if submitted by August 31; content to be reviewed by SAP)	900 characters	750 characters	500 characters	300 characters

to be continued

Exhibition Opportunities

Packages at a Glance

Exhibit level	Premium	Superior	Comfort	Basic
Company name and booth number in exhibition plan included in mobile on-site guide and fold-out plan distributed to all attendees.	Yes	Yes	Yes	Yes
"Featured Exhibitor" Web site inclusion	Yes	-	-	-
Speaking opportunity/ lecture session (if registered by August 31) Opportunity includes one speaker registration.	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)
Networking session	Yes (4)	Yes (2)	-	-
Inclusion in spotlight e-mail	Yes (logo, text and URL)	Yes (mention of company name and URL)	-	-
1 Live interview in LIVE studio	Yes	-	-	-
Web banner and e-mail signature for own promotional purposes	Yes	Yes	Yes	Yes
Celebration night privileges	Yes	-	-	-
Lead retriever	Yes (1)	Yes (1)	-	-

Companies with a Spanish billing address will be charged 10% VAT. Sponsors (with an intracomunitary VAT number) based in other EU countries and companies with a billing address outside of the EU who supply a valid Fiscal Identification Number will also be exempt from VAT. Companies with a billing address outside of the EU who DO NOT supply a valid VAT number of Fiscal Identification Number will be charged 10% Spanish VAT.

Exhibition Opportunities

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 and returns signed order confirmation by early-bird deadline – July 31, 2015)
- 1 speaker registration (show floor and lecture session access; ticket does not include access to hands-on sessions)
- 1 meeting room in short walking distance to your booth including furniture, electricity, logo sign, and cleaning
- Possibility to order a second meeting room at the cost of €5,000 (space permitting)
- Company logo (if registered by given deadline) on conference Web site and in mobile on-site guide
- Company profile (900 characters including empty spaces; content to be reviewed by SAP) on conference Web site and in mobile on-site guide (if submitted by given deadline)
- Company name and URL in exhibition plan included in mobile on-site guide
- "Featured Exhibitor" Web site inclusion
- One speaking opportunity – Lecture session (if company has registered by given deadline); opportunity includes one speaker-only registration for the presenter
- Networking sessions on the SAP TechEd Barcelona show floor (4 included)
- 1 SAP TechEd Live Interview
- Inclusion in attendee e-mail spotlighting all top level partners: SAP will promote Platinum level exhibitors in one dedicated pre-conference e-mail to registered attendees. Company logo, URL, and contact information will be listed, driving attendees to reach out to the exhibitor prior to the conference to start dialog, schedule meetings, etc.
- Web banner and e-mail signature for own promotional activities
- Lead retriever
- Celebration night privileges

***Companies with a Spanish billing address will be charged 10% VAT. Sponsors (with an intracomunitary VAT number) based in other EU countries and companies with a billing address outside of the EU who supply a valid Fiscal Identification Number will also be exempt from VAT. Companies with a billing address outside of the EU who DO NOT supply a valid VAT number of Fiscal Identification Number will be charged 10% Spanish VAT.**

Please note:

- 1 Internet connection per partner will be provided. Additional services may be ordered with the Fira Barcelona 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

Premium Package

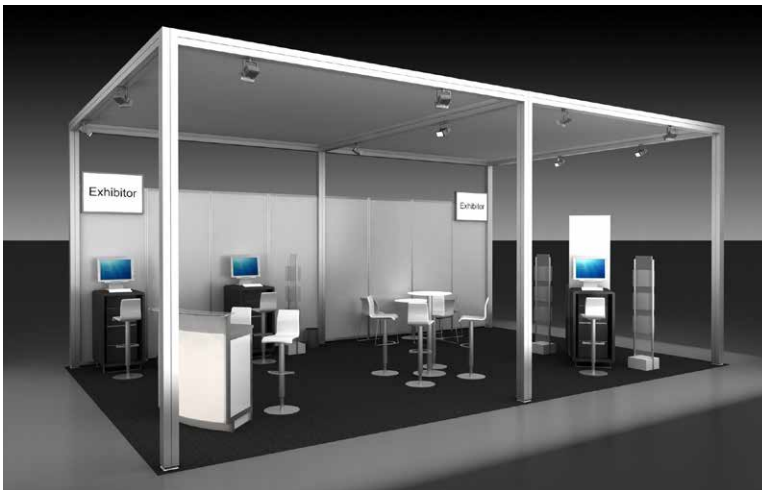
Example 40 m² booth (Premium)

