



# SESUG 2010

## Paper Presentation Guidelines

Note: Most of the content contained in this document is quoted directly from the *SAS Global Forum Presentation Guidelines*, referenced at the end of this document.

2

### Contents

#### Part 1: Presentations, Papers, Visuals, Posters, and Handouts

<b>Deadlines for Authors</b> .....	3
<b>Presentation Guidelines</b> .....	4
<i>Planning Your Presentation</i> .....	4
<i>Referring to SAS and SAS Products</i> .....	4
<i>Preparing Your Presentation</i> .....	5
<i>Using Slides and Visuals</i> .....	5
<i>Preparing Slides and Visuals</i> .....	6
<i>Practicing Your Presentation</i> .....	6
<i>Presenting Your Paper at SESUG</i> .....	7
<i>Delivering Your Presentation</i> .....	7
<i>Answering Questions about Your Presentation</i> .....	7
<b>Guidelines for Preparing Your SESUG Paper for Publication</b> .....	8
<i>Formatting Your Paper for the Proceedings</i> .....	8
<i>Font and Type Size Recommendations</i> .....	9
<i>Sample Paper</i> .....	10
<i>Visuals</i> .....	11
<i>Capitalization</i> .....	11
<i>Terminology</i> .....	11
<i>Code</i> .....	11
<i>Trademark Guidelines</i> .....	12
<i>References</i> .....	12
<i>Including Published Material in Your Presentation</i> .....	13
<i>Preparing the PDF File</i> .....	14
<i>Final Checklist</i> .....	14
<i>Uploading the PDF File</i> .....	14
<b>Preparing Posters for SESUG</b> .....	16
<i>Poster Board Measurements</i> .....	16
<b>Preparing Handouts</b> .....	18
<b>Part 2: SESUG Guidelines for Participation</b>	
<b>Attendance and Registration</b> .....	19
<b>Handouts and Other Displays</b> .....	19
<b>Recruiting</b> .....	19

<b><i>Presentations</i></b> .....	19
<b><i>Paper Content</i></b> .....	20
<b><i>Demonstrations</i></b> .....	20
<b><i>Partner Participation</i></b> .....	20
<b><i>Participant Conduct</i></b> .....	21
<b><i>Right of Withdrawal</i></b> .....	21
<b><i>Frequently Asked Questions</i></b> .....	22
<b><i>Hints for Using Microsoft Word</i></b> .....	22
<b><i>References</i></b> .....	23

3

## **Part 1: Presentations, Papers, Visuals, Posters and Handouts**

### **Deadlines for Authors**

**Note:** If you will not be able to attend the conference as scheduled, please notify your Section Chair immediately. If you have arranged for someone else to present your paper, give the name of your substitute to the Section Chair at that time.

**May 31, 2010: Signed *Permission to Publish* form due.**

You are required to sign a *Permission to Publish*, and fax it to SESUG before your paper can be included in the conference *Proceedings*. This *Permission to Publish* agreement gives the SouthEast SAS Users Group a non-exclusive right to publish your paper [on behalf of the SouthEast SAS Users Group] in the conference *Proceedings*. Also, by signing this agreement, you confirm that you have approval to attend the conference and present your accepted paper.

Please fax the *Permission to Publish* form to the attention of Stephanie Thompson at 919-882-9798.

**June 30, 2010 – PDF of your final paper must be uploaded at**

**<http://c4p.ses2010.confnav.com/ses2010/c4p/index.html>.**

Use the number of your paper to name your PDF file. (This number is different from your submission number.) An example PDF file name is TU01-Thompson.pdf. See “**Preparing the PDF File**” for complete details.

4

### **Presentation Guidelines**

These guidelines are designed to help you plan, write, and deliver your presentation. We hope that you’ll find these tips helpful for any presentation you might give. At the conference, an LCD projector, lavalier microphone, podium microphone, and a light pointer are standard equipment in every meeting room. If you need any other equipment or services, please tell your Section Chair as soon as possible.

