



# Paper Presentation Guidelines

Table of Contents:

Summary Instructions and Checklist for Paper Presenters .....	3
Copyright Grants .....	4
Paper Details.....	4
Page Limits .....	4
Paper Tips .....	4
Paper Examples.....	4
Paper Details: Capitalization, Terminology, Code, References.....	4
Formatting and Requirements .....	5
Sample Paper.....	7
Final Paper PDFs.....	8
Supporting Materials.....	9
Posting your Paper to sasCommunity.org .....	9
Presentation Details.....	9
Room Setup Details .....	9
Slide Counts.....	9
Presentation Tips.....	10
Presentation Examples .....	10
Practicing your Presentation: Tips.....	10
Presentation Requirements.....	11
Delivering your Presentation .....	11
Poster Details.....	11
Poster Board Size/Layout.....	11
Sketch of Poster Board.....	12
Poster Tips.....	12
Poster Requirements.....	12
Poster Printing Tips .....	12
Setting Up your Poster .....	13

## Summary Instructions and Checklist for Paper Presenters

- If your contact information or employer/title change, update your profile and bio by selecting “Profiles” in [Conference Navigator](#).
- If you will be unable to attend the conference, notify your Section Chair as soon as possible.
- Review [Guidelines for Participation](#) for rules around paper content.
- Write your paper.
  - o Templates: [Word 2007](#), [Word 97-2003](#)
  - o [Page Limits](#)
  - o [Tips](#)
  - o [Examples](#)
- Review paper to ensure it complies with [requirements](#).
- January 15, 2010:** Signed [Copyright Grant](#) or [Copyright Grant Delay Form](#) due at SAS. [Details](#).
- Create your presentation.
  - o Templates (optional): [PowerPoint 2007](#), [PowerPoint 97-2003](#)
  - o [Slide Counts](#)
  - o [Tips](#)
  - o [Examples](#)
  - o (For Posters: [Template](#), [Size/Layout](#), [Tips](#), [Examples](#).)
- Review presentation to be sure it complies with the presentation [requirements](#).  
(or the poster [requirements](#).)
- January 14, 2010:** Notify your section chair of any special equipment needs.
  - o Standard [Presentation room setup](#).
- March 1, 2010:** PDF of your final paper must be uploaded to [Conference Navigator](#).  
([Instructions](#)).
- (Optional) Post your paper and [supporting materials](#) on sasCommunity.org. ([Instructions](#)).
- Paper presenters: Practice your presentation. [Tips](#).
- April 5, 2010:** Paper presenters: email your presentation to your section chair for pre-loading to section laptop.
- Paper presenters: Bring a backup copy of your presentation to the conference on a USB drive.
- Poster presenters: have your poster printed. [Tips](#).
- At SAS Global Forum: present your paper. [Tips](#).  
(or set up and present your poster: [Instructions](#))

# Copyright Grants

**Note:** 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.

**January 15, 2010: Signed *Copyright Grant* or *Copyright Grant Delay Form* due at SAS.**

You are required to sign a *Copyright Grant*, and send it to SAS Institute before your paper can be included in the conference *Proceedings*. This *Copyright Grant* agreement gives SAS a non-exclusive right to publish your paper [on behalf of SAS Global Users Group in the conference *Proceedings* and to reproduce your paper in sales and marketing literature. Also, by signing this agreement, you confirm that you have approval to attend the conference and present your accepted paper.

If you must put your *Copyright Grant* through an approval process, and that process will not be completed in time for you to meet the above deadline, please forward a signed *Copyright Grant Delay Form* to SAS. This form also confirms that you have approval to attend and present your accepted paper. Your signed *Copyright Grant* will then be due on or before March 1, 2010.

Please mail the appropriate form to the attention of Meg Crawford at SAS at the address printed on the *Copyright Grant*. You will receive an e-mail message that confirms receipt of your form.

