



SESUG 2019
WILLIAMSBURG, VA
OCTOBER 20-22

Sponsor Opportunities
Guide & Prospectus



Become a SESUG Sponsor

- Southeast SAS Users Group (SESUG) is the longest running analytics conferences focusing specifically for users and decision makers of the Southeast
- Networking opportunities within the Exhibit Hall include breakfast and afternoon refreshment breaks
- Opening Mixer, Keynote, Hands-on-Workshops and Poster Sessions
- NEW tracks: Analytics Leadership and Open Analytics
- High Exposure on relevant communications before, during and after the conference
- Maximum visibility on the SESUG Mobile App
- À la Carte options available (see pg. 13)
- Early bird package pricing before June 30



About SESUG

- 350 attendees from 11 states, Washington DC and Puerto Rico
- Over 100 breakout sessions delivered by SAS users and stakeholders across several industries (Healthcare, Government, Education, Pharma)
- New Analytics Leadership track focuses on Analytics decision makers and influencers
- New Open Analytics track focuses on open source software

SESUG 2019

Past Sponsors



Conference Attendees – Companies

Corporations

3M Health Information Systems
American Express
Anthem Inc.
AT&T
Bank of America
Biogen
Booz Allen Hamilton
Bristol-Myers Squibb
Celgene
Cigna
Citibank
Delta Air Lines
Duke Energy
Eli Lilly
Family Dollar
FedEx Express
Footlocker
Freddie Mac
Johnson and Johnson
Leidos
Merck & Co. Inc
NextEra Energy
PAREXEL International
Pfizer

PRA Health Sciences
Regions Bank
SCANA
State Farm Insurance
SunTrust Banks
Synchrony Financial
T. Rowe Price
Teradata
The Hartford Insurance Group
The PNC Financial Svcs Group
UnitedHealth Group
USAA
WellCare
Wells Fargo Bank

Government

Bureau of Economic Analysis
Bureau of International Labor Affairs
Bureau of Labor Statistics
CDC and Prevention
Census Bureau
EPA
FAA

Federal Reserve Bank of Philadelphia
Federal Reserve Board of Governors
Florida Dept of Financial Services
Florida Dept of Health
Florida Fish and Wildlife
Georgia Dept of Public Health
Internal Revenue Service (IRS)
Kentucky Dept of Public Health
NY State Dept of Health
So Carolina Dept of Education
Social Security Administration
Tennessee Dept of Health
U.S. Consumer Product Safety Commission
U.S. Department of Education
U.S. Department of Energy
U.S. Department of Labor
U.S. Department of Treasury
U.S. Department of VA
U.S. Dept of Commerce

U.S. Dept of HUD
U.S. Dept of Transportation
U.S. DOJ
U.S. Office of Personnel Mgt
U.S.D.A.

Healthcare

Blue Cross Blue Shield
Duke Clinical Research Institute
GlaxoSmithKline
Kaiser Permanente
Mayo Clinic
Noven Pharmaceuticals, Inc.
Siemens Healthineers
The Emmes Corporation
Westat
Wharton Research Data Services

Academia

Carnegie Mellon University
Duke University
Embry-Riddle Aeronautical University
Emory University
FIU
Florida A&M University
Jackson State University
Johns Hopkins University
Kennesaw State University

Nat'l Student Clearinghouse
NCSU
Nova Southeastern University
Oklahoma State University
Old Dominion University
Radford University
Texas A&M University
University at Albany, SUNY
University of Alabama
University of Baltimore
University of Central Florida
University of Connecticut
University of Delaware
University of Florida
University of Georgia
University of Iowa
University of Kansas
University of Maryland
University of North Carolina at Chapel Hill
University of Oklahoma
University of South Carolina
University of South Florida
University of Southern California
University of Tennessee
Vanderbilt University
Virginia Tech

