

Analytics2015

Sponsorship Prospectus

The top minds in analytics are here. Buyers from around the world are here. Shouldn't your solutions be here too? Find out how your company can get front and center at this educational conference dedicated to the latest advances in analytics.



Las Vegas - October 26-27



Rome - November 9-11



Presented by

For more information, contact Kathy Joyner at 919-531-0768 or email at kathy.joyner@sas.com

For Academic Sponsorships, contact Jeanine Goodwin at 919-531-7070 or email at jeanine.goodwin@sas.com

Who Attends the Analytics Conference Series?

Whether you want to sponsor the conference in Las Vegas, the one in Rome, or both, you'll have access to both executives and analytics professionals. In the United States, Analytics 2015 and The Premier Business Leadership Series present back-to-back opportunities to share and connect. And in Rome, the audiences are combined at a single event.

Common job titles include: Statistician, Senior Data Analyst, Data Scientist, Analytics Manager or Director, Customer Intelligence Manager, Supply Chain Manager, Senior Database Manager, Credit Risk Analyst, Senior Integration Architect, CRM Manager, Forecasting Manager, Statistical Research Analyst, Senior Health Care Analyst, Pricing Analyst, Director of Informatics, IT Team Lead, Director of Marketing Analytics, Predictive Modeler, Chief Financial Officer, Chief Data Officer, Chief Marketing Officer, Chief Technology Officer, Executive Vice President, Senior Vice President.

Expected Attendance

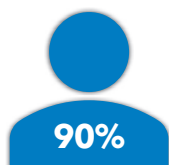


Rome 500



Las Vegas 1,200

Analytics 2014 Conference US Attendees



United States



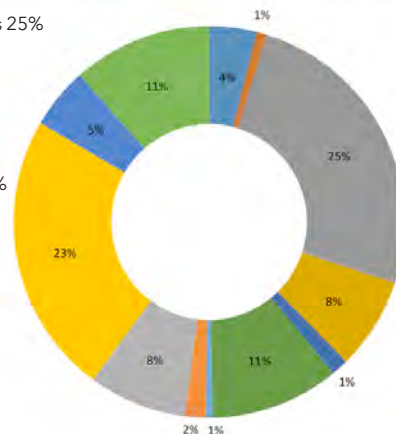
International

Analytics 2014 Conference Frankfurt Attendees Came From 33 Countries



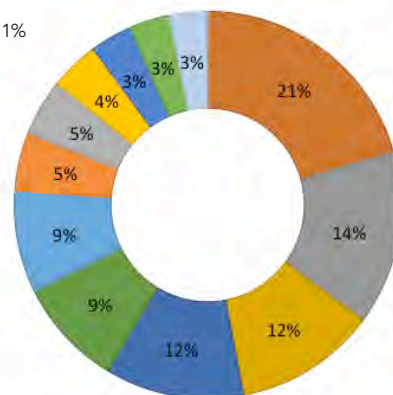
Attendee Industry Breakdown Analytics 2014, Frankfurt

- Financial Services 25%
- Government 8%
- Health Care 1%
- Insurance 11%
- Life Sciences 1%
- Manufacturing 2%
- Media 8%
- Other 23%
- Retail 5%
- Technology 11%
- Education 4%
- Energy 1%



Attendee Industry Breakdown Analytics 2014, Las Vegas

- Financial Services 21%
- Education 14%
- Health Care 12%
- Insurance 12%
- Retail 9%
- Other 9%
- Government 5%
- Technology 5%
- Energy 4%
- Manufacturing 3%
- Hospitality 3%
- Media 3%



Analytics 2014 Attendees' Role in Choosing Analytics Products and Services Used by Their Organizations



Analytics 2015 Conference Series Sponsorship Pricing

Sponsor both events and get 10% off the sponsorship package price!

Las Vegas, Oct. 26-27

Level	Diamond	Emerald	Sapphire	Academic
Standard Price	\$40,000	\$25,000	\$15,000	\$1,000
10% Discount	\$36,000	\$22,500	\$13,500	n/a
Complimentary Analytics 2015 conference passes	10	7	5	2
Complimentary Premier Business Leadership Series conference passes	10	7	5	
Exhibit space	10x20	10x10	10x10	Pedestal
Invitation to keep your booth in the Networking Hall at The Premier Business Leadership Series	X	X	X	
Breakout session presentation at Analytics 2015	X			
Consideration for a breakout session at The Premier Business Leadership Series	X			
Conference attendee list*	X	X	X	X
Logo in promotional materials (conference program, website, signage, mobile app)	X	X	X	X
Ad in conference program	Full page	Half page		
Conference bag insert	X	X		
Host a small group discussion (Industry Luncheon table or Table Talk in Networking Hall)	3 tables	2 tables	1 table	
Demo theater presentation	X			
Private meeting room	X			

* Only attendees who have opted in to receive information from sponsors are included. List can be used for a one-time pre- and one-time post conference communication via direct mail or email.

