



SESUG Corporate Sponsorship Program

SESUG is about making the most from your investment. For our attendees it is a learning investment - not to learn just about SAS, but about products and services that will enhance their professional lives. For our sponsors this translates into an opportunity to be close to a group of bright and dedicated professionals - a group of professionals there to learn about your company and your services.

The SESUG Corporate Sponsorship Program is designed to help you maximize your investment! This ten-year-old program provides an excellent opportunity for you to promote your company and services to hundreds of SAS System professionals. These professionals cover a broad spectrum of business, government and academia. These professionals also cover a broad range of backgrounds from programmers to analysts to researchers to managers. These professionals represent a perfect opportunity for you.

We realize that you want to make the most of your marketing and sponsorship dollars, so it is our goal to help you maximize your company's exposure relative to your sponsorship commitment.

Why Should I Sponsor and Exhibit at SESUG 2007?

1. Target Market
2. Visibility
3. Networking
4. Competitive Edge
5. **And it's just plain fun!**

Conference Features:

- The 15th Annual SESUG Conference will be held November 4 - 6, 2007 at the Marriott Hilton Head Beach & Golf Resort on beautiful Hilton Head Island SC.
- Weekend Workshops on Sunday will provide learning and networking opportunities for early arrivers.
- The Opening Session will be early Sunday evening. All of our sponsors are individually recognized at the Opening Session.
- Following the Opening Session we have the ever-popular Welcome Reception. A great place to network.
- Monday and Tuesday will feature concurrent paper sessions.
- Monday and Tuesday also feature the Demo area. Virtually everyone goes through the Demo area, while many are there regularly when there are gaps in their schedules.
- Late Monday afternoon there will be a mixer. This popular event is an excellent networking opportunity.
- The Closing Session on Tuesday will feature lunch and a keynote speaker. Once again all of our sponsors are individually recognized and thanked.

SESUG Sponsorship Program: 4 Defined Levels of Participation.

	Platinum	Gold	Silver	Vendor
Investment	\$3,000	\$2,000	\$1,000	\$1,500
Number of Sponsors Accepted at each level ¹	2	3	5	
Conference Registrations Included	2	1	0	1
Official Sponsorship Options ³	Choice of: * Conference Program * Welcome Reception	Choice of: * Schedule at a Glance * Monday Breakfast * Tuesday Breakfast	Choice of: * Sunday Workshop Breakfast * Monday Morning Break * Monday Afternoon Break * Tuesday Morning Break * Poster Cafe	N/A
Items for Conference Bag ²	Up to 3	Up to 2	Up to 1	0
Ad in Conference Program	2 pages	1 page	½ page	½ page
Ad in 2007 SESUG Informant Fall Edition	¼ page	¼ page	¼ page	¼ page
Link to your website from the SESUG website	Yes	Yes	Yes	Yes
Your logo displayed at the conference registration desk	Yes	No	No	No
Table in conference area	Yes	Yes	Yes	No
Booth in Demo area	No	No	No	10x10
Recognition at Opening Session	Yes	Yes	Yes	Yes
Recognition at Closing Session	Yes	Yes	Yes	Yes

1. Vendor space provided on a first come/first served basis as space permits.
2. Items must be approved by the sponsor relations committee. The estimated number of attendees will be determined in September.
3. Vendor logo will be displayed at all vendor sponsored events.

How do I Register to be a SESUG Sponsor?

Register online using the "Online Sponsorship/Exhibitor Registration" tab at www.sesug.org

Online sponsor registration will remain available until September 4.

Register early to maximize your advertising benefits.

Full Payment must be received by September 4.

Please be aware that sponsor registration is not the same as conference registration. All sponsors who plan to attend must also register for the conference. You will receive a special code to use to redeem the registrations included in your sponsor package.

For more information contact our Sponsorship Coordinator:

Peter Eberhardt
SponsorInfo@sesug.org

Don't miss this opportunity to reach hundreds of professionals in a prime conference location and have a good time doing it! We look forward to working with you.