



EXHIBITOR PACKAGES

SAP UK & IRELAND USER GROUP CONFERENCE

21 – 23 November 2010

Manchester Central, Manchester

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Why Exhibit at SUG Annual Conference?

The SAP UKI User Group (SUG) invites you to exhibit at the SUG Annual Conference and Exhibition, 21st – 23rd November 2010, in Manchester, England. Our annual meeting is the premier event in the SAP User calendar, attracting more than 500 SAP Users from the UK, Ireland and parts of Europe.

As an SUG exhibitor, you will have the opportunity to:

- Target influencers and decision makers
- Interact face-to-face and network with SAP and SAP Users from all over the UK and Ireland
- Build visibility for your company in a competitive marketplace
- Expand your prospect base and strengthen existing customer relationships
- Introduce new products and services
- Generate new sales leads
- Give product demonstrations
- Conduct market research

Exhibition space is initially assigned using a priority-point system (see next page for details) for those companies and organizations that have exhibited at our Annual Conference or supported SUG in other ways during the last three years. Space will be available on a 'first-come, first-served basis.'

For more information regarding your eligibility, please contact Katie Farr, Exhibition Manager on +44 (0)1789 765932, or Katie@ama-limited.co.uk

Whose Eligible to exhibit?

SAP UKI User Group reserves the right to allow companies to exhibit at their own discretion. SAP UKI User Group reserves the right to revoke an Exhibitor's privileges and terminate the exhibitor agreement.

Affiliate members of SAP UKI User Group are given special privileges. For more information about becoming an Affiliate Member, please contact Jayne Coxon at support@sapusers.org or call +44 (0)1642 343411.

Payment Terms

To confirm exhibition space please complete a Booking Form (please refer to page 14). An invoice for 25% of the stand will be issued on the receipt of a completed booking form, a further 50% will be invoiced in April and the final 25% will be invoiced in September. Should payment not be received within 30 days of the invoice date, SAP UKI User Group reserves the right to revoke and terminate the exhibitor agreement.

Cancellation Policy

Cancellations will be subject to the full cost of the booking. SAP UKI User Group will not accept cancellation or withdrawal of any application once it has been made. The full cost of stand space booked is due irrespective of non-attendance. No refunds will be given.

Partner Exhibitor Priority-Point System (PEPPS)

New for this year, SUG is introducing a priority-point system. This is designed to recognise companies that support SAP UKI UG and its activities and to encourage new companies to participate. Priority points are assigned for each year of participation as an exhibitor. Companies and organisations that have exhibited at the SUG Annual Conference in the last three years will earn priority points as shown below.

Priority points not only count towards a reduction in fees, but also mean you will be offered first choice on stands and sponsorship opportunities. For example, the 2010 SUG Annual Conference standings have been determined by the points accumulated during 2007-2009.

Terms

1. Loyalty Scheme points accrued are based on years attended to-date
2. Points can be accrued for latest 3 years maximum
3. For every point 0.5% discount will be awarded against your stand space/POD space to a maximum of 15%
4. Maximum point holders will be offered first priority to choose both stands from the site plan and sponsorship items
5. SAP UKI UG reserves the right to withhold this promotion from any one organisation

Priority-Point Allocation for the 2009 SUG Annual Meeting

- 10 points – Platinum stand partner of SUG Annual Conference
- 8 points – Gold stand partner of SUG Annual Conference
- 5 points – Silver stand partner of SUG Annual Conference
- 3 points – Bronze stand partner of SUG Annual Conference
- 2 points – POD stand partner of SUG Annual Conference

Priority-Point Reduction

Any corporations/organizations found to be in violation of SUGs rules and regulations will be subject to a priority-point reduction and other possible action deemed necessary by SUG. Please see the Violations box below for details. The reduction in priority points will affect the priority-point standings in future years.

Violations

Failure to adhere to the SUG rules and regulations will result in a loss of points or exhibiting privileges. SUG strictly enforces the rules and regulations and will make all parties responsible for upholding them.

Violations of SUG's rules and regulations will result in the following penalties:

- 1st Violation: Loss of current-year priority points
- 2nd Violation: Loss of one-half of all accrued priority points
- 3rd Violation: Loss of the remainder of all accrued priority points
- 4th Violation: One-year suspension of exhibiting privilege

Full lists of violations are available upon request from the SAP UKI User Group Conference Office.

