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 three dynamic programs: SAS users, executives and SAS Partners. 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.

The Partner Forum is the only global event dedicated exclusively to SAS Partners. Partner Forum is for executives (director level and above) representing SAS Partner Program members and other leading technology organizations partnering with SAS.

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

2019 HIGHLIGHTS

MORE THAN 5,000 ATTENDEES, 600+ SESSIONS, 26 PARTNER SPONSORS, A DIVERSE SET OF THOUGHT LEADERS, INCLUDING WORLD-RENOowied PHYSICIST MICHIO KAKU, GIRLS WHO CODE FOUNDER RESHMA SAUJANI AND AWARD-WINNING ROCKET SCIENTIST OLYMPIA LEPOINT.

We expect SAS Global Forum 2020 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.

Early-bird discount ends Oct. 31, 2019, at 5:00 p.m. ET. Sponsorships close on Dec. 19, 2019, at 5:00 p.m. ET.
2019 ATTENDANCE AND DEMOGRAPHICS

Registered Attendees

6,646

Region

Attendance
29% International
71% US

Diversity
67% Using SAS < 5 years
33% Using SAS > 5 years

Sample Job Titles

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

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

“As a company at the forefront of cloud analytics and AI, there’s no better single event than SAS Global Forum for learning about analytics innovation and engaging with all levels of people who are passionate about how analytics drives business value. It’s at the top of our list for 'must attend' events each year where we reach high quality users and executives.”

SHIVA KOMMAREDDI
Managing Partner, Core Compete

“SAS Global Forum 2019 was an excellent event for the IBM team. We showcased our upcoming SAS® Viya® on IBM Power Systems offering and even received face time with the SAS executive team on the show floor. We are looking forward to a great SAS Global Forum in 2020!”

SARA COHEN
Senior Offering Manager, IBM Power Systems

RESERVE YOUR SPOT TODAY
Contact: David.Baggett@sas.com / 919-531-7438
WHY SHOULD YOU BE A SPONSOR?

SAS Global Forum 2020 sponsorships provide flexible and cost-effective packages that allow your company to promote its brand and give your company’s team a chance to participate fully in many knowledge-sharing, learning and networking opportunities.

Benefits:

- Presenting allows your company’s team members to be recognized as thought leaders and knowledge experts.
- Exhibiting allows your company to promote its brand and get up close and personal with SAS professionals.

More flexibility! You determine what sponsorship features are valuable to your company and maximize the opportunities that suit your sponsorship objectives.

The Quad is 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 (subject to change).

SAS Global Forum attendees appreciate being able to connect with Sponsors’ services and solutions on a personal level in The Quad, in presentations and at networking events.

Opportunities are limited! Sponsorships are filled on first-come, first-served basis. Diamond, Sapphire and Ruby sponsorships are available for members of the SAS Partner Program. If you are not a SAS Partner Program member, you may take advantage of our Exhibitor Package.

All sponsorships close on Dec. 19, 2019, at 5:00 p.m. ET.

Early-bird 15% discount is available through Oct. 31, 2019, at 5:00 p.m. ET.

“We were a second-time sponsor last year and we saw substantial value in SAS Global Forum. We had access to, and built relationships with, several SAS executives conveniently all in the same location. This year with a more mature partnership, I see us leveraging this venue to meet with joint prospects and clients.”

ED BAYER
Global Lead Partner for SAS, KPMG
### DIAMOND BASE PACKAGE

See Page 14 for additional sponsorship add-on opportunities!

<table>
<thead>
<tr>
<th>Early-Bird Price</th>
<th>Regular Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>$22,100</td>
<td>$26,000</td>
</tr>
</tbody>
</table>

#### BASE PACKAGE

**One 50-minute Users Program breakout session**
- Submit presentation title, abstract and presenter details within 3 weeks of sponsorship commitment date. See Page 15 for details and deadlines.

**One 20-minute Super Demo**
- Submit presentation title, abstract and presenter details within 4 weeks of sponsorship commitment date. See Page 15 for details and deadlines.