Rome, Nov. 9-11

	Official Sponsor	Sponsor	Academic
Standard Price	€20,000	€15,000	€2,000
10% Discount	€18,000	€13,500	n/a
Number of sponsorships available	3	8	5
Complimentary conference passes	10	8	2
Exhibit space	1 demo station	1 demo station	
Logo in promotional materials	X	X	X
Conference attendee list*	X	X	
Logo in conference program	X	X	
Conference bag insert	X	X	
Breakout session presentation	X		

*Per rules of the privacy statement. List can be used for a one-time post-conference communication via email.



Connect with the right people from the right organizations.

Upgrade Your US Sponsorship!

Increase your visibility with these sponsorship add-ons* (available only in the US).



Exclusive Sponsor of Networking Reception

\$5,000 (two available)

Sponsorship of this 1.5 hour reception in the Networking Hall includes:

- Signage.
- Acknowledgement in program, mobile app and website.
- Opportunity to host a contest or drawing from your booth.
- Opportunity to provide branded cocktail napkins or other promotional items during the reception. (Items are produced by the Sponsor, subject to approval by SAS.)



Lunch Sponsor

\$5,000 (10 available, one per industry)

- Your choice of industry-designated tables to sponsor (Communications & Media, Hospitality & Entertainment, Education, Government, Energy & Utilities, Finance Services, Health Care & Life Sciences, Insurance, Manufacturing, Retail).
- One reserved seat per each designated table within the industry being sponsored.
- Signage on each sponsored table.
- Opportunity to provide a chair drop for participants of each sponsored table – can be branded napkins, a promotional item or literature (provided by Sponsor, subject to approval by SAS).
- Acknowledgement in the program, mobile app and website.



Keynote Speaker Sponsor

\$4,000 (two available)

This is an opportunity for a Sponsor to introduce a keynote speaker and get exposure for your company through a chair drop in the general session. The Sponsor's company representative will be on the main stage to introduce the speaker, and the Sponsor will provide an item or literature for each chair in the general session room. Item is provided by the Sponsor, subject to approval by SAS.



Exclusive Co-Branded Conference Bag

\$3,000 (one available)

Prominently display your logo on the SAS-produced, official conference bag, given to all attendees.



Conference Bag Branded-Item Insert

\$2,000 (four available)

Your branded item will be distributed in delegate bags and will be exclusive; the same item may not be sponsored or included in the bag by another company. Available items – including pens, flash drives and notepads – provide unlimited branding exposure during the conference and after. Items are produced by the Sponsor, with SAS approval.



Speaker Gift Sponsor

\$2,000 (two available)

This upgrade to your sponsorship provides your organization with an opportunity to place a VIP gift with your company's logo directly into the hands of company decision makers. Gifts are produced by the Sponsor, with SAS approval.

* Pricing is for Diamond, Sapphire, Emerald and Academic Sponsors.
Standalone pricing is available – please contact Kathy Joyner.



Wireless Internet Sponsor \$2,000 (one available)

As the exclusive Wi-Fi Sponsor, your company will be acknowledged on the website, signage, conference program and mobile app. A minimum of 10 tent cards will display your logo and message throughout the conference venue.



Mobile App Sponsor \$2,000 (one available)

Display your logo and message on attendees' mobile devices! Sponsorship includes acknowledgement on the website and conference program, banner ad on mobile app splash screen, and two custom messages. Complimentary Sponsor listings on the mobile app are provided to all Sponsors. Images and messages provided by Sponsor, subject to approval by SAS.



Networking Hall Game Sponsor \$2,000 (one available)

Visiting the booth of the official Sponsor of the Networking Hall game is a critical component of the game. The Networking Hall game Sponsor will provide the grand prize, and the winner will be announced from the Sponsor's booth. Grand prize provided by Sponsor, subject to approval by SAS.



Floor Graphic at Networking Hall Entrance Sponsor \$1,000 (two available)

Grab their attention as soon as they arrive! SAS will produce an 8-foot floor graphic, welcoming attendees to the Exhibit Hall with your logo and message.



