

## SESUG Policies and Procedures

The annual SouthEast SAS® Users Group (SESUG), Inc., Conference is primarily an educational gathering for the benefit of its attendees. SESUG recognizes that the majority of attendees are present as representatives of their employers for this purpose. To ensure that conference activities support the educational nature of the conference, SESUG reserves the right to approve all conference activities requested by attendees or sponsors. All attendees and sponsors are expected to abide by the Policies and Procedures set forth in this document.

**Paper Content:** Users are encouraged to present papers describing real-world applications using SAS software. SESUG accepts a limited number of theoretical and general overview papers. Acceptance of all presentations is at the discretion of the Conference Co-Chairs. Oral presentations and written papers describing projects or services of a commercial nature may only be presented at the conference if they describe how the product relates to the use of SAS software; and they do NOT include price lists, support commitments, or other material of a promotional or sales nature.

**Right of Withdrawal:** The SESUG Executive Council and the Conference Co-Chairs reserve the right to determine if any activity is in violation of these guidelines. They may, at their discretion, direct the withdrawal of a presentation or demonstration or dismiss a SESUG attendee from the conference.

**Marketing and Recruiting:** Any person or entity wishing to market their products or services or whose presence is primarily to recruit attendees at the annual SESUG conference must register as a sponsor. Registered sponsors are expected to conduct themselves with professionalism. The SESUG Executive Council reserves the right to refuse any or all sponsor registrations. In addition to, or in lieu of, a physical presence at the annual SESUG conference, sponsors may choose to have a virtual presence through means of advertising. Planned activities beyond interaction at a sponsor booth need to be approved in advance by the Conference Co-Chairs.

The Conference Program may include printed sponsor advertisements. Sales literature and promotional items may only be distributed to conference attendees in an approved manner, usually in the form of a conference bag insert or distributed from the sponsor's booth. Program advertisements and items for distribution must be shipped to a designee of the Conference Chairs and are subject to prior approval of form and content. Fees associated with advertising are included in various sponsor package options posted on the website.

Sponsors will be recognized in accordance with the sponsorship guidelines and package options posted on the website. Specific requirements (e.g., content, deadlines, and costs) for sponsor promotional opportunities are included in the sponsor program documents on the website or will be provided in a timely fashion.

SESUG reserves the right to approve any sponsor related activities involving attendees such as hospitality suites, recruitment or other similar activities. In the event any questions of interpretation arise, the decision of the Conference Chairs will apply.

Unless explicitly invited by SESUG, non-registered companies, their agents or individuals may not engage in any direct marketing or sales effort at the conference.