Author Submission Guidelines

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1. Introduction

Congratulations on your abstract acceptance to the Mid-West SAS User Group meeting this year. This document provides submission guidelines and resources for contributed and invited authors.

Accepted papers from the SAS Institute have different requirements. Use this resource to quickly format your manuscript, incorporate style and reference details for your Copyright Grant, Final PDFs, Slides and Electronic Posters (e-Posters). On papers and e-Posters, some of the style guidelines can be thought of as recommendations and so some lenience can be practiced. However, Section 1.2 provides a list of attributes that are more important and reviewed by your Section Chair because their absence has detrimental effects on the *MWSUG Proceedings*.

At MWSUG, many people are available to assist you with your preparation, including but not limited to Section Chairs and Mentors. Send them a copy of your draft because they want you to have a positive experience. Best of luck to you.

1.1 Summary Checklist

Here is a brief summary checklist. After reading this Submission Guideline document, you can use this checklist to help you remember some details. Some people will use it as a substitute for reading the full document. We do not recommend it.

1. Ensure the information in your profile and biography is complete by selecting "Profiles" in the Abstract Submission Website.
2. Review Guidelines for paper content, including:
    a. Write your paper
    b. Use the Templates
    c. Stay within Page Limits
    d. Read the Tips (Section 3.1)
    e. Review paper to ensure it complies with requirements.
3. Upload your signed Copyright Grant by **September 9, 2016** to the Abstract Submission Website.
4. Upload your final paper by **September 9, 2016** to the Abstract Submission Website in portable document format (PDF).
5. Review Guidelines for presentation or e-Poster content, including:
    a. Stay within Slide Counts
    b. Use the Template
    c. Review presentation or e-Poster to ensure it complies with the requirements.
    d. Standard Presentation room setup (Section 5.1).
6. Upload your final presentation by **September 30, 2016** to the Abstract Submission Website for pre-loading to the section laptop.
7. (Optional) Post your paper and supporting materials on sasCommunity.org.
8. Paper presenters:
    a. Practice your presentation.
    b. Bring a backup copy of your presentation to the conference on a USB drive.
9. e-Poster presenters: Bring a backup copy of your e-Posters to the conference on a USB drive.

1.2 Guideline Review

All papers will reviewed by the Section Chairs, Publications Coordinator and Webmaster for the following attributes. Papers without these attributes will be returned to the author for compliance. The full list of attributes for the final paper is provided in Section 3 and the checklist for the final PDF is provided in Section 4.2 below:

1. Paper number should be included above the title per paper template (Section 3.5.1).
2. Paper numbers should appear exactly as assigned.
3. Title should be centered and properly capitalized (Section 3.5.1) and appear exactly as written on the Copyright Grant.
4. Author and affiliation should be separated by comma and if there are multiple authors these should be separated by semicolons, as shown in the paper template and described in Section 3.5.3, Item 2.c. Author and affiliation need to be added beneath the title as shown in the paper template.
5. The paper must be professionally written and formatted as a final paper. Any paper submitted as a final but that appears to be a draft is not allowed.
6. Appropriate trademark symbols (® or ™) should appear after first reference to SAS product in paper (Section 3.5.3, Item 4).
7. SAS Trademark Citation is not included on the final page of the paper (Section 3.5.3, Item 5).
8. Final paper is not in PDF format with the appropriate properties (Section 4.1.1).