Charging Station Video Sponsor \$2,000 (one available)

Help attendees keep their devices fully charged and operating flawlessly. With seven to 12 minutes of average viewing time, the charging station Sponsorship is a great opportunity to deliver your message to a captive audience. Video produced by Sponsor, subject to approval by SAS.



Email Campaign Highlight Sponsor \$2,000 (four available)

SAS will highlight an exclusive Sponsor in a conference email marketing campaign sent to at least 20,000 customers and prospects. Message under 300 words and image provided by Sponsor, subject to approval by SAS.



Exclusive Co-Branded Conference T-Shirt Sponsor \$3,000 (one available)

Prominently display your logo on the SAS produced, official conference T-shirt, given to all attendees.



Analytics Shootout Sponsor \$5,000 (one available)

Join SAS and the Institute for Health and Business Insight for the eighth annual contest that puts the skills of the academic analytics community to the test! The Analytics Shootout gives students and faculty teams the opportunity to solve a real-world problem. The top three teams that develop the best analytical solution will be recognized on the main stage at the Analytics Conference 2015 in Las Vegas. Position your organization as a proud supporter of students in analytics. Your Sponsorship includes:

- Opportunity to present the winning teams from the general session stage. Use your five minutes to highlight the contest and the participants and take a little bit of that time to talk about your organization.
- Your logo included in all print and digital marketing and communications related to the Analytics Shootout.



Exclusive Sponsor of the Academic Reception \$5,000 (one available)

Show your support for the next generation of analytics professionals by sponsoring the Academic Reception! Sponsorship of this two-hour reception Sunday evening includes:

- The chance to partner with SAS to develop the reception program, including a choice of speaker.
- Signage.
- Acknowledgement on website, program, mobile app and reception invitations.
- The opportunity to provide a gift for all reception attendees.

Custom packages are available. Please contact Kathy Joyner to discuss at 919-531-0768 or kathy.joyner@sas.com.

Packages and the content of each package may vary depending upon location and availability.

Sponsor Deadline Is Aug. 12, 2015

Sponsorship order form and Terms & Conditions must be signed and received.

Other assets per the sponsorship agreement (speaker information, logo, program advertisement, bag insert, etc.) must be received.

Official Program Advertising

	Rome	Las Vegas
Half page	€200	\$500
Full page	€500	\$1,000
Inside front cover position	€700	\$1,500
Inside back cover position	€700	\$1,500
Outside back cover position	€700	\$1,500

Sponsorship Levels

Las Vegas

<input type="checkbox"/> Diamond	Standard Price	10% Discount
<input type="checkbox"/> Emerald	\$40,000	\$36,000
<input type="checkbox"/> Sapphire	\$25,000	\$22,500
<input type="checkbox"/> Academic	\$15,000	\$13,500
	\$1,000	n/a

Rome

<input type="checkbox"/> Official Sponsor	Standard Price	10% Discount
<input type="checkbox"/> Sponsor	€20,000	€18,000
<input type="checkbox"/> Academic	€15,000	€13,500
	€2,000	n/a

Sponsorship Upgrades (US only)

<input type="checkbox"/> Networking Reception	\$5,000
<input type="checkbox"/> Lunch	\$5,000
<input type="checkbox"/> Keynote speaker	\$4,000
<input type="checkbox"/> Conference bag	\$3,000
<input type="checkbox"/> Conference bag insert	\$2,000
<input type="checkbox"/> Speaker gift	\$2,000
<input type="checkbox"/> Wireless Internet	\$2,000
<input type="checkbox"/> Mobile app	\$2,000
<input type="checkbox"/> Exhibit Hall game	\$2,000
<input type="checkbox"/> Floor graphic	\$1,000
<input type="checkbox"/> Charging Station video	\$2,000
<input type="checkbox"/> Email campaign highlight	\$2,000
<input type="checkbox"/> Conference T-shirt	\$3,000
<input type="checkbox"/> Analytics Shootout competition	\$5,000
<input type="checkbox"/> Academic Reception	\$5,000

Official Program Advertising

	Rome	Las Vegas
<input type="checkbox"/> Half page	€200	\$500
<input type="checkbox"/> Full page	€500	\$1,000
<input type="checkbox"/> Inside front cover position	€700	\$1,500
<input type="checkbox"/> Inside back cover position	€700	\$1,500
<input type="checkbox"/> Outside back cover position	€700	\$1,500

Total _____

Invoice will be emailed with payment instructions.

