



f2007

**Business
Forecasting
Conference**

Exhibitor and Sponsorship Opportunities

**Make a presence at the world's largest
business forecasting conference**

**June 4-5, 2007
Cary, NC**

www.sas.com/f2007

bring your forecasts into **focus**



Put your company in front of buyers!

F2007
Business
Forecasting
Conference

will bring together hundreds of forecasting professionals.

Don't miss this opportunity to:

- put your product or service in front of key decision makers
- develop relationships
- collect sales leads
- meet potential customers
- close sales

Who attended F2006

Job Titles

Academic	9%
Business/Statistical Analyst	58%
Executive	23%
Government	1%
Technology	7%

Industries Present

Academia	8%
Banking/Financial	16%
Communications	10%
Consulting	14%
Government	6%
Healthcare	4%
Hospitality	6%
Insurance	3%
Manufacturing	5%
Retail	11%
Other	3%
Technology	7%
Transportation	5%
Utilities	4%

bring your forecasts into **focus**



Conference Schedule

(subject to change)

Sunday, June 3

12:00 p.m. – 4:30 p.m.

Exhibitor Set-up

Monday, June 4

7:30 a.m. – 8:30 a.m.

Continental Breakfast, Exhibit Hall Open

8:30 a.m. – 8:45 a.m.

Welcome

8:45 a.m. – 9:45 a.m.

Keynote Address

9:45 a.m. – 10:00 a.m.

Break, Exhibit Hall Open

10:00 a.m. – 11:00 a.m.

Keynote Address

11:00 a.m. – 11:15 a.m.

Break, Exhibit Hall Open

11:15 a.m. – 12:15 a.m.

Keynote Address

12:15 p.m. – 1:30 p.m.

Lunch

1:30 p.m. – 2:30 p.m.

Concurrent Sessions

2:30 p.m. – 2:45 p.m.

Break, Exhibit Hall Open

2:45 p.m. – 3:45 p.m.

Concurrent Sessions

3:45 p.m. – 4:15 p.m.

Break, Exhibit Hall Open

4:15 p.m. – 5:15 p.m.

Concurrent Sessions

6:30 p.m. – 9:30 p.m.

Cocktail Reception and Dinner at
Prestonwood Country Club

Tuesday, June 5

7:30 a.m. – 8:30 a.m.

Continental Breakfast, Exhibit Hall Open

8:30 a.m. – 8:45 a.m.

Welcome

8:45 a.m. – 9:45 a.m.

Keynote Address

9:45 a.m. – 10:00 a.m.

Break, Exhibit Hall Open

10:00 a.m. – 11:00 a.m.

Keynote Address

11:00 a.m. – 11:15 a.m.

Break, Exhibit Hall Open

11:15 a.m. – 12:15 a.m.

Keynote Address

12:15 p.m. – 1:30 p.m.

Lunch

1:30 p.m. – 2:30 p.m.

Concurrent Sessions

2:30 p.m. – 2:45 p.m.

Break, Exhibit Hall Open

2:45 p.m. – 3:45 p.m.

Concurrent Sessions

3:45 p.m. – 4:15 p.m.

Break, Exhibit Hall Open

4:15 p.m. – 5:15 p.m.

Concurrent Sessions

Exhibit Details

Booth Space

10x10 booth - \$1500

10x20 booth - \$3000

All booth packages include:

- Full conference registrations
 - o 10x10 = 2
 - o 10x20 = 4
- Company listing on conference Web site
- Company listing in conference materials
- Signage around the event venue
- All breakfasts, lunches, and breaks
- Evening cocktail reception and dinner
- 6' skirted table
- (1) 110v quad power outlet

Expand your presence with a Sponsorship!

F2007 Networking Reception (1 available) \$5,000

Reach and interact with all conference speakers and attendees. We will produce signage for the event. You can bring additional marketing materials.

Breakfast (2 available) \$1,800 each

Breakfast and breaks will take place in the exhibit hall. Expand your conference exposure by sponsoring one of them! We'll provide the food, drinks, and signage. You can bring napkins and cups with your logo.

Lanyards (1 available) \$1,000

Make sure every F2007 attendee is wearing your logo! You supply us with your logo and we'll produce the lanyards. Each attendee will receive one when they check in.

Conference Bags (1 available) \$7,500

Have F2007 attendees carry your logo with them. You supply us with your logo and we'll produce the bags. Each attendee will receive a bag when they check in.