#### **Planning Your Presentation**

Generally, Contributed papers are allotted 20 minutes. Some contributed papers are allotted 50 minutes for presentation. These time allotments include the time it might take to answer questions. (It takes 2 to 3 minutes to present the text that’s contained on a double-spaced, typed, 8½ ” x 11” page.) If you’re not sure about how much time is allotted for your presentation, ask your Section Chair for this information.

You should:

\_ Prepare your presentation early.

- \_ Try stating your message in a 20-word telegram. This can help you to organize your thoughts and keep your presentation on target.
- \_ Know your audience. Are you addressing experts or novices? Studies show that people will remember your message longer if your presentation is appropriate.
- \_ Use visuals to reinforce key ideas in your message.
- \_ Scale your visuals for presentation in a large conference room that seats 150-200 people.
- \_ Use slides to guide your audience. Your presentation delivers the message; your slides enhance it.

### **Referring to SAS and SAS Products**

- \_ “SAS” rhymes with “glass”, “pass”, “mass”. Please do not refer to SAS products or to the company as “S” “A” “S”, that is, pronouncing each letter. “SAS” is one syllable and is no longer considered an acronym.
- \_ Use SAS trademarks correctly in your slides, handouts and written text that will be used in the conference *Proceedings*. A list showing the proper names and trademarks is available at <http://support.sas.com/events/sasglobalforum/NamingMasterList.pdf>.
- \_ Do not abbreviate product names, training course titles, or book titles. For example, when referring to SAS Marketing Automation do not use “Marketing Automation”, “SAS MA”, or “SMA”; use the full name.

5

### **Preparing Your Presentation**

- \_ As with all presentations and papers, your presentation should include an introduction, a body, and a conclusion. If you do not get the audience’s attention early in the presentation, people might leave and go to another session. Your opening should be concise and your purpose clearly stated.
- \_ If you are using slides, prepare notes that complement your slides—do not just read what is shown on the slides. The audience can read slides silently faster than you can read them aloud.
- \_ Use handouts to supplement your oral presentation. Effective handouts show source code, macros, and printouts that might not be effective when shown in slides.
- \_ Do not read your speech. If you want your audience to have something to follow while you talk, give them an outline of your major concepts with space under each topic where they can write notes. This type of outline is also good for you to follow in making your presentation. It helps to keep you focused without tempting you to read your speech.
- \_ Use simple English to help your audience grasp your message more easily. Remember that this is an international audience. For many attendees, English might be a second language.
- \_ Repeat key points often. Your audience is listening to your presentation, not reading it.
- \_ Make clear transitions between topics.
- \_ Use statistics and numbers sparingly. Too many statistics can cause people to forget the important numbers that you want them to remember.
- \_ If you are solving a common problem, focus on your solution and the results of

your experience. Point out how your techniques can be used by others for similar applications.

\_ Place your presentation in a historical context if applicable. Give credit to others who have dealt with related topics at previous conferences or elsewhere.

\_ Conclude your presentation by repeating your opening theme and main ideas.

Answer any questions that you might have raised in your opening, and repeat any basic thoughts that you want your audience to remember.

\_ Use a closing slide to summarize your main points.

## **Using Slides and Visuals**

\_ One slide a minute is a standard recommendation when using slides in a presentation.

\_ Limit the information that you show on charts to the most important facts.

\_ Divide ideas into groups of 3 to 5. People can more easily grasp information in small segments.

\_ If you're going to use PowerPoint slides, be sure that you bring a backup copy.

6

## **Preparing Slides and Visuals**

\_ Use SAS trademark symbols appropriately. See

<http://support.sas.com/events/sasglobalforum/NamingMasterList.pdf>

\_ Use a mixture of slides that show text, flow charts, and output. Images such as screen captures can be used to show a product's application in the workplace.

\_ Limit the text in your visuals to the main concepts.

\_ Only use graphics that are relevant to your topic and help convey your message.

\_ Be sure that slides are legible from the back row of a room that seats 300-500 people. One way to simulate how your slides will appear to the people who are sitting in the back of the room is to step back about 12 feet from a 12-inch laptop display or about 15 feet from a 14-15 inch monitor on which your slides are displayed.

