



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 format quickly your manuscript, incorporate style, and reference details for your Copyright Grant, Final PDFs, Slides, and Posters. On papers and 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 don't recommend it.

1. Ensure the information in your profile on the Abstract Submission Website and biography are 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. Signed Copyright Grant due to MWSUG **September 18, 2015**.
4. Create Presentation. Due **September 18, 2015** along with the final paper.
 - a. Stay within Slide Counts
 - b. Use the Template
 - c. Review presentation or Poster to ensure it complies with the requirements.
 - d. Standard Presentation room setup (Section 5.1).

5. Upload your final paper by **September 18, 2015** to the Abstract Submission Website in portable document format (PDF).
6. (Optional) Post your paper and supporting materials on sasCommunity.org.
7. Paper presenters: Practice your presentation.
8. Email your presentation to your section chair for pre-loading to section laptop by October 9, 2015.
9. Paper presenters: Bring a backup copy of your presentation to the conference on a USB drive.
10. Poster presenters: have your poster printed and once you arrive on-site set up your poster (See Section 6.5 and 6.6 below).

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 are provided in Section 3 and 4 below and Sample Layout is in Section 3.5:

1. Paper number should be included above the title per paper template (See Section 3.4.1).
2. Paper numbers should appear exactly as assigned.
3. Title should be centered and properly capitalized (See Section 3.4.1) and appear exactly as written on the Copyright Grant.
4. Multiple authors should be listed on separate lines with the affiliation and location repeated for each, as shown in the paper template and described in See Section 3.4.3, Item 2.c below. Author's name, affiliation, and location need to be added beneath the title as shown in the paper template.
5. The author appears to have uploaded a draft paper and identified it in the system as a final paper.
6. Fail to put "R" or "TM" after first reference to SAS product in paper (Section 3.4.3, Item #4).
7. Failure to have SAS Trademark Citation at end of paper (Section 3.4.3, Item #5).
8. Failure to send you paper as PDF (Section 4.1.1).

1.3 *Submission Website*

Copyright Grants, Final Paper PDFs, and Slides must be uploaded to the web site you used to submit your abstract: <https://www.softconf.com/e/mwsug2015/>

1.4 *Presentation Deadlines*

Table A. Important Conference Dates

Conference	Dates
Abstract Submission Site Account	Monday, April 13, 2015
Call for Papers opens	Monday, April 20, 2015
Abstract submission deadline	Friday, June 19, 2015
Presenter Biographies	Friday, June 19, 2015
Registration opens	Monday, June 22, 2015
Notification of Acceptance	Friday, July 3, 2015
Compliance agreement due	Friday, July 10, 2015
Copyright Grants Due	Friday, September 18, 2015
Final Paper PDFs due	Friday, September 18, 2015
Early registration closes	Friday, September 11, 2015
Regular registration closes	Friday, October 2, 2015
Slides due	Friday, October 9, 2015
Presenter's Meeting	Sunday, October 18, 2015
Closing Ceremony	Tuesday, October 20, 2015

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. If there are differences the Copyright Grant title takes precedents but also creates confusion.
3. Also, 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 18, 2015.

3. Paper Details

For best results, use proper style, capitalization, terminology, formatting, and scope. Look at examples of how other authors solved similar publishing problems.

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 (See Section 4.4).

3.2 Paper Examples

For examples of good papers, check out last year's "Best Contributed Paper" awards.

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 (See 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. Use uppercase for procedure names. Use the full name of a procedure in titles and at the first mention in text. In subsequent references, use all uppercase, for example, at first mention, write "The Print procedure...", subsequently, write "PROC PRINT ...".
3. Use uppercase for statements, options, functions, and commands, for example, LABEL option, DEVICE= option (include an equal sign if applicable), LAUNCHER command.

3.4.2 Terminology

Use the following conventions for terminology:

1. Use complete names when referring to trademarked product names, for example, use “SAS 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. See <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 as in the Sample Paper below.