Conference Attendees – Titles

Algorithm Designer	Coordinator of Accountability	Executive Director,	Physician	SAS Programmer
Analyst	Credit Risk Reporting	Institutional Research	Postdoctoral Research Assoc	SAS Specialist
Analytic Consultant	Manager	Financial Data Analyst	President	Scientific Data Analyst
Analytics Manager	Customer Insights Manager	Financial Risk Consultant	Principal Research Statistician	Scientific Information
Applications Analyst	Data & Analytics Associate	Fraud Analyst	Developer	Specialist
Assistant Director	Data Analyst	Global Head of Statistical	Principal Software Developer	Senior Analyst
Assistant Professor	Data Analytics Manager	Programming	Principal Technical Training	Senior Manager
Associate Dean	Data Configuration Specialist	Graduate Research Assistant	Consultant	Senior Psychometrician
Associate Director	Data Modeling Analyst	Graduate Student	Product Manager	Senior Quantitative Analyst
Associate Professor	Data Scientist	Health Information Manager	Professor	Senior Research Analyst
Associate Vice Provost	Data Warehouse Architect	Health Insurance Specialist	Programmer Analyst	Senior Technology Analyst
Assistant Vice Provost	Database Administrator	Healthcare Analyst	Public Health Associate	Social Media Communications
BI Systems Analyst	Database Marketing Manager	IT Specialist	Reporting Solutions	Specialist
Bio-Statistical Research	Decision Support Architect	Independent Contractor	Consultant	Software Engineer
Analyst	Developer Senior	Independent SAS Consultant	Research Analyst	Solutions Consultant
Biostatistician	Decision Support Manager	Informatics Senior Analyst	Research Associate	Statistical Analyst
Business & Technology	Dept Chair, Mathematics	Institutional Research Analyst	Research Fellow	Statistical Research Specialist
Applications Analyst	Director	Instructor	Research Professor	Supervisory Mathematical
Business Analyst	ETL Architect	Lead Biostatistical Pmgr	Research Scholar	Statistician
Business Systems Advisor	Economist	Lead Software Engineer	Research Scientist	Surveillance and Program
CEO	Sr. Enterprise Ops Data	Lead Survey Statistician	Research Specialist	Evaluator
Chief Data Scientist	Analyst	Manager	Risk Consultant	Survey Statistician
Chief, Data Coordination	Epidemiologist	Mathematical Statistician	Risk Credit Reporting Analyst	System Analyst
Center		Operations Analyst I	SAS Administrator	Technical Specialist
		Owner	SAS Grid Implementation	Technical Trainer
		Public Health Analyst	Specialist	Treasury & Risk Senior
		Partner	SAS Platform Manager	Specialist
		Pharmacy Analytics Manager		Vice-President
				Visual Analytics Developer

Platinum Sponsorship

Regular Pricing: \$5000

Before June 30: Save \$200

À la Carte Discount: 50%

Exhibition and Passes

- 4 free conference passes
- 1st round of choice of exhibit location (10'x10')
- Dedicated personalized support over entire duration of the event

Thought Leadership

- 10 – 15-minute Keynote
- Opening Session recognition with your logo and company introduction
- One speaking session in track of your choice

Branding

- Premier billing of logo on signage at conference
- Logo, link and 200-word description on website
- Logo on mobile app throughout conference
- One-page collateral insert + one branded item (both provided by sponsor) placed in conference bag
- One keynote seat-drop collateral piece, materials provided by sponsor

Advertising

- Attendee List
- One dedicated email to registrants featuring your company
- Logo with link in email communications to registrants
- Premier banner ad to run on conference website before and during the event
- Inclusion in social media promotions up to and during conference
- Full page color ad in on-line conference program

Gold Sponsorship

Regular Pricing: \$3400

Before June 30: Save \$200

À la Carte Discount: 33%

Exhibition and Passes

- 2 free conference passes
- 2nd round of choice of exhibit location (10'x10')
- Dedicated personalized support over entire duration of the event

Thought Leadership

- Opening Session recognition with your logo and company introduction
- One speaking session in track of your choice

