

17th Annual MWSUG Conference
Dearborn Inn – Detroit (Dearborn), MI
October 22-24, 2006
MWSUG 2006 Sponsors/Vendors/Advertising Details

CORPORATE ADVERTISING

The program for the MidWest SAS Users Group will be distributed to all conference attendees. Your advertisement can easily be shared with others or filed for future reference.

ADVERTISING DESIGN

Advertisers are responsible for creating their own advertisement. Requirements:

- Product or service advertised must relate to the use of SAS Software
- Black and white only, no color
- Portrait orientation
- Maximum size: (width X height)
 - 1/8 page - 3 X 1.5 inches (business cards acceptable) \$100 (*)
 - 1/4 page - 3.25 X 4 inches \$240 (*)
 - 1/2 page - 6.5 X 4 inches \$350 (*)
 - 1 page - 6.5 X 9 inches \$500 (*)

(*) Prices are for program printing only. No other benefits included.

- If your ad exceeds the above maximum sizes, the publications editor has the right to trim the ad or reduce it on a copier. This may reduce the clarity of your ad.
- With the exception of sizing, ads will be copied EXACTLY as sent including any crop lines or any notations typically removed by newspaper and magazine publishers. Please photocopy ad slicks and send us the clean photocopy.
- Ads need to be designed for contact AFTER the conference rather than during the conference.
- If the advertisement contains any limited-time offer or information, the deadline must be after the conference is over. It is recommended that the deadline be at least one month after the conference ends.

If there are any problems with your ad, you will be contacted.

Payment is required with the submission of the ad copy. Checks are to be made payable to 'MidWest SAS Users Group'. MWSUG reserves the right to return an advertisement that does not meet the advertising design requirements.

VENDOR DISPLAYS

VENDOR DISPLAY OPTIONS

Table top display MWSUG and the hotel will provide a table and one chair. The table will be about 5-6 foot long. The vendor may display hands-outs or other material on the table itself or the vendor may have a display that sits on the table. A tablecloth will also be provided. Any other supplies are the vendor's responsibility.

Booth display This display is self-supporting and does not need a table. The floor space for the display cannot exceed 6' x 3'. A chair will be provided but all other supplies are the vendor's responsibility.

REQUIREMENTS AND GENERAL INFORMATION

Vendor Area Rules and Guidelines

The display may promote any products or services that are related to the use of SAS with one EXCEPTION. Vendors may promote their services as recruiters or consulting companies but they may **NOT** recruit attendees. In other words, the focus must be on what services are provided to corporate clients. Displays may not list job openings regardless of the type of vendor. However, such openings may be part of a program advertisement when they are typical of the types of positions the vendor routinely has open.

Vendors may collect names and addresses of attendees with their permission only. Displays must clearly state how the name and address will be used.

Vendors may be at their display between 8:00 am Monday and 4:30 pm Tuesday. The display must give the name(s) of the vendor representative at the conference and a schedule indicating when the representative will be at the display. Displays should not be dismantled until after 4:30 PM Tuesday.

Vendors cannot post any materials on walls, windows or other surfaces. Tables will be covered with a tablecloth as provided by the hotel. Vendors must keep their table orderly. Vendors are liable for any damage to hotel or facility property damage. MWSUG will make every effort to secure the Demo Rooms reasonably, however MWSUG is not liable for any stolen or damaged property of the vendor. It is the responsibility of the vendor to secure valuable items and displays, or remove them if the vendor is not able to monitor their property.

Payment of Sponsorship or Contributions

All payments must be received 15 days before the conference begins.

Payments must be made in the form of check or money order payable to: Midwest SAS Users Group Inc.

A W9 form is available upon request.

Credit card payments may be possible but please make arrangements well in advance of the conference. Credit card payments are not accepted for partial payments.

