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. WE OFFER A WIDE RANGE OF SPONSORSHIP OPPORTUNITIES TO SUIT YOUR NEEDS.

2017 HIGHLIGHTS: MORE THAN 5,000 ATTENDEES, MORE THAN 600 SESSIONS, 29 PARTNER SPONSORS, A DIVERSE SET OF THOUGHT LEADERS, INCLUDING INNOVATOR NEIL HARBISSON, ASTRONAUT COLONEL CHRIS HADFIELD AND A PHENOMENAL KICK BACK PARTY AT DISNEY’S HOLLYWOOD STUDIOS.

We expect SAS Global Forum 2018 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 at Denver’s amazing Mile High Stadium.

OPPORTUNITIES ARE LIMITED.

Sponsorships close on Friday, Jan. 12, 2018, at 5:00 p.m. ET.
**2017 ATTENDANCE AND DEMOGRAPHICS**

**Registration**

**5,182 Attendees**

**Region**

![World map showing percentage distribution by region]

- **74%** US
- **11%** Latin America
- **8%** Canada
- **4%** Asia Pacific
- **3%** Other

**Industry**

- **24%** Services
- **15%** Health Care, Pharma and Life Sciences
- **18%** Banking and Financial Services
- **18%** Education
- **6%** Communications
- **6%** Manufacturing
- **5%** Retail
- **2%** Energy and Utilities
- **6%** Government

**Sample Job Functions**

- **24%** Executives
- **5%** Risk
- **15%** Data Science
- **14%** Information Services
- **6%** Research & Development
- **6%** Education
- **4%** Medical/Health Care
- **4%** Finance
- **4%** Operations
- **4%** CRM/Database Marketing
- **2%** Engineering
- **1%** Development Research
- **21%** Other

**Job Titles**

- **56%** Technical Professionals
- **20%** Managers
- **24%** Executives

**Sample Job Titles**

**Executive**
- Chief Analytics Officers
- Chief Data Officers
- Chief Executive Officers
- Chief Financial Officers
- Chief Information Officers

**Technical**
- Data Scientists
- Data Analysts
- BI Specialists
- Statisticians
- Biostatisticians
- Operations Managers

**Quality Engineers**
- Consultants
- Programmers
- IT Specialists
- Marketing Analysts
- Project Managers

**Executive Vice Presidents**
- Global Business Development Executives
- Analytics Directors and Managers

**Business Analysts**
- Data Architects
- Data Consultants
- Database Administrators

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

SAS’ GLOBAL FORUM 2018
SAS Global Forum is a great venue for getting front and center with SAS users. It gives us an opportunity to demonstrate our commitment to the SAS community, but more importantly, discuss the business and analytics challenges our customers face every day.

Ken Pikulik
Global Alliance Manager
Teradata Corporation

As a SAS partner, SAS events are a great way for us to meet prospective customers, existing customers, SAS professionals and other partners from all over the world in the one location. We sponsor several SAS events each year and SAS Global Forum is the highlight. With thousands of attendees visiting The Quad over three days, the exposure provides excellent value. SAS Global Forum is a must-do!

Michelle Homes
Founder & Business Development Manager
Metacoda

Every year we evaluate our sponsorship opportunities, and every year SAS Global Forum is at the top of the list. The opportunity to interact with our partners, our customers and SAS users is unsurpassed.

David Septoff
CEO
Zencos Consulting

Sponsoring SAS Global Forum is huge for First Analytics. We are able to connect with sales managers and executives, meet potential new clients and have the chance to hold important impromptu meetings. We also hear about SAS’ exciting vision and how partners fit to make this a great event for our company.

Jessica Hoffman
Marketing & Operations Manager
First Analytics
DIAMOND PACKAGE

Exhibit includes:
Turnkey Diamond booth.
Two 40" monitors.
Two demo stations with stools.
Power and internet.

Speaking opportunities
• One Executive Program breakout presentation (Diamond exclusive).
• NEW! Two Users Program breakout presentations (Diamond exclusive).
• Two Super Demos (Diamond exclusive).
• One Table Talk.

