

SESUG 2012 Paper Guidelines

Overview

The *SESUG 2012 Conference Proceedings* will be published and made available online at sesug.org and will contain the papers presented at the conference. Your paper will be published exactly as it is received from you. In order to give the proceedings a consistent and professional look, please follow the requirements included below for generating your paper.

These guidelines and the paper template are based on the paper requirements for SAS Global Forum. By adhering to these standards, your paper will need very little reformatting should you decide to submit it for that conference.

Basic Requirements

1. You are **required** to upload a PDF file of your paper to the START Conference Manager paper submission system at <https://www.softconf.com/c/sesug2012>. The *SESUG 2012 Conference Proceedings* will be produced using the files uploaded to this system. The deadline for uploading your final paper is August 13, 2012.
2. You are also **required** to complete at least the title, author, subject, and keywords sections of the **document properties** in the PDF file. These may translate from the native format file. This will enable users to electronically search the *SESUG 2012 Conference Proceedings* by topic.

Paper Formatting

It is **strongly recommended** that you use the provided Microsoft Word paper template (http://www.sesug.org/download/2012/SESUG2012_Paper_Template.dot). 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.

If you do not use the template, please make sure your paper conforms to the guidelines below:

- All text should be single spaced.
- Margins should be $\frac{3}{4}$ on the top and bottom, and 1 on each side.
- First Page:
 - Center the number of the paper about $\frac{3}{4}$ from the top of the page.
 - Center the title about $\frac{1}{4}$ under the number of the paper.
 - Center the names of the author(s) under the title.
 - Begin the text about a $\frac{1}{2}$ down from the name of the last author.
- Center page numbers about $\frac{3}{8}$ from the bottom of the page.
- Font sizes: you may use different typefaces, but stay consistent with the font sizes used in the template:
 - Paper Number 9-point Arial bold
 - Title 12-point Arial bold
 - Author(s) 12-point Arial regular
 - Header 1 11-point Arial bold (all caps)
 - Header 2 10-point Arial bold (all caps)
 - Body copy 9-point Arial regular
 - Code 9-point Courier New regular
- Final page: 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.

Paper Details: Capitalization, Terminology, Code

Do not bury SAS code in text. Set it off from the text in display format as in the Sample Paper below.

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.

Use the following conventions for 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://www.sas.com/presscenter/trademarklist.html>.)
- Write data set as two words, but database as one word.
- 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.

Use of Trademarks

In your paper, insert the appropriate trademark symbols (® or ™) for SAS products only. (See <http://www.sas.com/presscenter/trademarklist.html>.) Trademarks that are owned by companies other than SAS are covered by a generic reference in the citation at the end of the 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.

References

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:

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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).

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

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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).

Acknowledgements and Contact Information

If you wish to acknowledge other individuals, place an Acknowledgments section just after the References.

Other SAS users may wish to contact you or a co-author about your paper after reading it in the *Proceedings*. Therefore, please include a way for users to contact you, but remember that your paper will be available on the Internet.

Page Limit

Please note the following page limits:

50-Minute Presentation or Hands-On Workshop:	20 one-sided pages
20-Minute Presentation or Poster:	12 one-sided pages
10-Minute Coders Corner Presentation:	8 one-sided pages

This limit includes all charts, tables, and graphs. You may use any combination of text and graphical or tabular material, but all of your materials must fit within the page limit in fairness to all authors.

Paper Number

You will receive a paper number assigned by SESUG at the time that your paper is accepted for the conference. This paper number is not the same as the confirmation number generated by the submission system at the time you submit your paper proposal.

You must use your SESUG-assigned paper number:

- In the title of your paper (see the **Title** section below)
- in the subject field of the document properties your paper (see the PDF **Document Properties** section below)
- In the name your PDF file (see the **PDF File Preparation** section below)

Title

The title of the paper is centered on the designated line at the top of the first page only and should be in a 12-point Arial bold font. Please refer to the online paper submission system for the exact title to use. Your paper title may have been changed slightly to ensure proper use of SAS trademarks.

Your paper number should be centered two lines directly above the title. The paper number line should consist of the text **Paper SS-##** where SS-## is the paper number you were assigned and should be in a 9-point Arial bold font.

Show the author's name, affiliation and location centered directly beneath the title. These lines should be in a 12-point Arial regular font. Do not show job titles, degrees, or addresses. Co-authors, if any, are to be listed one author per line, centered immediately under the first author's name. There should not be blank lines between the title and the author or between the various authors. If multiple authors have the same affiliation or location, this information should be repeated after each author's name.

Sample Title:

BB-03

The Title of Your SESUG Paper Goes Here

First Author, Company, City, State

Second Author, Company, City, State

Third Author, Company, City, State

PDF Document Properties

When creating your final PDF file, it is **required** that you place the title, keywords and first author in the corresponding sections of the **Document Properties**. Please also fill in the subject field of the **Document Properties** with the following: **SS-##**, where SS-## is your paper number. Note that if you have already done this in Microsoft Word, the information may not be carried through into the resulting PDF. **You may need to re-enter it.**

Ensure that your PDF contains embedded 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 open the Word Options dialog box. (Could be under Tools or File menu, depending on the version of Word.)
 - Find the "Save" tab on which there will be a selection similar to "Embed fonts in file".
 - 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.)

