



2011 Las Vegas Nevada

Caesars Palace April 4-7, 2011

Sponsorship Prospectus

DEBBIE BUCK
D.B. & P. ASSOCIATES
CONFERENCE CHAIR



WWW.SASGLOBALFORUM.ORG

Table of Contents

About SAS® Global Forum.....	3
Conference Audience	3
2010 Conference Attendee Statistics	3
Conference Structure	4
Conference Location – Las Vegas.....	4
Sponsor at SAS® Global Forum.....	5
Benefits Include	5
Gold Sponsorship Package	6
Silver Sponsorship Package.....	7
Bronze Sponsorship Package	8
Supporting Sponsorship Package	8
Alliance Café Sponsorship Package.....	8
Academic Sponsor	9
A La Carte Opportunities	9
Fax Sheet	10
Terms and Conditions.....	11

SAS® Global Forum Is the Premier Event for SAS® Professionals Worldwide

Don't miss this opportunity to find out how SAS can transform your organization! Come to SAS Global Forum 2011 to network with more than 3,000 professionals and see how they use SAS to solve their key business problems.

About SAS® Global Forum

SAS Global Forum has offered unequalled educational and networking opportunities for the past 36 years. Attendees learn directly from a variety of thought leaders, including:

- Industry leaders who will tell their own customer success stories and offer insightful suggestions designed to show what works and what doesn't.
- Technology business leaders who will demonstrate and offer hands-on workshops on the latest SAS technologies for gathering, storing, analyzing and providing access to data to help make better business decisions.
- SAS experts who can show how SAS can take you beyond where you are today.
- Engaging keynote speakers who will share real-world examples of ways to improve an organization's bottom line.

For more information, please visit <http://www.sasglobalforum.org/2011>.

Conference Audience

Sponsoring SAS Global Forum 2011 means you are showing a highly qualified audience the unique value of your partnership with SAS, the world leader in business analytics software and services. Executive-level customers, as well as SAS professionals from around the globe and across all industries, attend the fee-based conference.

2010 Conference Attendee Statistics

- Approximately 3,000 executives, decision makers, academics and SAS professionals from companies across the globe came to Seattle.
- Thirty-eight percent were first-time attendees at the conference.
- There were 44 countries represented, with more than 22 percent of the attendees coming from outside the US; Canada came in at No. 1, with 6 percent of all non-US participants. Denmark, Brazil, Norway and the Netherlands were close behind.

Industry Breakdown	
Government:	14%
Education:	13%
Pharmaceuticals:	11%
Consulting and Systems Integration:	8%
Insurance:	6%
Health Care Providers:	6%

Conference Structure

To stay in the game and win, you need agile strategies, clear-sighted decision making and the ability to focus scarce resources in every area of your enterprise on the activities most likely to result in success. The presentations planned for SAS Global Forum 2011 will show attendees how SAS can help them to not only navigate today's challenges, but also capitalize on tomorrow's opportunities.

SAS® Technology Solutions

Presentations in these sections offer practical knowledge and helpful tips on how to overcome business problems:

- Application Development
- Business Intelligence and Analytics
- Code Doctors
- Coders' Corner
- Data Integration
- Data Mining and Text Analytics
- Hands-On Workshops
- Management
- Operations Research
- Planning and Support
- Posters
- Programming: Beyond the Basics
- Programming: Foundations and Fundamentals
- Reporting and Information Visualization
- SAS® Enterprise Guide® - Implementation and Usage
- Social Media and Networking
- Statistics and Data Analysis
- Systems Architecture and Administration

SAS® Industry Solutions

SAS industry solutions offer industry-specific software, domain expertise and data models designed to help businesses achieve objectives more quickly, with less risk and at a lower cost. Presentations in these sections are designed to show attendees how SAS technologies apply to specific industries:

- Banking, Financial Services and Insurance
- Customer Intelligence
- Health Care Providers and Insurers
- Pharma
- Retail
- Travel, Hospitality and Entertainment

Conference Location – Las Vegas

Las Vegas is pure electricity in the desert – a vibrant, neon cityscape that lights up the night sky and recharges the batteries of the millions of visitors who continuously seek out what it has to offer. Its dramatic architecture, nonstop entertainment and boundless opportunities to unwind or cut loose make Vegas a place where the extraordinary happens every day.