Conference passes
• 20 Users Program passes.
• Additional Users Program passes at 50% discount.
• Executive Program passes are complimentary for director level or above titles.

Branding
• Logo on conference website with link to Sponsor’s website.
• Promotion via SAS social channels.
• Logo in mobile app.
• Recognition at Opening Session.
• Signage throughout meeting venue.
• NEW! Digital billboard on the Colorado Convention Center (10-second video or static ads running 24 hours a day, April 6-12). Billboard is visible from inside and outside the convention center (Diamond and Emerald exclusive).

Attendee list
• Executive and Users Program opt-in registration list for one pre-event and one post-event email (Diamond exclusive). Emails must be pre-approved by SAS.

Networking
• Reserved seating for 10 at the SAS Global Forum Opening Session (Diamond exclusive).
• NEW! VIP suite during SAS Global Forum Kick Back Party (Diamond exclusive).

Private meeting room
• Available for two pre-scheduled, half-day sessions during conference hours (Diamond exclusive).

Additional sponsorship opportunities
• See Page 9 for exclusive options to promote your brand – first-come, first-served.

Impress your VIP customers
As a Diamond Sponsor, your company receives a hospitality suite at Denver’s Mile High Stadium during the Kick Back Party on Tuesday, April 10. You can invite 50 of your customers attending the conference to your exclusive VIP suite. SAS provides food and beverage (same menu served at the party) to your suite. You have the option to customize your suite with branding, decor, upgraded food and beverage, and entertainment. The SAS events team is happy to assist. Customizations are an additional cost and the responsibility of the Sponsor.

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Regular Price
Early-Bird Price
$65,000
$58,500

10% Savings
With early-bird rate.
Ends Dec. 1.
EMERALD PACKAGE

Exhibit includes:
- Turnkey Emerald booth.
- Two 40” monitors.
- Two demo stations with stools.
- Power and internet.

Regular Price  $37,500
Early-Bird Price  $33,750

Speaking opportunities
- One Users Program breakout presentation (Emerald exclusive).
- One Super Demo.
- One Table Talk.

Conference passes
- 15 Users Program passes.
- Additional Users Program passes at 50% discount.
- Executive Program passes are complimentary for director level or above titles.

Branding
- Logo on conference website with link to Sponsor’s website.
- Promotion via SAS social channels.
- Logo in mobile app.
- Recognition at Opening Session.
- Signage throughout meeting venue.
- NEW! Digital billboard on the Colorado Convention Center (10-second video or static ads running 24 hours a day, April 6-12). Billboard is visible from inside and outside the convention center (Diamond and Emerald exclusive).

Attendee list
- Users Program opt-in registration list for one pre-event and one post-event email (Emerald exclusive). Emails must be pre-approved by SAS.

Private meeting room
- Available for additional fee of $1,500 (one pre-scheduled, two-hour session during conference hours).

Additional sponsorship opportunities
- See Page 9 for exclusive options to promote your brand – first-come, first-served.
**SAPPHIRE PACKAGE**

Exhibit includes:
- Turnkey Sapphire booth.
- One 40" monitor.
- One demo station with stools.
- Power and internet.

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**Regular Price**

**Early-Bird Price**

<table>
<thead>
<tr>
<th></th>
<th>Regular Price</th>
<th>Early-Bird Price</th>
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<tbody>
<tr>
<td></td>
<td>$17,500</td>
<td>$15,750</td>
</tr>
</tbody>
</table>

**10% Savings**


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**Speaking opportunities**

- One Super Demo.
- One Table Talk.

**Conference passes**

- 10 Users Program passes.
- Additional Users Program passes at 50% discount.
- Executive Program passes are complimentary for director level or above titles.

**Branding**

- Logo on conference website with link to Sponsor’s website.
- Promotion via SAS social channels.
- Logo in mobile app.
- Recognition at Opening Session.
- Signage throughout meeting venue.

**Attendee list**

- Users Program opt-in registration list for one post-event email.
  Emails must be pre-approved by SAS.