1.3 Submission Website

Copyright Grants, Final Paper PDFs, Slides and e-Posters must be uploaded to the website you used to submit your abstract: https://www.softconf.com/g/mwsug2016/

1.4 Important Conference Dates

Below is a list of important dates that each presenter must adhere to. These dates can also be found on the conference website: http://www.mwsug.org/2016/dates.html

	Phase	Time Preceding Conference
I.	Call for Papers	
	• Opens	• April 15, 2016
	• Closes	• June 10, 2016
II.	Abstract Decisions	
	• Begin Review	• June 11, 2016
	• Final Decision	• July 4, 2016
III.	Presenters Registration	
	• Registration Opens	• June 13, 2016
	• Early Bird Registration Closes	• September 2, 2016
IV.	Author Submissions	
	• Copyright Grant Form Due	• September 9, 2016
	• Final Papers Due (in PDF)	• September 9, 2016
	• Presenter Biographies Due	• September 9, 2016
	• Final e-Posters Due	• September 23, 2016
	• Final Presentations Due	• September 30, 2016
V.	Conference	
	• Opening Session	• October 9, 2016
	• Closing Session	• October 11, 2016

2. Copyright Grants

1. For your manuscript to be published in the MWSUG Proceedings, you are required to sign a Copyright Grant. This Copyright Grant agreement gives MWSUG a non-exclusive right to publish your paper in the conference Proceedings and to reproduce our paper in sales and marketing literature.
2. Ensure the title appears on the Copyright Grant as it appears on your abstract and in your final paper. Discrepancies between the Copyright Grant title, abstract title, and paper title create confusion. In the event that this occurs, the Copyright Grant title will take precedence.
3. By signing this agreement, you confirm that you have approval to attend the conference and present your accepted paper. If you will not be able to attend the conference as scheduled, please notify your Section Chair immediately. If you have arranged for someone else to present your paper, give the name of your substitute to the Section Chair at that time.
4. Please upload the appropriate form using the Call for Papers application or mail it to the address printed on the Copyright Grant.
5. Signed Copyright due to MWSUG on **September 9, 2016**.

3. Paper Details

For best results, use proper style, capitalization, terminology, formatting, and scope. Refer to the MWSUG 2016 Sample Paper as a guide on the proper use of these concepts.

3.1 Paper Tips

If you are solving a common problem, focus on your solution and the results of your experience. Point out how your techniques can be used by others for similar applications.

Post supplemental information such as source code, macros, and printouts that will not fit in your paper online. One suggestion is to post to sasCommunity.org (Section 4.4).

3.2 Paper Examples

For examples of good papers, check out last year's "Best Contributed Paper" awards or contact the Paper Mentorship/Speaker Training Coordinator at Mentoring@mwsug.org for samples of papers.

3.3 Page Limits

The recommended page limit for manuscripts in the *MWSUG Proceedings* is 20 pages. Supplemental materials can be posted to SASCommunity.ORG (Section 4.4). This recommendation can be waived. If you believe your manuscript is a candidate for a waiver, contact your Section Chair.

3.4 Capitalization, Terminology, Code, References

3.4.1 Capitalization
Use the following SAS conventions for capitalization:

1. The official rule has been that in a Data step, DATA is always all uppercase when you are referring to the DATA step. However, you will likely see papers with lowercase code even from the SAS Institute.

2. When referencing a code in the text, use all caps for names of procedures, statements, options, functions, command and steps. At the first mention of a procedure, its name followed by the word "procedure" should be used (e.g., "the PRINT procedure"). Any subsequent reference to the procedure in the text can use the SAS code notation (e.g., "PROC PRINT").

3.4.2 Terminology

Use the following conventions for terminology:

1. Use complete names when referring to trademarked product names, for example, use "Enterprise Guide"; do not use "SAS EG" or "EG". For a list of SAS product names, see http://www.sas.com/presscenter/trademarklist.html).
2. Write "data set" as two words, but "database" as one word.
3. Refer to the following, http://support.sas.com/events/sasglobalforum/vocabulary.pdf, for a list of commonly used terms and phrases that will help make your text more easily translatable and understood by an international language.

3.4.3 SAS Code

Do not bury SAS code in body of the text. Set it off from the text in display format.

