



2012 Orlando Florida

April 22 - 25, 2012

Walt Disney World Swan and Dolphin Resort



Wayfinder Prospectus

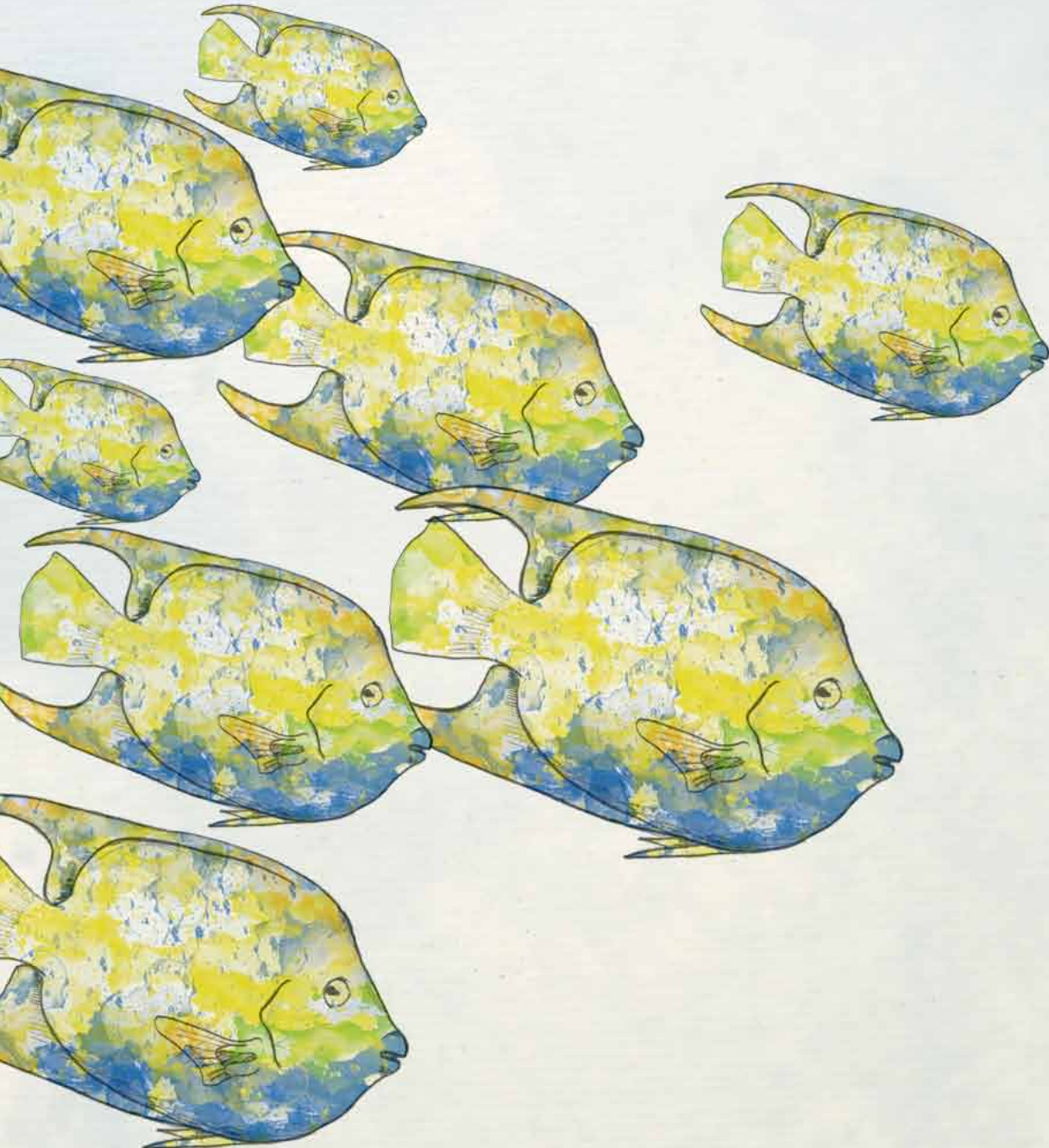
Andrew T. Kuligowski

CONFERENCE CHAIR



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About SAS® Global Forum

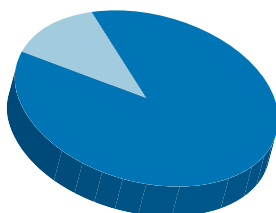
The premier event for SAS professionals worldwide, SAS Global Forum has been offering unequalled educational and networking opportunities for the past 37 years. www.sasglobalforum.org

Attendees receive the highest level of customized training from SAS experts, the chance to connect and share ideas with more than 3,000 SAS professionals from all industries and the opportunity to learn how to apply the latest SAS solutions for better, faster and more profitable decisions.