**Additional sponsorship opportunities**

- See Page 9 for exclusive options to promote your brand – first-come, first-served.
RUBY PACKAGE

Exhibit include:
- Turnkey Ruby booth.
- One 40" monitor.
- One demo station with stools.
- Power and internet.

Regular Price
- Early-Bird Price
  - $6,500
  - $5,850

Speaking opportunities
- One Super Demo for an additional fee of $2,000. Opportunities are limited.

Conference passes
- Five Users Program passes.
- Additional Users Program passes at 50% discount.
- Executive Program passes are complimentary for director level or above titles.

Branding
- Logo on conference website with link to Sponsor’s website.
- Promotion via SAS social channels.
- Logo in mobile app.
- Recognition at Opening Session.
- Signage throughout meeting venue.

Attendee list
- Users Program opt-in registration list for one post-event email. Emails must be pre-approved by SAS.

Additional sponsorship opportunities
- See Page 9 for exclusive options to promote your brand – first-come, first-served.
ADDITIONAL SPONSORSHIP OPPORTUNITIES

Water bottles and hydration stations: $13,000
Attendees are going to love you for ensuring they stay healthy and well-hydrated while they are in the Mile High City! Your sponsorship includes:

- At least 5,000 water bottles co-branded with your company’s logo and the SAS Global Forum logo (logos in white), and those bottles will travel home with the attendees!
- Water bottle dispenser branded with your company’s logo.
- At least a dozen water bottle filling stations branded with your company’s logo throughout the Colorado Convention Center.

Elevator branding: $12,000
Remind attendees every day that you’re at SAS Global Forum! Imagine six elevator doors on the lobby level of the Denver Hyatt Regency branded with your company logo and messaging, Saturday-Wednesday, April 7-11. The Denver Hyatt Regency is adjacent to the Colorado Convention Center and will be hosting 1,000 conference attendees. In addition, the hotel will host the Partner Forum and several SAS Global Forum events, such as the Academic Summit.

Charging stations: $7,500
Attendees will appreciate the convenience you’re providing them. Your sponsorship includes three high-impact charging stations branded with your company’s logo and messaging placed in high-traffic areas of the Colorado Convention Center.

Mobile app: $7,500
No one can live without the SAS Global Forum mobile app, so sponsoring the mobile app is a highly visible opportunity for your company! Your organization’s logo and message will be displayed on every attendees’ mobile device. Your sponsorship includes:

- Banner header in the mobile app on all pages with click-through to your website; the header may be rotating with other SAS and/or event-specific ads.
- Two push notifications provided by you that are sent directly to mobile devices during the conference. Notifications are limited to 140 characters and are subject to SAS’ approval.

Unique, affordable branding options
Ask about other branding opportunities and events offered during the Kick Back Party on Tuesday evening, April 10, at Denver’s Mile High Stadium.
EXHIBITING IN THE QUAD

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 20 hours.

Turnkey booths
We offer a range of turnkey packages designed to suit all your needs. Our goal is to save you time and money, and increase your ROI.

Here’s how it works
Provide your company’s logo, key messages and graphics for your booth (following our guidelines) 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.

<table>
<thead>
<tr>
<th>BOOTH SPECIFICATIONS</th>
<th>DIAMOND</th>
<th>EMERALD</th>
<th>SAPPHIRE</th>
<th>RUBY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular price</td>
<td>$65,000</td>
<td>$37,500</td>
<td>$17,500</td>
<td>$6,500</td>
</tr>
<tr>
<td>Early-bird price (Ends Dec. 1)</td>
<td>$58,500</td>
<td>$33,750</td>
<td>$15,750</td>
<td>$5,850</td>
</tr>
<tr>
<td>Size</td>
<td>20 x 10</td>
<td>20 x 10</td>
<td>10 x 10</td>
<td>10 x 10</td>
</tr>
<tr>
<td>Demo station includes:</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>40” monitor with HDMI connection, mouse and keyboard</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Stools</td>
<td>8</td>
<td>8</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Power and internet connection</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

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, including specifications for signage (imagery, text and logo requirements).
- Sponsor’s logo signage will be provided by SAS and prominently displayed on the booth backdrop. Signage for the booth (including graphics and text submitted by Sponsor to SAS) 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.