When it comes to business opportunities and experiences, no other city offers as great of a value proposition. Featuring the highest-quality and most cost-effective accommodations, dining and transportation, Vegas is the perfect setting to experience the extensive learning opportunities of SAS Global Forum.

The site of this year's forum, Caesars Palace defines luxury, style and service. With its boutique shops, excellent restaurants, lavish spa and pool, and top-notch entertainment venues, this resort hotel has it all. Of course, it's right in the heart of the action, so there are countless other great Vegas opportunities waiting for you within easy walking distance.

Can you feel the electricity in the air?

Sponsor at SAS® Global Forum and:

- Gain a variety of opportunities to raise your corporate profile.
- Participate in peer-to-peer networking with SAS professionals from around the globe.
- Make new contacts and foster existing relationships.
- Show you're a SAS partner who can offer specialized customer service, solutions and support.
- Demonstrate your solutions and services in the SAS Demo Area.

Benefits Include:

Branding/Recognition Before and During the Conference

Your organization will receive high-level exposure through conference communications, the SAS Global Forum 2011 website, the conference program and on-site signage.

Networking Opportunities

Attendees will exchange ideas, make new friends and renew conversations with colleagues at numerous hospitality events, including:

- Opening Night Dinner.
- Get Acquainted Reception.
- Kick Back Party.
- Networking Lunches.
- SAS Demo Area.

Complimentary Registrations

Sponsors will receive a designated number of complimentary conference registrations based on their participation levels.

Invitations

Sponsors, depending on their level, will have the opportunity to invite their customers or prospects to the conference via supplied e-mail invitations, including Sponsor logo.

List Usage

When attendees register for SAS Global Forum, they have the option to receive information from our Sponsors. Sponsors will receive the list of opt-in attendees for one-time usage for post-conference promotion purposes.

Gold Sponsorship Package Cost: US\$35,000

Speaking	Paper slot in Systems Architecture track (50 minutes). Decision due Dec. 10, 2010; abstract due Jan. 6, 2011. (Topic and content must be approved by SAS.)
List Usage	Complete opt-in conference attendee contact database for a one-time post-conference communication (hard copy or e-mail).
Branding	<ul style="list-style-type: none"> • Logo on signage at conference. • Logo listing and company description (150-word maximum) in conference program and on conference website with link to Sponsor home page. • Logo listed on slide at Technology Connection. • Full-page advertisement in conference program. Ad materials due Jan. 6, 2011. • Roll shade created and produced by SAS, with Sponsor logo and text highlighting key products/services to be placed at the Registration Area. Approval of text by SAS required. Dimensions and pictures available upon request.
Networking Opportunities	<ul style="list-style-type: none"> • Reserved lunch table with 10 passes at Wednesday Lunch (value \$550). • 10 Reserved seats at Opening Session and Technology Connection.
Social Media	Dedicated blog posting of joint customer interview to social media section on conference website. Content development created with Sponsor.
Invites	Custom HTML e-mail invitation, including Sponsor logo to recruit customers/prospects.
Passes	10 conference passes (Package No. 1) for SAS Global Forum and 10 passes* for SAS Global Forum Executive Conference; can be used for Sponsor staff and/or customers. SAS Global Forum passes valued at \$995 per pass. Invitations may not be extended to SAS competitors or other SAS Alliance members. <i>*Sponsor may invite customers and/or prospects of its choosing to the Executive Conference if customer attendees match title criteria of director, vice president, president or C-level.</i>
Exhibit Space	10'x20' booth space in Demo Area.
Lead Management	One (1) complimentary electronic lead retrieval unit provided for use in Demo Area.
Bag Insert	<ul style="list-style-type: none"> • A handout, with the purpose of directing attendees to Demo Area, can be included in each conference attendee bag. • Handout must be produced on 100 percent recycled paper. • Handout must be postcard size (5"x7") or ½ of an 8.5"x11" page. • Item must be approved by SAS, and final handouts must arrive at SAS by March 18, 2011. • Estimated quantity: 3,100
Closing Session Giveaway	Sponsor may provide a giveaway(s) of its choosing for distribution as a door prize at Closing Session. Item(s) will be collected on-site at conference.