#### Branding
- Pre-event email sent by SAS to all registered attendees acknowledging sponsorship.
- Logo on conference website with link to Sponsor’s website.
- Logo in mobile app.
- Recognition at Opening Session.
- Up to 3 PDFs accessible to attendees via the mobile app.
- Sponsorship acknowledgment signage throughout meeting venue.

#### Conference passes
- Twenty Users Program passes for customers and staff.

#### Reserved seating
- Up to 10 VIPs at Opening Session.

Continues on next page >>
Diamond Package Enhancements

Turnkey Booth and Branded Private Meeting Room in The Quad

Regular Price  $15,000

Diamond Sponsors may choose a new exhibition structure that combines a turnkey booth and branded private meeting room located in a highly visible location in The Quad. Invoicing for the meeting room will be handled separately from sponsorship invoicing.

Exhibit includes:
- High-profile structure that combines a turnkey booth and a branded private meeting room (300 sq. ft.).
- Customizable demo and customer interaction options.
- Power, internet and carpet.
- Booth details and specifications will be provided after signed agreement.

Continues on next page >>
## DIAMOND PACKAGE ENHANCEMENTS

See Page 14 for additional sponsorship add-on opportunities!

### PRESENTATIONS

<table>
<thead>
<tr>
<th>Executive Program 50-minute breakout session</th>
<th>EARLY-BIRD PRICE</th>
<th>REGULAR PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>by invitation only</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diamond Sponsors invited to submit a presentation for the Executive Program should follow these guidelines:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>By Dec. 16, 2019, submit proposed presentation title, abstract and presenter details for consideration. Presentation should be on a topic, industry or solution that is trending in the marketplace; presentation is not a sales opportunity and content is subject to SAS’ approval.</td>
<td>$17,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>Proposed presentation must be offered by a shared customer or jointly by a shared customer and one Sponsor representative. Travel expenses for one customer presenter will be paid by SAS. Specific guidelines for covered travel expenses will be shared directly with the customer presenter. SAS will pay for customer’s hotel accommodations for up to three nights and other ordinary business-related expenses. Travel will be booked by as SAS travel agent. SAS will pay customer’s coach class round-trip airfare accommodations to and from Washington, DC (US-based). Presentations will be selected based on the quality of the proposals submitted. No submissions will be considered after Dec. 16, 2019.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Additional 50-minute Users Program breakout session for consideration |                  |               |
| Submit presentation title, abstract and presenter details within 3 weeks of sponsorship commitment date. Presentations will be selected based on quality of proposals. See Page 15 for details and deadlines. Final sponsorship invoice amount will reflect acceptance of breakout session. | $4,250           | $5,000        |

| Additional 20-minute Super Demo for consideration |                  |               |
| Submit presentation title, abstract and presenter details within 4 weeks of sponsorship commitment date. Presentations will be selected based on quality of proposals. See Page 15 for details and deadlines. Final sponsorship invoice amount will reflect acceptance of Super Demo. | $2,125           | $2,500        |

| Diamond Base Package | $22,100          | $26,000       |
| Turnkey Booth and Private Meeting Room + All Enhancement Options | $60,475          | $68,500       |
SAPPHIRE BASE PACKAGE

Exhibit includes:
10’x10’ turnkey Sapphire booth*.  
One 40” monitor.  
One demo station with stools.  
Power, internet and carpet.  
Booth details and specifications will be provided after signed agreement.

Early-Bird Price
Regular Price
$10,625
$12,500

Turnkey booth in The Quad
• See Page 13 for details.

One 20-minute Super Demo
• Submit presentation title, abstract and presenter details within 4 weeks of sponsorship commitment date. See Page 15 for details and deadlines.

Conference passes
• Ten Users Program passes for customers and staff.

Branding
• Pre-event email sent by SAS to all registered attendees acknowledging sponsorship.  
• Logo on conference website with link to Sponsor’s website.  
• Logo in mobile app.  
• Recognition at Opening Session.  
• Up to 3 PDFs accessible to attendees via the mobile app.  
• Sponsorship acknowledgment signage throughout meeting venue.