Note that any contribution that includes 'registrations' of any kind are required to be PAID IN FULL by the Early Registration Deadline. No refunds are allowed after payment is received. Partial payments are accepted in cases that are prearranged and

should be no less than increments of 25% of the schedule total contribution. Payments are considered contributions to the MWSUG group to allocate, dispense at will for the purposes of the MWSUG group activities. MWSUG will provide benefits and services in an 'as-is' basis to the best of its ability based on the "Benefit Description Table" and circumstances of timing and event co-ordination. Any cancelled check or bank charges resulting from difficulties with payments to MWSUG will be billed back to the organization and an additional \$25.00 fee will be assessed.

Vendor Registrations

Vendors and sponsors are allowed to be in the Demo Rooms only. These are not transferable; the badge must be worn at all times. This type of registration entitles the participant access to the Demo Rooms, Opening Session, and any conference activity in the Demo Rooms during the conference. Registrations must be entered into the registration system by the Early Registration Deadline. Failure to do so by this date results in the individual paying the market price at the time of registration. Violations of the Vendor Only policy can result in removal from the premises and charges billed to your organization for registration fees applicable to the circumstances.

Sponsor Complimentary Registrations

Sponsors who contribute at the Gold and Platinum level are provided with a complimentary conference registration, in recognition of their significant contribution. These registrations are not transferable, and must be used by individuals in the immediate organization. Failure to use these registrations does not constitute a discount since these are awarded to the sponsor based on their level of participation. Registrations must be entered into the system by the Early Registration Deadline. Failure to do so by this date results in the individual paying the market price at the time of registration.

Vendor / Sponsor Registrations in General

Walk-in registrations will not be taken for vendors or sponsors. All sponsors and/or vendors must register their team by the Early Registration Deadline of the conference for any discounts and benefits permissible by the sponsorship agreement(s) held between MWSUG and the organization. Any registration after the Early Registration deadline is considered to be a typical registration, to be billed at the market price for the date/time of registration. Changes in registration(s) made at the conference such as replacement/substitution of individuals or team members for vendor registrations are allowed through Monday morning with permission of a member of the Board of Directors only. After this time, no changes are allowed.

Notice to Vendors/Sponsors

MWSUG does not publish any membership information or make attendee lists or rosters available to vendors or sponsors. Membership information is not available for review, resale or publication. MWSUG will provide, at its discretion, basic statistics and information on its members in status reports as deemed necessary and appropriate.

Sponsorship does not constitute ownership of MWSUG proprietary information, materials, logos or publications, whether implied or otherwise.

Approval of Displays

The conference co-chairs or their designated representative, PRIOR to the conference, MUST APPROVE all ads and displays. Vendors will need to describe their display and/or send sample handouts by the specified deadline. MWSUG reserves the right to remove a display that is considered radically different from the pre-conference approved display, and will determine if a refund is warranted.

Posting of Jobs, Resumes

Individuals may post specific job openings or resumes in the designated notebook at the registration desk. This notebook is only for job-related postings and should not be used to post other information in lieu of paying for an ad or vendor space.

Message Board

The message board cannot be used for posting vendor ads or job openings. Such material will be removed. These materials cannot be posted elsewhere within the conference area. Please make arrangements with MWSUG for allowable locations for posting material, if possible.

Do Not Solicit

MWSUG requests that no other solicitation of attendees occur within the conference area. However, attendees are permitted to initiate contact with your representatives at the conference.

SAS Alliance Partners

SAS Alliance partners will always be given consideration for higher visibility with respect to traffic patterns and floor layouts.

Booth Electrical and Communication Equipment/Cable Details

MWSUG is not responsible for providing internet access, special electrical requirements, set up/take down, phone line connections, network connections, wireless connections or other technical requirements. Your organization must make arrangements in advance. At least 90 days' notice is required for these arrangements. You must also indicate if you need access to standard electrical outlets, as some facilities require union costs. If this cost is excessive you may be required to subsidize this cost or pay for it in full. MWSUG will make every attempt to provide standard electrical outlets at no additional cost. You should come prepared with extension cords, tape, supplies required to staff and set up your display.

Deadline Information

Camera-ready artwork is due by **September 1, 2006** for inclusion in the Conference Program. Vendor display descriptions are due by **October 1, 2006**.