



## MWSUG 2012 Sponsors Advertising Benefits & Rates

### 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.

Benefit Description Table	Platinum	Gold	Silver
Contribution Amount	\$4,500 (+)	\$2,500 (+)	\$550 (+)
Recognized at Opening Ceremony	Yes	Yes	-
Recognized at Closing Ceremony	Yes	Yes	-
Size of Advertisement in Program Guide	Full page	Full page	1/4 page
Company Name on Sponsorship List in Program Guide *	Yes	Yes	Yes
Table Top / Booth Space **	Yes, both (25% more space than Gold)	Yes, both	-
Complimentary Conference Registration (Not Transferable)	4	2	-
MWSUG Creates a Sign Indicating Sponsorship Status	Yes	-	-
Recognized by name in follow up email blast (November/Post Conference)	Yes	Yes	-
Internet Package - MWSUG Site (see p. 3)	Yes	Yes	-

**Notes:**

\* Name of sponsor in Program Guide, listed from Platinum, Gold, and Silver are 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.



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### DEADLINE INFORMATION

Camera-ready artwork is due by **August 1st** for inclusion in the Conference Program. Vendor display descriptions are due by **August 15<sup>th</sup>**.

Additional details (i.e., payment, registration, etc.) are included in the **Sponsorship Checklist** found on the [MWSUG 2012 Sponsorship](#) web page.

### 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

Tuesday morning continental breakfast

AV equipment rental fees

Volunteer thank-you gifts\*

Monday morning continental

Monday lunch / Tuesday lunch breakfast

Attendee mementos\*

Best speaker awards\*

\* These items may be donated in kind or sponsored. In kind donations require paid invoice.

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

Program/schedule printing

Notepads

Printing speaker evaluation forms

Nametag holders

Pens/highlighters

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 Sponsorship Coordinator or the conference co-chairs at least 30 days before the conference.



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### 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** runs beyond the actual conference dates.

Once you have made your sponsorship commitment, submit your Internet Package logo or ad directly to the MWSUG webmaster (Email: [webmaster@mwsug.org](mailto:webmaster@mwsug.org)). Images in any standard format (GIF, PNG, JPG, EPS, etc.) are acceptable. Images should be no more than 300 pixels wide and 250 pixels high. A white background is preferred. If you would like your logo or ad to link to a particular website (typically your company website), please include the URL with your submission.

Check out MWSUG's most recent sponsors:

<http://www.mwsug.org/sponsors.html>

**Note:** This feature is only available to Platinum & Gold Sponsors - the internet ads will run thru June 30 of the year following the conference.