For more information regarding the priority-point system and your points, please contact Katie Farr, Exhibition Co-ordinator on +44 (0)1789 765932, or Katie@ama-limited.co.uk

PLATINUM LEVEL EXHIBITION PACKAGE

Sponsorship Fee

£21,000 - Affiliate Member

£23,000 - Non-member

☆ Items **exclusive** to the Platinum level packages

Package includes:

- Self build 24sqm, 6m x 4m Exhibit Space (open 3 or 4 sides)
- Electricity, 3 x 500w socket

Please discuss your electrical & lighting requirements with Katie Farr via email: Katie@ama-limited.co.uk no later than Wednesday, 15th September.

Passes:

- **Five stand personnel with access to the plenary sessions**, the buffet lunch and refreshments on both days
- Ability to purchase up to 2 additional stand staff passes, including access to the plenary sessions, buffet lunch and refreshments on both days (at extra cost)

Gala Dinner:

- Five Gala Dinner passes, for Monday 22nd November 2010
- Ability to purchase up to five additional gala dinner passes (at extra cost)
- ☆ Reserved table at the Gala Dinner

Meeting Space:

- ☆ Opportunity to hold one-to-one meetings in a designated meeting space, with the additional option to add a 'pop-up banner.' (Allowance 2 hours on Monday & Tuesday)

Presentation Opportunities:

- One customer speaker slot in a breakout session (each session approximately 30 minutes)
- One Keynote speaker session on Tuesday am (to be shared with additional Platinum sponsor should another opportunity be sold)

'Featured Exhibitor' Website Inclusion:

- Acknowledgement on the conference website, with 100 word listing and logo
- ☆ Leading sponsor logo and link in the exhibition area of the SAP UKI UG conference website

PLATINUM LEVEL EXHIBITION PACKAGE cont...

Additional Benefits:

- Acknowledgement in the conference handbook, with 100 word listing and logo
- ☆ Logo featured on the front cover of the conference handbook (alongside SAP UKI UG logo)
- ☆ Logo with the SAP UKI UG logo on the conference bag
- ☆ Logo on the opening slide of plenary session
- Insert in the conference bag (subject to SAP UKI UG approval)
- Opportunity to contribute a prize to the charity draw, advertised in the conference handbook (prizes drawn at Gala Dinner)
- Free attendance at the 'Networking Dinner' on Sunday, 21st November 2010 in the Exhibition Hall
- Ability to purchase lamppost banners located in prominent position on the Manchester Central complex (at an extra cost)

Conference services:

- Post event analysis feedback
- Opportunity to pre-book accommodation through the Online Booking Service (rooms at an extra cost)
- Opportunity to provide press packs on-site
- Services of the SAP UKI UG Conference Office
- Free Exhibitor Briefing Day (taking place in September 2010)

NB: Unless stated otherwise furniture, internet, gala dinner passes, accommodation, expenses and travel expenses etc. are NOT included in this package therefore, we recommend that you allow additional costs in your budget.

GOLD LEVEL EXHIBITION PACKAGE

Sponsorship Fee

£13,500 - Affiliate Member

£15,500 - Non-member

☆ Items **exclusive** to the Gold level packages

Package includes:

- Shell scheme 12sqm, 4m x 3m Exhibit Space (open 2 or 3sides)
- Lighting, 3 x spotlights (2 tracks)
- Electricity, 2 x 500w socket
- ☆ Furniture: 1 x poseur table, 2 x high stools & 1 x literature rack
- Fascia panel

Passes:

- **Four stand personnel with access to the plenary sessions**, the buffet lunch and refreshments on both days
- Ability to purchase up to 2 additional stand staff passes, including access to the plenary sessions, buffet lunch and refreshments on both days (at extra cost)

Gala Dinner:

- Two Gala Dinner passes, for Monday 22nd November 2010
- Ability to purchase up to four additional gala dinner passes (at extra cost)

Presentation Opportunities:

- Choose from **ONE** of three presentation opportunities (*limited number available*) :
 1. Customer Speaker slot; 30 minute presentation in a breakout session (deadline for proposal 1st June)
 2. Exhibitor presentation; 30 minute presentation in a Vendor track (deadline for proposal 1st June)
 3. 'Demo Jam': 5 minute presentation in the plenary room (deadline for proposal 1st September 2010)

NB: All opportunities are limited and available on 'first-come, first-served' basis.

'Featured Exhibitor' Website Inclusion:

- Acknowledgement on the conference website, with 50 word listing, logo and link

GOLD LEVEL EXHIBITION PACKAGE cont...

Additional Benefits:

- Acknowledgement in the conference handbook, with 50 word listing and logo
- Insert in the conference bag (subject to SAP UKI UG approval)
- Free attendance at the 'Networking Dinner' on Sunday, 21st November 2010 in the Exhibition Hall

Conference services:

- Post event analysis feedback
- Opportunity to pre-book accommodation through the Online Booking Service (rooms at an extra cost)
- Opportunity to provide press packs on-site
- Services of the SAP UKI UG Conference Office
- Free Exhibitor Briefing Day (taking place in September 2010)

NB: Unless stated otherwise furniture, internet, gala dinner passes, accommodation, expenses and travel expenses etc. are NOT included in this package therefore, we recommend that you allow additional costs in your budget.

