

Exhibitor Conference Schedule

This schedule has been developed specifically for exhibitors. The attendee conference schedule published on the conference Web site will not include the level of detail provided below. The show floor is located in the West Building of the Orange County Convention Center (OCCC), in Halls A and B, Level II, of the West Concourse. The convention center and show floor plans are available via the Exhibitor Information Web Site, www.sapandasugexhibitors.com/space.htm. **Show floor plans and the schedule below are subject to change, so be sure you are using the most up-to-date version.**

Important Notes:

- For SAPHIRE NOW and the ASUG Annual Conference, a large keynote theater is located on the show floor. Most attendees will view keynotes in this theater, but please be aware that the small campus theaters will be used for keynote overflow seating. For this reason, the entire show floor will be accessible during keynotes. The SAP areas will not be staffed during the keynotes. Exhibitors should make staffing decisions based on this information.
- **The show floor will open at 6:30 a.m. on Tuesday and Wednesday as there will be optional viewing of SAPHIRE NOW Frankfurt sessions held in the campus theaters. The SAP areas will not be staffed until 8:00 a.m. Exhibitors should make staffing decisions based on this information.**
- **All exhibits must be completely set up and 'show ready' by 5:00 p.m. Sunday, May 16. Any exhibit not set up by this time may be removed from the show floor at the exhibitor's expense. The show floor will close for set-up at 7:00 p.m.**
- The Exhibitor Service Center is located just off the show floor in Hall A and is open during move-in/out and show floor hours.

Wednesday, May 12

8:00 a.m. – 5:00 p.m. **Sapphire and Onyx level exhibitors move-in**

Thursday, May 13

8:00 a.m. – 5:00 p.m. **Sapphire, Onyx and Diamond level exhibitors move-in**

Friday, May 14

8:00 a.m. – 5:00 p.m. **All exhibitors move-in** – except Emerald Turnkey, Ruby Turnkey and Pod level exhibitors

Saturday, May 15

8:00 a.m. – 5:00 p.m. **All exhibitors move-in** – except Emerald Turnkey, Ruby Turnkey and Pod level exhibitors
12:00 p.m. – 5:00 p.m. Registration – OCCC, West Building, West Concourse, Level I
12:00 p.m. – 10:00 p.m. Registration – Airport

Exhibitor Conference Schedule

Sunday, May 16

7:00 a.m. – 7:00 p.m.	Registration – OCCC, West Building, West Concourse, Level I
10:00 a.m. – 10:00 p.m.	Registration – Airport
8:00 a.m. – 5:00 p.m.	All exhibitors move-in – except Emerald Turnkey, Ruby Turnkey and Pod level exhibitors
12:00 p.m. – 5:00 p.m.	Emerald Turnkey, Ruby Turnkey and Pod level exhibitors move in
5:00 p.m.	All crates off the show floor
5:00 p.m.	ALL EXHIBITS MUST BE SHOW READY
7:00 p.m.	Show floor closes. Exhibitors may remain but once they exit, re-entry is not permitted.

Monday, May 17

7:00 a.m. – 7:00 p.m.	Registration – OCCC, West Building, West Concourse, Level I
7:00 a.m.	Show floor doors* open to exhibitors, partners and employees
7:00 a.m. – 9:30 a.m.	Breakfast – Hall C
8:00 a.m. – 9:30 a.m.	Partner Briefing – broadcast center
9:00 a.m. – 7:30 p.m.	Show floor open
10:00 a.m. – 11:00 a.m.	Keynote – overflow seating in campus theaters
11:15 a.m. – 4:00 p.m.	Presentation Sessions
11:30 a.m. – 2:00 p.m.	Lunch – Halls A and C
12:00 p.m. – 1:00 p.m.	Meet Our Exhibitors**
4:30 p.m. – 6:00 p.m.	Keynote – overflow seating in campus theaters
6:00 p.m. – 7:30 p.m.	Networking Reception and Exhibitor Showcase – held on show floor to including exhibit areas

Tuesday, May 18

6:30 a.m. – 5:30 p.m.	Show floor open*
6:30 a.m. – 9:30 a.m.	Breakfast – Hall C
7:00 a.m. – 5:30 p.m.	Registration – OCCC, West Building, West Concourse, Level I
7:00 a.m. – 8:00 a.m.	Optional viewing of SAPPHIRE NOW Frankfurt sessions – campus theaters
8:00 a.m. – 9:00 a.m.	Presentation Sessions
9:30 a.m. – 11:00 a.m.	Keynote – overflow seating in campus theaters
11:15 a.m. – 5:00 p.m.	Presentation Sessions
11:30 a.m. – 2:00 p.m.	Lunch – Halls A and C
12:00 p.m. – 1:00 p.m.	Meet Our Exhibitors**
5:30 p.m.	Open evening

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Exhibitor Program Conference Schedule

Wednesday, May 19

6:30 a.m. – 5:30 p.m.	Show floor open*
6:30 a.m. – 9:30 a.m.	Breakfast – Hall C
7:00 a.m. – 5:30 p.m.	Registration – OCCC, West Building, West Concourse
7:00 a.m. – 8:00 a.m.	Optional viewing of SAPPHIRE NOW Frankfurt sessions – campus theaters
8:00 a.m. – 9:00 a.m.	Presentation Sessions
9:00 a.m. – 11:00 a.m.	Keynote – overflow seating in campus theaters
11:15 a.m. – 5:00 p.m.	Presentation Sessions
11:30 a.m. – 2:00 p.m.	Lunch – Halls A and C
12:00 p.m. – 1:00 p.m.	Meet Our Exhibitors*
5:30 p.m. – 10:00 p.m.	All exhibitors move-out
6:30 p.m. – 10:00 p.m.	Installation and dismantle Exhibitor Appointed Contractors will not have access to the show floor for move-out until one hour after the close of the show floor to allow for aisle carpet roll-up and truss dismantle
8:00 p.m. – 11:00 p.m.	Celebration Night, Santana Live – Amway Arena

Thursday, May 20

8:00 a.m. – 5:00 p.m. All exhibitors move-out

Friday, May 21

8:00 a.m. – 5:00 p.m. All exhibitors move-out

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