Contact to Receive Exhibitor Information

Name _____

Company _____

Address _____

Address _____

City, State, ZIP _____

Phone _____

Email _____

Billing Contact ___ Same as above?

Name _____

Company _____

Address _____

Address _____

City, State, ZIP _____

Phone _____

Email _____

Return signed Order Form and Terms and Conditions to Kathy Joyner at kathy.joyner@sas.com • FAX +1-919-677-4444
 For Academic Sponsors return signed Order Form and Terms and Conditions to Jeanine Goodwin at jeanine.goodwin@sas.com
 The attached Terms and Conditions are an integral part of this Exhibitor/Sponsor Agreement ("Sponsorship Agreement").

Exhibitor/Sponsor Agreement Terms and Conditions

Analytics 2015 Conference
Las Vegas October 26 and 27, 2015

In consideration of SAS Institute Inc. ("SAS") accepting the participation of Exhibitor/Sponsor at the Analytics 2015 Conference ("Analytics 2015") 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 Analytics 2015 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 Analytics 2015, 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 Analytics 2015 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 Analytics 2015 by SAS, SAS will refund to Exhibitor/Sponsor all Exhibitor/Sponsor fees already paid by Exhibitor/Sponsor, after which Exhibitor/Sponsor will have no further recourse against SAS.
 - b. Termination by Exhibitor/Sponsor. Termination by Exhibitor/Sponsor must be in writing and will be effective upon receipt by SAS. SAS shall not be obligated to refund any fees paid by Exhibitor/Sponsor upon such termination by Exhibitor/Sponsor.
 - c. Termination by SAS. SAS may terminate Exhibitor/Sponsor's participation in Analytics 2015 if Exhibitor/Sponsor violates any of the terms and conditions hereof and fails to cure such violation within five (5) days of receipt of notice (whether oral or written) from SAS concerning such violation.
3. Limitation of Liability. UNDER NO CIRCUMSTANCES WILL SAS, ITS AFFILIATES, THE OWNERS AND/OR OPERATORS OF THE ANALYTICS 2015 VENUE (ALL OF THE FOREGOING BEING COLLECTIVELY REFERRED TO HEREIN AS THE "ANALYTICS 2015 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 ANALYTICS 2015 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 ANALYTICS 2015 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. Except to the extent that the Analytics 2015 Providers are statutorily responsible, Exhibitor/Sponsor agrees to defend, indemnify, and hold harmless the Analytics 2015 Providers and those lawfully in Analytics 2015 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 Analytics 2015, Exhibitor/Sponsor shall maintain the following minimum amounts of insurance for as long as necessary to cover Exhibitor/Sponsor liability associated with Analytics 2015: (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 Analytics 2015, Exhibitor/Sponsor shall provide SAS with a standard Certificate of Insurance showing evidence of all insurance required hereby. The requirements of this Section 5 shall not apply to Academic Exhibitor/Sponsors.

6. Release. Exhibitor/Sponsor acknowledges that Analytics 2015 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 Analytics 2015 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, available and paid for by Exhibitor/Sponsor, SAS will provide exhibit space ("Space") at Analytics 2015 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 Analytics 2015 Providers will assign the Space to Exhibitor/Sponsor. The Analytics 2015 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. SAS reserves the right to restrict, prohibit, and/or remove exhibits or activities in Exhibitor/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 Analytics 2015. In the event of such restriction or removal, SAS is not liable for any refund of any amount paid hereunder. Exhibitor/Sponsor is solely responsible for obtaining all rights necessary to legally perform all activities in Exhibitor/Sponsor's Space. SAS prohibits all audio/video recordings of Analytics 2015. No signs and activities of any type are permitted outside of an Exhibitor/Sponsor's Space (columns, walls, floors and ceilings) without approval in writing from the Analytics 2015 Providers.
 - 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 Analytics 2015 Providers.
8. Third Party Contractors. The Analytics 2015 Providers may require Exhibitor/Sponsor to use designated third-party contractors ("Designated Contractors") for certain services or for certain exhibit and Analytics 2015 related activities. Exhibitor/Sponsor agrees to use such Designated Contractors when requested. Designated Contractors and third-party vendors serving Analytics 2015 act solely as independent contractors and Exhibitor/Sponsor acknowledges and agrees that the Analytics 2015 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 Analytics 2015, including, but not limited to, (i) compliance with all rules of the Analytics 2015 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 Analytics 2015.
 - c. Confidentiality. Any registrant or attendee list provided by SAS to Exhibitor/Sponsor is and shall remain the confidential property of SAS. Except as expressly authorized in the Sponsorship Prospectus. Exhibitor/Sponsor shall not use, rent, lease, sublicense, distribute, transfer, copy, reproduce, display, modify, or store such list.

