

EXHIBITOR AND SPONSORSHIP PROSPECTUS

data mining conference

M 2008

11th Annual Data Mining Conference

October 27-28, 2008

Caesars Palace

Las Vegas, Nevada



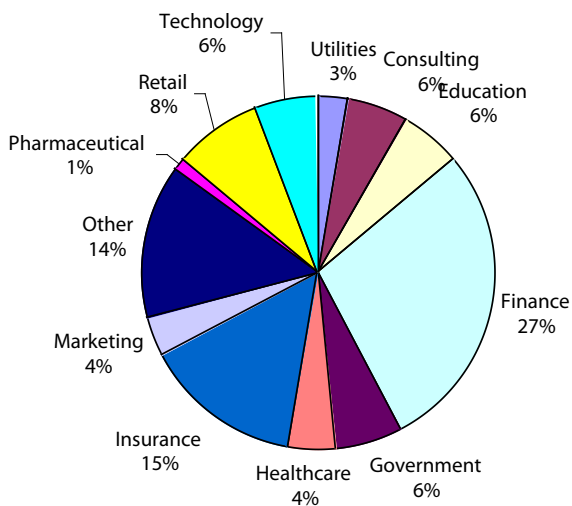


88% of attendees play a role in purchasing decisions

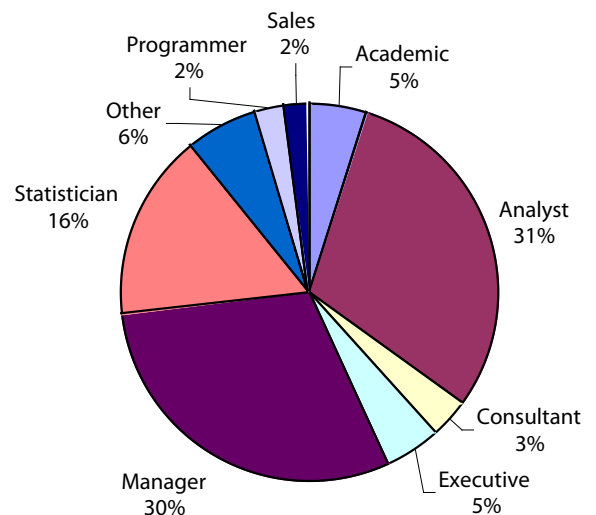
ABOUT M2008

The M2008 Data Mining Conference is the largest data mining conference in the world, attracting more than 800 professionals from a variety of industries. Attendees recognize **M2008** as **THE CONFERENCE** to attend to find ideas, products, services, and opportunities that can give them a competitive edge. Make sure your products or services are on display at the most recognizable conference in data mining.

M2007 Industries Represented



M2007 Job Roles Represented



Sponsor or exhibit at M2008 and you will:

- Connect with 800+ data mining professionals from 40 states and 29 countries
- Network with representatives from 300 different business, academic, and government organizations
- Sell to attendees from a variety of industries



EXHIBITOR AND SPONSOR BENEFITS

PRE-CONFERENCE PROMOTION

Your company logo will be included on the M2008 Web site and in all conference brochures.

DEDICATED EXHIBIT HALL HOURS

Breakfast and all breaks take place in the Exhibit Hall.

CONFERENCE RECEPTION IN EXHIBIT HALL

On Monday evening, the M2008 Conference Reception will take place from 5:30-7:00 p.m. in the Exhibit Hall.

CONFERENCE PROGRAM DESCRIPTION

Your company's logo, a company description, and contact information will be included in the M2008 Conference Program, which will be given to each attendee.

COMPANY RECOGNITION AT THE CONFERENCE

Your company's logo will be included on signage throughout the conference space.

COMPLIMENTARY REGISTRATIONS

Exhibitors and sponsors will receive complimentary registrations for their staff.

DISCOUNTED REGISTRATIONS FOR CUSTOMERS

Exhibitors and sponsors can invite their customers to the conference at a discounted rate.

LIST USAGE

When attendees register for M2008, they have the option to receive information from our sponsors and exhibitors prior to the conference. All sponsors and exhibitors will receive the list of opt-in attendees in advance of the conference to promote your products and/or services to registered attendees.