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 (available in September 2015). 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 with 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

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 and returns signed order confirmation by early-bird deadline – July 31,2015)
- Option to book a meeting room in short walking distance to your booth including furniture, electricity, logo sign and cleaning at the cost of €5,000
- Company logo (if registered by given deadline) on conference Web site and in mobile on-site guide
- Company profile (750 characters including empty spaces; content to be reviewed by SAP) on conference Web site and in mobile on-site guide (if submitted by given deadline)
- Company name and URL in exhibition plan included in mobile on-site guide
- Networking sessions on the SAP TechEd Barcelona show floor (2 included)
- Web banner and e-mail signature for own promotional activities
- Lead retriever

***Companies with a Spanish billing address will be charged 10% VAT. Sponsors (with an intracomunitary VAT number) based in other EU countries and companies with a billing address outside of the EU who supply a valid Fiscal Identification Number will also be exempt from VAT. Companies with a billing address outside of the EU who DO NOT supply a valid VAT number of Fiscal Identification Number will be charged 10% Spanish VAT.**

Please note:

- 1 Internet connection per partner will be provided. Additional services may be ordered with the Fira Barcelona 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

Superior Package

Example 20m² booth (Superior)

Depending on booth location in exhibition either corner stand – left or right side open (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 (available in September 2015).

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 with 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

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 and returns signed order confirmation by early-bird deadline – July 31,2015)
- Company logo (if registered by given deadline) on conference Web site and in mobile on-site guide
- Company profile (500 characters including empty spaces; content to be reviewed by SAP) on conference Web site and in mobile on-site guide (if submitted 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

***Companies with a Spanish billing address will be charged 10% VAT. Sponsors (with an intracomunitary VAT number) based in other EU countries and companies with a billing address outside of the EU who supply a valid Fiscal Identification Number will also be exempt from VAT. Companies with a billing address outside of the EU who DO NOT supply a valid VAT number of Fiscal Identification Number will be charged 10% Spanish VAT.**

Please note:

- 1 Internet connection per partner will be provided. Additional services may be ordered with the Fira Barcelona 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

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).

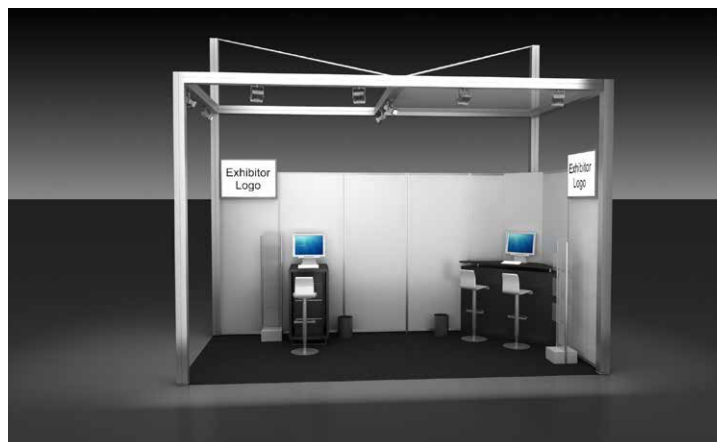
Please see below an example of what the booth looks like. The furniture is included in the package price and has to be ordered with the order form included in the exhibitor manual (available in September 2015).

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.

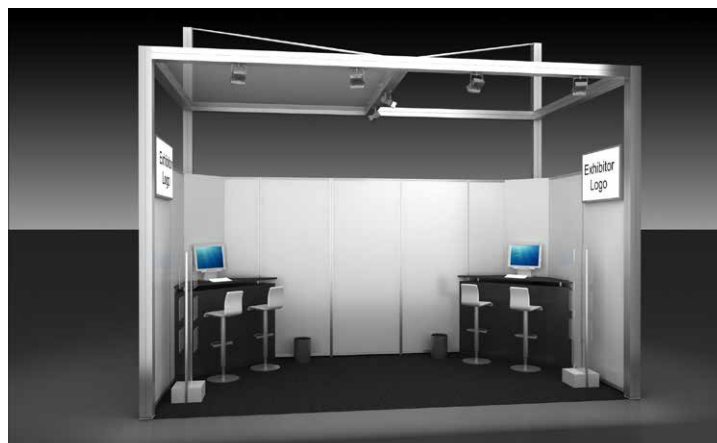
Please note:

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 with 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) Row stand