Silver Sponsorship Package Cost: US\$20,000

List Usage	Complete opt-in conference attendee contact database for a one-time post-conference communication (hard copy or e-mail).
Branding	<ul style="list-style-type: none"> • Logo on signage at conference. • Logo listing on the conference website with link to Sponsor home page. • Logo listed on slide at Technology Connection. • One half-page ad in conference program. Advertisement due Jan. 6, 2011. • Roll shade created and produced by SAS, with Sponsor logo and text highlighting key products/services to be placed at the Registration Area. Approval of text by SAS required. Dimensions and pictures available upon request.
Networking Opportunities	8 Reserved seats at Opening Session and Technology Connection.
Invites	Custom HTML e-mail invitation, including Sponsor logo to recruit customers/prospects.
Passes	<p>8 conference passes (Package No. 1) for SAS Global Forum and 8 passes* for SAS Global Forum Executive Conference; can be used for Sponsor staff and/or customers. SAS Global Forum passes valued at \$995 per pass. Invitations may not be extended to SAS competitors or other SAS Alliance members.</p> <p><i>*Sponsor may invite customers and/or prospects of its choosing to the Executive Conference if customer attendees match title criteria of director, vice president, president or C-level.</i></p>
Exhibit Space	10'x10' booth space in Demo Area.
Lead Management	One (1) complimentary electronic lead retrieval unit provided for use in Demo Area.
Bag Insert	<ul style="list-style-type: none"> • A handout, with the purpose of directing attendees to Demo Area, can be included in each conference attendee bag. • Handout must be produced on 100 percent recycled paper. • Handout must be postcard size (5"x7") or ½ of an 8.5"x11" page. • Item must be approved by SAS, and final handouts must arrive at SAS by March 18, 2011. • Estimated quantity: 3,100
Closing Session Giveaway	Sponsor may provide a giveaway(s) of its choosing for distribution as a door prize at Closing Session. Item(s) will be collected on-site at conference.

Bronze Sponsorship Package Cost: US\$10,000

List Usage	Complete opt-in conference attendee contact database for a one-time post-conference communication (hard copy or e-mail).
Branding	<ul style="list-style-type: none"> • Logo on signage at conference. • Logo listing on the conference website with link to Sponsor home page. • Logo listed on slide at Technology Connection. • One quarter-page ad in conference program. Advertisement due Jan. 6, 2011.
Invites	Custom HTML e-mail invitation, including Sponsor logo to recruit customers/prospects.
Passes	5 conference passes (Package No. 1) for SAS Global Forum and 8 passes* for SAS Global Forum Executive Conference; can be used for Sponsor staff and/or customers. SAS Global Forum passes valued at \$995 per pass. Invitations may not be extended to SAS competitors or other SAS Alliance members. <i>*Sponsor may invite customers and/or prospects of its choosing to the Executive Conference if customer attendees match title criteria of director, vice president, president or C-level.</i>
Exhibit Space	10'x10' booth space in Demo Area.
Lead Management	One (1) complimentary electronic lead retrieval unit provided for use in Demo Area.

Supporting Sponsorship Package: US\$3,500

Branding	<ul style="list-style-type: none"> • Logo on signage at conference. • Sponsor logo listing on the conference website with link to Sponsor home page. • Logo listed on slide at Technology Connections. • Additional branding is only permissible on bean bag, signature drink and roll shade.
Passes	1 conference pass (Package No. 1) for SAS Global Forum. Can be used for Sponsor staff and/or customer. SAS Global Forum passes valued at \$995 per pass. Invitations may not be extended to SAS competitors or other SAS Alliance members.

Alliance Café Sponsorship Package Cost: US\$5,000

To sponsor in the Alliance Café, an organization must be a member of the SAS Alliance.