IMPORTANT EXHIBITOR INFORMATION

Conference Dates:
October 27-28, 2008

Exhibitor Move-In:
October 26, 2008

Exhibitor Move-Out:
October 28 immediately following
the close of the show

EXCITING SPONSORSHIP OPPORTUNITIES

NETWORKING RECEPTION

\$15,000 (1 available)

Put your brand on the conference's premier networking event. The reception takes place in the Exhibit Hall Monday evening from 5:30-7:00pm. The sponsorship includes signage throughout the venue and the opportunity to do a unique giveaway or door prize.

INTERNET PAVILION

\$10,000 (1 available)

This popular sponsorship allows your company to gain name recognition each time an attendee logs onto a computer.

CONFERENCE BAGS

\$10,000 (1 available)

Have your company featured on the M2008 bags. Each attendee will receive a canvas business bag with your logo along with the SAS and the M2008 logos. Simply provide us with your logo and we'll produce the bags.

CONFERENCE T-SHIRT

\$8,000 (1 available)

Have conference attendees wear your logo! Each attendee will receive an M2008 t-shirt as a souvenir from the conference. Simply provide us with your logo and we'll produce the t-shirts.

BREAKFASTS & REFRESHMENT BREAKS

\$5,000 (6 available)

Breakfast and refreshment breaks will take place in the Exhibit Hall. Have your logo present at these popular events. Sponsors may provide 8 oz. cups and napkins with their logo. Sponsors may also provide additional marketing materials to be displayed throughout the Exhibit Hall.

CONFERENCE PENS

\$3,000 (1 available)

Place your logo on the conference pens. Each attendee will receive one in their conference bag. You provide us with your logo and we'll produce the pens.

If you participate in one of these individual sponsorship opportunities, you will also receive a listing on the conference Web site, pre-event conference materials and event signage as well as admission to all breakfasts, lunches, breaks, and the Conference Reception in the Exhibit Hall.

EXHIBIT HALL OPPORTUNITIES

BEFORE JULY 1

Booth Space – \$35 per square foot
10x10 inline = \$3,500
10x20 inline = \$7,000
20x20 island = \$14,000

AFTER JULY 1

Booth space – \$40 per square foot
10x10 inline = \$4,000
10x20 inline = \$8,000
20x20 island = \$16,000

For more information on customized sponsorship packages, exhibiting or event posters, contact Ruth Dobson at 919-531-2592 or ruth.dobson@sas.com

INCLUDED IN EXHIBIT FEE

- Full conference registration
 - 10x10 = 2 full conference passes
 - 10x20 = 4 full conference passes
 - 20x20 = 6 full conference passes
- Company listing on conference Web site
- Company listing in conference materials
- Signage around event venue
- All breakfasts, lunches, and breaks
- Evening reception in Exhibit Hall
- 6' skirted table with 2 chairs (if requested)
- (1) 110v quad power outlet
- (1) wastebasket

NOTE: The Exhibit Hall is carpeted.

VIP REGISTRATIONS

Invite your customers or prospects to M2008 for a discounted price! Each exhibitor will receive a limited number of VIP registrations. VIP registrations are 50% off the standard conference fees.
10x10 booth = 10 VIP registrations
10x20 booth = 15 VIP registrations
20x20 booth = 20 VIP registrations

ADVERTISING

Increase your conference exposure with advertising in the conference program!

Premium Positions (1 each)

Back cover - half page, full color \$1,500
Inside cover - full page, full color \$1,500
Inside Back Cover - full, page, full color \$1,500

Inside Ad Space (unlimited)

Full page, full cover \$1,000





CONFERENCE SCHEDULE

(subject to change)

SUNDAY, OCTOBER 26

- 8:00 a.m. – 5:00 p.m. Pre-conference Workshops
- 8:00 a.m. – 5:00 p.m. Exhibitor Set-up

MONDAY, OCTOBER 27

- 7:30 a.m. – 8:30 a.m. Registration, Continental breakfast, Exhibit Hall open
- 8:45 a.m. – 9:45 a.m. Keynote Address
- 10:00 a.m. – 11:00 a.m. Keynote Address
- 11:00 a.m. – 11:30 a.m. Break, Exhibit Hall open
- 11:30 a.m. – 12:30 p.m. Keynote Address
- 12:30 p.m. – 1:45 p.m. Lunch, Exhibit Hall open
- 1:45 p.m. – 4:00 p.m. Concurrent Forums
- 4:00 p.m. – 4:30 p.m. Break, Exhibit Hall open
- 4:30 p.m. – 5:30 p.m. Concurrent Forums
- 5:30 p.m. – 7:00 p.m. Conference Reception in Exhibit Hall

