



What is SESUG?

The SouthEast SAS (registered sign) Users Group is a Regional Users Group (RUG) for users of SAS Software. SESUG's Mission is to serve and support users of SAS software in the southeastern United States through ongoing education and professional development opportunities as well as facilitating communication with SAS. These goals are directly supported by SESUG's annual multi-day conference which is being held this year in Bethesda, Maryland from September 22-24, 2024, at the Bethesda North Marriott Hotel in Rockville, MD.

What does Sponsorship Offer?

SESUG offers a range of sponsorship opportunities starting as low as \$500. Available sponsorships may include one or more of the following:

- Complimentary registrations
- Demo Theater
- Booth in Exhibit Hall with Networking area in the Exhibit Hall
- Access to list of attendees
- Ad acknowledgement in the conference app, during evening sessions and receptions, on our web site and in social media posts
- Dedicated networking space during evening sessions
- Access to students and established experts in a variety of fields including the pharmaceutical industry, government, higher education, health, insurance, medical technology, analytics/consulting/research, data science, database management, finance, utilities and energy
- Ability to market your brand and products
- Customized opportunities are available upon request

Sponsorship Packages

Sponsorship levels and their benefits are listed in the table below. Additionally, all sponsor levels receive an ad placed on the SESUG website until the conclusion of the conference.

Benefit Description	Diamond	Platinum	Gold	Silver	Bronze
Price	\$5,000	\$3,500	\$2,500	\$1,500	\$500
Complimentary registrations	4	3	2	1	0
Demo Theater presentations with description and times listed in the conference schedule	3	2	1	0	0
Access to list of attendees who have granted permission for sponsor contacts.	Yes	Yes	Yes	No	No
Ad rotation in conference app	Frequent rotation on all pages	Moderate rotation on all pages	Moderate rotation on sub-pages, low on main page	Low rotation on sub-pages, none on main page	Only in sponsor list section
Social Media	General mentions* plus specific cross-posting**	General mentions* plus specific cross-posting**	General mentions*	General mentions*	No
Ad rotation on main screen during evening sessions and receptions	Individual slide with name/logo and narrative	Individual slide with name/logo and narrative	Individual slide with name/logo and narrative	Logo included in slide with other Silver and Bronze Sponsors	Logo included in slide with other Silver and Bronze Sponsors
Dedicated networking space during evening sessions	Yes	Yes	Yes	No	No
Booth/table in Exhibit Hall	Yes	Yes	Yes	Yes	No

Targeted Sponsorships Additionally, individualized sponsorship options are available. Examples: Co-branding of tote bags, t-shirts, or other giveaways if sponsor covers the cost; signage/recognition if sponsor covers cost of elements like food and/or beverage during a break. For inquiries, please contact us.

***General mentions** Mentions and thank yous for sponsorship, including a link to the sponsor's website are included in regular SESUG social media postings

****Specific cross-posting** Sponsors may request that SESUG cross-post / re-post items from the sponsor's social media channels. Requests are permitted with up to bi-weekly frequency for Diamond sponsors and up to monthly frequency for Platinum sponsors

SESUG 2024 Sponsorship and Exhibitor Information

Important Dates for Sponsors and Exhibitors

Call for Sponsors Opens	Thursday, May 2, 2024
Early Registration ends	Friday, July 19, 2024
Company Logo(s) submitted	Thursday, August 22, 2024
Guaranteed Hotel Conference Rate Ends	Sunday, September 1, 2024
Regular Registration Ends	Friday, September 6, 2024
Materials may begin to be received at Conference Hotel	Friday, September 20, 2024
Exhibitors Move In	Sunday, September 22, 2024 (beginning at 9:00 am)
SESUG 2024 Opens	Sunday, September 22, 2024
Conference ends	Tuesday, September 24, 2024 (5:00pm)
Exhibit Move out deadline	Tuesday, September 24, 2024 (by 9pm)