\_ Computer printout on a slide is too small to be seen clearly from the back of a large room.

\_ Avoid vertically mounted (portrait-style) slides. The content often bleeds off the top or bottom of the screen.

\_ Note: A template to help you prepare slides for your presentation was created using Microsoft PowerPoint. This template is available in the Presenter's Package at <http://www.sesug.org/sesug2010/PresentersPackage.html>.

## **Practicing Your Presentation**

\_ Practice your presentation aloud, speaking slowly and clearly. Remember that how you say it is just as important as what you say.

\_ Memorize the introduction and conclusion of your presentation; these are very important elements.

\_ Practice delivering your presentation in a training center or classroom using the same type of equipment that you plan to use at the conference.

\_ Practice your presentation in the Speaker Rehearsal room at the conference (its location will be shown in your conference program).

\_ Practice with the microphone on so you will be comfortable using the microphone.

- \_ Ask others to listen and give you feedback about the volume, clarity, and speed of your presentation.
- \_ Use a pointer when you want the audience to focus on something in particular on a slide.
- \_ Time your presentation. Be sure not to use more time than is allotted for your presentation. Allow at least 1 minute of your time for being introduced and a few minutes for questions.
- \_ Videotape your presentation, if possible. This will help you to improve your delivery (if needed).

7

## **Presenting Your Paper at SESUG**

- \_ Be sure you know exactly when and where your presentation will be given.
- \_ Arrive at the correct location at least 10 minutes before your presentation.
- \_ Be sure that everything that you need is in place and working.
- \_ Let the Session Coordinator know you are there. The Session Coordinator will help you by operating the projector and taking care of the lighting.
- \_ Introduce yourself to people in the audience if you have time. This helps to establish rapport.

## **Delivering Your Presentation**

- \_ Stand at the podium if possible. This gives the audience a clear view of both the screen and you.
- \_ Begin by thanking the Session Coordinator, then begin your prepared opening. If you are nervous (many people are), it's best not to try anything spontaneous. If you say what you are prepared to say, the session will more than likely continue smoothly.
- \_ Be aware of the time (the Session Coordinator will help you do this via flash cards that will show how much time remains). The Session Coordinator will stop your presentation when the allotted time is used. You will not be allowed to continue beyond your allotted time.
- \_ Address your audience directly (use "you"), and include them in your comments as often as possible.
- \_ Do not turn around to read your slides to the audience. If you turn around, it might seem that you're not sure what's on the slide. Also, turning your back to the audience decreases the group's ability to hear you.
- \_ When your presentation is finished, thank your audience for their attention and ask if there are any questions (while you are still at the podium).
- \_ Both for courtesy and accessibility, stay for the entire session if you are not the only speaker. In many sessions, a discussion period is conducted at the end of the session to allow extended questions to be asked about any of the presentations.

## **Answering Questions about Your Presentation**

- \_ Allow about 5 minutes for the audience to ask questions. It's very common for speakers to get questions from their audiences. You should consider it a compliment that your listeners want to learn more about your ideas.
- \_ Do not interrupt people while they are asking questions. Listen carefully.
- \_ Give questioners the benefit of the doubt and treat them with respect. Sometimes your answer might be a simple "yes" or "no" followed by a short explanation.

- \_ Repeat each question. This benefits the entire audience, and verifies what the question is. It also gives you a few more seconds to prepare an answer.
- \_ If you don't know the answer to a question, say so, and offer to get the answer to the questioner after the presentation.
- \_ If you can, stay (at the back of the room) a few extra minutes after your presentation to be accessible for more questions and to get contact information from people you promised to reply to.

8

## **Guidelines for Preparing Your SESUG Paper for Publication**

Page Limits: For Contributed papers, the maximum is 12 pages; for Invited papers, the maximum is 20 pages in the *Proceedings*. Although your presentation might be informal in tone, your published paper should be more formal.