Branding	<ul style="list-style-type: none"> • Signage panel with company logo. • Sponsor logo listing on the conference website with link to Sponsor home page.
Passes	3 conference passes (Package No. 1) for SAS Global Forum. Can be used for Sponsor staff and/or customers. SAS Global Forum passes valued at \$995 per pass. Invitations may not be extended to SAS competitors or other SAS Alliance members.
List Usage	Complete opt-in conference attendee contact database for a one-time post-conference communication (hard copy or e-mail).
Lead Management	One (1) complimentary electronic lead retrieval unit provided for use in Demo Area.
Demonstration Pedestal	A 3'x3' pedestal complete with power, Internet connection, LCD display, keyboard and mouse, with logo displayed on back wall of pedestal, will be provided.

Academic Sponsor

Exhibit Space US\$1,000 (Four Available)	Pedestal in Demo Hall for academic institutions. Academic institution must be a degree-granting institution. Pedestal comes complete with power, LCD display, Internet connection, keyboard and mouse. A picture and dimensions can be provided upon request.
Passes	Two conference passes (Package No. 1) for SAS Global Forum 2011.

A La Carte Opportunities

Room Drop US\$5,000 (Multiple Available)	Opportunity to distribute a piece of collateral or a giveaway to each conference attendee's guest room. The room drop will be available only at the conference headquarters hotel, Caesars Palace, and will be distributed to more than 1,500 attendees. Content to be approved by SAS.
Evening Hospitality Event US\$3,000 (Multiple Available) <i>**SAS will provide \$500 credit toward food and beverage. Any AV or additional catering needs are at the cost of the vendor and will need to be arranged directly with convention services.</i>	Hospitality room will be provided for Sponsor to host a function at SAS Global Forum (room holds 50 people for a standing reception). Space will be allocated on a first-come, first-served basis. Space will be at Caesars Palace. Time slots available are Tuesday or Wednesday, 6-9 p.m. Attendee list for conference will be provided to Sponsor two weeks prior to the conference for Sponsor to identify customers to be invited to Sponsor's event.
Wireless and Internet Café US\$2,500 (One Available)	Sponsor Internet Café as well as wireless Internet access throughout Caesars Palace at SAS Global Forum 2011. Signage will be provided with your company logo as well as on each computer's splash screen. Sponsor may provide mouse pads if desired.
Beanbag Chairs US\$5,000 (One Available)	25-30 beanbag chairs with your logo, scattered as seating throughout Caesars Palace. Decision deadline is Dec. 1, 2010. <i>Sponsor may keep the beanbag chairs after the conference. SAS will not be responsible for shipping beanbag chairs after the conference.</i>
T-Shirt US\$7,500 (One Available)	Sponsor logo added to the sleeve of the conference T-shirt that is handed out to all conference attendees (approximately 3,100). Decision deadline is Dec. 10, 2011.
Conference Bag US\$7,500 (One Available)	Sponsor logo added to the conference bag that is handed out to all conference attendees (approximately 3,100). Sponsor will have the opportunity to review placement of the logo on the bag. Decision deadline is Dec. 10, 2010.
Roll Shade US\$1,500 (Five Available)	Roll shade created and produced by SAS, with Sponsor logo and text highlighting key services to be placed at the Registration Area or in convention center main hallways. Approval of text by SAS required. Dimensions and pictures available upon request. Deadline for content due Jan. 28, 2011.

Please check which items you are purchasing.

Sponsorship Packages:

- Gold Sponsor Package US\$35,000
- Silver Sponsor Package US\$20,000
- Bronze Sponsor Package US\$10,000
- Supporting Sponsor Package US\$3,500
- Alliance Café US\$5,000
- Academic Pedestal US\$1,000

Other Sponsorship Opportunities:

- T-Shirt US\$7,500
- Conference Bag US\$7,500
- Beanbag Chairs US\$5,000
- Room Drop US\$5,000
- Wireless/Internet Café US\$2,500
- Evening Hospitality Event US\$3,000
- Roll Shade US\$1,500

Total Cost _____

(package + other options)

Organization Name _____

Organization Contact _____

Address _____

City _____

State _____ ZIP _____

Phone Number _____ Fax Number _____

E-mail _____

Payment Information

(Please include payment for total amount)

Check (payable to SAS Institute Inc.)

