

SAS[®] GLOBAL FORUM 2019

CALL FOR ACADEMIC
SPONSORS



APRIL 28 - MAY 1, 2019 | DALLAS, TX
Kay Bailey Hutchison Convention Center





ABOUT SAS® GLOBAL FORUM

SAS Global Forum is the world's largest annual SAS event and brings together a diverse audience – executives and users – to create a single, cohesive event made up of two dynamic programs: one for SAS users and one for executives. The conference format allows Sponsors to maximize exposure to both audiences and to increase the value of the sponsorship opportunity.

The **Users Program** offers first-class educational and networking opportunities to SAS users. Attendees receive customized training from SAS experts and the chance to share ideas with fellow SAS professionals from a variety of industries.

The **Executive Program** brings together senior executives (director level and above) from the private and public sectors. Thought leadership content presented is designed to facilitate discussion of practical approaches to solving business problems.

AS A SPONSOR, YOU'LL BE PART OF AN EVENT THAT IS
THE FOCAL POINT OF SAS INNOVATION AND DISCOVERY.

2018 HIGHLIGHTS

MORE THAN **5,000 ATTENDEES**, MORE THAN **600 SESSIONS**, **29 PARTNER SPONSORS**,
A DIVERSE SET OF THOUGHT LEADERS, INCLUDING NFL MVP PEYTON MANNING,
PRESIDENTIAL HISTORIAN JON MEACHAM AND A PHENOMENAL KICK BACK PARTY AT MILE HIGH STADIUM.

We expect SAS Global Forum 2019 to be even bigger and better. We are in the final discussions with not-to-miss main stage presenters, and are planning a Kick Back Party like you've never experienced.

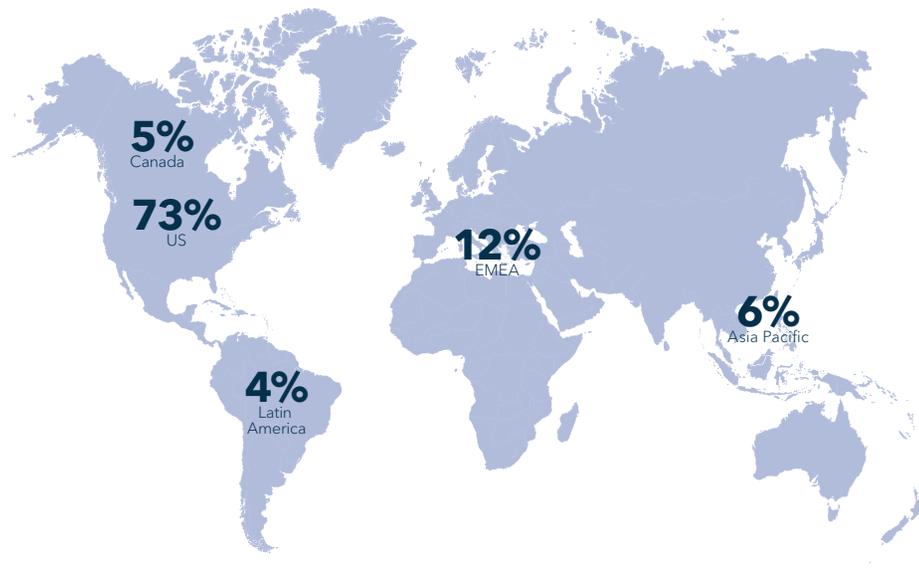
OPPORTUNITIES ARE LIMITED. Sponsorships close on Jan. 25, 2019, at 5:00 p.m. ET.

2018 ATTENDANCE AND DEMOGRAPHICS

Registration

5,400 Attendees

Region



Testimonial

“The SAS Global Forum Academic Sponsorship program has allowed us to showcase our MS in Business Analytics program, as well as our Data Mining certificate programs, to both potential candidates and prospective employers. We have been a sponsor for more than 10 years and been very happy with the outcomes.”

GOUTAM CHAKRABORTY

Director of Graduate Certificate in Business Data Mining, Director of Graduate Certificate in Marketing Analytics, and Ralph A. and Peggy A. Brenneman Professor of Marketing at Oklahoma State University

Sample Job Titles

EXECUTIVE

Chief Analytics Officers	Chief Operating Officers
Chief Data Officers	Chief Technology Officers
Chief Executive Officers	Executive Directors of Marketing Analytics
Chief Financial Officers	Executive Vice Presidents
Chief Information Officers	Global Business Development Executives
Chief Medical Officers	Analytics Directors and Managers

TECHNICAL

Data Scientists	Quality Engineers	Programmers
Data Analysts	Consultants	IT Specialists
BI Specialists	Business Analysts	Marketing Analysts
Statisticians	Data Architects	Project Managers
Biostatisticians	Data Consultants	
Operations Managers	Database Administrators	

OPPORTUNITY AT A GLANCE

All Sponsors exhibit with SAS in The Quad, a high-traffic venue that provides an exceptional environment for Sponsors to interact with both executives and technical professionals attending SAS Global Forum. The Quad is open Sunday, Monday and Tuesday for a total of 17 hours.