## Paper Details

### Page Limits

For Contributed papers, the maximum is 12 pages; for Invited papers, the maximum is 20 pages in the *Proceedings*. If you feel that you will need to exceed these limits please contact your section chair to request approval.

### Paper Tips

- Read this [paper](#) on writing a SUGI (former name of SAS Global Forum) paper:
- There are many online [resources](#) on writing a technical paper.
- Post supplemental information such as source code, macros, and printouts that will not fit in your paper online (see [Posting your Paper to sasCommunity.org](#))
- 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.

### Paper Examples

For examples of good papers, check out last year's "[Best Contributed Paper](#)" awards.

### Paper Details: Capitalization, Terminology, Code, References

Use the following SAS conventions for **capitalization**:

- DATA step (DATA is always all uppercase when you are referring to the DATA step)
- 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...".
- Use uppercase for statements, options, functions, and commands, for example, LABEL option, DEVICE= option (include an equal sign if applicable), LAUNCHER command.

Use the following conventions for **terminology**:

- 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://support.sas.com/events/sasglobalforum/NamingMasterList.pdf>.)
- Write “data set” as two words, but “database” as one word.
- 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.

**Do not bury SAS code in text.** Set it off from the text in display format as in the [Sample Paper](#) below.

**All published work that is cited in your paper must be listed in the REFERENCES section.** If you include in your paper text or visuals that were written or developed by someone other than yourself, you must cite the sources using the following guidelines:

Using Material That Is Copyrighted – If you use copyrighted material, you must mention that you have permission from the copyright holder or the publisher. 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.

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](http://www.sas.com/contact/permission_form.html).

Using Material That Is Not Copyrighted – 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).

Note: If you have a question about citing published sources in your paper, contact Sue Kocher at SAS at 919-531-5176 or [Sue.Kocher@sas.com](mailto:Sue.Kocher@sas.com).

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.

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).

## Formatting and Requirements

The *Proceedings* contains copies of the papers that are presented at the conference.

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.

**It is strongly recommended that you use the provided paper template ([Word 2007](#), [Word 97-2003](#)).** The template contains all the sections that are needed in your paper, and it contains the suggested fonts and type sizes for the headers and text in the body of the paper.

If you do not use the template, please make sure your paper conforms to the guidelines below:

- All text should be **single spaced**.
- **Margins** should be ¾" on the top and bottom, and 1" on each side.
- **First Page:**

- Center the number of the paper about 3/4" from the top of the page.
- Center the title about 1/4" under the number of the paper.
- Center the names of the author(s) under the title.
- Begin the text about a 1/2" down from the name of the last author.
- **Center page numbers** about 3/8" from the bottom of the page.
- **Font sizes:** you may use different typefaces, but stay consistent with the font sizes used in the template:
  - Paper Number           9-point Arial bold
  - Title                    12-point Arial bold
  - Author(s)               12-point Arial regular
  - Header 1                11-point Arial bold (all caps)
  - Header 2                10-point Arial bold (all caps)
  - Body copy               9-point Arial regular
  - Code                     9-point Courier New regular
- **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.

In your paper, insert the appropriate trademark symbols (® or ™) for SAS products only. (See <http://support.sas.com/events/sasglobalforum/NamingMasterList.pdf>.) Trademarks that are owned by companies other than SAS are covered by a generic reference in the citation at the end of the paper.

# Sample Paper

Paper ###-2010

## A Sample Paper for SAS® Global Forum Author name, ABC Corporation, City, ST

### ABSTRACT (HEADER 1)

A brief abstract at the beginning summarizes and highlights the major points of your paper. Note: Please copy the edited abstract from <http://sgf2010.confnav.com/sgf2010/web/sessions/search.html>.

This is the paper body. This is the paper body. This is the paper body.

### INTRODUCTION (HEADER 1)

The introduction explains the purpose and scope of your paper and provides readers with any general information they need to understand your paper.

This is the paper body. This is the paper body. This is the paper body.

