

M2005

Eighth Annual Data Mining Technology Conference

Academic Exhibitor Opportunity

Don't miss the world's largest gathering of data mining practitioners and decision-makers.

What draws attendees to M2005?

- Opportunity to learn the latest advances and best practices in data mining across numerous industries.
- Access to world renowned speakers with expertise in data mining methodology and real life business experience as practitioners.
- Eight session track topics with more than 30 data mining thought leaders representing the worlds of business, government and academia.
- Ability to network with nearly 1,000 professionals utilizing data mining, at various stages of implementation, to improve business decision making and operations.
- Conference training highlighting the latest data mining technology using SAS Enterprise Miner® software.

"M2004 is where it's all happening... this conference is about data mining as a whole. I can learn the latest data mining techniques and how to apply them, no matter what system I'm using."

M2004 attendee

October 24–25, 2005

Rio All-Suite Hotel and Casino Las Vegas, NV



The Power to Know

www.sas.com/m2005

Demographics

Nearly 800 attendees from 42 states and 21 countries attended last year's conference, M2004. Professionals represented 344 different business, academic and government organizations in hundreds of industries.

Job Titles of M2004 Attendees

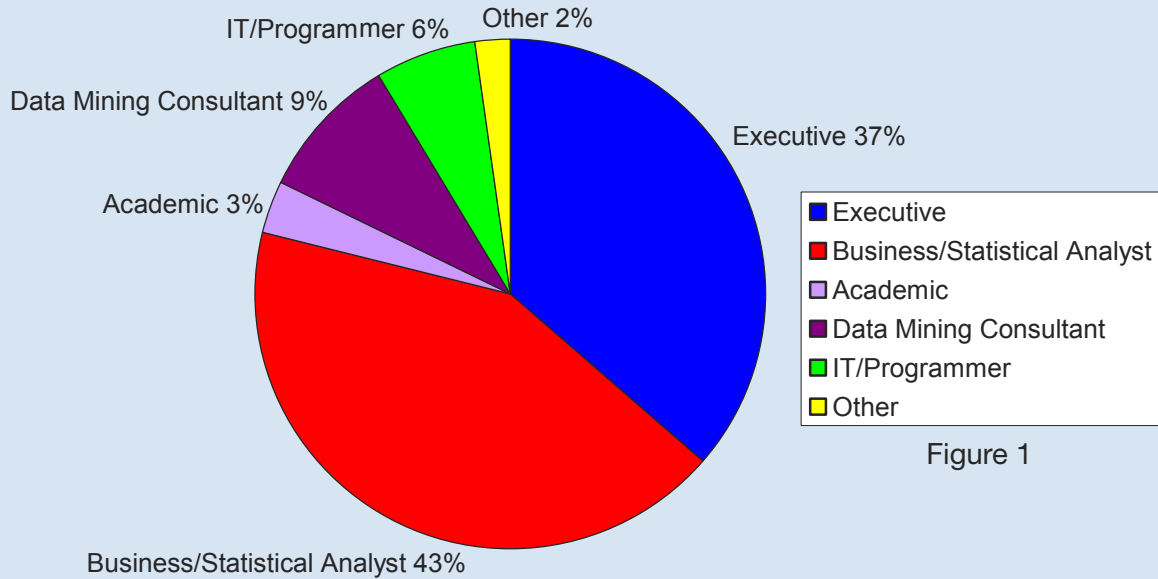


Figure 1

The following is a breakdown of the most popular session topics from last year's conference.

M2004 Session Topic Interest Profile (Day 1)

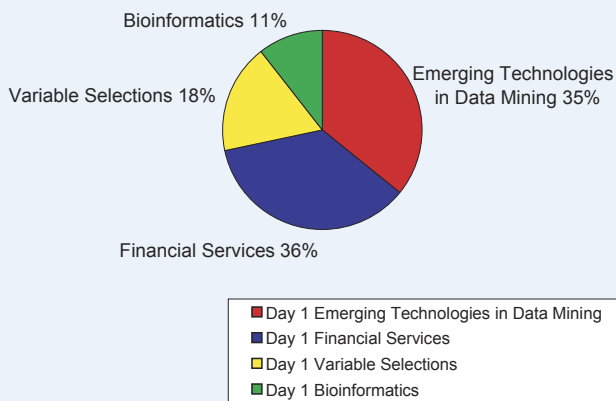


Figure 2

M2004 Session Topic Interest Profile (Day 2)

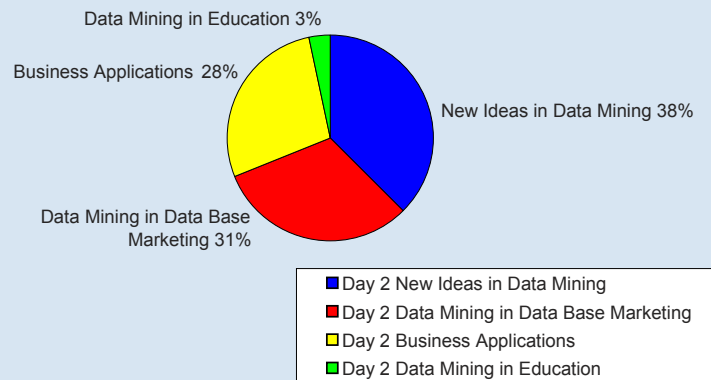


Figure 3

General Exhibit Information

Exhibition Dates and Hours:

Monday, Oct 24 7:30am-6:15pm

Tuesday, Oct 25 7:30am-5:00pm

Exhibit Tear-down

Tuesday, Oct 25, 5:00pm-7:00pm

Exhibit Set-up

Sunday, Oct 23 8:00am-5:00pm

For 10x10 booth space, booth staff is limited to 2 staff.

The exhibit area will be carpeted. Refer to each area for additional services/items that SAS will provide. Any additional items needed such as tables/chairs, Internet access/phone lines, etc. should be requested through the Exhibitor kit that SAS provide you at a later date and may require additional fees and charges.

M2005 Exhibit Opportunity Summary

Description	Academic
Exhibit Hall booth space	10x10
One complimentary CUSTOMER conference registration (excludes booth staff)	✓
Acknowledgement on M2005 Web site	✓
Acknowledgement in Registration book	✓
Treasure chest giveaway	✓
4-color logo banner in Exhibit Hall	✓

Academic Exhibitor Opportunity Description

Exhibitor Booth Package

Unlimited exhibitor booths available

- Booth space in the Exhibit Hall for displaying & demonstrating company products and services (data mining related)
 - 10' x 10' booth space
- One complimentary CUSTOMER conference registration (excludes booth staff)
- Exhibitor listing on M2005 Web site with link to your company Web site
- M2005 Web link on your company Web site
- Acknowledgement of exhibitor at Opening and Closing Sessions
- Exhibitor listing in M2005 Registration Book, M2005 Conference Proceedings, and in prominent locations throughout the conference venue
- Giveaway for Treasure Chest
- Four-color logo banner hung in Exhibit Hall

Other logistics/services information will be provided in the Exhibitor package that SAS will provide you at a later date.

Conference Contacts

For pricing, or questions regarding the M2005 exhibitor information outlined here, please contact Cindy Romig at 919-531-1157, fax 919-677-4444 or email Cindy.Romig@sas.com.