The following guidelines might be helpful:

- \_ Use the active voice when possible.
- \_ Write in the second person, that is, use “you” and “your” instead of “the user” and “the user’s”.
- \_ Use two shorter sentences instead of one long sentence to present complex concepts.
- \_ Avoid using contractions.
- \_ Avoid using jargon. You are writing for an international audience for whom English might be a second language.
- \_ In the text, when including information from an outside source, provide the last name of the author(s) and the date of each reference in parenthesis immediately following the cited work. At the end of the paper under the heading “REFERENCES”, include the complete citation. See the section “References” for examples.
- \_ If you include trademarked names, follow the “Trademark Guidelines” that are provided later in this section.
- \_ Format your paper according to the instructions under “Formatting Your Paper”.
- \_ At the end of your paper, after the trademark citation, include information that people can use to contact you (address, phone number, e-mail). Keep in mind that your paper will also be published on the Web.

### **Formatting Your Paper for the *Proceedings***

The *Proceedings* contains copies of the papers that are presented at the conference. Please follow the suggestions below when formatting your paper:

- \_ All text should be single spaced.
- \_ Check your margins! Format your paper to look like the sample paper that follows. The Page Layout measurements that are given here are approximate and are provided as guidelines.
- \_ **First Page:** Center the number of the paper about  $\frac{3}{4}$ ” from the top of the page. (You can verify your paper number on the Copyright Grant emailed to you.) This number must be used when you format your paper and name your PDF file.
- \_ **First Page:** Center the title about  $\frac{1}{4}$ ” under the number of the paper. (See the electronic letter from SESUG for the exact title to use. Your paper title might have been edited to ensure the correct use of trademarks.)

\_ **First Page:** Center the names of the author(s) under the title.

\_ **First Page:** Begin the first heading about a ½” down from the name of the last author.

9

\_ **Remaining pages:** Margins should be ¾” on the top and bottom, and 1” on each side.

\_ **Center page numbers** about 3/8” from the bottom of the page.

**Note:** A template to help you prepare your paper was created using Microsoft Word. The template contains all the sections that are needed in your paper, and it contains the suggested fonts and type sizes for the headers and text in the body of the paper. The template is available from the SESUG website in the Presenter’s Package at <http://www.sesug.org/sesug2010/PresentersPackage/index.html> .

### **Font and Type Size Recommendations**

The font and size recommendations that are given in the example paper are suggestions; they are not requirements. However, remember to embed fonts when the document is saved.

Title 14-point Arial bold

Author(s) 12-point Arial regular

Header 1 10-point Arial bold (all caps)

Header 2 8-point Arial bold (all caps)

Body copy 9-point Arial regular

Code 9-point Courier New regular

10

### **Sample Paper**

11

### **Visuals**

If you have more than one visual (illustration), number the visuals and refer to them by number in the text. If you use captions, keep them short. Place captions under visuals following the number, for example, **Figure 1. BI Architecture Flow Chart.**

### **Capitalization**

Use the following SAS conventions for capitalization:

\_ DATA step (DATA is always all uppercase when you are referring to the DATA step)

\_ Use uppercase for procedure names. Use the full name of a procedure in titles and at the first mention in text. In subsequent references, use all uppercase, for example, at first mention, write “The PRINT procedure...”, subsequently, write “PROC PRINT...”.

\_ Use uppercase for statements, options, functions, and commands, for example, LABEL option, DEVICE= option (include an equal sign if applicable), LAUNCHER command.

### **Terminology**

\_ Use complete names when referring to trademarked product names, for example, use “SAS Enterprise Guide”; do not use “SAS EG” or “EG”. (For a list of SAS product names, see

<http://support.sas.com/events/sasglobalforum/NamingMasterList.pdf>.)

\_ Write “data set” as two words, but “database” as one word.

\_ Use the word “data” as singular (collective noun) or plural, whichever form is

used in the field that you're writing for. For example, the medical and pharmaceutical fields use "data" as a plural noun; the computer technology fields use "data" as a collective noun with a singular verb to mean information or a group of facts or numbers.

\_ Avoid using the term "end user" except in its specialized meaning: "the ultimate user of the output of a program or system."

\_ See <http://support.sas.com/events/sasglobalforum/vocabulary.pdf> for a list of commonly used terms and phrases that will help make your text more easily translatable and understood by an international language.

