

M2005

Eighth Annual Data Mining Technology Conference

Exhibit and Sponsor Opportunities

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

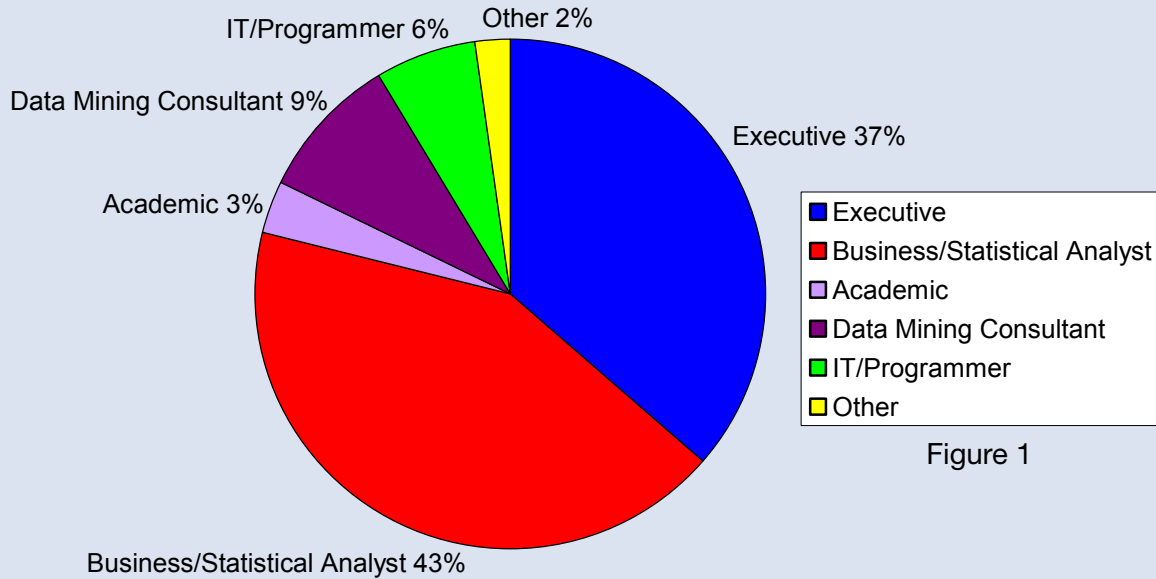


Figure 1

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

M2004 Session Topic Interest Profile (Day 1)

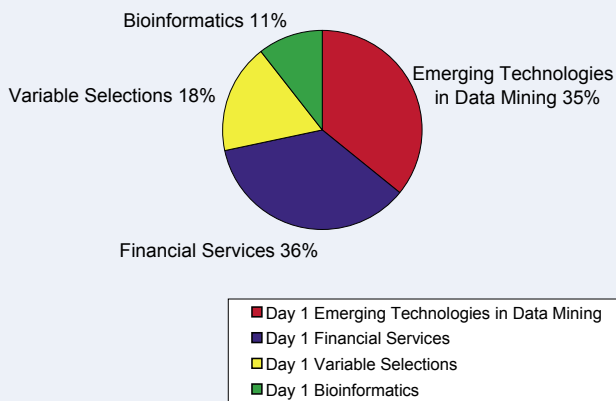


Figure 2

M2004 Session Topic Interest Profile (Day 2)

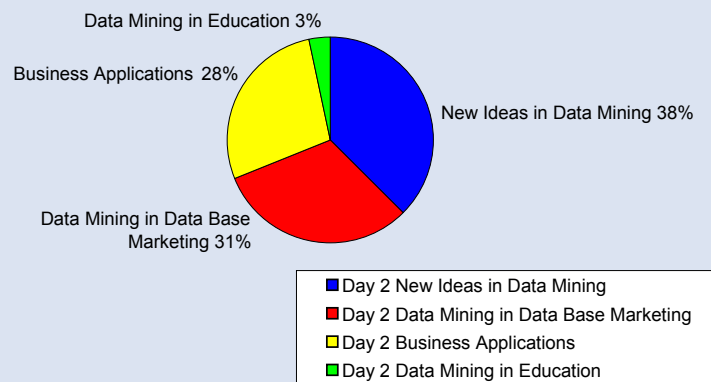


Figure 3

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 20x20 and 20x10 booth spaces, booth staff is limited 3 staff.

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 and Sponsor Opportunities Summary

Description	Exhibitor (unlimited)	Gold (2 available)	Platinum (2 available)	Diamond (1 available)
Exhibit Hall booth space	10x10; 20x10	20x10	20x20	20x20
Complimentary conference registration seats	1	2	3	4
Acknowledgement on M2005 Web site	✓	✓	✓	✓
Acknowledgement in Registration book	✓	✓	✓	✓
Treasure chest giveaway	✓	✓	✓	✓
4-color logo banner in Exhibit Hall	✓	✓	✓	✓
Access to Opt-in attendee list	✓	✓	✓	✓
One piece of collateral in Registration packet		✓	✓	✓
Exclusive sponsorship of Conference Shirts (Option #1)		✓		
Exclusive sponsorship of Conference Bags (Option #2)		✓		
Speaking opportunity in business track (Option #1)			✓	
Lunch with brief 15 minute introduction (Option #2)			✓	✓
Exclusive sponsorship of email café				✓

Conference Contacts

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

M2005 Exhibitor and Sponsor Opportunity Descriptions

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
 - 20' x 10' booth space
- One complimentary CUSTOMER/SPONSOR conference registration (excludes booth staff)

Gold Sponsorship

Choose between two available options

Option #1:

- Exclusive sponsorship of official M2005 Conference shirts

Option #2:

- Exclusive sponsorship of official M2005 Conference bag

Gold also includes:

- 20'x10' booth space in the Exhibit Hall for displaying & demonstrating company products and services (data mining related)
- One piece of collateral in M2005 Registration packet
- Access to opt-in conference attendee list (contact information) for lead generation purposes
- Two CUSTOMER/SPONSOR conference registrations (excludes booth staff)

Platinum Sponsorship

Choose between two available options

Option #1:

- One 60 minute speaking opportunity in Business track at M2005 conference (speaker, abstract & presentation must be pre-approved by M2005 Steering Committee)

Option #2:

- Exclusive sponsorship of one Conference Lunch with a brief 15-minute introduction speaker (speaker, abstract & presentation must be pre-approved by M2005 Steering Committee)

Platinum also includes:

- 20'x20' booth space in the Exhibit Hall for displaying & demonstrating company products and services (data mining related)
- One piece of collateral in M2005 Registration packet
- Access to opt-in conference attendee list (contact information) for lead generation purposes
- Three CUSTOMER/SPONSOR conference registrations (excludes booth staff)

Diamond Sponsorship

One available

- Exclusive sponsorship of M2005 Cyber café- sponsor would provide at least 15 PCs with Internet access (includes vendor support)
- Exclusive sponsorship of one Conference Lunch with a brief 15-minute introduction speaker (speaker, abstract & presentation must be pre-approved by M2005 Steering Committee)

Diamond also includes:

- 20'x20' booth space in the Exhibit Hall for displaying & demonstrating company products and services (data mining related)
- One piece of collateral in M2005 Registration packet
- Access to opt-in conference attendee list (contact information) for lead generation purposes
- Four complimentary CUSTOMER/SPONSOR conference registrations (excludes booth staff)

Each exhibitor/sponsorship package also includes:

- Exhibitor/Sponsor listing on M2005 Web site with link to your company Web site
- M2005 Web link on your company Web site
- Acknowledgement of exhibitor/sponsors at Opening and Closing Sessions
- Exhibitor/Sponsor 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.