Additional sponsorship opportunities
• See Page 14 for additional opportunities to promote your brand – first-come, first-served.

* Sapphire Sponsors are given first choice of available booth locations. Sapphire Sponsors will choose locations on a first-come, first-served basis determined by the date SAS receives their sponsorship commitment and all booth text and graphics files.
**SAPPHIRE PACKAGE ENHANCEMENTS**

See Page 14 for additional sponsorship add-on opportunities!

<table>
<thead>
<tr>
<th>ENHANCEMENTS</th>
<th>EARLY-BIRD PRICE</th>
<th>REGULAR PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>One 50-minute Users Program breakout session for consideration</strong></td>
<td>$4,250</td>
<td>$5,000</td>
</tr>
<tr>
<td>Submit presentation title, abstract and presenter details within 3 weeks of sponsorship commitment date. Presentations will be selected based on quality of proposal. See Page 15 for details and deadlines.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final sponsorship invoice amount will reflect acceptance of breakout session.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Additional 20-minute Super Demo for consideration</strong></td>
<td>$2,125</td>
<td>$2,500</td>
</tr>
<tr>
<td>Submit presentation title, abstract and presenter details within 4 weeks of sponsorship commitment date. Presentations will be selected based on quality of proposals. See Page 15 for details and deadlines.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final sponsorship invoice amount will reflect acceptance of Super Demo.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Sapphire Base Package**

<table>
<thead>
<tr>
<th>Sapphire Base Package + All Enhancement Options</th>
<th>$17,000</th>
<th>$20,000</th>
</tr>
</thead>
</table>

**EARLY-BIRD**

Exclusive for SAS Partner Program members.
**RUBY BASE PACKAGE**

Exhibit includes:
- 10’x10’ turnkey Ruby booth*.
- One 40” monitor.
- One demo station with stools.
- Power, internet and carpet.

Booth details and specifications will be provided after signed agreement.

---

**Early-Bird Price**

**Regular Price**

- $5,800
- $6,825

**Turnkey booth in The Quad**
- See Page 13 for details.

**Conference passes**
- Five Users Program passes for customers and staff.

**Branding**
- Pre-event email sent by SAS to all registered attendees acknowledging sponsorship.
- Logo on conference website with link to Sponsor’s website.
- Logo in mobile app.
- Recognition at Opening Session.
- Up to 3 PDFs accessible to attendees via the mobile app.
- Sponsorship acknowledgment signage throughout meeting venue.

**Additional sponsorship opportunities**
- See Page 14 for additional opportunities to promote your brand – first-come, first-served.

---

* Ruby Sponsors select from available booth locations after Sapphire Sponsors. Ruby Sponsors will choose locations on a first-come, first-served basis determined by the date SAS receives their sponsorship commitment and all booth text and graphics files.
## RUBY PACKAGE ENHANCEMENTS

See Page 14 for additional sponsorship add-on opportunities!

---

### ENHANCEMENTS

<table>
<thead>
<tr>
<th>Description</th>
<th>Early-Bird Price</th>
<th>Regular Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>One 50-minute Users Program breakout session for consideration</strong></td>
<td>$4,250</td>
<td>$5,000</td>
</tr>
<tr>
<td>Submit presentation title, abstract and presenter details within 3 weeks of sponsorship commitment date. Presentations will be selected based on quality of proposal. See Page 15 for details and deadlines. Final sponsorship invoice amount will reflect acceptance of breakout session.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>One 20-minute Super Demo for consideration</strong></td>
<td>$2,125</td>
<td>$2,500</td>
</tr>
<tr>
<td>Submit presentation title, abstract and presenter details within 4 weeks of sponsorship commitment date. Presentations will be selected based on quality of proposals. See Page 15 for details and deadlines. Final sponsorship invoice amount will reflect acceptance of Super Demo.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Packages