3.4.4 References

1. All published work that is cited in your paper must be listed in the REFERENCES section.
2. Using Copyrighted Material:
   a. If you include in your paper text or visuals that were written or developed by someone other than yourself, you must cite the sources.
   b. If you use copyrighted material, you must mention that you have permission from the copyright holder or the publisher.
   c. The copyright holder or publisher might also require you to include a copyright notice. For example: Reprinted with permission of SAS Institute Inc. from *SAS® Risk Dimensions: Examples and Exercises*. Copyright 2004. SAS Institute Inc.
   d. Note: To cite portions of SAS Institute documentation, you must receive permission from SAS. Complete the Request for Permission to Use Copyrighted Materials at http://www.sas.com/contact/permission_form.html.
3. Using Non-copyrighted Material
   a. If you use information from a previously printed source that is not copyrighted, cite the source in parenthesis after the text. For example: The minimum variance method defines the distance between clusters (Ward 1984, p.23).
   b. The format for sources that are published in hard copy is: Author(s). Date of publication or last revision. *Title of Reference*. City, State of publisher: Name of publisher
   c. The format for sources that are published on the Web is: Author. "Title of Document" Title of Complete Work. <Web address> any additional directions for retrieving source (access date).

3.5 Formatting Requirements

Presented manuscripts that observe the formatting requirements below will be published in the *MWSUG*

Proceedings, which contains copies of the manuscripts that have been presented for the past several years at the conference.

3.5.1 Paper Number and Titling

On the first page, **use the paper number and exact title from your Copyright Grant form**. The paper number is the one emailed to you by your section chair and is different from your submission number. Your paper title might have been edited to ensure the correct use of trademarks (Section 3.5.3, Item 4) so please check for this and use the edited title provided.

3.5.2 Use of the Paper Template

It is strongly recommended that you use the provided paper template. The template is available in the Presenter Resource on the MWSUG 2016 website, http://www.mwsug.org/2016/resources.html, and contains all the sections needed in your paper, suggested fonts and type sizes for the headers and text in the body of the paper.

3.5.3 Tabula Rasa

Tabula Rasa refers to beginning from a blank slate or sheet. If you do not use the template, please ensure your paper conforms to the guidelines below:

1. **Margins** for the document layout should be 'Normal' (i.e., all margins should be 1 inch).
2. On the **First Page**:
    a. Center the <u>number</u> of the paper about 1 inch from the top of the page,
    b. Center the <u>title</u> about ¼ of an inch under the number of the paper,
    c. Center the <u>names</u> of the author(s) and the company affiliation(s) under the title and
    d. Begin the <u>text</u> about a ½ of an inch down from the name of the last author.
3. On all **Following Pages** center <u>page numbers</u> about 3/8 of an inch from the bottom of the page.
4. **Trademarks**:
    a. In your paper, insert the appropriate trademark symbols (® or ™) for SAS products only. A list of SAS products and their appropriate symbol can be found at the URL listed below http://www.sas.com/presscenter/trademarklist.html.
    b. Trademarks that are owned by companies other than SAS are covered by a generic reference in the citation at the end of the paper. (If your word processor or font does not include the registered trademark symbol (®) or the trademark symbol (™), it is okay for you to use only the Trademark Citation at the end of your paper.
    c. Use the appropriate trademark symbol the first time that you mention a SAS trademarked product in your paper and in each slide. Subsequent references to the same product do not receive trademark symbols in papers. If a trademark appears in the title, this counts as the first appearance.
5. **Final page**: must contain the following <u>Trademark Citation</u>:
    SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. ® indicates USA registration. Other brand and product names are registered trademarks or trademarks of their respective companies.
6. **Body text** should be:
    a. <u>single-spaced</u> ,

b. <u>consistent</u> in size with the font sizes in the template. The font sizes in the paper template are summarized in the table below.

c. If readable and professional, body text can be in a different font face.