## **Code**

\_ Do not bury SAS code in text. Set it off from the text in display format (see example under "Formatting Your Paper for the *Proceedings*", which is given earlier in this section).

\_ Indent the code 3 spaces from the left margin.

\_ Use either uppercase, lowercase, or mixed-case letters in SAS code. Whichever case you choose, be consistent throughout the paper.

12

## **Trademark Guidelines**

\_ In your paper, insert the appropriate trademark symbols (® or ™) for SAS products only. (See

<http://support.sas.com/events/sasglobalforum/NamingMasterList.pdf>.)

Trademarks that are owned by companies other than SAS are covered by a generic reference in the citation at the end of the paper. (If your word processor or font does not include the registered trademark symbol (®) or the trademark symbol (™), it is okay for you to use only the Trademark Citation at the end of your paper.

\_ Use the appropriate trademark symbol the first time that you mention a SAS trademarked product in your paper and in each slide. Subsequent references to the same product do not receive trademark symbols in papers. If a trademark appears in the title, this counts as the first appearance.

\_ At the end of your paper, following the "CONCLUSION", insert one line space and the Trademark Citation shown at the end of this list.

\_ Place the appropriate trademark symbol in the name of SAS trademarked products in each slide. If you reference trademarked products in slides, your final slide must contain the following Trademark Citation:

SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries.

® indicates USA registration.

Other brand and product names are registered trademarks or trademarks of their respective companies.

## **References**

The format for sources that are published in **hard copy** is:

Author(s). Date of publication or last revision. *Title of Reference*. City, State of publisher: Name of publisher.

For example:

Cody, Ron. 1999. *Cody's Data Cleaning Techniques Using SAS® Software*. Cary,

NC: SAS Institute Inc.

Delwiche, Lora D., and Susan J. Slaughter. 2000. *The Little SAS® Book*. Cary, NC: SAS

Institute Inc.

SAS Institute Inc. (2004), *SAS/ACCESS® 9.1 Interface to SYSTEM 2000®*.

Cary, NC: SAS Institute Inc.

Reynolds, Harold. 1992. "A Tool for Compiling DATA Steps in Large SAS Systems."

13

*Proceedings of the Seventeenth Annual SAS Users Group International Conference*, New Orleans, LA, 111-116.

Cleveland, W. S., and R. McGill. 1984a. "Graphical Perception: Theory, Experimentation, and Application to the Development of Graphical Methods".

*Journal of the American Statistical Association* 79:531-554.

The format for sources that are published on the **Web** is:

Author. "Title of Document" Title of Complete Work. <Web address> any additional directions for retrieving source (access date).

For example:

SAS Institute Inc. 2003. SAS Institute white paper. "Measuring and Managing Human Capital Intelligence."

<http://www.sas.com/apps/whitepapers/whitepaper.jsp>.

Weinberger, Ann and Ender, Matthias. "The Power of Hybrid OLAP in a Multidimensional World" *Proceedings of the Thirtieth Annual SAS® Users Group International Conference*. April 2004.

<http://www2.sas.com/proceedings/sugi30/30/dw/30p133.pdf> (Nov. 26, 2004).

### **Including Published Material in Your Presentation**

All published work that is cited in your paper must be listed in the **REFERENCES** section. If you include in your paper text or visuals that were written or developed by someone other than yourself, you must cite the sources using the following guidelines:

**Using Material That Is Copyrighted** – If you use copyrighted material, you must mention that you have permission from the copyright holder or the publisher. The copyright holder or publisher might also require you to include a copyright notice. For example:

Reprinted with permission of SAS Institute Inc. from *SAS® Risk Dimensions: Examples and Exercises*. Copyright 2004. SAS Institute Inc.

**Note:** To cite portions of SAS Institute documentation, you must receive permission from SAS. Complete the *Request for Permission to Use Copyrighted Materials* at [http://www.sas.com/contact/permission\\_form.html](http://www.sas.com/contact/permission_form.html).

**Using Material That Is Not Copyrighted** – If you use information from a previously printed source that is not copyrighted, cite the source in parenthesis after the text. For example:

The minimum variance method defines the distance between clusters (Ward 1984, p.23).