TUESDAY, OCTOBER 28

- 7:30 a.m. – 8:30 a.m. Registration, Continental breakfast, Exhibit Hall open
- 8:45 a.m. – 9:45 a.m. Keynote Address
- 10:00 a.m. – 11:00 a.m. Keynote Address
- 11:00 a.m. – 11:30 a.m. Break, Exhibit Hall open
- 11:30 a.m. – 12:30 p.m. Keynote Address
- 12:30 p.m. – 1:45 p.m. Lunch, Exhibit Hall open
- 1:45 p.m. – 4:00 p.m. Concurrent Forums
- 4:00 p.m. – 4:30 p.m. Break, Exhibit Hall open
- 4:30 p.m. – 5:30 p.m. Concurrent Forums

EXHIBITOR AND SPONSORSHIP CHOICES

(please fill out what you are purchasing)

Early Bird booth space (July 1 or prior)

- 10x10 inline \$3,500
- 10x20 inline \$7,000
- 20x20 island \$14,000

Booth space (after July 1)

- 10x10 inline \$4,000
- 10x20 inline \$8,000
- 20x20 island \$16,000

Sponsorships

- Networking Reception \$15,000
- Conference Bags \$10,000
- Internet Café \$10,000
- Conference T-shirts \$8,000
- Breakfasts and breaks \$5,000
- Lanyards \$3,000
- Pens \$3,000

Advertising

- Back Cover \$1,500
- Inside Front Cover \$1,500
- Inside Back Cover \$1,500
- Inside Ad \$1,000

Total Cost

(booth + sponsorship + advertising)

Company Name ("Exhibitor/Sponsor")

Contact Person

Address

City _____

State _____

Zip _____

Phone Number _____

Fax Number _____

Email _____

Payment Information

(Please include payment for total amount)

Check (payable to SAS Institute Inc.)

Checks should be mailed to:

Cathy Hipps, SAS Education

SAS Institute World Headquarters

SAS Campus Drive

Cary, NC 27513

Purchase Order

Purchase Order # _____

Credit Card

Type: MasterCard Visa AMEX Discover Diner's Club

Card # _____

Exp. Date _____

Amount to be Charged _____

Authorized Signature _____

Name as it Appears on the Card _____

Fax to: (919) 677-4444 Attn: Ruth Dobson

The attached Terms and Conditions are an integral part of this Exhibitor/Sponsor Agreement ("Exhibitor/Sponsor Agreement")

**M2008 Data Mining Conference
October 27 and 28, 2008**

**Exhibitor/Sponsor Agreement
Terms and Conditions**

In consideration of SAS Institute Inc. ("SAS") accepting the participation of Exhibitor/Sponsor at the M2008 Data Mining Conference ("M2008") and other good and valuable consideration, the receipt and legal sufficiency of which is expressly acknowledged, Exhibitor/Sponsor acknowledges and agrees to the following:

1. **Acceptance.** Exhibitor/Sponsor's participation in M2008 is subject to acceptance by SAS. SAS may withdraw its acceptance at any time for any reason by providing a refund to Exhibitor/Sponsor of the total Exhibitor/Sponsor fees paid by Exhibitor/Sponsor. SAS makes no warranties concerning M2008, specifically including, but not limited to, the number or types of attendees. The exhibit dates, hours, and venue may be modified upon thirty (30) days' prior written notice to Exhibitor/Sponsor.
2. **Cancellation and Termination.**
 - a. Cancellation. SAS may cancel all or any part of M2008 for any reason, including, but not limited to, natural or public disaster, act of God, venue construction, insufficient participation, or government regulation. In the event of cancellation of M2008 by SAS, SAS will refund to Exhibitor/Sponsor all Exhibitor/Sponsor fees already paid by Exhibitor/Sponsor, after which Exhibitor/Sponsor will have no further recourse against SAS.
 - b. Termination by Exhibitor/Sponsor. Termination by Exhibitor/Sponsor must be in writing and will be effective upon receipt by SAS. SAS shall not be obligated to refund any fees paid by Exhibitor/Sponsor upon such termination by Exhibitor/Sponsor.
 - c. Termination by SAS. SAS may terminate Exhibitor/Sponsor's participation in M2008 if Exhibitor/Sponsor violates any of the terms and conditions hereof and fails to cure such violation within five (5) days of receipt of notice (whether oral or written) from SAS concerning such violation.
3. **Limitation of Liability.** UNDER NO CIRCUMSTANCES WILL SAS, ITS AFFILIATES, THE OWNERS AND/OR OPERATORS OF THE M2008 VENUE (ALL OF THE FOREGOING BEING COLLECTIVELY REFERRED TO HEREIN AS THE "M2008 PROVIDERS"), OR THE OFFICERS, DIRECTORS, EMPLOYEES, OR AGENTS OF ANY OF THE FOREGOING BE LIABLE FOR LOST PROFITS OR OTHER INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL, PUNITIVE, OR RELIANCE DAMAGES (WHETHER ARISING IN CONTRACT OR TORT), WHETHER OR NOT THE M2008 PROVIDERS HAD BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. THE MAXIMUM TOTAL AMOUNT EXHIBITOR/SPONSOR MAY RECOVER FOR ANY AND ALL CLAIMS RELATING TO MATTERS COVERED BY THESE TERMS AND CONDITIONS OR RELATING IN ANY MANNER TO M2008 IS LIMITED TO THE TOTAL EXHIBITOR/SPONSORSHIP FEES ACTUALLY PAID BY EXHIBITOR/SPONSOR. SOME STATES DO NOT ALLOW LIMITATIONS OF LIABILITY, SO CERTAIN OF THESE LIMITATIONS MAY NOT APPLY; HOWEVER, THEY APPLY TO THE GREATEST EXTENT PERMITTED BY LAW. THE PROVISIONS OF THIS SECTION 3 SURVIVE THE TERMINATION OR EXPIRATION OF THIS EXHIBITOR/SPONSORSHIP AGREEMENT.
4. **Indemnification.** Exhibitor/Sponsor agrees to defend, indemnify, and hold harmless the M2008 Providers and those lawfully in M2008 venue from and against any claim, loss, liability, or damage suffered due to Exhibitor/Sponsor construction or maintenance of an unsafe exhibit, the negligence or misconduct of Exhibitor/Sponsor or its agents, or Exhibitor/Sponsor's breach of these terms and conditions. The provisions of this Section 4 survive the termination or expiration of this Exhibitor/Sponsor Agreement.

5. **Insurance.** In connection with its participation in M2008, Exhibitor/Sponsor shall provide and maintain the following minimum amounts of insurance for as long as necessary to cover any liability associated with M2008: (a) Automobile Liability Insurance of \$1,000,000.00 per occurrence/aggregate combined single limit for bodily injury/property damage, including hired and non-owned vehicles; (b) Worker's Compensation Insurance sufficient to meet statutory liability limits; (c) Employer's Liability Insurance with minimum limits of \$500,000.00 each occurrence for accident and disease; and (d) Commercial General Liability Insurance with coverage on a primary, non-contributing, occurrence basis including premises/operations coverage (including medical payments personal injury coverage, and bodily injury and property damage coverage) with minimum limits of \$2,000,000.00 each occurrence, \$2,000,000.00 aggregate. SAS shall be named as an additional insured on the General Liability policies. Not less than two (2) weeks prior to M2008, Exhibitor/Sponsor shall provide SAS with a standard Certificate of Insurance showing evidence of all insurance required hereby. All policies shall provide that no cancellation or material change will be effective without at least thirty (30) days' prior written notice to SAS.
6. **Release.** Exhibitor/Sponsor acknowledges that M2008 may be reproduced or recorded and authorizes SAS and its designees to record, transcribe, modify, or reproduce and distribute in any form (whether now known or hereafter developed) and for any purpose any such recording of M2008 and agrees to execute any additional releases presented by SAS, its licensees, or permittees. Exhibitor/Sponsor hereby releases SAS and its designees from and waives all claims it or its employees or agents may possess, now or in the future, in connection with such activity, and specifically waives any statutory restriction on waivers or future claims.
7. **Assignment and Use of Space.**
 - a. **Benefits and License.** If selected and paid for by Exhibitor/Sponsor, SAS will provide exhibit space ("Space") at M2008 for Exhibitor/Sponsor to display its qualified products and services ("Exhibit") in the Space. If applicable, the Exhibitor/Sponsor fee includes the use of the Space and any of the benefits as specified herein.
 - b. **Space Assignment.** The M2008 Providers will assign the Space to Exhibitor/Sponsor. The M2008 Providers reserve the right to change or modify the Space at any time. The Space is for Exhibitor/Sponsor's use only, and Exhibitor/Sponsor may not assign or sublease any portion of the Space (including to an affiliated company) without SAS' prior written consent. Exhibitor/Sponsor must fully occupy the Space and provide displays and equipment meeting SAS' standards.
 - c. **Own Risk.** Exhibitor/Sponsor shall have sole responsibility for any loss of its equipment, materials, or proprietary information, or any loss relating to any subrogation claims by its insurers. Persons visiting, viewing, or otherwise participating in the Space shall be deemed invitees of Exhibitor/Sponsor and not those of the M2008 Providers.
8. **Third Party Contractors.** The M2008 Providers may require Exhibitor/Sponsor to use designated third-party contractors ("Designated Contractors") for certain services or for certain Exhibit and M2008 related activities. Exhibitor/Sponsor agrees to use such Designated Contractors when requested. Designated Contractors and third-party vendors serving M2008 act solely as independent contractors and Exhibitor/Sponsor acknowledges and agrees that the M2008 Providers are not responsible for the performance, acts, or omissions of the Designated Contractors.
9. **Compliance with Laws and Rules.**
 - a. **Laws and Rules.** Exhibitor/Sponsor shall comply with all applicable laws, regulations, and ordinances in connection with its participation at M2008, including, but not limited to, (i) compliance with all rules of