- d. 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 Analytics 2015.
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 Analytics 2015. All use of the Exhibitor/Sponsor trademarks by SAS hereunder shall inure to the benefit of Exhibitor/Sponsor.
11. List Usage: Upon request, Diamond, Emerald and Sapphire Exhibitors/Sponsors will receive a complete opt-in conference attendee contact database for a one-time pre- and one-time post-conference communication via hard copy or e-mail. Contact information includes email and physical addresses.
12. 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 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 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.
13. English Language. The parties acknowledge that they have requested that this Agreement and all notices and documents relating hereto be drawn up in the English language. Les parties reconnaissent qu'elles ont requis que la presente convention et tous avis ou documents qui y sont afferents soient rediges en langue anglaise.

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:
kathy.joyner@sas.com • Fax 919-677-4444

Academic Institutions:
Return your completed Exhibitor/Sponsor Agreement to:
jeanine.goodwin@sas.com • Fax 919-677-4444

Exhibitor/Sponsor Agreement Terms and Conditions

Analytics 2015 Conference
Italy, Nov. 9-11, 2015

In consideration of SAS institute Inc. ("SAS") accepting the participation of Exhibitor/Sponsor at the Analytics 2015 Conference ("Analytics 2015") 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 Analytics 2015 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 Analytics 2015, 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 Analytics 2015 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 Analytics 2015 by SAS, SAS will refund to Exhibitor/Sponsor all Exhibitor/Sponsor fees already paid by Exhibitor/Sponsor, after which Exhibitor/Sponsor will have no further recourse against SAS.
 - b. Termination by Exhibitor/Sponsor. Termination by Exhibitor/Sponsor must be in writing and will be effective upon receipt by SAS. SAS shall not be obligated to refund any fees paid by Exhibitor/Sponsor upon such termination by Exhibitor/Sponsor.
 - c. Termination by SAS. SAS may terminate Exhibitor/Sponsor's participation in Analytics 2015 if Exhibitor/Sponsor violates any of the terms and conditions hereof and fails to cure such violation within five (5) days of receipt of notice (whether oral or written) from SAS concerning such violation.
3. Limitation of Liability. UNDER NO CIRCUMSTANCES WILL SAS, ITS AFFILIATES, THE OWNERS AND/OR OPERATORS OF THE ANALYTICS 2015 VENUE (ALL OF THE FOREGOING BEING COLLECTIVELY REFERRED TO HEREIN AS THE "ANALYTICS 2015 PROVIDERS"), OR THE OFFICERS, DIRECTORS, EMPLOYEES, OR AGENTS OF ANY OF THE FOREGOING BE LIABLE FOR LOST PROFITS OR OTHER INDIRECT, INCIDENTAL OR CONSEQUENTIAL DAMAGES, WHETHER OR NOT THE ANALYTICS 2015 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 ANALYTICS 2015 IS LIMITED TO THE TOTAL EXHIBITOR/SPONSORSHIP FEES ACTUALLY PAID BY EXHIBITOR/SPONSOR.

THE EXCLUSIONS AND LIMITATIONS OF LIABILITY CONTAINED IN THIS SECTION DOES NOT APPLY TO

- BODILY INJURY AND DEATH;
- LIABILITY ARISING FROM WILLFUL MISCONDUCT, GROSS NEGLIGENCE, MALICIOUS INTENT,;
- EITHER PARTY'S VIOLATION OF THE OTHER'S INTELLECTUAL PROPERTY RIGHTS.

IF ANY DAMAGE HAS BEEN CAUSED BY SIMPLE NEGLIGENCE, THE ANALYTICS 2015 PROVIDERS SHALL BE LIABLE ONLY IF AN OBLIGATION HAS BEEN VIOLATED THAT IS OF PARTICULAR IMPORTANCE FOR ACHIEVING THE PURPOSE OF THE AGREEMENT. IN ANY SUCH CASE THE ANALYTICS 2015 PROVIDERS' LIABILITY SHALL BE LIMITED TO THOSE DAMAGES WHICH ARE TYPICAL AND FORESEEABLE AT THE TIME OF EXECUTION OF THIS EXHIBITOR/SPONSORSHIP AGREEMENT.

