



## Sponsor Advertising Benefits and Rates

### MidWest SAS Users Group (MWSUG) 2014 Conference

Chicago, IL, October 5-7

## CORPORATE SPONSORSHIP

MWSUG 2014 is expected to attract **400-500 SAS Users primarily from the MidWest**, mainly from the **banking, insurance, government, retail, and pharma industries**.

Sponsorship helps offset some of the attendee costs (increasing attendance) while also giving sponsors opportunities to engage with SAS customers. This document describes our sponsorship offerings.

### Standard Packages

<b>Benefit Description Table</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>
Contribution Amount	\$4,500 (+)	\$2,500 (+)	\$550 (+)
Recognized at Opening Ceremony	Yes	Yes	-
Recognized at Closing Ceremony	Yes	Yes	-
Recognition on Mobile App	Frequent	Moderate	-
Company Name on Sponsorship List in Conference Schedule*	Yes	Yes	Yes
Table Top / Booth Space **	Yes, both (25% more space than Gold)	Yes, both	Yes, 25 <sup>th</sup> anniversary special
Complimentary Conference Registration	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. 4)	Yes	Yes	Yes

\* Name of sponsor in Conference Schedule, listed from Platinum, Gold, and Silver are on a minimum of one page which also will contain scheduling information.

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



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### Deadlines

Camera-ready artwork and mobile app files are due by **8-15-2014** for inclusion in the Conference Program. Vendor display descriptions are due by **9-15-2014**.

Additional details (payment, registration, etc.) are included in the **Sponsorship Checklist** that is posted on the MWSUG sponsor web page.

### Individual 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 may 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.

- AV equipment rental fees
- Volunteer thank-you gifts\*
- Sunday evening reception
- Breakfast (Monday or Tuesday)
- Lunch (Monday or Tuesday)
- Monday evening dinner cruise
- Breaks (Monday or Tuesday) Attendee mementos\*
- Best speaker awards\*

\* These items may be donated in-kind or sponsored. An in-kind donation requires a paid invoice.

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

- Conference Schedule printing
- Notepads
- Printing speaker evaluation forms
- Pens/highlighters

Each year we also have several door prizes for the closing session donated from sponsors. We are open to suggestions for these items. **Please discuss item donations with the Sponsorship Coordinator by 8-15-2014 at the latest.**



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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](http://www.mwsug.org) runs beyond the actual conference dates.

Once you have made your sponsorship commitment, submit your Internet Package ad directly by contacting the webmaster (Email: [webmaster@mwsug.org](mailto:webmaster@mwsug.org)) for specifications of ad size.

Check out MWSUG's most recent sponsors at [mwsug.org/sponsors](http://mwsug.org/sponsors).

**Note:** Sponsors will be organized on the [www.mwsug.org](http://www.mwsug.org) by sponsorship level.

#### Forward-Looking Statements

This brochure contains forward-looking statements about expected attendance, industry, and company breakdown for the 2014 MWSUG conference. While we have done our best to correctly estimate our attendance this year, many factors, both foreseeable and unforeseeable, may occur to impact attendance and industry or company breakdowns. The breakdown provided in this brochure represents our best estimates based on past MWSUG conferences and attendance at Illinois SAS events. As there is no way of knowing prior to start of the conference how many attendees there will be or where they will come from, we provide no guarantee (explicit or implied) that these estimates will be met.