Exhibit/Sponsor Hall Location

Bethesda North Marriott Hotel and Conference Center, Exhibit Hall is Salons B and C

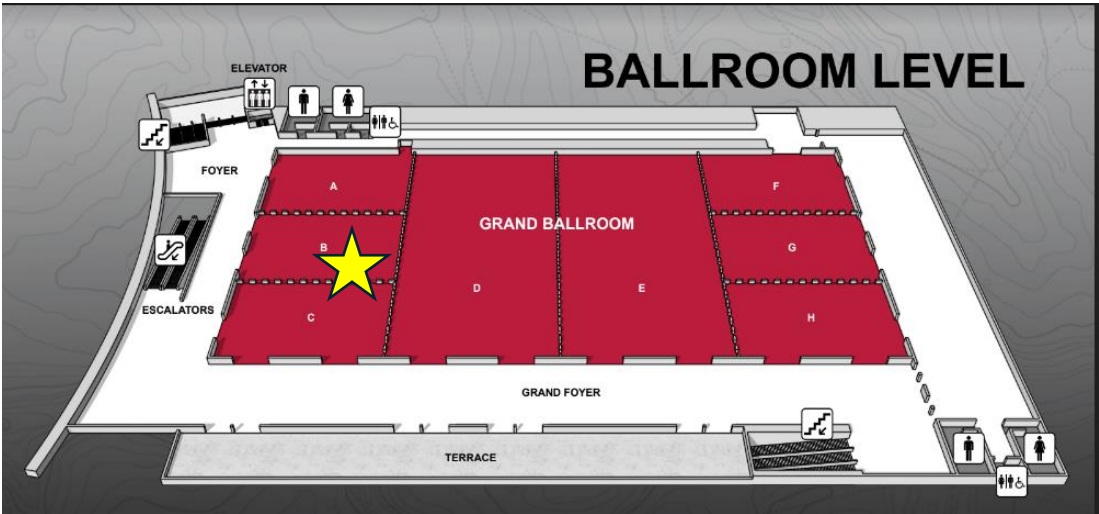


Exhibit Hall Activities

- Exhibit Hall is the central location for social networking activities.

Exhibit Hall

Exhibit Booth Set-Up

- Sunday, September 22, 9:00 am-5:30pm

NOTE: Once booths are set up, we ask that someone be in attendance when Hall is open.

Exhibit Hall Hours

- Monday, September 23: 9:00am-5:30pm (closed for lunch)
- Tuesday, September 24: 8:30am-12 noon

Exhibit Hall Breakdown

- Tuesday, September 24: before 9:00 pm

Exhibit Hall Security

- The Exhibit Hall will be locked after hours; security will not be posted. Please take laptops, hand-held computers and other items of value to guestrooms for safekeeping.

Exhibitor Guidelines

Exhibitors will be provided with:

- Wireless Internet Access
- One (1) 6-foot table
- Two (2) chairs
- One (1) wastebasket

Exhibitor Guidelines (continued)

Exhibitors will provide their own equipment such as computers, projector, and additional furniture. Additional audiovisual needs should be discussed with the Marriott audiovisual service, Encore AV (Add contact person's name).

Exhibitors are responsible for securing personal belongings to avoid loss of personal property.

Logos and Artwork

Our preference is to receive an EPS, PDF or SVG file of your logo, but we can also work with PNG files if the resolution is sufficiently high.

If you have multiple arrangements of your logo, please send them all. For example, some companies may have a “short and wide” logo that is well-suited for use as a web banner and a square version that is better suited for use as an icon in a mobile app. We also will need to identify the name of any proprietary fonts used in the logo.

Please send us files of the highest possible quality, and we will do our best to ensure that the quality is preserved wherever we use your logo.

Shipping Information and Forms

- Shipping and Receiving Information and Shipping and Handling Form are both available on the web site. Please read the guidelines carefully.
- Questions should be directed to Aleida Aza at aleida.aza@marriott.com.