Exhibition Opportunities

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 and returns signed order confirmation by early-bird deadline – July 31,2015)
- Company logo (if registered by given deadline) on conference Web site and in mobile on-site guide
- Company profile (500 characters including empty spaces; content to be reviewed by SAP) on conference Web site and in mobile on-site guide
- Company name and URL in exhibition plan included in mobile on-site guide
- Web banner and e-mail signature for own promotional activities

***Companies with a Spanish billing address will be charged 10% VAT. Sponsors (with an intracomunitary VAT number) based in other EU countries and companies with a billing address outside of the EU who supply a valid Fiscal Identification Number will also be exempt from VAT. Companies with a billing address outside of the EU who DO NOT supply a valid VAT number of Fiscal Identification Number will be charged 10% Spanish VAT.**

Please note:

- 1 Internet connection per partner will be provided. Additional services may be ordered with the Fira Barcelona 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

Basic Package

Example 6 m² booth (Basic)

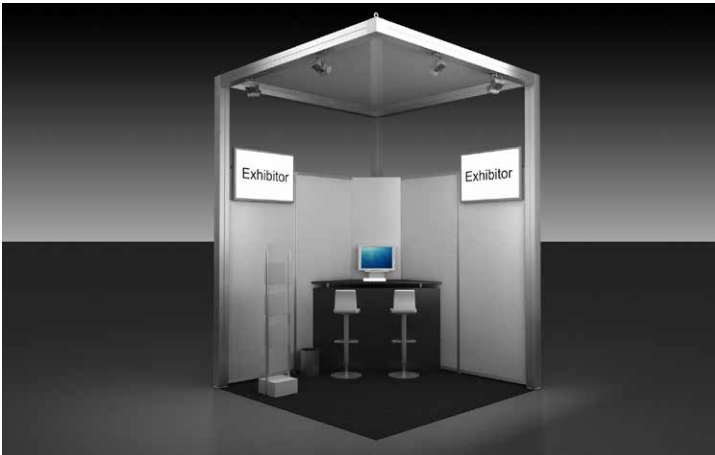
Only corner stands available.

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 (available in September 2015).

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 with 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 meeting room is included at no extra charge. The room will be located near hall 7 at a short walking distance from your booth.

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

Furnishing: 1 table with up to 10 chairs
 1 side board
 1 flip chart
 Electricity
 Cleaning

The inside walls cannot be branded. Pop-up banners may be used. SAP will provide a logo sign for the meeting room door.

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 2015).

Meeting rooms can be booked via the Exhibiting Partner Web site:

<http://events.calliesundschewe.de/sapteched15>

Marketing Sponsorship Opportunities

Marketing Sponsorship Opportunities

To help maximize your company's investment at SAP TechEd Barcelona, 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 Barcelona 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 31, 2015

Terms and Conditions

The following terms and conditions are in addition to the SAP TechEd Barcelona Exhibitor Program Rules and Regulations:

- The SAP TechEd Barcelona 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 at 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 PDF 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 Barcelona 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 Barcelona. 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)	Reach the technically-savvy audience of SAP TechEd Barcelona 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 incorporated into the main agenda content and published in the SAP TechEd Barcelona agenda builder (assuming deadlines are met). Sponsorship includes one speaker registration (show floor access only, hands-on session access not included). 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 Barcelona 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 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€	
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 items (SAP pre-approved), e.g. caps or shirts for bar staff, napkins, cups...	8.000,00 €	production/ shipment of SAP pre-approved promotional items, e.g. cups, shirts.
Coffee stations	Numerous self-service 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 prominently placed on the coffee stations. To take your visibility to an even higher level, you may 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.
Snack sponsor	Envision your brand as the snack sponsor. Your branded snack food (e.g. healthy snack bar) will be distributed in a certain area on the show floor every day for an hour. Increase your visibility by equipping the distribution staff with branded shirts, caps, etc. Snack food item to be provided by sponsor (to be pre-approved by SAP).	8.000,00€	snack food (incl. Shipment); branding of items