Turnkey booths

Our goal is to save you time and money, and increase your ROI.

Here's how it works

Provide your company's logo and our creative team will do the rest!

Benefits

For you, there's no expensive booth shipping, no on-site labor for booth setup and no power/electrical to order. Your booth will be ready when you arrive at the conference. It's all taken care of so you can focus on your on-site experience.

Hurry!
Sponsorships close
Jan. 25, 2019,
at 5:00 p.m. ET.

BOOTH SPECIFICATIONS	ACADEMIC
Investment	\$1,000
Demo station includes: 30" monitor with HDMI connection, mouse and keyboard	1
Stools	4
Conference passes	2
Power and internet connection	✓



From 2018

Important notes

- Booths are available as is; no substitutions allowed.
- Sponsor's booth must be staffed at all times when The Quad is open.
- Sponsor's logo signage will be provided by SAS and prominently displayed on the booth backdrop. Signage for the booth will be produced by SAS, based on specifications provided to Sponsor by SAS. No additional booth properties or signage is permitted.
- Sponsor should limit exhibit space staff to sponsoring organization's employees who are properly registered for the conference. Hired external staff, such as entertainers and hostesses, is not allowed. Professional attire (business or business casual) is requested.

ACADEMIC PACKAGE

\$1,000

Exhibit includes:

Turnkey Academic booth.

One 30" monitor.

One demo station with 4 stools.

Power and internet.



Logo specifications

Provide a color vector format (EPS, PDF or Adobe Illustrator) that will work on a white background. If vector format is not available, please submit the highest resolution file possible. Low resolution files may pixelate on large format signage. File size must be under 200 megabytes and uploaded into the Sponsor Resource Center (SRC).

See Page 7 for details about the SRC.

DEADLINE

Sponsorship closes
Jan. 25, 2019.

Conference passes

- Two Users Program passes.

Branding

- Logo on Users Program conference website with link to Sponsor's website.
- Logo on conference mobile app.
- Recognition at Opening Session.
- Sponsorship acknowledgment signage throughout the conference venue.

Turnkey booth

- Sponsor will receive a confirmation PDF.



Missed Deadlines

May result in reduced or modified sponsorship opportunities.

SPONSORSHIP DEADLINES

After you sign the Sponsor Agreement and the Sponsor Agreement Terms and Conditions, SAS will communicate deadlines to you following the schedule below, with adjustments to accommodate holidays.

- **Jan. 25:** Sponsor Agreement and Sponsor Agreement Terms and Conditions are due. Earlier submissions are appreciated.
- **Feb. 1:** Your logo is due.

Why are deadlines important?

Deadlines are set with an emphasis on giving you maximum visibility and exposure for your sponsorship. And did you know that SAS is able to save you money by producing your booth properties and signage in-house? It's a huge job! We set deadlines to ensure efficient production processes and management of both human and material resources.

Meeting the deadlines specified above and in the online conference systems, such as the Sponsor Resource Center, is critical to both the success of your sponsorship and to SAS' ability to accommodate your sponsorship. Deadlines are set with the intention of maximizing your company's exposure.

What happens if deadlines are missed?

Please understand that missed deadlines mean lost opportunities for a Sponsor to be visible to SAS Global Forum registrants.

It is true that occasionally deadlines have to be adjusted due to unforeseen circumstances. If a Sponsor struggles with a deadline and there's a negative impact on conference and production schedules, SAS reserves the right to modify a Sponsor's sponsorship package or take reasonable steps to correct the situation. Such steps may include, but are not limited to, reusing the Sponsor's logo and/or booth graphics from a previous SAS event.



ONLINE SYSTEMS

Sponsors and presenting staff members will be asked to fulfill sponsorship requirements by working in two critical conference management systems. They are designed to streamline communications and to simplify tasks associated with fulfilling your organization's sponsorship.