SILVER LEVEL EXHIBITION PACKAGE

Sponsorship Fee

£9,000 - Affiliate Member

£11,000 - Non-member

Package includes:

- Shell scheme 6sqm, 3m x 2m Exhibit Space (open 1 or 2 sides)
- Lighting, 3 x spotlights (1 track)
- Electricity, 1 x 500w socket
- Fascia panel

Passes:

- **Three stand personnel with access to the plenary sessions**, the buffet lunch and refreshments on both days
- Ability to purchase up to two additional stand staff passes, including access to the plenary sessions, buffet lunch and refreshments on both days (at extra cost)

Gala Dinner:

- Ability to purchase up to five gala dinner passes (at extra cost)

Presentation Opportunities:

- Choose from **ONE** of three presentation opportunities (*limited number available*) :
 4. Customer Speaker slot; 30 minute presentation in a breakout session (deadline for proposal 1st June)
 5. Exhibitor presentation; 30 minute presentation in a Vendor track (deadline for proposal 1st June)
 6. 'Demo Jam': 5 minute presentation in the plenary room (deadline for proposal 1st September 2010)

NB: All opportunities are limited and available on 'first-come, first-served' basis.

'Featured Exhibitor' Website Inclusion:

- Acknowledgement on the conference website, with 50 word listing, logo and link

Additional Benefits:

- Acknowledgement in the conference handbook, with 50 word listing and logo
- Insert in the conference bag (subject to SAP UKI UG approval)
- Free attendance at the 'Networking Dinner' on Sunday, 21st November 2010 in the Exhibition Hall

SILVER LEVEL EXHIBITION PACKAGE cont...

Conference services:

- Post event analysis feedback
- Opportunity to pre-book accommodation through the Online Booking Service (rooms at an extra cost)
- Opportunity to provide press packs on-site
- Services of the SAP UKI UG Conference Office
- Free Exhibitor Briefing Day (taking place in September 2010)

NB: Unless stated otherwise furniture, internet, gala dinner passes, accommodation, expenses and travel expenses etc. are NOT included in this package therefore, we recommend that you allow additional costs in your budget.

BRONZE LEVEL EXHIBITION PACKAGE

Sponsorship Fee

£6,500 - Affiliate Member

£8,500 - Non-member

Package includes:

- Shell scheme 6sqm, 3m x 2m Exhibit Space (open 1 or 2 sides)
- Lighting, 3 x spotlights (1 track)
- Electricity, 1 x 500w socket
- Fascia panel

Passes:

- **Three stand personnel with access to the plenary sessions**, the buffet lunch and refreshments on both days
- Ability to purchase up to two additional stand staff passes, including access to the plenary sessions, buffet lunch and refreshments on both days (at extra cost)

Gala Dinner:

- Ability to purchase up to five gala dinner passes (at extra cost)

'Featured Exhibitor' Website Inclusion:

- Acknowledgement on the conference website, with 50 word listing, logo and link

Additional Benefits:

- Acknowledgement on the conference handbook, with 50 word listing and logo
- Free attendance at the 'Networking Dinner' on Sunday, 21st November 2010 in the Exhibition Hall

Conference services:

- Post event analysis feedback
- Opportunity to pre-book accommodation through the Online Booking Service (rooms at an extra cost)
- Opportunity to provide press packs on-site
- Services of the SAP UKI UG Conference Office
- Free Exhibitor Briefing Day (taking place in September 2010)

NB: Unless stated otherwise furniture, internet, gala dinner passes, accommodation, expenses and travel expenses etc. are NOT included in this package therefore, we recommend that you allow additional costs in your budget.