<table>
<thead>
<tr>
<th>Package</th>
<th>Early-Bird Price</th>
<th>Regular Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ruby Base Package</td>
<td>$5,800</td>
<td>$6,825</td>
</tr>
<tr>
<td>Ruby Base Package + All Enhancement Options</td>
<td>$12,175</td>
<td>$14,325</td>
</tr>
</tbody>
</table>

---

RESERVE YOUR SPOT TODAY
Contact: David.Baggett@sas.com / 919-531-7438
EXHIBITOR PACKAGE*

Exhibit includes:
10’x10’ turnkey Exhibitor booth**.
One 40” monitor.
One demo station with stools.
Power, internet and carpet.
Booth details and specifications will be provided after signed agreement.

Early-Bird Price
Regular Price
$8,500
$10,000

Turnkey booth in The Quad
• See Page 13 for details.

Conference passes
• Five Users Program passes.

Branding
• Pre-event email sent by SAS to all registered attendees acknowledging sponsorship.
• Logo on conference website with link to Sponsor’s website.
• Logo in mobile app.
• Recognition at Opening Session.
• Up to 3 PDFs accessible to attendees via the mobile app.
• Sponsorship acknowledgment signage throughout meeting venue.

Additional sponsorship opportunities
• See Page 14 for additional opportunities to promote your brand – first-come, first-served.

*Exhibitor Package is available to SAS-related businesses that are not currently members of the SAS Partner Program.

**Booth assignments will be made by SAS based on the date commitment made to SAS to exhibit and date by which booth text and graphics files received by SAS.

15% Savings with early-bird rate ends Oct. 31.
BOOTH DETAILS FOR SAPPHIRE, RUBY AND EXHIBITOR SPONSORS

Exhibiting in The Quad
All Sponsors exhibit with SAS in The Quad. The Quad is 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 (subject to change).

Turnkey booths
SAS provides turnkey booths to save you time and money and increase your ROI.

Here’s how it works
Provide your company’s logo and booth artwork based on the guidelines provided by SAS 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.

### Important notes
- Booths are available as is; no substitutions allowed.
- After you complete and return the Exhibitor/Sponsor Agreement, you’ll receive Sponsor Logo and Booth Guidelines, which contain important information about your turnkey booth.
- 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.
- Lead retrieval devices will be available through a third-party vendor for an additional fee.

### Description Specifications

<table>
<thead>
<tr>
<th>Description</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>10’ x 10’</td>
</tr>
<tr>
<td>Demo Station(s)</td>
<td>1</td>
</tr>
<tr>
<td>40” monitors with HDMI connection(s)</td>
<td>1</td>
</tr>
<tr>
<td>Mouse &amp; keypad</td>
<td>1</td>
</tr>
<tr>
<td>Internet connection</td>
<td>√</td>
</tr>
<tr>
<td>Power</td>
<td>√</td>
</tr>
<tr>
<td>Carpet</td>
<td>√</td>
</tr>
<tr>
<td>Stools</td>
<td>4</td>
</tr>
</tbody>
</table>
## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Take your sponsorship to the next level and stand out to SAS Global Forum attendees by sponsoring one or more of these great sponsorship add-ons!

### OPPORTUNITIES

<table>
<thead>
<tr>
<th>Service</th>
<th>Early-Bird Price</th>
<th>Regular Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospitality Function</td>
<td>N/A</td>
<td>$5,000</td>
</tr>
<tr>
<td>Mobile App (4 sponsorships avl)</td>
<td>$2,550</td>
<td>$3,000</td>
</tr>
<tr>
<td>Charging Stations (6 avl)</td>
<td>$2,125 each or</td>
<td>$2,500 each or</td>
</tr>
<tr>
<td></td>
<td>$10,200 for all</td>
<td>$12,000 for all 6 stations</td>
</tr>
</tbody>
</table>
**SPONSORED PRESENTATIONS**

Content is king at SAS Global Forum! Sponsors have opportunities to impress attendees with their knowledge and expertise by presenting breakout sessions and Super Demos. Some Sponsorship packages include presentation opportunities; other sponsorship packages offer presentations as optional add-on opportunities. Please refer to the Sponsorship Package descriptions on Pages 5-7 (Diamond), Pages 8-9 (Sapphire) and Pages 10-11 (Ruby) for details.