	Element	Font	Case	Size
1	Paper Number	**Arial Bold**	Proper Case	10
2	Title	**Arial Bold**	Proper Case	13
3	Author(s) Name and Affiliation	Arial	Proper Case	11
4	Header 1 (e.g., Abstract)	**Arial Bold**	Heading 1 Style or UPPER CASE	11
5	Header 2 (e.g., sub-header)	**Arial Bold**	Heading 2 Style or UPPER CASE	10
6	Body	Arial	Sentence case	10
7	SAS Code	`Courier New`	lower case	10

4. Final Paper PDFs

Your final paper must be uploaded to the Submission Website listed in <u>Section 1.3</u> by the Final PDF deadline indicated in the list of important dates found in <u>Section 1.4</u>.

4.1 PDF Creation

4.1.1 Document Properties and Embedded Fonts

When creating your final PDF file, it is *required* that you place the title, keywords and first author in the corresponding sections of the **Document Properties**. Please also fill in the subject field of the **Document Properties** with the following: *SSnn - MWSUG 2016*, where SSnn is your paper number*.* SS corresponds to the two character section code and nn corresponds to the number assigned by the Academic Chair or the Section Chair. This is **not** the number assigned by the Submission System. Note that if you have already done this in Microsoft Word, the information may not be carried through into the resulting PDF. **You may need to re-enter it.**

Exactly how you embed fonts will vary from application to application and version to version. These instructions will vary depending on the version of Microsoft Word. Below are the instructions for Microsoft Word 2010:

1. Navigate to the Word Options menu (File → Help → Options)
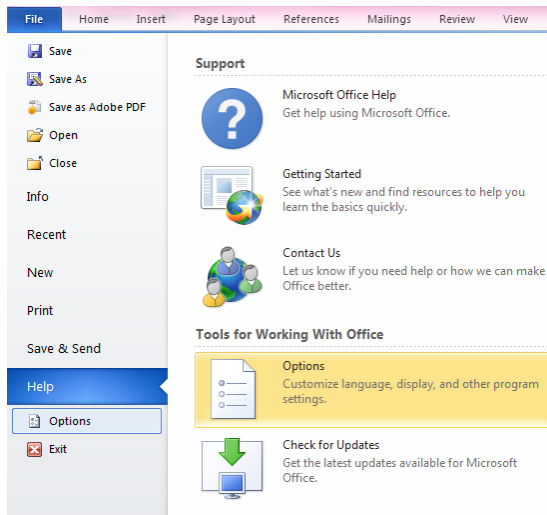
2. Within the Word Options menu, navigate to the Save options

3. Make sure the check box for 'Embed fonts in the file' is checked and that the check box for 'Do not embed common system fonts' is unchecked.
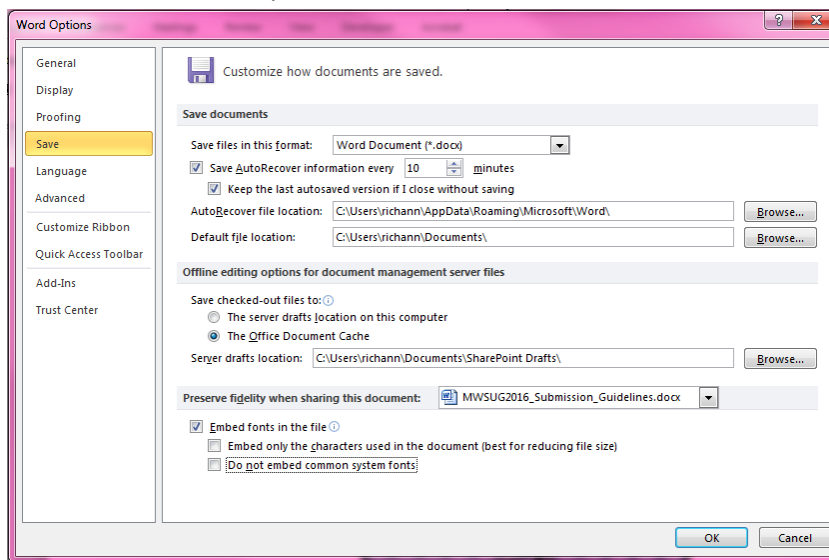
4. Click OK to save the new options.