THE ANALYTICS 2015 PROVIDERS' LIABILITY SHALL BE REDUCED IN THE EVENT THE EXHIBITOR/SPONSOR HAS BY ANY CULPABLE ACTION OR OMISSION CONTRIBUTED TO THE RESPECTIVE DAMAGE IN THE PROPORTION IN WHICH THE EXHIBITOR/SPONSOR'S CULPABLE ACTION OR OMISSION CONTRIBUTED TO THE DAMAGE.

THE PROVISIONS OF THIS SECTION 3 SURVIVE THE TERMINATION OR EXPIRATION OF THIS EXHIBITOR/SPONSORSHIP AGREEMENT.

Indemnification. Except to the extent that the Analytics 2015 Providers are statutorily responsible, Exhibitor/Sponsor agrees to defend, indemnify, and hold harmless the Analytics 2015

Providers and those lawfully in Analytics 2015 venue from and against any claim, loss, liability, or damage suffered due to 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.

4. Insurance. In connection with its participation in Analytics 2015, Exhibitor/Sponsor shall provide and maintain the following minimum amounts of insurance for as long as necessary to cover any liability associated with Analytics 2015: (a); (b) Worker's Compensation Insurance sufficient to meet the liability limits provided under the Italian law; (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 Analytics 2015, Exhibitor/Sponsor shall provide SAS with a standard Certificate of Insurance showing evidence of all insurance required hereby.
5. Release. Exhibitor/Sponsor acknowledges that Analytics 2015 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 Analytics 2015 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.
6. Assignment and Use of Space.
 - a. Benefits and License. If selected, available and paid for by Exhibitor/Sponsor, SAS will provide exhibit space ("Space") at Analytics 2015 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 Analytics 2015 Providers will assign the Space to Exhibitor/Sponsor. The Analytics 2015 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. SAS reserves the right to restrict, prohibit, and/or remove exhibits or activities in Exhibitor/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 Analytics 2015. In the event of such restriction or removal, SAS is not liable for any refund of any amount paid hereunder. Exhibitor/Sponsor is solely responsible for obtaining all rights necessary to legally perform all activities in Exhibitor/Sponsor's Space. SAS prohibits all audio/video recordings of Analytics 2015. No signs and activities of any type are permitted outside of an Exhibitor/Sponsor's Space (columns, walls, floors and ceilings) without approval in writing from Analytics 2015 Providers.
 - 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 Analytics 2015 Providers.
7. Third Party Contractors. The Analytics 2015 Providers may require Exhibitor/Sponsor to use designated third-party contractors ("Designated Contractors") for certain services or for certain exhibit and Analytics 2015 related activities. Exhibitor/Sponsor agrees to use such Designated Contractors when requested. Designated Contractors and third-party vendors serving Analytics 2015 act solely as independent contractors and Exhibitor/Sponsor acknowledges and agrees that the Analytics 2015 Providers are not responsible for the performance, acts, or omissions of the Designated Contractors.
8. 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 Analytics 2015, including, but not limited

to, (i) compliance with all rules of the Analytics 2015 venue and any relevant labor law and (ii) construction of the exhibit in compliance with all applicable laws and regulations.

- b. Third Party Proprietary rights. Exhibitor/Sponsor will not violate the proprietary rights of third parties in connection with its participation in Analytics 2015.
- c. Confidentiality. Any registrant or attendee list provided by SAS to Exhibitor/Sponsor is and shall remain the confidential property of SAS. Except as expressly authorized in the Sponsorship Prospectus. Exhibitor/Sponsor shall not use, rent, lease, sublicense, distribute, transfer, copy, reproduce, display, modify, or store such list.
- d. 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 Analytics 2015.
9. 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 Analytics 2015. All use of the Exhibitor/Sponsor trademarks by SAS hereunder shall inure to the benefit of Exhibitor/Sponsor.
10. List Usage: Upon request, "Official" or "Sponsor" only Exhibitors/Sponsors will receive a complete opt-in conference attendee contact list for a one-time post-conference communication via e-mail. Contact information includes email and physical addresses.
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 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 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 Italy, 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.
13. English Language. The parties acknowledge that they have requested that this Agreement and all notices and documents relating hereto be drawn up in the English language.

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:
kathy.joyner@sas.com • Fax 919-677-4444