Checks should be mailed to:

Nancy Rudolph
SAS Institute World Headquarters
SAS Campus Drive
Cary, NC 27513

Purchase Order

Purchase Order # _____

Credit Card

To pay by credit card, please refer to your SAS Institute invoice number and access the following secure site: <https://www.sas.com/paysas>

Fax to: 919-677-4444 Attn: Nancy Rudolph

The attached Terms and Conditions are an integral part of this Exhibitor/Sponsor Agreement. Please review, sign and fax to Nancy Rudolph.



Exhibitor/Sponsor Agreement Terms and Conditions

In consideration of SAS Institute Inc. ("SAS") accepting the participation of Exhibitor/Sponsor at SAS Global Forum 2011 ("SAS Global Forum") and other good and valuable consideration, the receipt and legal sufficiency of which is expressly acknowledged, Exhibitor/Sponsor acknowledges and agrees to the following:

1. Acceptance. Exhibitor/Sponsor's participation in SAS Global Forum is subject to acceptance by SAS. SAS may withdraw its acceptance at any time for any reason by providing a refund to Exhibitor/Sponsor of the total Exhibitor/Sponsor fees paid by Exhibitor/Sponsor. SAS makes no warranties concerning SAS Global Forum, specifically including, but not limited to, the number or types of attendees. The exhibit dates, hours, and venue may be modified upon thirty (30) days' prior written notice to Exhibitor/Sponsor.

2. Cancellation and Termination.

a. Cancellation. SAS may cancel all or any part of SAS Global Forum for any reason, including, but not limited to, natural or public disaster, act of God, venue construction, insufficient participation, or government regulation. In the event of cancellation of SAS Global Forum by SAS, SAS will refund to Exhibitor/Sponsor all Exhibitor/Sponsor fees already paid by Exhibitor/Sponsor, after which Exhibitor/Sponsor will have no further recourse against SAS.

b. Termination by Exhibitor/Sponsor. Termination by Exhibitor/Sponsor must be in writing and will be effective upon receipt by SAS. SAS shall not be obligated to refund any fees paid by Exhibitor/Sponsor upon such termination by Exhibitor/Sponsor.

c. Termination by SAS. SAS may terminate Exhibitor/Sponsor's participation in SAS Global Forum if Exhibitor/Sponsor violates any of the terms and conditions hereof and fails to cure such violation within five (5) days of receipt of notice (whether oral or written) from SAS concerning such violation.

3. Limitation of Liability. UNDER NO CIRCUMSTANCES WILL SAS, ITS AFFILIATES, THE OWNERS AND/OR OPERATORS OF THE SAS GLOBAL FORUM VENUE (ALL OF THE FOREGOING BEING COLLECTIVELY REFERRED TO HEREIN AS THE "SAS GLOBAL FORUM PROVIDERS"), OR THE OFFICERS, DIRECTORS, EMPLOYEES, OR AGENTS OF ANY OF THE FOREGOING BE LIABLE FOR LOST PROFITS OR OTHER INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL, PUNITIVE, OR RELIANCE DAMAGES (WHETHER ARISING IN CONTRACT OR TORT), WHETHER OR NOT THE SAS GLOBAL FORUM PROVIDERS HAD BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. NOTWITHSTANDING ANY OTHER PROVISION HEREIN TO THE CONTRARY, THE MAXIMUM TOTAL AMOUNT EXHIBITOR/SPONSOR MAY RECOVER FOR ANY AND ALL CLAIMS RELATING TO MATTERS COVERED BY THESE TERMS AND CONDITIONS OR RELATING IN ANY MANNER TO SAS GLOBAL FORUM IS LIMITED TO THE TOTAL EXHIBITOR/SPONSORSHIP FEES ACTUALLY PAID BY EXHIBITOR/SPONSOR. SOME STATES DO NOT ALLOW LIMITATIONS OF LIABILITY, SO CERTAIN OF THESE LIMITATIONS MAY NOT APPLY; HOWEVER, THEY APPLY TO THE GREATEST EXTENT PERMITTED BY LAW. THE PROVISIONS OF THIS SECTION 3 SURVIVE THE TERMINATION OR EXPIRATION OF THIS EXHIBITOR/SPONSOR AGREEMENT.