POD LEVEL EXHIBITION PACKAGE

Sponsorship Fee

£3,650 - Affiliate Member

£5,650 - Non-member

Package includes:

- Purpose built 4sqm, 2m x 2m Exhibit Space (see picture)
- Lighting, 3 x long arm spotlights
- Electricity, 1 x 500w socket
- AV, 1 x plasma screen
- Fascia panel
- Graphics, 2 x full colour panels (see deadlines on page 13)

Passes:

- **Two stand personnel with access to the plenary sessions**, the buffet lunch and refreshments on both days

Gala Dinner:

- Ability to purchase up to two gala dinner passes (at extra cost)

'Featured Exhibitor' Website Inclusion:

- Acknowledgement on the conference website, with 50 word listing, logo and link

Additional Benefits:

- Acknowledgement in the conference handbook, with 50 word listing and logo
- Free attendance at the 'Networking Dinner' on Sunday, 21st November 2010 in the Exhibition Hall

Conference services:

- Post event analysis feedback
- Opportunity to pre-book accommodation through the Online Booking Service (rooms at an extra cost)
- Opportunity to provide press packs on-site
- Services of the SAP UKI UG Conference Office
- Free Exhibitor Briefing Day (taking place in June 2010)

NB: Unless stated otherwise furniture, internet, gala dinner passes, accommodation, expenses and travel expenses etc. are NOT included in this package therefore; we recommend that you allow additional costs in your budget.



TERMS & CONDITIONS

Please make sure you have read all terms & conditions carefully.

1. The SAP UKI User Group reserves the right to accept or reject speakers without prejudice. All sponsors will be given guidance regarding presentation titles, theme, timing and ideas for content of their presentation slot.
2. SAP UKI User Group reserves the right to withdraw any element of the exhibition packages or deduct some of your exhibitor points, if deadlines are not adhered too (see below for deadline information).
3. Exhibition space and the location of such space is subject to change at short notice. SAP UKI User Group reserves the right to exercise its sole discretion in the acceptance or refusal of applications.
4. The preferences requested for booth space location are for guidance and not guaranteed. SAP UKI User Group does not represent that any space will be available to any applicant.
5. Cancellations will be subject to the full cost of the booking. SAP UKI User Group will not accept cancellation or withdrawal of any application once it has been made. The full cost of stand space booked is due irrespective of non-attendance. No refunds will be given.
6. All exhibitors must adhere to the 'Terms & Conditions' (available upon request) of the Partner Exhibitor Priority Points Scheme; if there is any violation the User Group reserves the right to discard or remove points.

Deadlines

All customer speaker or vendor track proposals **MUST** be submitted to the SAP UKI User Group no later than **Tuesday, 1st June 2010**. The proposals must include:

- a. Title
- b. Synopsis
- c. Speaker details

All confirmed presentations **MUST** be submitted on the SAP UKI User Group approved slides no later than **Friday, 15th October 2010**.

All 'Demo Jam' proposals **MUST** be submitted no later than **Wednesday, 1st September 2010**.

All POD graphic panel artwork must be received no later than **Wednesday, 1st September 2010** for the graphic panels or this element of the package will be withdrawn.

For more information regarding the terms & conditions of booking, please contact Katie Farr, Exhibition Co-ordinator on +44 (0)1789 765932, or Katie@ama-limited.co.uk

EXHIBITION BOOKING FORM

SAP UKI User Group Conference & Exhibition
Manchester Central, 21 – 23 November 2010

Please circle your choice below. All prices exclude VAT
Stands will be allocated on a 'first-come first-served basis.'

Stand Level	Platinum	Gold	Silver	Bronze	POD
Affiliate Member Rate	£21,000	£13,500	£9000	£6500	£3650
Non-member rate	£23,000	£15,500	£11,000	£8500	£5650

I agree to book this stand at the SAP UK & Ireland User Group Conference & Exhibition to be held at Manchester Central, Manchester from the 21st – 23rd November 2010.

Company name			
Contact name			
Position in company			
Invoice address & post code			
Phone		Fax	
Email			
Signed		Date	

I hereby declare that I am authorised to place orders and purchases on behalf of the above named company and I am liable to make immediate payment on receipt of invoice and I fully understand which items are included and are not included in my chosen package.

* Platinum, Gold & Silver Bookings Only*

Presentation Opportunity – from the choices below please indicate which presentation opportunity you would like as part of your package. *Limited numbers of each opportunity are available and subject to proposal approval.*

Opportunity	Tick <input type="checkbox"/> one of the options below
Customer Slot – 30 minute presentation in a breakout session	
Exhibitor Slot – 30 minute presentation in the vendor track	
Demo Jam – 5 minute demo in the 'Demo Jam' session	

APPLICATIONS	PAYMENT TERMS	CANCELLATION
<p>Please return this booking form to Katie Farr by fax to 01789 766193.</p> <p>Applicants may be made by telephone or fax on a 'first come, first served' basis. Places are not confirmed until payment is received in full.</p>	<ul style="list-style-type: none"> • 25% invoiced on completion of a signed booking form • 50% invoiced in April 2010 • Final 25% invoiced in September 2010 	<p>SAP UKI User Group will not accept cancellation or withdrawal of any application once it has been made. The full cost of the exhibition sponsorship taken is due irrespective of non-attendance. No refunds are given.</p>