All presentations are subject to approval by SAS and must be submitted as proposals to SAS in order to be considered for acceptance. Submission deadlines will be specified to you after SAS receives your sponsorship commitment. Presentations are opportunities for Sponsors to position themselves as thought leaders or demonstrate their expertise in SAS and/or industry and technology areas. Presentations are not to be used as a sales opportunity.

### Breakout Sessions

**Executive Program**  
By invitation only for some Diamond Sponsors. Please see Page 7 for details.

**Users Program**  
A 50-minute presentation. Content should focus on a customer case study where SAS has been used to address a business problem.  
Submit presentation details (title, abstract and presenter info) to SAS for consideration. Deadline for submissions is within 3 weeks of sponsorship commitment date.

- For early-bird pricing: no submissions will be considered after Nov. 22, 2019.
- For regular pricing: no submissions will be considered after Jan. 10, 2020.

### Super Demo

A 20-minute session to demonstrate the unique value of Sponsor’s solution. Super Demos are presented in The Quad.  
Submit Super Demo details (title, abstract and presenter info) to SAS for consideration. Deadline for submissions is within 4 weeks of sponsorship commitment date.

- For early-bird pricing: no submissions will be considered after Dec. 5, 2019.
- For regular pricing: no submissions will be considered after Jan. 16, 2020.
ONLINE SYSTEMS

Sponsor’s sponsorship coordinator and Sponsor’s presenting staff members will be asked to fulfill sponsorship requirements by working in three 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.

Presenter Resource Center (PRC)
Used by presenters to submit presentation topics and complete other tasks associated with presenting at the conference. Sponsor’s presenting staff members will work in this system. It is imperative to complete all required presentation tasks by the deadlines specified in the PRC. The PRC is sometimes referred to as the content management system (CMS).

Conference Registration System (CRS)
Used by conference attendees, including Sponsor’s staff, to register for 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.
SPONSORSHIP DEADLINES

Your sponsorship fulfillment deadlines will be customized for you based on your sponsorship commitment date and will be communicated to you in writing as soon as your signed Sponsorship Agreement is received by SAS.

For planning purposes, you may anticipate the following general timeline:

- Two weeks after sponsorship commitment – logo and URL due.
- Three weeks after sponsorship commitment – Users Program breakout session proposal due (title, abstract and presenter details; see Page 15).
- Four weeks after sponsorship commitment:
  - Booth graphics files due.
  - Super Demo proposal due (title, abstract and presenter details; see Page 15).

Please note:

- If your company elects to take advantage of the 15% early-bird discount, then your sponsorship commitment must be received by Oct. 31, 2019, and you must meet the deadlines specified. If you’re not able to meet the deadlines specified, then you may forfeit the early-bird discount. In addition, your opportunity to choose your booth’s location in The Quad may be affected.
- Due dates may be adjusted based on 2019–2020 holiday schedules.
- Sponsorship and Exhibitor opportunities for SAS Global Forum 2020 are limited and are filled on a first-come, first-served basis until they are filled or until Dec. 19, 2019.

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 and the Presenter 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.
# SPONSOR AND EXHIBITOR AGREEMENT

Please carefully read and follow the instructions on Pages 18-20. Note that the Terms and Conditions on Page 20 are an integral part of this Sponsor and Exhibitor Agreement. After you have completed all nine steps, please scan and email pages to David.Baggett@sas.com.