2011 SAS® Global Forum Users Conference Statistics

SAS® GLOBAL FORUM 2011
PERCENTAGE OF ATTENDEES BY TITLE

Managers and Executives	13%
Technical Professionals	87%



SAS® GLOBAL FORUM 2011 – PERCENTAGE OF ATTENDEES BY INDUSTRY

Education	14%
Health Care	12%
Government	11%
Pharmaceuticals	9%
Banking	9%
Services	7%
Other	7%
Financial Services	5%
Insurance	5%

High Tech	4%
Retail	3%
Clinical Research	3%
Telco and Service Providers	2%
Biotechnology	2%
Utilities	2%
Hospitality and Entertainment, Manufacturing, Media, Medical Devices, and Transportation	1% each

SAS® GLOBAL FORUM 2011 – PERCENTAGE OF ATTENDEES BY FUNCTION

IT Information Services	20%
Research and Development	16%
Medical/Health Care	11%
Education (Teaching and Research)	10%
Government/Military	7%
Finance	7%
Marketing	7%
Risk	4%
Development Research (Drug, Biologics or Medical Devices)	4%

Operations	3%
CRM/Database Marketing	3%
Sales	2%
Administrative	2%
Quality	1%
Campaign Management	1%
Engineering	1%
Education (Administrative)	1%

Stand out in the crowd!

Wayfinder kiosks are an ideal way of promoting your brand during SAS Global Forum 2012.

These self-service, interactive kiosks will be located throughout the conference space, providing attendees with everything they need to know about what's happening at SAS Global Forum – from the latest announcements and social media updates to details about training, papers, presentations, Sponsor locations and SAS demos.

As a Sponsor of a wayfinder kiosk, you can take advantage of this prime advertising real estate! Your company name and message will have a constant presence throughout the conference and be in front of thousands of attendees.

Wayfinder Kiosk Sponsorship Opportunities:

1. An Individual Wayfinder Kiosk: \$7,500 Each or All Four Wayfinder Kiosks: \$22,500 (Buy three, get one free!)

- a. Includes front header panel branding. The size of front header panel is 42 1/2" x 51".
- b. Logo to appear on the interactive screen in the top right corner. The size of the image is 205 x 120 pixels and the file format needed is .jpg, .gif or .eps.
- c. Advertisement on the top 52-inch monitor. Sponsor may have logo or video. The logo may be up to 390 x 235 pixels and can be .jpg, .gif or .eps. The video can be up to 15 seconds and any standard format is supported.
- d. Back wall panel advertisement. The size of back wall panel is 38 1/8" x 57".

Logo due April 2, 2012.

2. Individual Interactive Monitor Ad: \$1,500

- a. Logo to appear on the interactive screen in the top right corner. The size of the image is 205 x 120 pixels and the file format needed is .jpg, .gif or .eps.
- b. Available for multiple Sponsors.

Logo due April 2, 2012.

For more information on wayfinder kiosk sponsorship opportunities, contact: sgfsponsorships@sas.com.

Learn more about the [wayfinder kiosks](#).

Sponsorship Registration Form

Please check which items you are purchasing.

Sponsorship Packages:

- Wayfinder Kiosk US\$7,500
- All Four Wayfinder Kiosks US\$22,500
- Individual Interactive Monitor Ad US\$1,500

Total Cost: _____

Organization Name _____

Organization Contact _____

Address _____

City _____

State _____ ZIP _____

Phone Number _____

Fax Number _____

Email _____

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

SAS will issue you a SAS Institute invoice number. Once the invoice is issued, Nancy Rudolph will send you the secure website address to make your payment online.