**Note:** If you have a question about citing published sources in your paper, contact Stephanie Thompson at [AcademicChair2010@sesug.org](mailto:AcademicChair2010@sesug.org).

14

### **Preparing the PDF File**

You are required to provide a PDF (Portable Document Format) file of your final written paper.

**Important:** You may not password protect or add bookmarks to your PDF file.

The following information provides the URLs to services that convert documents to PDF for a donation or for a small fee, and URLs to sites that you can use to purchase software that converts documents to PDF.

**Services:**

<http://www.2convert.com/index.jsp>

<http://www.fastpdf.com/>

**Software:**

<http://www.adobe.com>

<http://www.clicktoconvert.com/index.html>

<http://www.win2pdf.com/>

[http://www.eprintdriver.com/to\\_pdf/MSWord-to-PDF-ex.html](http://www.eprintdriver.com/to_pdf/MSWord-to-PDF-ex.html)

**Final Checklist**

Before uploading the PDF, be sure that:

- \_ The assigned paper number (not the submission number) appears at the top of the paper.
- \_ The title exactly matches the title on the Copyright Grant form.
- \_ Nothing, except the page number, is within the 1-inch margins.
- \_ The page numbers are showing at the bottom of each page.
- \_ The required trademark statement is included at the end of the paper.
- \_ The file has been saved with the fonts embedded.

**Uploading Your Final PDF File**

You must upload the PDF of your final written paper into Conference Navigator.

Instructions for doing this follow:

1. Log on to Conference Navigator at <http://c4p.ses2010.confnav.com/ses2010/c4p/index.html>.
2. Click the **Papers** tab.
3. Select the paper that you are providing the final PDF for.
4. Scroll down below the scheduling information and click the **BROWSE** button next to **Attach File**.
5. Locate the PDF file to upload.
6. Click **Upload** and wait for the message that confirms that the upload is complete.

15

If you have any problems when uploading your PDF file, or if providing a PDF file of your final paper is itself a problem, contact either your section chairs or Stephanie Thompson at [AcademicChair2010@sesug.org](mailto:AcademicChair2010@sesug.org).

16

**Preparing Posters for SESUG**

If you are unable to present your poster, you must find a substitute to make the presentation at your scheduled session. You are responsible for setting up, taking down, and presenting your poster according to the instructions from the Posters Section Chair(s).

**Note:** You are required to prepare a paper for the *Proceedings*. See the Guidelines for

Preparing Your SESUG Paper for Publication on page 8.

## **Poster Board Measurements**

The main panel is 4 feet x 4 feet (usable space 45-1/4 inches x 45- 1/4 inches). The adjacent side panel is 2 feet x 4 feet (usable space 21-3/4 inches x 45-1/4 inches).

\_ The presentation poster boards are covered with a blue material. Velcro dots will be available for attaching your poster to the board.

\_ The 4 foot square main panel is separated from the 2 foot x 4 foot side panel by a metal bar. If your presentation is very compact, you can leave the side panel empty. Alternatively, you can use the main panel to present the problem and the solution, and use the side panel to summarize and discuss your technique

\_ The title and name(s) of the author(s) of the poster will be typeset in large letters to fit into the 4 foot x 1 foot top panel and will be available for your use at the conference.

\_ If you will have supplemental handouts, we recommend that you bring a minimum of 100 copies.

\_ A poster is like an outline, not a novel. Keep the information on the poster simple and easy to follow. Remember that you will be there to explain it. Details can be included in the paper that you prepare for the Proceedings or in the handouts that you distribute at the conference.

\_ It is recommended that you use 1/4 inch text (easily visible from 5 feet) on your poster and that important statements and headings be larger.

\_ Use mat board or construction paper to form visual divisions among sections of text.

\_ Graphs, pie charts, box charts, drawings, and other artwork are effective poster enhancements.

An excellent resource for poster presenters, *Effective Poster Presentations for SAS® User Group Conferences: Recommendations and Techniques* by Helen-Jean Talbott, contains practical suggestions for poster design, materials, color, lettering, graphics, and construction methods.