## Step 1: Check the appropriate sponsorship level

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVEL</th>
<th>EARLY-BIRD PRICE</th>
<th>REGULAR PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>$22,100</td>
<td>$26,000</td>
</tr>
<tr>
<td>Sapphire</td>
<td>$10,625</td>
<td>$12,500</td>
</tr>
<tr>
<td>Ruby</td>
<td>$5,800</td>
<td>$6,825</td>
</tr>
<tr>
<td>Exhibitor</td>
<td>$8,500</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

## Step 2: Select enhancements to your sponsorship package

### DIAMOND SPONSORSHIP ENHANCEMENTS

<table>
<thead>
<tr>
<th>Enhancement</th>
<th>EARLY-BIRD PRICE</th>
<th>REGULAR PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turnkey Booth &amp; Branded Meeting Room in The Quad</td>
<td>N/A</td>
<td>$15,000</td>
</tr>
<tr>
<td>Executive Program Breakout Session (by invitation only)</td>
<td>$17,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>Users Program Breakout Session</td>
<td>$4,250</td>
<td>$5,000</td>
</tr>
<tr>
<td>Super Demo</td>
<td>$2,125</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

### SAPPHIRE AND RUBY SPONSORSHIP ENHANCEMENTS

<table>
<thead>
<tr>
<th>Enhancement</th>
<th>EARLY-BIRD PRICE</th>
<th>REGULAR PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users Program Breakout Session</td>
<td>$4,250</td>
<td>$5,000</td>
</tr>
<tr>
<td>Super Demo</td>
<td>$2,125</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

## Step 3: Choose additional sponsorship opportunities

<table>
<thead>
<tr>
<th>ADDITIONAL OPPORTUNITIES</th>
<th>EARLY-BIRD PRICE</th>
<th>REGULAR PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospitality Function</td>
<td>N/A</td>
<td>$5,000</td>
</tr>
<tr>
<td>Mobile App</td>
<td>$2,550</td>
<td>$3,000</td>
</tr>
<tr>
<td>Charging Stations</td>
<td>$2,125 each</td>
<td>$2,500 each</td>
</tr>
<tr>
<td></td>
<td>or $10,200 all</td>
<td>or $12,000 all</td>
</tr>
</tbody>
</table>

## Step 4: Summarize the cost of sponsorship selections

**SELECTIONS**

<table>
<thead>
<tr>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship Level</td>
</tr>
<tr>
<td>Enhancements</td>
</tr>
<tr>
<td>Additional Opportunities</td>
</tr>
</tbody>
</table>

**TOTAL**

---

RESERVE YOUR SPOT TODAY
Contact: David.Baggett@sas.com / 919-531-7438
SPONSOR AND EXHIBITOR AGREEMENT

Step 5  Signature
Print Name
Sign Name
Date

Step 6  Contact information
Company
Invoice Mailing Address
City State ZIP
Primary Sponsorship Contact
Email Phone
Marketing Contact *
Email Phone

Step 7  Indicate payment method
Payment is due upon receipt of invoice. You invoice will provide instructions for submitting payments.

    ☐ Check
    ☐ Credit Card
    ☐ Purchase Order: Purchase Order No.

Step 8  Read and sign the Terms and Conditions on the next page

Step 9  Provide a complete copy of this Sponsor and Exhibitor Prospectus to your marketing contact

*This is the person responsible for your company’s sponsorship fulfillment opportunities.
SAS Global Forum 2020, Washington, DC, March 29 - April 1, 2020

In consideration of SAS Institute Inc. ("SAS") accepting the participation of Sponsor/Exhibitor at SAS Global Forum 2020 ("SAS Global Forum") and other good and valuable consideration, the receipt and legal sufficiency of which is expressly acknowledged, Sponsor/Exhibitor acknowledges and agrees to the following:

1. Acceptance. Sponsor/Exhibitor's participation in SAS Global Forum is subject to acceptance by SAS of Sponsor/Exhibitor's application for any reason by providing a written notice to Sponsor/Exhibitor. 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 vendors may be modified upon thirty (30) days' prior written notice to Sponsor/Exhibitor.