5. RE-SAVE THE DOCUMENT AS A WORD DOCUMENT.

6. Once the document is re-saved with the fonts embedded, then it can be saved as a PDF.

Often there is an option to include only the characters in use in order to make the file a bit smaller, 'Embed only the characters used in the document (best for reducing file size)', and works fine when the author is absolutely sure that no one will have to do any touch-up editing to the document. However, if some editing is needed, the PDF file will not allow editing unless the full font set is embedded.

4.1.2 Bookmarks and Passwords
There should not be any bookmarks in the PDF document. Nor should there be a password on the file.

4.1.3 PDF File Creation
Some versions of Microsoft Word have an option to save the document as PDF. If your version does

have the save as PDF option, then after you have embedded the fonts and re-saved as a word document, then you can save the file as a PDF. However, if your version of Microsoft Word does not have the save as PDF option, then please refer to the following sites, URLs provided, that you can use to purchase software that converts documents to PDF.

http://www.adobe.com
http://www.clicktoconvert.com/index.html
http://www.win2pdf.com
https://www.eprintdriver.com/Features/File-Conversion/Word-to-PDF

If you are still unable to create a PDF file, please contact your Section Chair.

4.2 Checklist for Final PDF File

Before uploading the PDF, make sure that:

1. The assigned paper number (not the submission number) appears at the top of the paper.
2. The title exactly matched the title on the Copyright Grant form.
3. Nothing, except the page number, is within the 1" margins.
4. The page numbers are showing at the bottom of each page.
5. The file had been saved with the fonts embedded.
6. If you have any problems when uploading your PDF file, or if providing a PDF file of your final paper is itself a problem, contact your Section Chair for assistance.

4.3 Supporting Materials

Handouts may be used if necessary, though it is preferred that supporting materials be posted online. Please refer to Posting your Paper to sasCommunity.org (Section 4.4 for more information). Handouts should be used for information not appropriate to show in slides, such as example code or graphics, or for an appendix, or other supporting material.

If you decide to print handouts, make sure to adhere to the following guidelines:

1. Do not include price lists, support commitments, promotional data, or other information of a sales nature.
2. Include your name and contact information so that people can contact you if they have questions or want more information.
3. Do not rely on your supporting materials to take the place of good visuals or a well- prepared oral presentation.
4. Bring a minimum of 50 copies.
5. When you check in before your presentation, tell the Section Chair that you have a handout. The Section Chair will have one of the assigned Session Coordinators distribute the handouts as you begin your presentation.
6. Insert the appropriate trademark symbols (® or ™) and citations (Section 3.5.3, Item 4).

4.4 Posting your Paper to sasCommunity.org

An optional step to increase interest in your paper and to facilitate interaction with attendees is to start a page for your paper on sasCommunity.org (a collaborative online community for SAS® users

worldwide). You can upload content like: your paper, sample data, programs, your PowerPoint presentation, and links to related papers. Simple instructions are available at the following link: http://www.sascommunity.org/wiki/Create_an_Article_for_your_SAS_Global_Forum_Presentation

5. Presentation Details

5.1 Room Setup Details

In every meeting room at the conference there will be an LCD projector, lavaliere or podium microphone as part of the standard equipment. If you have any additional needs please tell your Section Chair as soon as possible. The presentation that is provided to the conference submission site will be preloaded on the laptops available in each room.

5.2 Slide Counts

Contributed papers can be 20 minutes or 50 minutes for presentation. A good rule of thumb is that a slide will take 1-2 minutes to present, so if you leave time for questions (usually about 5 minutes), a twenty-minute paper should be about 10-12 slides, and a 50-minute paper should be about 30-35 slides.