Available: [http://support.sas.com/events/sasglobalforum/talbott\\_poster\\_paper.pdf](http://support.sas.com/events/sasglobalforum/talbott_poster_paper.pdf) .

17

## **Sketch of Poster Board**

18

## **Preparing Handouts**

Handouts are not required – they should be used for information not appropriate to show in slides, such as example code or graphics, or for an appendix, or other supporting material.

If you decide to produce a handout, please:

\_ Do not include price lists, support commitments, promotional data, or other information of a sales nature.

\_ Include your name and contact information so that people can contact you if they have questions or want more information.

\_ Do not rely on your handout to take the place of good visuals or a well-prepared oral presentation.

\_ Bring 50-100 copies for regular sessions, Tutorials, and Hands-on Workshops.

\_ When you check in before your presentation, tell the Session Coordinator that

you have a handout. The Session Coordinator will distribute the handouts as you begin your presentation.

\_ Insert the appropriate trademark symbols (® or ™) for SAS products only. (See <http://support.sas.com/events/sasglobalforum/NamingMasterList.pdf>.)

Trademarks that are owned by companies other than SAS are covered by the citation at the end of the handout. If your word processor or font does not include the registered trademark symbol (®) or the trademark symbol (™), it is okay for you to use only the Trademark Citation at the end of the handout.

\_ Place the appropriate trademark symbol in the name of SAS trademarked products in each slide. If you reference trademarked products in slides, your final slide must contain the following Trademark Citation:

SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries.

® indicates USA registration.

Other brand and product names are registered trademarks or trademarks of their respective companies.

19

## **Part 2: SESUG Guidelines for Participation**

### **Attendance and Registration**

All users and prospective users of SAS products are invited to attend the SouthEast SAS Users Group Conference. (In these guidelines, SAS products include the software products, training products, and publications.) All attendees, including presenters, vendors, conference chair, section and session leaders, invited guests, and SAS staff, must properly register for the conference.

### **Handouts and Other Displays**

Sales literature or product descriptions of a sales nature may not be displayed on bulletin boards or tables or made publicly available at the conference. The Conference Co-Chairs are responsible for administering this policy on behalf of the SouthEast SAS Users Group Executive Council. Questions regarding this rule as it applies to a publication should be addressed to the Conference Co-Chairs, who make the final decision on the issue.

Only displays that are submitted as described in the Call for Papers and approved by the Conference Co-Chairs may appear in the area designated for the Poster Section.

Only exhibitors that have sponsored SESUG to demonstrate their products may display product descriptions or other handouts in the designated demonstration area. All displays and handouts must be approved before the conference. A SESUG Corporate Sponsor Committee member will be authorized by SESUG to approve all exhibitor displays.

Authorized speakers and poster presenters are urged to distribute any information supplemental to their papers to interested audience members. However, such materials must be approved before the session by the Conference Co-Chairs or by an individual authorized by the Conference Co-Chairs. Such handouts may not include price lists, support commitments, promotional data, or other descriptions of a sales nature. They may, however, give the author's name and address for further information.

### **Recruiting**

No direct recruiting of personnel may be conducted at the SESUG conference. You may

post your resume or an available position in the 3-ring binders displayed near the registration area.

## **Presentations**

All presentations submitted to SESUG are considered contributed, with the exception of SAS presentations. A working draft and abstract of each contributed paper (whether presented orally or as a poster) must be submitted as described in the Call for Papers and approved by the Conference Chair.

20

When a paper is approved for presentation, guidelines for submitting a written version of the paper for the *Proceedings* are provided on the Web to the contact author. The written version of the paper must be submitted prior to the conference for inclusion in the *Proceedings*. The paper (oral and written versions) may not include price lists, support commitments, promotional data, or other descriptions of a sales nature but may include the author's name, address, and web site for additional information. It is expected that all presented papers have a corresponding written version that is submitted by the published due date. Failure to do so may result in lack of consideration for "best paper" honors.