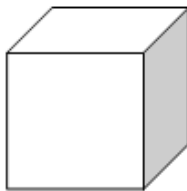
### (HEADER 1)

This is a main topic in the paper body. This is the paper body. This is the paper body. This is the paper body. This is the paper body. This is the paper body. This is the paper body. This is the paper body. This is the paper body. This is the paper body. This is the paper body.

If you need to include source code:

```
data one;  
set two;  
if mix(var1, var2) > 0 then do;
```

Continuation of body—after source code. This is a sample figure.



**Figure 1. Sample  
Caption for Figure**

Figures and displays should have captions.

### SUBHEAD (HEADER 2)

This is subtopic for the above. This is the paper body. This is the paper body. This is the paper body. This is the paper body. This is the paper body. This is the paper body. This is the paper body. This is the paper body. This is the paper body. This is the paper body.

# Final Paper PDFs

March 1, 2010 - PDF of your final paper must be uploaded at <http://c4p.sgf2010.confnav.com/>

You are required to provide a PDF (Portable Document Format) file of your final written paper.

**Use the number of your paper to name your PDF file. (This number is different from your submission number.)** An example PDF file name is 201-2010.pdf

**Important: Do not password protect or add bookmarks to your PDF file.**

The following information 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](http://www.eprintdriver.com/to_pdf/MSWord-to-PDF-ex.html)

**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:
  - Open the document and click Tools -> Options
  - Find the "Saves" tab on which there will be a selection similar to "save with fonts embedded".
  - 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.)

## Uploading Your Final PDF File

Before uploading the PDF, be sure that:

- The assigned paper number (not the submission number) appears at the top of the paper.
- The title exactly matches the title on the Copyright Grant form.
- Nothing, except the page number, is within the 3/4" top margins and 1" side margins.
- The page numbers are showing at the bottom of each page.
- The required trademark statement is included at the end of the paper.
- The file has been saved with the fonts embedded.

You must upload the PDF of your final written paper into Conference Navigator. Instructions for doing this follow:

1. Log on to Conference Navigator at <http://c4p.sgf2010.confnav.com> .
2. Click the **Papers tab**.
3. Select the paper that you are providing the final PDF for.
4. Scroll down below the scheduling information and click the **BROWSE** button next to **Attach File**.
5. Locate the PDF file to upload.
6. Click **Upload** and wait for the message that confirms that the upload is complete.

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 either of the following people at SAS for assistance:

Steve Zamparelli by telephone at 919.531.4812 or by e-mail at [Steve.Zamparelli@sas.com](mailto:Steve.Zamparelli@sas.com) or Nancy Moser by telephone at 919.531.1266 or by e-mail at [Nancy.Moser@sas.com](mailto:Nancy.Moser@sas.com)

## 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](#)).

They 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 produce supporting materials, please:

- Do not include price lists, support commitments, promotional data, or other information of a sales nature.
- Include your name and contact information so that people can contact you if they have questions or want more information.
- Do not rely on your supporting materials to take the place of good visuals or a well-prepared oral presentation.

If you have hard-copy handouts:

- Bring a minimum of 100 copies.
- 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.
- Insert the appropriate trademark symbols (® or ™) and citations, following the same instructions as for your paper.

## Posting your Paper to sasCommunity.org

Optional step to increase interest in your paper and to facilitate interaction with attendees: Start a page for your paper on sasCommunity.org (a collaborative online community for SAS® users worldwide).

You can upload content like: sample Data, programs, your PowerPoint presentation, links to related papers, etc.

Simple instructions are available here:

[http://www.sascommunity.org/wiki/Create\\_an\\_Article\\_for\\_your\\_SAS\\_Global\\_Forum\\_Presentation](http://www.sascommunity.org/wiki/Create_an_Article_for_your_SAS_Global_Forum_Presentation)

## Presentation Details

### Room Setup Details

At the conference, an LCD projector, lavalier microphone, podium microphone, and a light pointer are standard equipment in every meeting room. If you want the capability to patch the audio from a computer or a tape recorder into the public address system of the meeting room to provide sound effects during your talk, or if you need any other equipment or services, please tell your Section Chair as soon as possible.