Marketing Sponsorship Opportunities

Opportunity	Description	Opportunity Fee	Estimated production/handling costs involved
Power stations (exclusive)	Most SAP TechEd attendees carry one or more mobile devices. These need to be charged. As an SAP TechEd Barcelona exhibitor you have the option to sponsor the popular power stations. Your logo and booth number will be prominently displayed on all stations. Spice up the message and add a QR-code. The power station sponsor will also get credit in the mobile on-site guide app (mentioning including company name, URL and booth number)	6.000,00€	n/a
Mobile Guide Ad (4 opportunities)	<p>Attendees will view event information from their mobile devices via the Mobile Guide - a companion piece to the printed on-site guide.</p> <p>This modern and convenient tool will bring to attendees' mobile devices the practical information needed to find their way around the event, including exhibitor information, session schedules, and event logistics. Attendees will be able to access their saved agendas and have up-to-date information on session changes and event news.</p> <p>Exhibitors should consider sponsoring the mobile guide as a way to highlight their brand, promote key messages, and drive attendees to their booth or sessions.</p> <p>Mobile guide ads will be available to sponsors. For further details please contact your exhibit manager: vancleave@calliesundsche.de</p>	tbd	tbd
Daily e-mail update	The daily e-mail update will provide session schedule updates, links to the agenda builder, SAP TechEd live replays, daily highlights, social media information, and general SAP TechEd Barcelona program updates necessary for navigating the day. The e-mail update will be sent out daily, Tuesday through Thursday, to all registered SAP TechEd Barcelona attendees. 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. Special deal: sponsor all for €9,000	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.</p> <p>Mouse pad layout to be pre-approved. No sponsorship fee: the sponsoring partner bears production cost and shipping fee to Barcelona. Mouse pads will be facilitated by SAP.</p>	No fee	production/ shipment of mouse pads

Exhibitors benefit from a high visibility at SAP TechEd Barcelona. The following advertising items are included in every exhibit package.

Conference Web Presence

SAP will provide an extensive virtual presence for SAP TechEd Barcelona. The conference Web site will feature sessions, keynotes, interviews, 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. Exhibiting partners will be featured in the exhibitors' listing with company name, logo and description as well as URL to the exhibiting partner's Web site.

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/sapteched15>

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: vanccleave@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/sapteched15>. 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 Barcelona are to be coordinated by a dedicated SAP TechEd Barcelona 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 Barcelona 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 July 31)</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 educational sessions or the hands-on-workshops.

Important Information on Registration

Pricing and Ticket Details

Full conference registration – permits access to keynote presentation(s), educational lecture sessions, hands-on workshops, show floor (to include partner exhibits), Networking Reception, DemoJam, Celebration Night, session materials, lunch and refreshment breaks. Additional Full Conference badges are available at the early-bird rate of **€2,290 until July 24, 5:00 p.m. CET.**

Exhibit-only registration – permits access to keynote presentation(s), show floor (to include partner exhibits), Networking Reception, DemoJam, Celebration Night, session materials, lunch and refreshment breaks, out of hour access to the show floor (everything but the educational and hands-on sessions). A limited number of additional exhibit-only badges are available at the rate of **€850** (only for use by exhibiting partners)

Lecture-Only registration (available for SAP TechEd speakers only) – permits access to keynote presentation(s), show floor (to include partner exhibits), Networking Reception, DemoJam, Celebration Night, session materials, lunch and refreshment breaks. Hands-on workshops are not included but may be purchased as an add-on during the registration process for **€850**

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 23, 2015 (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 and 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 23, 2015 (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 and your reservation may be cancelled.

Please advise the Registration Office if you will arrive late.

Please note that after Friday, **October 23, 2015 (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 23, 2015 (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”) acknowledge 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 Barcelona Exhibitor Manual, and the Fira Barcelona rules and regulations, all of which are hereby incorporated by reference.

- The Fira Barcelona rules and regulations can be found under Exhibitor Information at: <http://events.calliesundschewe.de/sapteched15>
- The SAP TechEd Barcelona Exhibitor Manual can be found online at: <http://events.calliesundschewe.de/sapteched15>
- 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 Fira Barcelona 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 7, 2015. 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 Fira Barcelona, 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 Fira Barcelona. 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 Fira Barcelona 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 Barcelona logo provided and to reference "SAP TechEd Barcelona" 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 Barcelona 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 Fira Barcelona'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 Fira Barcelona 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 Fira Barcelona. 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 Fira Barcelona 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.

Rules and Regulations

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 Fira Barcelona, 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 Fira Barcelona equipment or property. Exhibitor shall return the function space to SAP and Fira Barcelona 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 Barcelona will be issued by SAP Registration Office on behalf of SAP España, Sistemas, Aplicaciones y Productos en la Informática, S.A., Calle Torrelaguna, 77, Bloque SAP, 28043 Madrid, Spain.

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 Fira Barcelona, 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 Spain. Each party agrees to submit its person and property to the jurisdiction of the courts of Madrid.

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/sapteched15> to access the online exhibit package application.

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SAP TECHED