Conference T-shirts (1 available) \$2,500

Have your target audience wear your logo! We'll design and produce the t-shirts. All you have to do is supply us with your logo. Each attendee will receive a t-shirt when they check in.

Internet Café (1 available) \$1,000

Make your logo visible at this popular attendee hang-out. We'll provide the hardware, internet connections, and signage. All you need to do is send us your logo.

Extend your brand with advertising!

Place an ad in the **F2007 Conference Program** and increase your visibility among attendees.

Back Cover \$1,000

Full Page \$750

Half Page \$500

Order Form and Exhibitor/Sponsor Agreement

Exhibitor and Sponsorship choices

(Please fill out what you are purchasing)

Booth

- 10x10 Booth \$1,500
- 10x20 Booth \$3,000

Sponsorships

- Networking Reception **\$5,000**
- Lanyards **\$1,000**
- Conference bags **\$7,500**
- Conference t-shirt **\$2,500**
- Internet Café **\$1,000**
- Breakfast **\$1,800**

Advertising

- Back Cover **\$1,000**
- Full Page **\$750**
- Half Page **\$500**

TOTAL COST (Booth + Sponsorship + Advertising)

Contact to receive exhibitor kit

COMPANY NAME (EXHIBITOR/SPONSOR)

CONTACT PERSON

ADDRESS

CITY STATE ZIP

PHONE NUMBER

FAX NUMBER

E-MAIL ADDRESS

Fax to: (919) 677-4444 Attn: Carrie Vetter

www.sas.com/f2007

Payment will be made by:

- 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 P.O.#: _____

Credit Card:

- American Express MasterCard Visa
- Discover Diner's Club

CREDIT CARD NUMBER

DATE OF EXPIRATION AMOUNT TO BE CHARGED

AUTHORIZED SIGNATURE

FULL NAME ON CARD

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



Exhibitor/Sponsor Agreement Terms and Conditions

In consideration of SAS Institute Inc. ("SAS") accepting the participation of Exhibitor/Sponsor at the F2007 Business Forecasting Conference 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 the F2007 Business Forecasting Conference 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 the F2007 Business Forecasting Conference, 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 the F2007 Business Forecasting Conference 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 the F2007 Business Forecasting Conference 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 the F2007 Business Forecasting Conference. The F2007 Business Forecasting Conference 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 the F2007 Business Forecasting Conference 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 OR OPERATORS OF THE F2007 BUSINESS FORECASTING CONFERENCE VENUE (ALL OF THE FOREGOING BEING COLLECTIVELY REFERRED TO HEREIN AS THE "F2007 BUSINESS FORECASTING CONFERENCE 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 F2007 BUSINESS FORECASTING CONFERENCE 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 THE F2007 BUSINESS FORECASTING CONFERENCE 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 F2007 Business Forecasting Conference Providers and those lawfully in the F2007 Business Forecasting Conference 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 the F2007 Business Forecasting Conference, Exhibitor/Sponsor shall provide and maintain the following minimum amounts of insurance for as long as necessary to cover any liability associated with the F2007 Business Forecasting Conference: (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 the F2007 Business Forecasting Conference, 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 the F2007 Business Forecasting Conference 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 the F2007 Business Forecasting Conference 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 the F2007 Business Forecasting Conference 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 F2007 Business Forecasting Conference Providers will assign the Space to Exhibitor/Sponsor. The F2007

Business Forecasting Conference 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 F2007 Business Forecasting Conference Providers.
8. Third Party Contractors. The F2007 Business Forecasting Conference Providers may require Exhibitor/Sponsor to use designated third-party contractors ("Designated Contractors") for certain services or for certain Exhibit and F2007 Business Forecasting Conference related activities. Exhibitor/Sponsor agrees to use such Designated Contractors when requested. Designated Contractors and third-party vendors serving the F2007 Business Forecasting Conference act solely as independent contractors and Exhibitor/Sponsor acknowledges and agrees that the F2007 Business Forecasting Conference 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 the F2007 Business Forecasting Conference, including, but not limited to, (i) compliance with all rules of the F2007 Business Forecasting Conference 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 the F2007 Business Forecasting Conference.
 - 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 the F2007 Business Forecasting Conference.
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 the F2007 Business Forecasting Conference. 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 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: Carrie Vetter, F2007 Business Forecasting Conference
SAS Campus Drive
Cary, NC 27513
(phone) 919-531-1838
(fax) 919-677-4444

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