



SESUG '99
Corporate Sponsorship
Program

October 31 - November 3, 1999
Adam's Mark Hotel
Mobile, Alabama

April 26, 1999

Conference Chairs

1999

Gregory S. Barnes Nelson
STATPROBE, inc.
gregbn@ix.netcom.com

George Matthews
The University of Georgia
gmatthew@arches.uga.edu

2000

Philip J. d'Almada
EDS
pxd2@cdc.gov

Maribeth Johnson
Medical College of Georgia
maribeth@stat.mcg.edu

The SouthEast SAS User's Group is excited to offer you an opportunity to participate in our Corporate Sponsorship Program that supports SESUG year round – culminating with our annual conference. This program provides an excellent opportunity for you to promote your company to an anticipated 400 SAS System professionals. This year, we are targeting our efforts at not only the technical staff that works with the SAS System but also the executives and managers who oversee these implementations.

We realize that you want to make the most of your marketing and sponsorship investment and we think this is a great opportunity for you to reach hundreds of SAS professionals in a focused way. We have structured the program this year to make sure that you will get as much opportunity for good exposure relative to your sponsorship commitment.

The conference begins Sunday night with a Halloween Party, continuing on Monday morning with Hands-On-Workshops, and five concurrent sessions from Monday afternoon through Wednesday at noon. The Sunday workshops and the Executive Golf Tournament provide activity for early arrivals. Monday night we will unwind and relax at the Gulf Coast Exploreum, Mobile's premiere interactive showplace for science and technology.

This year, we are offering various levels of sponsorship including:

Platinum	\$5,000 - \$10,000
Gold	\$2,500 - \$4,999
Silver	\$1,000 - \$2,499
Bronze	\$500 - \$999

All levels of sponsorship are entitled to receive:

In addition, Platinum, Gold and Silver sponsors each may receive:

- | | |
|--|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> Advertisement in the SESUG '99 Conference Program <ul style="list-style-type: none"> * Platinum and Gold each receive a full page * Silver receives a half page * Bronze receives a quarter page <input type="checkbox"/> Official recognition at the Conference Opening <input type="checkbox"/> A booth in the vendor display area (based on level of sponsorship and availability) | <ul style="list-style-type: none"> <input type="checkbox"/> Prominent display of company name at the event sponsored <input type="checkbox"/> 1 complimentary conference registration per \$1000 contribution <input type="checkbox"/> Courtesy WWW link from the SESUG '99 conference web site <input type="checkbox"/> Inclusion of promotional item(s) in the "Goodie Bag" provided each conference attendee <input type="checkbox"/> Early-birds (response required prior to May 15, 1999) recognized in the conference Registration booklet |
|--|---|

The following are conference activities and amenities from which you may choose to sponsor.

Executive Golf Tournament *	\$5,000
Monday night at the Exploreum *	\$5,000
Sunday night Halloween Party *	\$5,000
Conference Program	\$2,500
Quad-fold conference schedule	\$2,500
Monday, Tuesday or Wednesday morning break (each)	\$1,000
Monday or Tuesday afternoon break (each)	\$1,000
Weekend Workshop Breaks (per session)	\$500
Speaker Sharing program throughout the year	\$500

For a more exclusive recognition, your company can choose to sponsor an entire event at which time your company will be solely identified as the provider of that event.

The participation of 2 to 3 Platinum sponsors for the major events will allow us to keep the cost of the conference registration fees in line with other venues. Each of the Platinum, Gold and Silver sponsors may wish to sponsor more than one event.

The vendor display area will enable you to highlight any applications that you have developed or products of interest to SAS professionals. This year, the vendor area may be located in the same room as the SAS Institute demonstrations. In the past, 90% of conference attendees have visited the Demo Room.

Please indicate your desired level of support and send your check payable to SESUG to:

Maribeth Johnson Office of Biostatistics AE-3035 Medical College of Georgia Augusta, GA 40912-4900 (706) 721-3785 (voice) (706) 721-6294 (fax) maribeth@stat.mcg.edu	<i>or</i>	Philip J. d'Almada EDS (c/o CDC) 1600 Clifton Rd., E-45 Atlanta, GA 30333 (404) 639-6120 (voice) (404) 639-6118 (fax) pxd2@cdc.gov
--	-----------	---

Feel free to contact Maribeth or Philip with any questions or suggestions. We are eager to work with you to ensure that you reach the audience you desire in the most appropriate way.

Sincerely,

Maribeth Johnson and Philip J. d'Almada

* Reserved for Platinum sponsors only. At each of these events you will be recognized and invited on stage to address the attendees.