

A scenic view of the San Diego skyline and a marina filled with sailboats. The sky is clear and blue, and the water is calm. In the foreground, there are palm trees on the left side.

Happiness is:  
The **Perfect Climate**  
for **Productivity.**



**SAP America, Inc.**

**SAP 2025**

**Tuesday, January 7<sup>th</sup> – Thursday, January 9<sup>th</sup>, 2025**

**Anticipated Attendance: 3,200**

#### **Group Description**

At SAP, our purpose is to help the world run better and improve people's lives. Our promise is to innovate to help our customers run at their best. SAP is committed to helping every customer become a best-run business. We engineer solutions to fuel innovation, foster equality, and spread opportunity across borders and cultures. Together, with our customers and partners, we can transform industries, grow economies, lift-up societies, and sustain our environment. #TheBestRun

#### **Attendee Profile**

SAP America conferences are typically attended by a diverse mix of professionals, ranging from IT specialists and developers to business leaders and industry analysts. The overarching goal for most attendees is to stay updated on the latest trends in enterprise technology, exchange knowledge, and gain insights into how SAP's products can drive digital transformation, enhance business efficiency, and solve complex organizational challenges.

## Guest Room Block

Participating Hotels	Peak Room Night
<b>Total Peak Nights = 3,712</b>	
<b>Courtyard San Diego Gaslamp/Convention Center</b>	<b>47</b>
<b>Hard Rock Hotel San Diego</b>	<b>255</b>
<b>Hilton San Diego Bayfront Hotel</b>	<b>550</b>
<b>Hilton San Diego Gaslamp Quarter</b>	<b>200</b>
<b>Manchester Grand Hyatt San Diego</b>	<b>750</b>
<b>Marriott Marquis San Diego Marina</b>	<b>715</b>
<b>Omni San Diego Hotel</b>	<b>470</b>
<b>San Diego Marriott Gaslamp Quarter</b>	<b>175</b>
<b>The US GRANT - A Luxury Collection Hotel, San Diego</b>	<b>200</b>
<b>The Westin San Diego Gaslamp Quarter</b>	<b>350</b>

## Schedule of Events

Date	Tue Jan 07	Wed Jan 08	Thu Jan 9
<b>Attendee Open Meals</b>	<b>N/A</b>	<b>Dinner</b>	<b>Dinner</b>
<b>Convention Center Agenda</b>	<p>7:00AM-8:00AM Breakfast (In Networking Lounge)</p> <p>9:00AM-9:45AM Global Keynote</p> <p>9:45AM-10:45AM GTM Transformation</p> <p>10:45AM-11:15AM AM Break</p> <p>11:30AM-1:30PM Expert Talks</p> <p>12:30PM-2:00PM Lunch</p> <p>2:00PM-5:00PM Partner Briefing</p> <p>5:30PM-8:30PM Welcome Reception (Sails Pavilion)</p>	<p>7:00AM-8:00AM Breakfast (In Networking Lounge)</p> <p>8:15AM-9:30AM Regional Keynote</p> <p>9:30AM-10:30AM Business Suite Keynote</p> <p>10:30AM-10:45AM AM Break</p> <p>10:45AM-12:45PM Bootcamp   Pitch Prep</p> <p>12:45PM-2:00PM Lunch (Networking Lounge)</p> <p>12:45PM-4:45PM Theater Sessions</p> <p>4:45PM-6:00PM Happy Hour</p> <p>6:00PM-8:00PM President's Reception</p>	<p>8:00AM-9:00AM Breakfast (Sails Pavilion)</p> <p>9:00AM-12:00PM MU Meetings</p> <p>11:00AM-12:00PM Lunch (Sails Pavilion Grab n' Go)</p>

*\*Schedule is subject to change*

**Off-Site Scheduled Events**

No offsite events scheduled.

**Shuttle Information**

No shuttle provided.

**Contact Information**

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