3.4.4 References

1. All published work that is cited in your paper must be listed in the REFERENCES section.
2. Using Material That Is Copyrighted
 - 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 Material That Is Not Copyrighted
 - 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 emailed to you.** Your paper title might have been edited to ensure the correct use of trademarks (also see the instructions below for proper use of trademarks).

3.5.2 Use of the Paper Template

It is strongly recommended that you use the provided paper template. The template is available from the website in DOT Format 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. Download the DOT file and save to your hard drive. Then double-click on it to open a new document.

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 'Moderate.' Specifically, the top and bottom margin should be $\frac{3}{4}$ of an inch, and 1 inch on each side. For example, to set up these margins in Microsoft Word 2013 click 'Page Layout' -> Margins -> Moderate.
2. On the **First Page**:
 - a. Center the number of the paper about $\frac{3}{4}$ of an inch from the top of the page,
 - b. Center the title about $\frac{1}{4}$ of an inch under the number of the paper,
 - c. Center the names of the author(s) under the title and
 - d. Begin the text about a $\frac{1}{2}$ of an inch down from the name of the last author.
3. On all **Following Pages** center page numbers about $\frac{3}{8}$ of an inch from the bottom of the page.

4. **Final page:** must contain the following Trademark Citation:

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.

5. **Trademarks**

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>.

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.

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.

6. **Body text** should be:

- a. single-spaced ,
- b. consistent in size with the font sizes in the template. The font sizes in the paper template are summarized Table B below.
- c. If readable and professional, body text can be in a different font face.

Table B. Font Sizes of Seven Elements in Paper Template

	Element	Font	Case	Size
1	Paper Number	Arial Bold	Capitalize Each Word	9
2	Title	Arial Bold	Capitalize Each Word	12
3	Author(s) Name	Arial Regular	Capitalize Each Word	12
4	Header 1 (e.g. ABSTRACT)	Arial Bold	ALL UPPER CASE	11
5	Header 2 (Sub-header)	Arial Bold	ALL UPPER CASE	10
6	Body copy	Arial Regular	Sentence case.	9
7	Code	Courier New Regular	lower case	9

4. Final Paper PDFs

Your final paper must be uploaded to the Submission Website listed in Section 1.2 by the Final PDF deadline tabulated in Section 1.3

4.1 PDF Creation

4.1.1 Ensure that your PDF contains embedded fonts.

Exactly how you embed fonts will vary from application to application and version to version.

For most Microsoft Word versions:

1. Open the document and click Tools -> Options
2. Find the "Saves" tab on which there will be a selection similar to "save with fonts embedded".
3. Select it and RE-SAVE THE DOCUMENT BEFORE MAKING THE PDF. Often there is an option to include only the characters in use—it makes the file a bit smaller 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 Do not password protect or add bookmarks to your PDF file.

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

The following information also provides the URLs to services that convert documents to PDF for a donation or for a small fee, and URLs to sites that you can use to purchase software that converts documents to PDF.

Services:

<http://www.2convert.com/index.jsp>

<http://www.fastpdf.com/>

Software:

<http://www.adobe.com>

<http://www.clicktoconvert.com/index.html>

<http://www.win2pdf.com/>

http://www.eprintdriver.com/to_pdf/MSWord-to-PDF-ex.html

4.2 Checklist for Final PDF File

Before uploading the PDF, be 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 ¾” top margins and 1” side 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 (see Posting your Paper to sasCommunity.org). 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,

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 Session Coordinator that you have a handout. The Session Coordinator will distribute the handouts as you begin your presentation.
6. Insert the appropriate trademark symbols (® or ™) and citations, following the same instructions as for your paper.

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 here:

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, an LCD projector, lavalier or podium microphone, and a light pointer are 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 Presentation Tips

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 so 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 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. "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.

