



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 meet 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 well-established program provides an excellent opportunity for you to promote your company and services to hundreds of SAS System professionals. Our attendees cover a broad spectrum of business, government and academia. They cover a broad range of backgrounds from programmers to analysts to researchers to managers and they provide a perfect opportunity for you.

Enhance your investment and visibility at the conference by presenting a paper. Abstracts will be accepted from February 18th until April 14th. Papers must have technical content that would be of interest to our attendees and they must be selected by the section chairs.

In addition to the benefits that we have had in the past, this year Platinum Sponsors, Gold Sponsors, and Exhibitors will be provided one or more time slots for presentations in a small theater in the demo room. The time slots will be 20 minutes with 10 minutes between presentations. Check the program benefits chart below to see the number of presentation slots allotted at each program benefit level.

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. Please review the benefits chart below and don't hesitate to let us know how we can improve this program.

Conference Features:

- The 16th Annual SESUG Conference will be held at the TradeWinds Island Grand, St. Pete Beach, Florida, October 19-22, 2008.
- Weekend Workshops on Sunday will provide learning and networking opportunities for early arrivers.
- All of our sponsors will be individually recognized at the Opening Session on Sunday night. The Sock Hop that follows the Opening Session will be a great opportunity to network and make new friends.
- Monday, Tuesday and Wednesday will feature concurrent paper sessions and demo room hours. Virtually everyone goes through the demo area, and many attendees visit regularly when there are gaps in their schedules.
- The SAS Customer Appreciation Mixer on Tuesday evening is a popular event and an excellent networking opportunity. There will also be a Volunteer and Sponsor Reception on Monday night.
- Sponsors are invited to donate an item for the Silent Auction for Charity. Join us in making this event more profitable and fun than ever before.
- All of our sponsors are individually recognized and thanked again at the Closing Session on Wednesday.
- Go Platinum and be seen. At this venue we can hang your banner (approx 3' wide x 6' tall) over our registration desk. This is a highly visible location.

SESUG Sponsorship Program: 4 Defined Benefit Levels.

	Platinum	Gold	Silver	Exhibitor
Investment	\$3,500	\$2,500	\$1,500	\$2000
Number of Sponsors Accepted at Each Level	3	4	7	5
Conference Registrations Included	2	1	0	1
Official Sponsorship Options ¹	Choice of: 1) Conference Program- includes an extra ad inside front cover of the program. 2) Welcome Reception 3) Volunteer Reception	Choice of: 1) Schedule at a Glance 2) Monday Breakfast 3) Tuesday Breakfast 4) Wednesday Breakfast	Choice of: 1) Sunday Workshop Breakfast 2) Poster Café 3) Break Mon AM 4) Break Mon PM 5) Break Tues AM 6) Break Tues PM 7) Break Wed AM	N/A
Items for Conference Bag ²	Up to 2	Up to 2	Up to 1	0
Ad in Conference Program	1 page	1/2 page	1/4 page	1/4 page
Link to Your Website from the SESUG Website ³	Yes	Yes	Yes	Yes
Your Logo Displayed Near Conference Registration Desk	Yes	Yes	Yes	Yes
Booth in Demo Area ⁴	N/A ⁴	N/A ⁴	N/A ⁴	10x10 ⁴
Demo Room Theater Presentations: 20 Minutes Each	3	2	0	1
Recognition at Opening and Closing Session	Yes	Yes	Yes	Yes
List of Attendee Email Addresses -- Includes Only the Attendees Who Have Provided Their Consent. ⁵	Yes	Yes	Yes	Yes

1. Your company logo will be displayed at the event you choose to sponsor.

2. The estimated number of attendees will be determined in September. Attendance last year was around 350. Bag items must be approved by the sponsor relations committee.

3. As soon as you register as a sponsor, we will request a logo to post on the web.

4. **Platinum and Gold Sponsors may add a demo booth for \$1000 (50% off the Exhibitor price).** Demo room space will be assigned to Exhibitors on a first come/first served basis based on sponsor registration date.

5. These email addresses will be sent to you about a week before the conference.

How do I Register to be a SESUG Sponsor?

- Register online using the Sponsorship tab at <http://www.sesug.org/SESUG2008/index.htm>
- Register early to maximize your advertising benefits. Your company name will be added to our emails and your logo will be posted on our web site as soon as you have registered and payment in full has been received.
- Full Payment must be received by September 2.
- After you have completed your Conference Sponsor Registration and payment has been received, we will send you instructions on registering your conference attendees. The number of included registrations is listed in the table of benefits above.

For more information contact our Sponsorship Coordinator: Joy Smith at
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.