- the M2008 venue and any relevant labor union and (ii) construction of the Exhibit in compliance with all applicable laws and regulations (including, but not limited to, the ADA and its local equivalence).
- b. **Third Party Proprietary Rights.** Exhibitor/Sponsor will not violate the proprietary rights of third parties in connection with its participation in M2008.
- c. **Taxes and Licenses.** Exhibitor/Sponsor shall be solely responsible for obtaining any licenses and permits, and payment of all taxes (including, but not limited to, sales and use taxes), license fees, or other charges applicable to its participation in M2008.

10. **Trademarks.** Exhibitor/Sponsor hereby grants to SAS a limited, non-exclusive, non-transferable, royalty-free right to use the Exhibitor/Sponsor's trademarks, trade names, service marks, and logos (collectively, "Exhibitor/Sponsor Trademarks") only for the limited purposes of advertising and promoting Exhibitor/Sponsor's participation in M2008. All use of the Exhibitor/Sponsor Trademarks by SAS hereunder shall inure to the benefit of Exhibitor/Sponsor.
11. **Miscellaneous.** When accepted by SAS, this Exhibitor/Sponsor Agreement will constitute the entire agreement between Exhibitor/Sponsor and SAS concerning the subject matter hereof, and may only be modified in a writing signed by both parties. This Exhibitor/Sponsor Agreement supercedes and replaces any and all prior agreements, communications, and understanding (both written and oral) regarding the subject matter hereof. No failure of either party to exercise or enforce any of its rights herein will act as a waiver of such rights. The parties to this Agreement are independent contractors. There is no relationship of partnership, joint venture, employment, franchise, or agency between the parties. Neither party has the power to bind the other or incur obligations on the other's behalf without the other's prior written consent. If any provision of this Exhibitor/Sponsor Agreement is found invalid or unenforceable, that provision will be enforced to the maximum extent permissible, and other provisions of this Exhibitor/Sponsor Agreement will remain in full force and effect. This Exhibitor/Sponsor Agreement will be governed by and construed in accordance with the laws of the State of North Carolina, except the portions thereof applicable to conflicts of law. The titles of the various sections of this Exhibitor/Sponsor Agreement are used for convenience of reference only and are not intended to and shall not in any way enlarge or diminish the rights or obligations of the parties or affect the meaning or construction of this Exhibitor/Sponsor Agreement

Exhibitor/Sponsor represents and warrants to SAS that that the information supplied above is complete and correct and the person who signs below is authorized by Exhibitor/Sponsor to execute this Exhibitor/Sponsor Agreement and bind Exhibitor/Sponsor to the terms and conditions hereof.

Authorized Exhibitor/Sponsor representative

Signature _____ Date _____

Printed Name _____

Title _____

**Return your completed
Exhibitor/Sponsor Agreement to:**
SAS Institute Inc.

Attn: Ruth Dobson, M2008 Exhibitor/Sponsorship
SAS Campus Drive
Cary, NC 27513
PHONE 919-531-2592 • FAX 919-677-4444
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