Branding

- Inclusion of logo on signage at conference
- Logo, link and 200-word description on website
- Logo on mobile app throughout conference
- One-page collateral insert + one branded item (both provided by sponsor) placed in conference bag
- One keynote seat-drop collateral piece, materials provided by sponsor

Advertising

- Logo with link in email communications to registrants
- Banner ad to run on conference website before and during the event
- Inclusion in social media promotions up to and during conference
- Full page color ad in on-line conference program

Silver Sponsorship

Regular Pricing: \$2200

Before June 30: Save \$200

À la Carte Discount: 25%

Exhibition and Passes

- 1 free conference pass
- 10' x 10' exhibit space

Thought Leadership

- Opening Session recognition with your logo

Branding

- Inclusion of logo on signage at conference
- Logo, link and 100-word description on website
- Logo on mobile app throughout conference
- One-page collateral insert + one branded item (both provided by sponsor) placed in conference bag

Advertising

- Inclusion in social media promotions up to and during conference
- Full page color ad in on-line conference program

Academic Sponsorship

Regular Pricing: \$1000

Before June 30: Save \$200

À la Carte Discount: 10%

Exhibition and Passes

- 6 ft. Exhibitor Table

Thought Leadership

- Opening Session recognition with your logo

Branding

- Inclusion of logo on signage at conference
- Logo and link on website
- Logo displayed on mobile app throughout conference

Advertising

- Full page color ad in on-line conference program

Sponsorship Matrix

	Platinum	Gold	Silver	Academic
(Before June 30: Save \$200) Pricing	\$5000	\$3400	\$2200	\$1000
Exhibition and Passes				
• Free full conference passes	4	2	1	1
• Exhibit location (10' x 10')	1 st Round choice	2 nd Round choice	Yes	6' Table
• Dedicated personalized support	Yes	Yes	--	--
Thought Leadership				
• 10 – 15-minute Keynote	Yes	--	--	--
• Opening Session recognition with logo	+ Co. Intro	+ Co. Intro	Yes	Yes
• One speaking session in track of your choice	Yes	Yes	--	--
Branding				
• Inclusion of logo on signage	Premier	Yes	Yes	Yes
• Logo, link and description on website	200 wds	200 wds	100 wds	No desc

(Continued on next page)

Sponsorship Matrix (cont'd)

	Platinum	Gold	Silver	Academic
Branding (cont'd)				
• Logo displayed on mobile app throughout conference	Yes	Yes	Yes	Yes
• One-page collateral insert + one branded item in conference bag	Yes	Yes	Yes	--
• One keynote seat-drop collateral piece	Yes	Yes	--	--
Advertising				
• Attendee List	Yes	--	--	--
• Logo with company website link included in all email communications to registrants	Yes	Yes	Yes	--
• Inclusion in social media promotions leading up to and during the conference	Yes	Yes	Yes	Yes
• One dedicated email to registrants that features your company	Yes	--	--	--
• Banner ad on conference website before and during the event	Premier	Yes	--	--
• Full page color ad in on-line conference program	Yes	Yes	Yes	Yes



À la Carte Opportunities

Opportunity	Price
Mobile App Ad 1 month	\$200
Mobile App Ad 2 months	\$400
Twitter sponsor 1 month	\$300
Twitter sponsor 2 months	\$600
Full-pg color Ad On-line Program	\$100
Mobile App ad during conf	\$500
Conference bag item	\$125
Schedule-at-a-Glance	\$1,200
Attendee List	\$1,500

Opportunity	Price
Analytics Leadership Track	\$1,600
Opening Mixer – Food	\$4,500
Opening Mixer – Bar	\$1,500
Monday Keynote breakfast	\$3,400
Grantee Lunch Sponsorship	\$600
Afternoon Snack – Monday	\$1,300
Tuesday breakfast	\$2,000
User Group Lunch	\$900
Afternoon Snack – Tuesday	\$1,200



Thank You

For making YOUR support part of SESUG's Success