



SESUG Conference Sponsorship Program

Do you have a product or service that you want to promote? Sponsorship of this well established educational conference provides an excellent venue for you to promote your company to hundreds of SAS System professionals.

SESUG conferences usually have 300-350 attendees who come from a broad spectrum of business, government and academic disciplines. They cover a broad range of backgrounds from programmers to analysts to researchers to managers and they provide a perfect opportunity for sponsors to expand their base of SAS professional contacts.

For our attendees, SESUG conferences are a learning investment - not to learn just about SAS, but about products and services that will enhance their professional lives. For sponsors, SESUG conferences are an opportunity to meet a group of bright and dedicated professionals - a group of professionals ready to learn about how your company and your services can help leverage their professional lives.

Sponsors can enhance their visibility and contact with conference attendees by presenting a paper. Abstracts will be accepted from February 26th until April 25th. Papers must have technical content that would be of interest to our attendees and they must be selected by the section chairs.

Sponsors may choose to have a booth in the SAS Demo Room. The Demo Room will be open on Monday, Tuesday and a few hours on Sunday afternoon. The demo room is a great place to meet with attendees.

Sponsors may choose to present in the Demo Room Theater. Sponsors are guaranteed one twenty minute presentation opportunity and will be allowed to present more as time allows. If you choose to do this, please register early so we can include your presentation information in the presentation schedules. The deadline for this information is September 1st.

The SESUG newsletter, The Informant, is another advertising opportunity. This newsletter is sent to our email list with close to 800 names. Newsletters and advertising information can be found at <http://www.sesug.org/SESUGOrganization/Newsletters.htm>

We realize that sponsors want to make the most of their marketing and sponsorship dollars, so it is our goal to maximize your company's exposure relative to your sponsorship commitment. Please review the benefits chart below and don't hesitate to let us know if you have questions or suggestions on ways to improve this program.

We look forward to meeting you at SESUG 2009!

Conference Highlights

- The 2009 SESUG conference will be held in Birmingham, Alabama.
- Our convention hotel is the Sheraton Birmingham Hotel, located in the heart of Birmingham's central business district.
- We will hold our meetings in the Birmingham Jefferson Convention Complex (BJCC), conveniently connected to the hotel by an enclosed skywalk.
- The average low temperature in October is 51 degrees, and the average high is 74.
- Weekend Workshops on Sunday will provide learning and networking opportunities for early arrivers.
- Sponsors will be individually recognized at the Opening Session on Sunday night. The Get Acquainted Mixer that follows the Opening Session will be a great opportunity to network and make new friends.
- Monday and Tuesday will feature concurrent paper sessions and demo room hours. We also plan to have Sunday afternoon demo room hours. Virtually everyone goes through the demo area, and many attendees visit regularly when there are gaps in their schedules, so having a booth in the demo room will put you in a great location to meet with attendees!



- The SAS Customer Appreciation Mixer is a popular event and an excellent networking opportunity. There will also be fun activities on Monday night.
- Sponsors are invited to donate an item for the Silent Auction to benefit a 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 Tuesday.

	Platinum	Gold	Silver	Exhibitor
Investment	\$3,500	\$2,500	\$1,500	\$2,000
Number of Sponsors Accepted at Each Level	3	3	5	5
Conference Registrations Included	2	1	0	1
Official Sponsorship Options ¹	Choice of: 1. Conference Program - includes an ad inside front cover of the program 2. Welcome Reception 3. Monday Evening Activities	Choice of: 1. Schedule at a Glance 2. Monday Breakfast 3. Tuesday Breakfast	Choice of: 1. Sunday Workshop Breakfast 2. Poster Café 3. Break Mon AM 4. Break Mon PM 5. Break Tues AM	N/A
Items for Conference Bag ²	Up to 2	Up to 2	Up to 1	0
Ad in Conference Program	1 page	½ page	¼ page	¼ page
Link to Your Website from the SESUG Website ³	Yes	Yes	Yes	Yes
Your Logo Displayed in the Poster Area	Yes	Yes	Yes	Yes
Booth in Demo Area ⁴	Optional ⁴	Optional ⁴	Optional ⁴	10x10 ⁴
Demo Room Theater ⁵ Presentations: 20 Minutes Each	1 ⁵	1 ⁵	1 ⁵	1 ⁵
Recognition at Opening and Closing Session	Yes	Yes	Yes	Yes
List of Attendee Email Addresses - Includes Only the Attendees Who Have Provided Their Consent ⁶	Yes ⁶	Yes ⁶	Yes ⁶	Yes ⁶



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 room 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. Spaces are limited.
5. Additional opportunities to present will probably be available. Register early so we can advertise your presentations in the presentation schedules.
6. Email addresses will be sent to you about a week before the conference.

How Do I Register To Be A Sponsor?

Register online using the Sponsorship tab at <http://www.sesug.org/SESUG2009>

Register early to maximize your benefits. Your company name will be added to our email, your logo will be posted on our web site and your ad will be placed in the conference program.

Full Payment and all conference program content must be received by September 1, 2009. Some program benefits may not be available after that date.

What's Next?

After you register as a Conference Sponsor, we will send you a special code to register your waived attendee(s). This additional registration step is necessary so we can prepare a package of conference materials for your attendees.

We would like to have your company logo and a short description of your company (100 words or so) for on our website as soon as possible.

You may want to begin thinking about what you would like to insert in the conference bags (pens, paper, ad...), a give away at closing session, an item to donate to the Silent Auction for Charity, and your ad for in the conference program. None of these are required, but are available for you to participate in.

For More Information

Contact the SESUG Sponsorship Committee: Joy Smith (chair), Bob Bolen, Peter Eberhardt, Denise Kruse, David Maddox, and George Mathews -- SponsorInfo@sesug.org

Don't miss this opportunity to reach hundreds of professionals at a fun and educational conference. We really look forward to working with you and seeing you in Birmingham!