## **Paper Content**

Users are urged to present papers describing real-world applications using Institute products. SESUG also welcomes theoretical and general overview papers. The subject of each paper presented must pertain to one of the section categories given in the Call for Papers.

Papers describing non-SAS products or products marketed in direct competition with SAS products are subject to approval by the Conference Academic Chair. Papers describing systems used in conjunction with SAS products and papers comparing SAS products with other products are welcome. Papers describing software or other products must describe how the product works describe how the product interfaces or relates to SAS products describe how users can benefit from its use not be a direct marketing effort for the product.

All papers should give proper trademark recognition when SAS products are mentioned. The names of user-written procedures, functions, interfaces, systems, or other products cannot use any trademarks of SAS.

## **Demonstrations**

SAS has partnerships with many hardware and software vendors, referred to as technology and alliance partners. SAS may, on SESUG's behalf, invite technology and alliance partners to participate and/or demonstrate at the conference. Invited vendors may demonstrate their hardware products in the officially designated Demonstration Area for the conference. SAS may also demonstrate its products in this area.

All invited demonstrations are to be educational and informative. Direct marketing efforts, such as hospitality suites and handbills that include product pricing, are prohibited. Invited vendors may have product literature available to interested users in the Demonstration Area only. A SESUG Corporate Sponsor committee member will be authorized by SESUG to approve all such handouts.

## **Partner Participation**

Participating partners must accept and follow guidelines from SAS in order to participate in the conference.

Partners may not engage in any direct marketing effort, including BOFs, handbills, demonstrations, sales presentations, and hospitality suites. This applies but is not limited to vendors of software, hardware, time-sharing services, training, and publications. In addition, partners may not conduct any direct recruiting of personnel at SESUG and should refer to the section above on recruiting for additional information. There may be exceptions to these guidelines for conference sponsors.

### **Participant Conduct**

All SESUG participants, including attendees, presenters, vendors, Conference Chair(s), section and session leaders, invited guests, and SAS staff, must conduct themselves and their activities in a manner that is at all times professional and marked by integrity and a spirit of fair play.

### **Right of Withdrawal**

The SESUG Conference Co-Chairs on behalf of the SESUG Executive Council reserve the right to determine if any activity is in violation of these guidelines. The SESUG Executive Council may, at its option, direct the withdrawal of a presentation or demonstration or the dismissal of an attendee from the conference.

## **Frequently Asked Questions**

### **Why do I have to send a PDF? Why can't I just send in my Microsoft Word document?**

Unfortunately, Microsoft Word documents are not always the same when transferred from one machine to another. Sometimes the changes are very subtle, but other times they can be critical. After a file has been opened on a new machine, there is no way to know what it looked like on the original machine. Given all the different versions of Word, different option settings, different ways to construct a document, and different operating environments, there is no way for us to be sure that what you send is what we get.

### **How do I embed fonts?**

Exactly how you embed fonts will vary from application to application and version to version. For most Microsoft Word versions:

- \_ Open the document and click Tools -> Options
- \_ Find the "Save" tab on which there will be a selection similar to "save with fonts embedded".
- \_ Select it and RE-SAVE THE DOCUMENT BEFORE MAKING THE PDF. (Often there is an option to include only the characters in use—it makes the file a bit smaller and works fine when the author is absolutely sure that no one will have to do any touch-up editing to the document. However, if some editing is needed the PDF file will not allow editing unless the full font set is embedded.

### **Hints for Using Microsoft Word**

Microsoft Word and other word-processing programs are powerful, versatile, complicated tools. Rather than attempt to address various methods that do not directly affect the SESUG *Proceedings* results, this section describes only those items that are known to have caused problems when the file is converted to PostScript or those items that will affect SAS code:

- \_ Fast saves must be turned off.

\_ Avoid having text boxes embedded within text boxes – column and page breaks might be ignored by the embedded text box.

\_ Widow and orphan headers and lines of text can often be eliminated by setting Format > Paragraph > line and page break settings.

\_ Disable any “Smart Quotes” option.

23

## **References**

SAS Institute Inc. 2007. *SAS Global Forum Paper Presentation Guidelines*, Cary, NC: SAS Institute Inc., 2007.