9. Divide ideas into groups of 3 to 5. People can more easily grasp information in small segments.
10. When using graphics mute the colors for readability.
11. Limit the text in your visuals to the main concepts.
12. Post supplemental information such as source code, macros, and printouts that might not be effective when shown in slides online (see Posting your Paper to sasCommunity.org in Section 4.4. above).
13. Receive electronic comments and questions in real time by including the hashtags #MWSUG15 and #SSnn for your paper in the bottom right hand corner of your slides, where SS = Section abbreviation and nn = your paper number.

5.4 Presentation Examples

Check out examples of SAS Global Forum slide presentations which have been shared with the user community on www.sasCommunity.org.

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 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. Allow at least 1 minute of your time for being introduced and a few minutes for questions.

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.

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 Volunteer 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're not sure what's 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 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 don't 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. Poster Details

6.1 Poster Board Size/Layout

For each traditional poster, MWSUG provides a 3 feet x 4 feet trifold poster board (See Figure A, Section 6.2 below). The trifold has a 2 foot main panel in the middle and 1 foot panels on either side. You can use these areas in creative ways, for example, you could print one continuous poster, three feet high and four feet wide, or you could use all three areas of the trifold separately (See the example layout in Figure B below). Include the title and author of your poster at the top. You can but do not need to put a large banner title at the top of your poster.

6.2 Illustrations of Trifold Poster Board

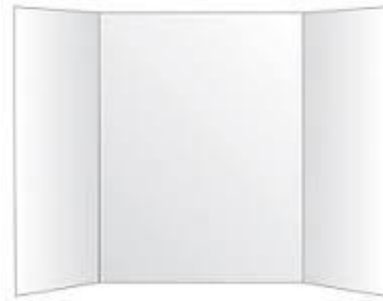


Figure A. Trifold Poster Board

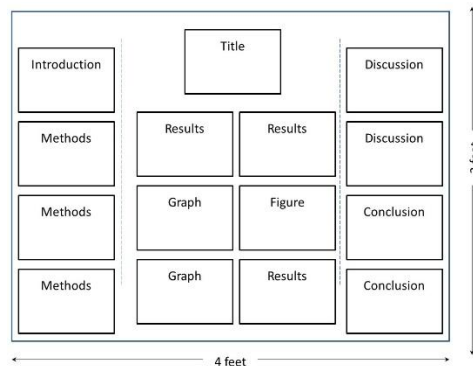


Figure B. Example Layout. The dimensions are 3 feet tall and 4 feet wide.

Note the blue dashed lines indicate the folds.

6.3 Poster Tips

1. A poster is like an outline, not a novel. Keep the information on the poster simple and easy to follow. Remember that you will be there to explain it. Details can be included in the paper that you prepare for the Proceedings or in the handouts that you make available online.
2. It is recommended that you use 1/4 inch text (24 points) on your poster and that important statements and headings be larger (28 or 36 point).
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. This web site has helpful tips:
<http://www.swarthmore.edu/NatSci/cpurin1/posteradvice.htm>

6.4 Poster Requirements

Please use SAS trademarks correctly in your slides. A list showing the proper names and trademarks is available on the web page at the following URL:

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

6.5 Poster Printing Tips

You are not required to print out your poster on full-size paper. Many presenters compose their posters in pieces that can be printed individually. The following sites can provide large format printing, convenient for transporting and posting. Major copy shops have both capabilities.

- | | |
|-----------------------|---------------------|
| • Copydotcom.com | • PhDposters.com |
| • Digitalroom.com | • Postersession.com |
| • Genigraphics.com | • Scifor.com |
| • Advantagegrafix.com | • FedEx.com |

6.6 Setting up your Poster

You are responsible for setting up, taking down, and presenting your poster according to the instructions from the Posters Section Chair(s). If you will have supplemental handouts, please encourage attendees to access them online ('Papers and Presentations' in sasCommunity.org, Section 4.4 above). Your paper will also appear on www.LexJansen.com