

**17<sup>th</sup> Annual MWSUG Conference**  
**Dearborn Inn – Detroit (Dearborn), MI**  
**October 22-24, 2006**  
**MWSUG 2006 Sponsors/Vendors/Advertising Benefits/Rates**

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**CORPORATE SPONSORSHIP**

Sponsorship is a way to help offset some of the costs of the conference while continuing to offer SAS users a quality conference at an affordable rate.

<b>Benefit Description Table</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
Contribution Amount	<b>\$4,500 (+)</b>	<b>\$2,500 (+)</b>	<b>\$1,500 (+)</b>	<b>\$550 (+)</b>
Recognized at Opening Ceremony	Yes	Yes	-	-
Recognized at Closing Ceremony	Yes	Yes	-	-
Size of Advertisement in Program Guide	Full page	Full page	1/2 page	1/4 page
Company Name on Sponsorship List in Program Guide *	Yes	Yes	Yes	Yes
Table Top / Booth Space **	Yes, both (25% more space than Gold)	Yes, both	Booth only	-
<b>Vendor</b> Room Only Registrations (Not Transferable)	Unlimited	2	1	-
Complimentary Conference Registration (Not Transferable)	2	1	-	-
MWSUG Creates a Sign Indicating Sponsorship Status	Yes	-	-	-
Recognized by name in follow up email blast (November/Post Conference)	Yes	Yes	-	-
Internet Package (A) - Conference Site / MWSUG Site	Yes	-	-	-
Internet Package (C) - Conference Site Only	Yes	Yes	Yes	-

**Notes:**

\* Name of sponsor in Program Guide, listed from Platinum, Gold, Silver, Bronze, on one page.

\*\* Table Top/Booth Space may be limited based on room size, booth availability, design specifications dictated from SAS. Your organization must indicate as early as possible if you would like a space reserved for you.

**Contact Information:**

Paul Slagle  
MWSUG 17 Co-Chair  
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(734) 769-5000 X1164

John Xu  
Advertising Coordinator  
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(515) 778-4093

**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.

## ITEMS/EVENTS FOR SPONSORSHIP

Your company may elect to sponsor all or part of the following items. Due to the cost of these items, we do expect to have multiple sponsors for each. Please note that in general, a flat contribution or participation is generally more beneficial and easier, since there are many other ways for MWSUG to put sponsorship dollars to good use other than for these items listed. All forms of sponsorship are appreciated, and will be recognized at the appropriate level.

- Sunday evening reception
- AV equipment rental fees
- Monday morning continental breakfast
- Best speaker awards\*
- Tuesday morning continental breakfast
- Volunteer thank-you gifts\*
- Monday lunch / Tuesday lunch
- Attendee mementos\*

\* These items may be donated in kind or sponsored.

Your company may elect to donate the following items. These items will have one sponsor:

- Program/schedule printing
- Printing speaker evaluation forms
- Pens/highlighters
- Notepads
- Nametag holders

Each year we also have several door prizes for the closing session. Door prizes are always donated items from sponsors. We are open to suggestions for these items.

*Please discuss item donations with the advertising coordinator or the conference co-chairs at least 15 days before the conference.*

## Internet Packages

The MWSUG website is a great way to promote your business or services to the region. While our conference is only available to users a few days out of the year, [www.mwsug.org](http://www.mwsug.org) runs 24 hours a day, 365 days per year.

Corporate Packages	Web Package Price Only	Features	
		Conference Site Ad	MWSUG Site Ad
Package A	\$1,500	Yes	Yes
Package B	\$1,000	Yes	

Other packages are available upon request, including email blasts to the MWSUG mailing list. Please contact Zeke Torres ([mwsug@1016inc.com](mailto:mwsug@1016inc.com)) for more information.

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