4. Indemnification. Except to the extent that SAS Global Forum Providers are statutorily responsible, Exhibitor/Sponsor agrees to defend, indemnify, and hold harmless the SAS Global Forum Providers and those lawfully in SAS Global Forum venue from and against any claim, loss, liability, or damage suffered due to Exhibitor/Sponsor construction or maintenance of an unsafe exhibit, the negligence or misconduct of Exhibitor/Sponsor or its agents, or Exhibitor/Sponsor's breach of these terms and conditions. The provisions of this Section 4 survive the termination or expiration of this Exhibitor/Sponsor Agreement.

5. Insurance. In connection with its participation in SAS Global Forum, Exhibitor/Sponsor shall provide and maintain the following minimum amounts of insurance for as long as necessary to cover any liability associated with SAS Global Forum: (a) Automobile Liability Insurance of \$1,000,000.00

per occurrence/aggregate combined single limit for bodily injury/property damage, including hired and non-owned vehicles; (b) Worker's Compensation Insurance sufficient to meet statutory liability limits; (c) Employer's Liability Insurance with minimum limits of \$500,000.00 each occurrence for accident and disease; and (d) Commercial General Liability insurance with coverage on a primary, non-contributing, occurrence basis including premises/operations coverage (including medical payments personal injury coverage, and bodily injury and property damage coverage) with minimum limits of \$2,000,000.00 each occurrence, \$2,000,000.00 aggregate. SAS shall be named as an additional insured on the General Liability policies. Not less than two (2) weeks prior to SAS Global Forum, Exhibitor/Sponsor shall provide SAS with a standard Certificate of Insurance showing evidence of all insurance required hereby. All policies shall provide that no cancellation or material change will be effective without at least thirty (30) days' prior written notice to SAS. The requirements of this Section 5 shall not apply to Alliance Café, Supporting, and Academic Exhibitor/Sponsors.

6. Release. Exhibitor/Sponsor acknowledges that SAS Global Forum may be reproduced or recorded and authorizes SAS and its designees to record, transcribe, modify, or reproduce and distribute in any form (whether now known or hereafter developed) and for any purpose any such recording of SAS Global Forum and agrees to execute any additional releases presented by SAS, its licensees, or permittees. Exhibitor/Sponsor hereby releases SAS and its designees from and waives all claims it or its employees or agents may possess, now or in the future, in connection with such activity, and specifically waives any statutory restriction on waivers or future claims.

7. Assignment and Use of Space.

a. Benefits and License. If selected, available and paid for by Exhibitor/Sponsor, SAS will provide exhibit space ("Space") at SAS Global Forum for Exhibitor/Sponsor to display its qualified products and services ("Exhibit") in the Space. If applicable, the Exhibitor/Sponsor fee includes the use of the Space and any of the benefits as specified herein.

b. Space Assignment. The SAS Global Forum Providers will assign the Space to Exhibitor/Sponsor. The SAS Global Forum Providers reserve the right to change or modify the Space at any time. The Space is for Exhibitor/Sponsor's use only, and Exhibitor/Sponsor may not assign or sublease any portion of the Space (including to an affiliated company) without SAS' prior written consent. Exhibitor/Sponsor must fully occupy the Space and provide displays and equipment meeting SAS' standards.

c. Own Risk. Exhibitor/Sponsor shall have sole responsibility for any loss of its equipment, materials, or proprietary information, or any loss relating to any subrogation claims by its insurers. Persons visiting, viewing, or otherwise participating in the Space shall be deemed invitees of Exhibitor/Sponsor and not those of the SAS Global Forum Providers.