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

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

Sponsor Agreement Terms and Conditions

In consideration of SAS Institute Inc. ("SAS") accepting the advertising opportunity of Sponsor at SAS Global Forum 2012 ("SAS Global Forum") and other good and valuable consideration, the receipt and legal sufficiency of which is expressly acknowledged, Sponsor acknowledges and agrees to the following:

1. **Acceptance.** Sponsor's advertising opportunity at 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 Sponsor of the total Sponsor fees paid by 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 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 Sponsor all Sponsor fees already paid by Sponsor, after which Sponsor will have no further recourse against SAS.

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

c. **Termination by SAS.** SAS may terminate Sponsor's advertising opportunity at SAS Global Forum if 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 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 SPONSORSHIP FEES ACTUALLY PAID BY 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 SPONSOR AGREEMENT.

4. **Indemnification.** Except to the extent that SAS Global Forum Providers are statutorily responsible, 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 Sponsor's negligence or misconduct of Sponsor

or its agents, or Sponsor's breach of these terms and conditions. The provisions of this Section 4 survive the termination or expiration of this Sponsor Agreement.

5. **Release.** 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. 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.

6. **Assignment and Advertisement Space.**

a. **Benefits and License.** If selected, available and paid for by Sponsor, SAS will provide Wayfinder Kiosk advertisement space ("Space") at SAS Global Forum for Sponsor to promote its qualified products and services ("Advertisement") on the Space. If applicable, the Sponsor fee includes the use of the type of Space and any associated benefits as specified herein.

b. **Space Assignment.** The SAS Global Forum Providers will assign the Space to Sponsor based on the chosen sponsorship opportunity specified herein. All Advertisement material must be pre-approved by SAS. The SAS Global Forum Providers reserve the right to change or modify the Space at any time. The Space is for Sponsor's advertisement use only, and Sponsor may not assign or sublease any portion of the Space (including to an affiliated company) without SAS' prior written consent. Sponsor must provide Advertisement meeting SAS' standards. SAS reserves the right to restrict, prohibit, and/or remove Advertisements which are defamatory, an infringement of the rights of SAS, SAS Global Forum Providers, or any third party, or otherwise objectionable as determined by SAS. In the event of such restriction or removal, SAS is not liable for any refund of any amount paid hereunder. Sponsor is solely responsible for obtaining all rights necessary to legally operate the Advertisement on the Space. 8. Third Party Contractors. The SAS Global Forum Providers may require Sponsor to use designated third-party contractors ("Designated Contractors") for certain services or for certain exhibit and SAS Global Forum related activities. 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 Sponsor acknowledges and agrees that the SAS Global Forum Providers are not responsible for the performance, acts, or omissions of the Designated Contractors.

7. **Compliance with Laws and Rules.**

a. **Laws and Rules.** Sponsor shall comply with all applicable laws, regulations, and ordinances in connection with its advertising opportunity at SAS Global Forum

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

c. **Taxes and Licenses.** 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.

8. **Trademarks.** Sponsor hereby grants to SAS a limited, non-exclusive, non-transferable, royalty free right to use the Sponsor's trademarks, trade names, service marks, and logos (collectively, "Sponsor trademarks") only for the limited purposes of advertising and promoting Sponsor's participation in SAS Global Forum. All use of the Sponsor trademarks by SAS hereunder shall inure to the benefit of Sponsor.
9. **Miscellaneous.** When accepted by SAS, this Sponsor Agreement will constitute the entire agreement between Sponsor and SAS concerning the subject matter hereof, and may only be modified in a writing signed by both parties. This 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 Sponsor Agreement is found invalid or unenforceable, that provision will be enforced to the maximum extent permissible, and other provisions of this

Sponsor Agreement will remain in full force and effect. This 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 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 Sponsor Agreement.

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

10. **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. Les parties reconnaissent qu'elles ont requis que la presente convention et tous avis ou documents qui y sont afferents soient rediges en langue anglaise. 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 Sponsor to execute this Sponsor Agreement and bind Sponsor to the terms and conditions hereof.

Authorized Sponsor representative

Signature _____

Date _____

Printed Name _____

Title _____

Return your completed 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