PDF File Preparation

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

Important: Do not password protect or add bookmarks to your PDF file.

If you are using Microsoft Word version 2007 or later, you should be able to create a PDF document directly from Microsoft Word by choosing **Save As...** and then selecting **PDF** in the **Save as type** drop-down list.

If you do not have this capability, you will need to utilize another service or software tool to generate your PDF document. Although SESUG does not make recommendations about which software to use, we have provided several options below. The two services listed below convert documents to PDF for a donation or for a very small fee. You can also purchase software to convert documents to PDF as well, and there are several listed below.

Before uploading your paper, please be sure that the Document Properties required by SESUG have carried over to the PDF file. To verify this, open the PDF file and view the Document Properties. In recent versions of the Adobe Reader, this can be done by selecting **File → Properties**.

Services:

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

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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

Uploading Your PDF File to the Paper Submission System

You must upload the PDF file of your paper to the online paper submission system on or before August 13, 2012. The system can be accessed from the link on the SESUG 2012 home page, <http://www.sesug.org> directly at <https://www.softconf.com/c/sesug2012>.

Please name your file SS##.pdf, where SS## is your paper number, which is available from the acceptance letter you received from your section chair. Example: BB03.pdf . Your section chair will be notified through the paper submission system when you have uploaded your final paper.

If you experience software difficulties, please contact your section chair.

Poster Guidelines

The following guidelines are specific to the Poster Section:

- You are responsible for setting up, taking down, and presenting your poster according to instructions from the Posters section chairs.
- Follow the instructions above when preparing the paper that accompanies your poster to be included in the *Proceedings*.
- If you are unable to present your poster, you must find someone else to take your place during your scheduled session.
- Refer to the **Sketch of Poster Board (Figure 2)** to get the measurements of the poster board that will be provided for you to display your poster. The boards are covered with a royal blue material. Velcro dots will be available for attaching your poster to the board.
- Please note that the 45¼ square main panel is separated from the 21¼ x 45¼ side panel by a metal bar. If your presentation is very compact, you may choose to leave the side panel empty. Alternatively, you can use the main panel to present your statement of the problem and solution and the side panel to summarize and discuss your technique. Split your poster according to your particular needs.
- The title and author names of your poster will be typeset in large letters to fit into the 45¼ x 10 top panel and will be available for your use at the conference.
- If you decide to have supplemental handouts, we recommend that you bring a minimum of 100 copies. Space will be available to leave these during the day, but we suggest that you keep at least 50 copies for distribution during the actual poster session.
- A poster is like an outline, not a novel. Keep the information you present simple and easy to follow. Remember, you will be there to explain it. You can put more detail in the paper you prepare for the *Proceedings*, or you can prepare handouts for the conference.
- It is recommended that text on your poster not be smaller than 1/4" (easily visible from 5 feet) and that important statements and headings be larger. This can be done using enlarging copier machines if typesetting services are not available.
- Use mat board or construction paper to form visual divisions among sections of text.
- Use graphics to make your point where possible. For useful information on what makes a good graphic display see Poster Samples at http://support.sas.com/events/sasglobalforum/2010/includes/poster_samples.html
- Another excellent resource for poster presenters can be found at http://www.nesug.org/Conference/Posters_HelenJeanTalbott.pdf, **Effective Poster Presentations for SAS® User Group Conferences: Recommendations and Techniques**, by Helen-Jean Talbott. This contains guidance on how to carry out poster ideas clearly and effectively and provides practical suggestions on poster design, materials, color, lettering, graphics, and construction methods.

Figure 1. Sample SESUG Paper

Paper BB03

A Sample Paper for a SESUG Author Name, ABC Corporation, City, State

ABSTRACT (HEADER 1)

A brief abstract at the beginning summarizes and highlights the major points of your paper. Check your margins! They should print so that both the left and right margins are $\frac{3}{4}$ inch.

INTRODUCTION (HEADER 1)

The introduction explains the purpose and scope of your paper and provides readers with any general information they need to understand your paper.

(HEADER 1)

This is a main topic in the paper body. This is the paper body. This is the paper body. This is the paper body. This is the paper body. If you need to include source code:

```
data one;
set two;
if mix(var1, var2) > 0 then do;
```

Continuation of body – after source code.

SUBHEAD (HEADER 2)

This is subtopic for the above. This is the paper body. This is the paper body. This is the paper body. If you need to include source code:

```
data one;
set two;
if mix(var1, var2) > 0 then do;
```

Continuation of body – after source code.

CONCLUSION (HEADER 1)

The conclusion summarizes your paper and ties together any loose ends. You can use the conclusion to make any final points such as recommendations predictions, or judgments.

REFERENCES (HEADER 1)

References go at the end of your paper. This section is not required.

ACKNOWLEDGMENTS (HEADER 1)

Acknowledgments go after your references. This section is not required.

CONTACT INFORMATION (HEADER 1)

(In case a reader wants to get in touch with you, please put your contact information at the end of the paper.)

Your comments and questions are valued and encouraged. Contact the author at:

Author Name
Company
Address
City state ZIP
Work Phone:
E-mail:
Web:

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Figure 2: Sketch of Poster Board