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

Hurry!
Sponsorships close Jan. 12, 2018, at 5:00 p.m. ET.
Content is king! Sponsors have more opportunities than ever to impress attendees with their knowledge and expertise. Plus, presentations are included in the conference schedule and mobile app.

### SPONSORED PRESENTATIONS

Executive Program Breakout Session: Exclusive for Diamond Sponsors, a 50-minute presentation should meet the following criteria:
- Presentation should be on a topic that is trending in the marketplace; this is not a sales opportunity. Presentation content is subject to SAS approval.
- Presentation must be offered jointly with a shared customer or solely by the customer. 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 (April 8-11). Travel will be booked by a SAS travel agent. SAS will pay customer’s coach class, round-trip airfare accommodations to and from Denver, CO (US based).
- Presentation title, abstract and speaker biography must be submitted to SAS by Jan. 19, 2018 (after this date presentation cannot be guaranteed).

Users Program Breakout Session: A 50-minute presentation; content should focus on a customer case study where SAS has been used to address a business problem. Please submit presentation title, abstract and presenter biography to SAS for approval by Jan. 19, 2018.


Table Talk: A 50-minute informal, interactive roundtable discussion facilitated by Sponsor. Attendance is limited to 10-15 conference attendees. Please submit presentation title, abstract and presenter biography to SAS for approval by Jan. 19, 2018.

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**Executive Program Breakout Session**

<table>
<thead>
<tr>
<th>SPONSOR</th>
<th>EXECUTIVE PROGRAM</th>
<th>USERS PROGRAM</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Breakout Session</td>
<td>Breakout Session</td>
</tr>
<tr>
<td>DIAMOND</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>EMERALD</td>
<td>Unavailable</td>
<td>1</td>
</tr>
<tr>
<td>SAPPHIRE</td>
<td>Unavailable</td>
<td>Unavailable</td>
</tr>
<tr>
<td>RUBY</td>
<td>Unavailable</td>
<td>Unavailable</td>
</tr>
</tbody>
</table>

**Executive Program Breakout Session:** Exclusive for Diamond Sponsors, a 50-minute presentation should meet the following criteria:

- Presentation should be on a topic that is trending in the marketplace; this is not a sales opportunity. Presentation content is subject to SAS approval.
- Presentation must be offered jointly with a shared customer or solely by the customer. 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 (April 8-11). Travel will be booked by a SAS travel agent. SAS will pay customer’s coach class, round-trip airfare accommodations to and from Denver, CO (US based).
- Presentation title, abstract and speaker biography must be submitted to SAS by Jan. 19, 2018 (after this date presentation cannot be guaranteed).

**Users Program Breakout Session:** A 50-minute presentation; content should focus on a customer case study where SAS has been used to address a business problem. Please submit presentation title, abstract and presenter biography to SAS for approval by Jan. 19, 2018.

**Super Demo:** A 15-minute session to demonstrate the unique value of Sponsor’s solution. Super Demos are presented in The Quad. Please submit presentation title, abstract and presenter biography to SAS for approval by Jan. 19, 2018.

**Table Talk:** A 50-minute informal, interactive roundtable discussion facilitated by Sponsor. Attendance is limited to 10-15 conference attendees. Please submit presentation title, abstract and presenter biography to SAS for approval by Jan. 19, 2018.

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*Ruby Sponsors may have a Super Demo for an additional fee of $2,000. Opportunities are limited.*
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

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

- **Two weeks** after your sign date, your logo is due. It will be used for booth, conference website and sponsorship acknowledgment signage.
- **Four weeks** after your sign date, booth graphic and text are due.
- **By Jan. 19, 2018**, your presentation submission(s) including title, abstract and presenter bio are due.