### Slide Counts

Generally, Contributed papers are allotted 20 minutes and Invited papers are allotted 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 a **Contributed paper should be about 10-12 slides, and an Invited paper should be about 30-35 slides.**

## Presentation Tips

- Scale your visuals for presentation in a large conference room that seats 300-500 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.
- If you are using slides, prepare notes that complement your slides— **do not just read what is shown on the slides. The audience can read slides silently faster than you can read them aloud.**
- If you do not get the audience’s attention early in the presentation, people might leave and go to another session. Your opening should be concise and your purpose clearly stated.
- Use a closing slide to summarize your main points.
- Wherever possible, use screen captures rather than trying to do a live demo.
- 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.
- “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.
- Divide ideas into groups of 3 to 5. People can more easily grasp information in small segments.
- Only use graphics that are relevant to your topic and help convey your message. Don’t add clip art just to make slides “interesting”.
- Limit the text in your visuals to the main concepts.
- 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](https://sascommunity.org)).

## Presentation Examples

Check out these [examples](#) of SAS Global Forum slide presentations which have been shared with the user community on [sasCommunity.org](https://sascommunity.org).

## Practicing your Presentation: Tips

- Practice your presentation aloud, speaking slowly and clearly. Remember that how you say it is just as important as what you say.
- **Ask others to listen and give you feedback about the volume, clarity, and speed of your presentation.**
- **Do not read your paper or slides.** Use an outline of your major concepts to follow when making your presentation.
- 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.
- 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.
- Use a pointer when you want the audience to focus on something in particular on a slide.
- **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.
- 
- (Optional) Practice your presentation in the Speaker Rehearsal room at the conference (its location will be shown in your conference program).
- (Optional) If you have not used one before, practice with the microphone on so you will be comfortable using the microphone. Microphones will be available in the Speaker Rehearsal rooms.

## Presentation Requirements

- Please use SAS trademarks correctly in your slides. A list showing the proper names and trademarks is available at <http://support.sas.com/events/sasglobalforum/NamingMasterList.pdf>.
- File should be PowerPoint 97-2003 or 2007.

## Delivering your Presentation

- Be sure you know exactly when and where your presentation will be given.
- **Arrive at the correct location at least 15-20 minutes before your presentation.**
- Let the Session Coordinator know you are there. The Session Coordinator will help you by operating the projector and taking care of the lighting.
- Be sure that everything that you need is in place and working.
- Stand at the podium if possible. This gives the audience a clear view of both the screen and you.
- 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.
- 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.
- 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).
- 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.
- Repeat each question. This benefits the entire audience, and verifies what the question is. It also gives you a few more seconds to prepare an answer.
- If you don't know the answer to a question, say so, and offer to get the answer to the questioner after the presentation.
- 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. Please be courteous of the next presenter and if any conversations or questions continue the next presentation starts, please continue the conversation outside the presentation room so as to not disturb the presenter or audience.