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/Exhibitor all Sponsor/Exhibitor fees already paid by Sponsor/Exhibitor, after which Sponsor/Exhibitor will have no further recourse against SAS.
   b. Termination by Sponsor/Exhibitor. Termination by Sponsor/Exhibitor must be in writing and be effective upon receipt by SAS. SAS shall not be obligated to refund any fees paid by Sponsor/Exhibitor upon such termination by Sponsor/Exhibitor.
   c. Termination by SAS. SAS may terminate Sponsor/Exhibitor's participation in SAS Global Forum if Sponsor/Exhibitor 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 LOSSES OR INJURY TO PERSONS OR PROPERTY, 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, INCLUDING WITHIN ANY OTHER PROVISION HEREIN TO THE CONTRARY, THE MAXIMUM TOTAL AMOUNT SPONSOR/EXHIBITOR MAY RECOVER FOR ANY AND ALL CLAIMS RELATING TO MATTERS COVERED BY THESE TERMS AND CONDITIONS SPECIFIED HEREBY IS LIMITED TO THE TOTAL SPONSORSHIP/EXHIBITOR FEES ACTUALLY PAID BY SPONSOR/EXHIBITOR. 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 & EXHIBITOR AGREEMENT.

4. Indemnification. Except to the extent that the SAS Global Forum Providers are strictly liable, Sponsor/Exhibitor 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/Exhibitor construction or maintenance of an unsafe exhibit, the negligence or misconduct of Sponsor/Exhibitor or its agents, or Sponsor/Exhibitor's breach of these terms and conditions. The provisions of Section 4 survive the termination or expiration of this Sponsor & Exhibitor Agreement.

5. Release. Sponsor/Exhibitor 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 to sponsor and to authorize the reproduction and distribution of its exhibits and its activities or any materials, images, recordings, displays, exhibits or performances as may be incorporated into any exhibit display or for any of the purposes of advertising and promoting Sponsor/Exhibitor's participation in SAS Global Forum. All use of the Sponsor/Exhibitor Trademarks by SAS hereunder shall be for the benefit of Sponsor/Exhibitor.

6. Assignment and Use of Space.
   a. Benefits and License. If selected, available and paid for by Sponsor/Exhibitor, Sponsor/Exhibitor will be provided Space ("Space") at SAS Global Forum for Sponsor/Exhibitor to display its qualified products and services ("Exhibit") in the Space. If applicable, Sponsor/Exhibitor may include the use of the Space and any of the services, as specified hereunder.
   b. Space Assignment. The SAS Global Forum Providers will assign the Space to Sponsor/Exhibitor. The SAS Global Forum Providers reserve the right to change or modify the Space at any time. The Space is for Sponsor/Exhibitor's use only, and Sponsor/Exhibitor may not assign or sublease any portion of the Space (including to an affiliated company) without SAS' prior written consent. Sponsor/Exhibitor 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/Exhibitor'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/Exhibitor is solely responsible for obtaining all rights necessary to legally perform all activities in Sponsor/Exhibitor's Space. SAS prohibits all audio/video recordings of SAS Global Forum. No signs and activities of Sponsor/Exhibitor are permitted outside of a Sponsor/Exhibitor's Space (columns, walls, floors and ceilings) without approval in writing from the SAS Global Forum Providers.
   c. Own Risk. Sponsor/Exhibitor 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/Exhibitor and not those of the SAS Global Forum Providers.

7. Third-Party Contractors. The SAS Global Forum Providers may require Sponsor/Exhibitor to use designated third-party contractors ("Designated Contractors") for certain services or for certain exhibit and SAS Global Forum related activities. Sponsor/Exhibitor 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/Exhibitor 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/Exhibitor shall comply with all applicable laws, regulations, and ordinances in connection with its participation at SAS Global Forum. Notwithstanding the above, Sponsor/Exhibitor will be bound to the ADA and its local equivalent.
   c. Taxes and licenses. Sponsor/Exhibitor shall be solely responsible for obtaining and maintaining all necessary permits and licenses (collectively, "Sponsor/Exhibitor Trademarks") only for the limited purposes of advertising and promoting Sponsor/Exhibitor's participation in SAS Global Forum. All use of the Sponsor/Exhibitor Trademarks by SAS hereunder shall be for the benefit of Sponsor/Exhibitor.

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

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

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

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

Print Name
Sign Name
Date