



**APRIL 11-14, 2010
SEATTLE, WASHINGTON**

Now more than ever, you and your organization are seeking to maximize training and travel budgets. No conference offers better value than SAS® Global Forum 2010, the largest annual gathering of SAS users, customers and experts.

This is truly a conference run by the users, for the users, offering hands-on experience with the latest SAS products and the chance to enhance SAS skills and learn best practices.

Attendees receive two-and-a-half days of learning and the opportunity to network with more than 3,000 SAS users and experts from around the globe. This allows attendees the ability to participate in a wealth of learning, training and professional development activities at one time.

Bottom line: This is the most cost-effective way to experience the most extensive SAS learning opportunities in the world. In return, your organization receives the latest knowledge about how to use SAS to make better decisions, faster.

Why is SAS Global Forum the one conference you can't afford to miss this year? You can:

• **Engage in the best learning and training opportunities:**

- Choose from more than 300 paper presentations covering a wide array of applications and industries.
- Take advantage of lessons learned and best programming practices from experienced developers.
- Learn new techniques via hands-on workshops led by expert SAS users.
- Attend Code Doctor sessions to learn how to debug and fine-tune your code.
- Hear case studies that teach innovative ways to apply SAS solutions.
- Attend pre-conference and post-conference training courses taught by expert users and SAS trainers.
- Share personal expertise and demonstrate your organization's thought leadership in the market.

• **Access valuable SAS resources:**

- Discover new features in recent releases of SAS software.
- Meet SAS developers in the demo room, where you'll learn about relevant current and upcoming features and request future enhancements to better meet your organization's needs.
- Visit the SAS Publications booth: a chance to meet with SAS book authors, review sample copies of current and upcoming books and purchase books at a 20 percent discount.

• **Bring the conference home to other employees:**

- Post links to recommended papers in the online conference proceedings.
- Give an internal presentation at your company (many presenters are willing to share their slides with attendees).

SAS Global Forum has been offering unequalled educational and networking opportunities to SAS professionals worldwide for 35 years. This is the conference to attend in 2010.

Sincerely,

SAS Global Forum 2010
Lauren Haworth, Genentech Inc.
Conference Chair