## Poster Details

### Poster Board Size/Layout

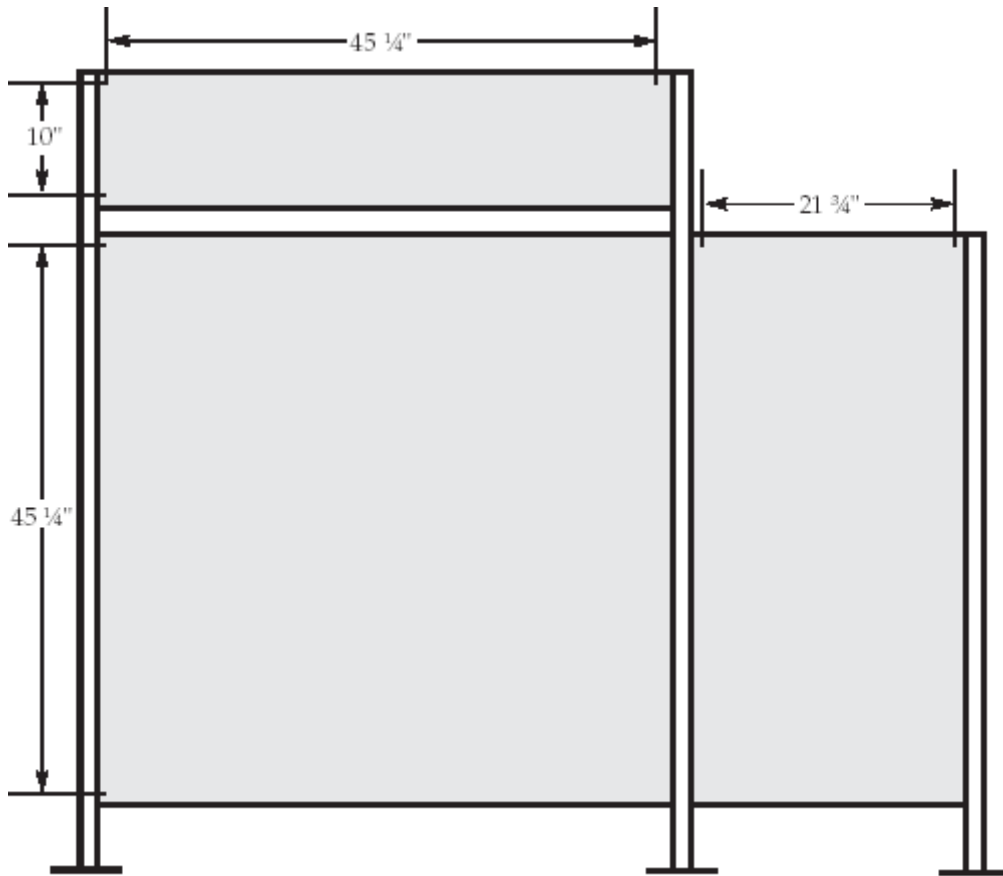
The main panel is 4 feet x 4 feet (usable space 45-1/4 inches x 45- 1/4 inches).

The adjacent side panel is 2 feet x 4 feet (usable space 21-3/4 inches x 45-1/4 inches).

The 4 foot square main panel is separated from the 2 foot x 4 foot side panel by a metal bar, so if you use the side panel, plan to create your poster in two pieces. If your presentation is very compact, you can leave the side panel empty. Alternatively, you can use the main panel to present the problem and the solution, and use the side panel to summarize and discuss your technique, and provide contact information.

The title and name(s) of the author(s) of the poster will be typeset in large letters to fit into the 4 foot x 1 foot top panel and will be available for your use at the conference. You do not need to put a large title at the top of your poster.

## Sketch of Poster Board



## Poster Tips

- 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.
- 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).
- Graphs, pie charts, box charts, drawings, and other artwork are effective poster enhancements.
- Please do not create a standard PowerPoint presentation, print out the slides, and paste them up in rows as your poster.
- This web site has helpful tips. <http://www.swarthmore.edu/NatSci/cpurin1/posteradvice.htm>

## Poster Requirements

- Please use SAS trademarks correctly in your slides. A list showing the proper names and trademarks is available at <http://support.sas.com/events/sasglobalforum/NamingMasterList.pdf>

## 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. Most copy shops also have this capability.

- Copydotcom.com
- Digitalroom.com

- Genigraphics.com
- Advantagegrafix.com
- PhDposters.com
- Posterpresentations.com
- Postersession.com
- Scifor.com

## **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).

- The presentation poster boards are covered with a blue material. Velcro dots will be available for attaching your poster to the board.
- If you will have supplemental handouts, please encourage attendees to access them online (see [Posting your Paper to sasCommunity.org](#)).