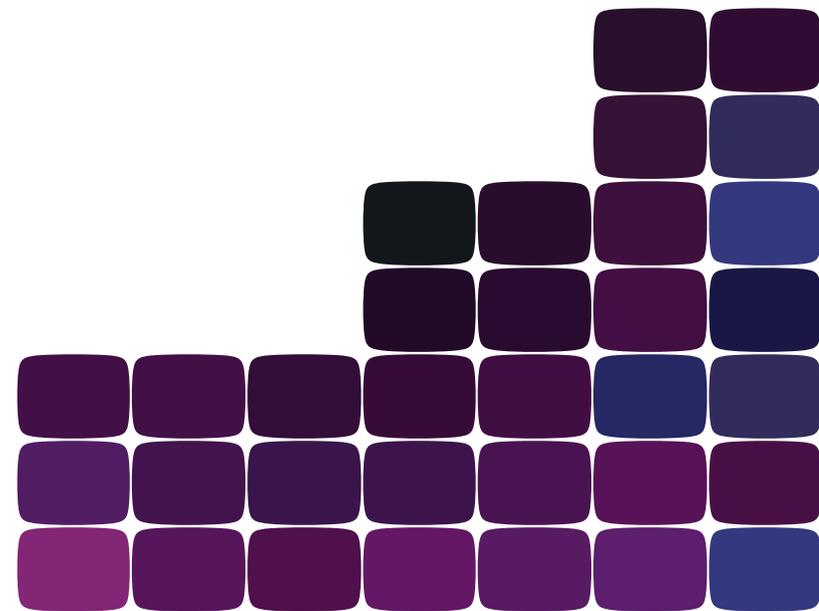
Sponsor Resource Center (SRC)

Used by Sponsors to fulfill sponsorship-related tasks such as uploading booth files and submitting requirements. Sponsor's sponsorship coordinator has access to the SRC. It is important to complete all required tasks by the deadlines specified in the SRC.

Conference Registration System (CRS)

Used by conference attendees, including Sponsor's staff, to register to attend the conference. Registration should be completed prior to the conference. Be sure to share your registration code with appropriate registrants to ensure they receive a waived registration.

Please Read
About conference
management systems.



SPONSOR AGREEMENT

Please carefully read and follow the instructions on this page and the following page. Note that the Terms and Conditions that follow on the next page are an integral part of this Sponsor Agreement and must accompany the Sponsor Agreement. After you have completed all six steps, please scan and email this page and the Terms and Conditions to: Amanda.Law@sas.com.

Step 1 Check the Sponsorship box

SPONSORSHIP	PRICE
<input type="checkbox"/> ACADEMIC	\$1,000

Step 2 Signature

Print Your Name _____

Sign Your Name _____

Date _____

Step 3 Contact information

Sponsoring Company _____

Invoice Mailing Address _____

City _____ State _____ ZIP _____

Primary Sponsorship Contact _____

Email _____ Phone _____

Marketing Contact* _____

Email _____ Phone _____

Step 4 Indicate payment method

Payment is due upon receipt of invoice.

You invoice will provide instructions for submitting payments.

Check

Purchase order: Purchase order No. _____

Credit card for online payment via a secure website

Step 5 Read and sign the Terms and Conditions on the next page

Step 6 Provide a complete copy of this Sponsorship Prospectus to your marketing contact listed above

*This is the person responsible for your company's sponsorship fulfillment opportunities.

SPONSOR AGREEMENT TERMS AND CONDITIONS

SAS Global Forum 2019, Dallas, TX - April 28 - May 1

In consideration of SAS Institute Inc. ("SAS") accepting the participation of Sponsor at SAS Global Forum 2019 ("SAS Global Forum") and other good and valuable consideration, the receipt and legal sufficiency of which is expressly acknowledged, Sponsor acknowledges and agrees to the following:

1. Acceptance.

Sponsor's participation in SAS Global Forum is subject to acceptance by SAS. SAS may withdraw its acceptance at any time for any reason by providing a refund to Sponsor of the total Sponsor fees paid by Sponsor. SAS makes no warranties concerning SAS Global Forum, 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 Sponsor.

2. Cancellation and Termination.

- a. **Cancellation.** SAS may cancel all or any part of SAS Global Forum 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 SAS Global Forum by SAS, SAS will refund to Sponsor all Sponsor fees already paid by Sponsor, after which Sponsor will have no further recourse against SAS.
- b. **Termination by Sponsor.** Termination by Sponsor must be in writing and will be effective upon receipt by SAS. SAS shall not be obligated to refund any fees paid by Sponsor upon such termination by Sponsor.
- c. **Termination by SAS.** SAS may terminate Sponsor's participation in SAS Global Forum if 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 SAS GLOBAL FORUM VENUE (ALL OF THE FOREGOING BEING COLLECTIVELY REFERRED TO HEREIN AS THE "SAS GLOBAL FORUM 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 SAS GLOBAL FORUM PROVIDERS HAD BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. NOTWITHSTANDING ANY OTHER PROVISION HEREIN TO THE CONTRARY, 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 SAS GLOBAL FORUM IS LIMITED TO THE TOTAL SPONSORSHIP FEES ACTUALLY PAID BY 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 SPONSOR AGREEMENT.

4. Indemnification.

Except to the extent that the SAS Global Forum Providers are statutorily responsible, Sponsor agrees to defend, indemnify, and hold harmless the SAS Global Forum Providers and those lawfully in SAS Global Forum venue from and against any claim, loss, liability, or damage suffered due to Sponsor construction or maintenance of an unsafe exhibit, the negligence or misconduct of Sponsor or its agents, or Sponsor's breach of these terms and conditions. The provisions of this Section 4 survive the termination or expiration of this Sponsor Agreement.