**Are you taking advantage of the early-bird 10% discount offer?**

If so, SAS must receive your sponsorship commitment by **Friday, Dec. 1, 2017**, which means you must meet the following schedule:

- **Dec. 15, 2017.** Your logo is due.
- **Jan. 5, 2018.** Your booth graphics and text are due (date adjusted due to Christmas and New Year holidays).
- **Jan. 19, 2018.** Your presentation submission(s) are due (title, abstract, presenter biography).

If you’re not able to meet the schedule above, you will forfeit the 10% discount.

**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.

Missed Deadlines May result in reduced or modified sponsorship opportunities.
# EXHIBITOR/SPONSOR AGREEMENT

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

## Step 1
Check the appropriate Sponsorship Level box

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVEL</th>
<th>REGULAR PRICE</th>
<th>EARLY-BIRD PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIAMOND</td>
<td>$65,000</td>
<td>$58,500</td>
</tr>
<tr>
<td>EMERALD</td>
<td>$37,500</td>
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<td>$15,750</td>
</tr>
<tr>
<td>RUBY</td>
<td>$6,500</td>
<td>$5,850</td>
</tr>
</tbody>
</table>

## 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 Exhibitor/Sponsor Agreement Terms and Conditions on the next page.

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

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*This is the person responsible for your company’s sponsorship fulfillment opportunities.*
1. Acceptance. Exhibitor/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 Exhibitor/Sponsor of the total Exhibitor/Sponsor fees paid by Exhibitor/Sponsor, after which Exhibitor/Sponsor will have no further recourse against SAS.

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 Exhibitor/Sponsor all Exhibitor/Sponsor fees already paid by Exhibitor/Sponsor, after which Exhibitor/Sponsor will have no further recourse against SAS.

3. Limitation of Liability. UNDER NO CIRCUMSTANCES WILL SAS, ITS AFFILIATES, THE OWNERS AND/OR OPERATORS OF THE SAS GLOBAL FORUM VENUE, AND THE VENDORS OF SAS, WHETHER HIRE, OWN OR OPERATE SUCH VENUE, WHETHER OR NOT SAS IS RESPONSIBLE TO A THIRD PARTY FOR INJURY, LOSS OR DEATH TO PERSONS OR DAMAGE TO PROPERTY CAUSED OR CONTRIBUTED TO BY ANY NEGLIGENCE, BREACH OF CONTRACT, TORT, OR OTHER LEGAL THEORY, TO THE EXTENT PERMITTED BY LAW, WHETHER INDUCED OR ENTERTAINED BY SAS, BE LIABLE TO ANY EXHIBITOR/SPONSOR OR PERSON INJURED OR DAMAGE FOR ANY AGGREGATE OF DAMAGES, WHETHER DIRECT, INDIRECT, SPECIAL, INCIDENTAL, CONSEQUENTIAL, SPECIAL, PUNITIVE, OR RELIANCE DAMAGES, OR ANY OTHER DAMAGES WHATSOEVER, ARISING FROM ANY CAUSE WHATSOEVER, WHETHER FORESEEABLE OR NOT, INCLUDING, BUT NOT LIMITED TO, THE SAS GLOBAL FORUM PROVIDERS HAVING BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, NOTWITHSTANDING ANY OTHER PROVISION OF THIS EXHIBITOR/SPONSOR AGREEMENT. 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, WHETHER IN CONTRACT, IN TORT, UNDER ANY EXHIBITOR/SPONSORSHIP FEES ACTUALLY PAID BY EXHIBITOR/SPONSOR. SOME STATES DO NOT ALLOW LIMITATIONS OF LIABILITY, SO CERTAIN OF THESE LIMITATIONS MAY NOT AP. PLY. HOWEVER, THE PROVISIONS HEREIN 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. Except to the extent that the SAS Global Forum Providers are statutorily responsible, Exhibitor/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 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 SAS Global Forum, Exhibitor/Sponsor shall maintain the following minimum amounts of insurance for as long as necessary to cover participation in SAS Global Forum: (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 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 minimum limits of $500,000.00 on any one occurrence basis including premises/operations coverage (including medical payments per-