5.3 Tips for Preparing your Presentation

1. A presentation template has been created for your use and is available for downloading from the MWSUG website.
2. Scale your visuals for presentation in a large conference room that seats 50-150 people. Generally this means that font sizes should be no smaller than 24 points. One way to simulate how your slides will appear to the people who are sitting in the back of the room is to step back about 12 feet from a 12-inch laptop display or about 15 feet from a 14-15 inch monitor on which your slides are displayed.
3. If you are using slides, prepare notes that compliment your slides – do not read what is shown on the slides. The audience can read slides silently faster than you can read them aloud.
4. If you do not get audience attention early in the presentation, people might leave and go to another session. Your opening should be concise and your purpose clearly stated.
5. Use a closing slide to summarize your main points.
6. Wherever possible, use screen captures rather than trying to do a live demo.
7. Use a mixture of slides that show text, flow charts, and output. Images such as screen captures can be used to show a product's application in the workplace.
8. Divide ideas into groups of 3 to 5. People can more easily grasp information in small segments.
9. When using graphics mute the colors for readability.
10. Limit the text in your visuals to the main concepts.
11. Post supplemental information such as source code, macros, and printouts that might not be effective when shown in slides, refer to Posting your Paper to sasCommunity.org (Section 4.4).
12. Receive electronic comments and questions in real time by including the hashtags #MWSUG2016 and #XXnn for your paper in the bottom right hand corner of your slides, where SS is the two character section abbreviation and nn is the two digit number assigned to your paper.

5.4 Presentation Examples

Refer to the MWSUG presentation template on the MWSUG 2016 website.

5.5 Practicing your Presentation Tips

1. Practice your presentation aloud, speaking slowly and clearly. Remember that how you say it is just as important as what you say.
2. Ask others to listen and give you feedback about the volume, clarity, and speed of your presentation.
3. Do not read your paper or slides. Use an outline of your major concepts to follow when making your presentation.
4. Use simple English to help your audience grasp your message more easily. Remember that this is an international audience. For many attendees, English might be a second language.
5. Conclude your presentation by repeating your opening theme and main ideas. Answer any questions that you might have raised in your opening, and repeat any basic thoughts that you want your audience to remember.
6. Use a pointer, if available, when you want the audience to focus on something in particular on a slide.
7. Time your presentation. Be sure not to use more time than is allotted for your presentation.
8. "SAS" rhymes with "glass", "pass", "mass". Please do not refer to SAS products or to the company as "S" "A" "S" that is, pronouncing each letter. "SAS" is one syllable and is no longer considered an acronym.

5.6 Presentation Requirements

1. Use SAS trademarks correctly in your slides. A list showing the proper names and trademarks is available at:

   http://www.sas.com/presscenter/trademarklist.html.

2. File should be PowerPoint 97-2003, 2007, or 2010. If created using Adobe PDF, then it needs to have the capability of Full Screen Mode display similar to the PowerPoint display (i.e., same ratio).

5.7 Delivering your Presentation

1. Be sure you know exactly when and where your presentation will be given.
2. Arrive at the correct location at least one presentation before yours.
3. Let the Section Chair and the Session Coordinator know you are there. The Session Coordinator will help you operate the projector and taking care of the lighting.
4. Be sure that everything that you need is in place and working.
5. Stand at the podium if possible. This gives the audience a clear view of both the screen and you.
6. Be aware of the time (the Session Coordinator will help you do this via flash cards that will show how much time remains). The Session Coordinator will stop your presentation when the allotted time is used. You will not be allowed to continue beyond your allotted time.
7. Do not turn around to read your slides to the audience. If you turn around, it might seem that you are not sure what is on the slide. Also, turning your back to the audience decreases the group's ability to hear you.

8. When your presentation is finished, thank your audience for their attention and ask if there are any questions (while you are still at the podium).