8. Third Party Contractors. The SAS Global Forum Providers may require Exhibitor/Sponsor to use designated third-party contractors ("Designated Contractors") for certain services or for certain exhibit and SAS Global Forum related activities. Exhibitor/Sponsor agrees to use such Designated Contractors when requested. Designated Contractors and third-party vendors serving SAS Global Forum act solely as independent contractors and Exhibitor/Sponsor acknowledges and agrees that the SAS Global Forum Providers are not responsible for the performance, acts, or omissions of the Designated Contractors.

9. Compliance with Laws and Rules.

a. Laws and Rules. Exhibitor/Sponsor shall comply with all applicable laws, regulations, and ordinances in connection with its participation at SAS Global Forum, including, but not limited to, (i) compliance with all rules of the SAS Global Forum venue and any relevant labor union; (ii) construction of the Exhibit in compliance with all applicable laws and regulations (including, but not limited to, the ADA and its local equivalence); and (iii) the SAS Global Forum Guidelines for Participation.

b. Third Party Proprietary Rights. Exhibitor/Sponsor will not violate the proprietary rights of third parties in connection with its participation in SAS Global Forum.

c. Taxes and Licenses. Exhibitor/Sponsor shall be solely responsible for obtaining any licenses and permits, and payment of all taxes (including, but not limited to, sales and

use taxes), license fees, or other charges applicable to its participation in SAS Global Forum.

10. Trademarks. Exhibitor/Sponsor hereby grants to SAS a limited, non-exclusive, non-transferable, royalty free right to use the Exhibitor/Sponsor's trademarks, trade names, service marks, and logos (collectively, "Exhibitor/Sponsor trademarks") only for the limited purposes of advertising and promoting Exhibitor/Sponsor's participation in SAS Global Forum. All use of the Exhibitor/Sponsor trademarks by SAS hereunder shall inure to the benefit of Exhibitor/Sponsor.

11. Miscellaneous. When accepted by SAS, this Exhibitor/Sponsor Agreement will constitute the entire agreement between Exhibitor/Sponsor and SAS concerning the subject matter hereof, and may only be modified in a writing signed by both parties. This Exhibitor/Sponsor Agreement supersedes and replaces any and all prior agreements, communications, and understanding (both written and oral) regarding the subject matter hereof. No failure of either party to exercise or enforce any of its rights herein will act as a waiver of such rights. The parties to this Agreement are independent contractors. There is no relationship of partnership, joint venture, employment, franchise, or agency between the parties. Neither party has the power to bind the other or incur obligations on the other's behalf without the other's prior written consent. If any provision of this Exhibitor/Sponsor Agreement is found invalid or unenforceable, that provision will be enforced to the maximum extent permissible, and other provisions of this Exhibitor/Sponsor Agreement will remain in full force and effect. This Exhibitor/Sponsor Agreement will be governed by and construed in accordance with the laws of the State of North Carolina, except the portions thereof applicable to conflicts of law. The titles of the various sections of this Exhibitor/Sponsor Agreement are used for convenience of reference only and are not intended to and shall not in any way enlarge or diminish the rights or obligations of the parties or affect the meaning or construction of this Exhibitor/Sponsor Agreement.

SAS may provide a copy of this agreement as fully-executed to members of the Executive Board of SAS Global Forum.

12. English Language. The parties acknowledge that they have requested that this Agreement and all notices and documents relating hereto be drawn up in the English language. Exhibitor/Sponsor represents and warrants to SAS that that the information supplied above is complete and correct and the person who signs below is authorized by Exhibitor/Sponsor to execute this Exhibitor/Sponsor Agreement and bind Exhibitor/Sponsor to the terms and conditions hereof.

Authorized Exhibitor/Sponsor representative

Signature _____

Date _____

Printed Name _____

Title _____

Return your completed Exhibitor/Sponsor Agreement

to:

SAS Institute Inc.
Attn: SAS Global Forum Sponsorships Manager
Nancy Rudolph
SAS Campus Drive
Cary, NC 27513
Phone 919-531-7665
Fax 919-677-4444