5. Release.

Sponsor acknowledges that SAS Global Forum 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 SAS Global Forum and agrees to execute any additional releases presented by SAS, its licensees, or permittees. 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.

6. Assignment and Use of Space.

- a. **Benefits and License.** If selected, available and paid for by Sponsor, SAS will provide exhibit space ("Space") at SAS Global Forum for Sponsor to display its qualified products and services ("Exhibit") in the Space. If applicable, the Sponsor fee includes the use of the Space and any of the benefits as specified herein.
- b. **Space Assignment.** The SAS Global Forum Providers will assign the Space to Sponsor. The SAS Global Forum Providers reserve the right to change or modify the Space at any time. The Space is for Sponsor's use only, and Sponsor may not assign or sublease any portion of the Space (including to an affiliated company) without SAS' prior written consent. Sponsor must fully occupy the Space and provide displays and equipment meeting SAS' standards. SAS reserves the right to restrict, prohibit, and/or remove exhibits or activities in Sponsor's Space which are objectionable, including those with excessive audio or noise, glaring or flashing lights, or method of operation, or which, in the opinion of SAS, are inappropriate or may detract from the general character of SAS Global Forum. In the event of such restriction or removal, SAS is not liable for any refund of any amount paid hereunder. Sponsor is solely responsible for obtaining all rights necessary to legally perform all activities in Sponsor's Space. SAS prohibits all audio/video recordings of SAS Global Forum. No signs and activities of any type are permitted outside of a Sponsor's Space (columns, walls, floors and ceilings) without approval in writing from the SAS Global Forum Providers.
- c. **Own Risk.** 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 Sponsor and not those of the SAS Global Forum Providers.

7. Third-Party Contractors.

The SAS Global Forum Providers may require Sponsor to use designated third-party contractors ("Designated Contractors") for certain services or for certain exhibit and SAS Global Forum related activities. Sponsor agrees to use such Designated Contractors when requested. Designated Contractors and third-party vendors serving SAS Global Forum act solely as independent contractors and Sponsor acknowledges and agrees that the SAS Global Forum Providers are not responsible for the performance, acts, or omissions of the Designated Contractors.

8. Compliance with Laws and Rules.

- a. **Laws and rules.** Sponsor shall comply with all applicable laws, regulations, and ordinances in connection with its participation at SAS Global Forum, including, but not limited to, (i) compliance with all rules of the SAS Global Forum 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.** Sponsor will not violate the proprietary rights of third parties in connection with its participation in SAS Global Forum.
- c. **Taxes and licenses.** 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 SAS Global Forum.

9. Trademarks.

Sponsor hereby grants to SAS a limited, non-exclusive, non-transferable, royalty-free right to use the Sponsor's trademarks, trade names, service marks, and logos (collectively, "Sponsor Trademarks") only for the limited purposes of advertising and promoting Sponsor's participation in SAS Global Forum. All use of the Sponsor Trademarks by SAS hereunder shall inure to the benefit of Sponsor.

10. Attendee Lists.

Sponsor may receive pre-registration and/or opt-in lists of US attendees (the "Lists") solely for the purposes of a Sponsor generated pre- or post-event email; Sponsor emails are subject to SAS' prior approval. Contact information provided in the Lists includes name and email addresses only. Sponsor understands and agrees that such Lists are provided: (i) without any warranties, express or implied, and Sponsor is solely responsible for ensuring that its use of the Lists complies with applicable laws

(including without limitation privacy and data security laws); (ii) except as expressly authorized in this Sponsor Agreement Sponsor shall not use, rent, lease, sublicense, distribute, copy, reproduce, display, modify or store such Lists; and (iii) the Lists are and shall remain the confidential property of SAS.

11. Deliverables and Deadlines.

Sponsor acknowledges and agrees that in the event Sponsor misses communicated Sponsorship deadlines for Sponsorship materials or information, SAS may at its sole discretion take appropriate actions to mitigate these situations, including, but not limited to, supplying Sponsor's logos on file from past events, selecting stock photographs for booth panels, and eliminating presentations.

12. Miscellaneous.

When accepted by SAS, this Sponsor Agreement will constitute the entire agreement between Sponsor and SAS concerning the subject matter hereof, and may only be modified in a writing signed by both parties. This Sponsor Agreement supersedes 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 Sponsor 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 Sponsor Agreement is found invalid or unenforceable, that provision will be enforced to the maximum extent permissible, and other provisions of this Sponsor Agreement will remain in full force and effect. This 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 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 Sponsor Agreement.

13. Acceptance.

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

Print Your Name _____

Sign Your Name _____

Date _____