9. Allow about 5 minutes of your allotted time for the audience to ask questions. It's very common for speakers to get questions from their audiences. You should consider it a compliment that your listeners want to learn more about your ideas.

10. Repeat each question. This benefits the entire audience, and verifies what the question is. It also gives you a few seconds to prepare an answer.

11. If you do not know the answer to a question, say so, and offer to get the answer to the question after the presentation.

12. If you can, stay (at the back of the room) a few extra minutes after your presentation to be accessible for more questions and to get contact information from people you promised to reply to.

13. Be courteous of the next presenter and if any conversations or questions continue when the next presentation starts, continue the conversation outside the presentation room so as to not disturb the presenter or audience.

6. Electronic Poster Details

Electronic posters (e-Posters) are similar to traditional poster presentations but presented on a large monitor. The e-Poster should be designed so that the topic covered is clear and concise.

6.1 e-Poster Guidelines

1. Use PowerPoint to create your e-Poster. It is ideal to use the template provided. If the template is not used, the e-Poster should still conform to same requirements that are in the template (e.g., ratio, slide orientation, font type and size, etc.)

2. e-Poster Requirements:
   a. 16:9 ratio
   b. Landscape orientation
   c. Professional font such as Arial, Times New Roman, Calibri
   d. Font size should be large enough to read from a few feet away. Ideally 28 pt or larger but no smaller than 18 pt.
   e. File size should be 100 MB or less
   f. One slide
   g. Title and author(s) included at the top

3. No aspect of the e-Poster should be dependent on the internet. It should be self-containing.

4. Any formulas in the e-Poster should be embedded as images and not as actual formulas. This will allow the formulas to display consistently across different platforms.

5. Any animations included will need to work on a timer instead of a mouse click refer to Kiosk Mode for more information (Section 6.4)

6. If the submitted e-Posters is not the correct size (as outlined in e-Poster Requirements), then it will be forced to the correct size and this may cause distortion.

6.2 e-Poster Tips

1. Before you start preparing your e-Poster, ask yourself the following:
   a. What is the main goal of the e-Poster?

b. What do you want your audience to take away?

c. What would you like someone who is passing by your e-Poster to do?

    i. Do you want them to stop? If so, give a catchy title to draw them in.

    ii. Do you want them to reach out to you and engage in a discussion? If so, make your e-Poster about a topic that is of interest but may not be widely used, a 'Hot Topic' that is getting lots of attention or an existing concept that is used in a novel way.

2. An e-Poster is like an outline, not a novel. Keep the information on the e-Poster simple and easy to follow. Remember that you will not always be there to explain it.

3. Graphs, column charts, box plots, drawings, and other artwork are effective poster enhancements.

4. You could use your PowerPoint presentation with selected slides to start your poster.

5. For more helpful tips refer to the following website.
http://www.swarthmore.edu/NatSci/cpurrin1/posteradvice.htm

6.3 Poster Requirements

1. Use SAS trademarks correctly in your slide. A list showing the proper names and trademarks is available at:

http://www.sas.com/presscenter/trademarklist.html.

2. File should be PowerPoint 97-2003, 2007, or 2010. If created using Adobe PDF, then it needs to have the capability of Full Screen Mode display similar to the PowerPoint display (i.e., same ratio).

6.4 Kiosk Mode

The e-Posters will be done in Kiosk Mode. This means that all the e-Posters submitted will be combined into one master file with a menu and navigation buttons. Each e-Poster will only be accessible from the main menu. Since the Section Chair needs time to combine all the e-Posters into one master file and work with the Operations Chair to ensure that everything is ready for the conference, you will need to submit your e-Poster **no later than the due date**. Any e-Posters submitted after the due date takes the chance of not being included and being removed from the conference proceedings. In Kiosk Mode, the 'click to advance' feature will be disabled and replaced with navigation buttons. Since the 'click to advance' feature will be disabled, any animations that work on a mouse-click will not function.