

SAS[®] Users Group International Paper Presentation Guidelines

SUGI 30



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SAS® Users Group International Paper Presentation Guidelines

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Deadlines for Authors

This booklet contains valuable information on preparing your SUGI presentation and requirements for preparing your paper for the conference *Proceedings*. Please take special notice of the dates and deadlines listed below.

Again this year, the paper template is one-column instead of two-columns, and a PDF of your final paper is required rather than a PostScript file.

December 8, 2004: a signed Copyright Grant or Copyright Grant Delay Form is due to SAS.

You are required to sign a Copyright Grant, and it must be received by SAS before your paper can be included in the *Proceedings*. Signing this agreement grants a nonexclusive right to SAS to publish your paper [on behalf of SUGI] in the *SUGI Proceedings* and to reproduce your paper in sales and marketing literature. Also, by signing this agreement, you confirm that you have the approval to attend SUGI and present your accepted paper.

If you must put your Copyright Grant through an approval process, please forward a signed Copyright Grant Delay Form to SAS. It also confirms that you have approval to attend SUGI and present your accepted paper. Your signed Copyright Grant will then be due on or before February 4, 2005.

Please mail the appropriate form to the attention of Mary McLeod at SAS at the address printed on the Copyright Grant. You will receive an e-mail message confirming receipt of your form.

February 4, 2005: a PDF of your final paper is due.

You are required to upload a PDF of your final paper at the URL where your paper was originally submitted: <http://sugi30.confnav.com/c4p>. (If you cannot log on because you have forgotten your userid and password, please call the SUGI hotline at 919.531.5000 for assistance.)

You must name your PDF using the paper number provided to you in the electronic letter you received that contained your presentation schedule.

For example:

201-30.pdf

Please see **PDF File Preparation** and **Providing Your Final PDF File** in Section IV for complete details.

April 10, 2005

You are required to attend a paper presenters' meeting at 1:00 p.m. in Ballroom A of the Pennsylvania Convention Center. At this meeting, you will meet your section chair and session coordinators, receive final instructions for your presentation, and have the opportunity to load your SAS or PowerPoint application on the laptop provided for your section. (Note: SAS 8.2 is the only version of SAS that will be loaded on the laptop.)

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I. Presentation Guidelines

SUGI provides these guidelines to help you plan, write and execute your presentation. You may, of course, apply these tips to any presentation you give.

If you will not be able to attend SUGI as scheduled, notify your section chair immediately. Try to arrange for someone else to present your paper.

An online projector, lavalier microphone, podium microphone, and a light pointer are standard equipment in every meeting room. In addition, if you want the capability to patch the audio from a computer or tape recorder into the meeting room public address system to provide sound effects during your talk, please let your section chair know as soon as possible..

Planning Your Presentation

- Be sure you are familiar with the SUGI policies outlined in **SUGI Guidelines for Participation**. (See Part 2 of this booklet.)
- Prepare your presentation early.
- Check with your section chair if you are unsure of the time allotted for your presentation. Contributed papers should be presented in twenty minutes, which includes answering questions. Invited speakers have fifty minutes total.
- Keep in mind that a regular, double-spaced, typed page takes two to three minutes to present.
- State your message in a twenty-word telegram. This will help you organize your thoughts and keep your presentation on target.
- Know your audience. Are you addressing experts or novices? Address them in language they can understand. They will remember your message longer.
- Reinforce key ideas from your message with slides, charts or graphs.
- Plan your slides first, then write your paper.
- Use slides as headings and subheadings to guide your audience. Your speech carries the message, your slides enhance it.
- Scale your visuals for presentation in a large hotel conference room that seats about 300-500 people.

Referring to SAS

- Be sure you use SAS' trademarks correctly. (Refer to **Trademark Guidelines** in Part 1, Section II, **Guidelines for Writing Your SUGI Paper**.) You should follow SAS' trademark guidelines in your presentation, slides and handouts as well as in your written text for the *Proceedings*.
- Never refer to the product or company as S-A-S, pronouncing each letter. Instead, the name is simply one syllable and rhymes with "lass."
- SAS is no longer considered an acronym for anything.

- Use the correct product names, training course titles, manual titles, and so on. Do not abbreviate: for example, do not say *FSP User's Guide* or *FSP UG*, instead say *SAS/FSP User's Guide*.

Preparing Your Presentation

- See Part 1, Section II, **Guidelines for Writing Your SUGI Paper** for detailed instructions on writing your paper.
- Include an opening, a body and a conclusion in your paper. If you do not get the audience's attention early, people may decide to go to another session. Your opening should be concise and your purpose clearly stated.
- Prepare notes for your talk that complement your slides—do not repeat what is contained on the slides. The audience can read slides silently faster than you can read them orally.
- Prepare a PostScript file of your paper according to the guidelines in Section IV, **Preparing Your Paper for the Proceedings**.
- Mail your signed Copyright Grant to SAS. **Deadlines for Authors** is on page 5.
- Use handouts to supplement your oral presentation. Handouts should not be photocopies of your camera-ready paper, but rather they should show source code, macros, and/or printouts not appropriate for slides. See Part 1, Section VII, **Handout Policy**, and Part 2, **SUGI Guidelines for Participation**, for details on how to prepare them.
- Do not depend on handouts to support you and do not read your speech. If you want your audience to have something to follow while you talk, give them an outline of your major points with space under each topic where they can take notes. This type of outline is good for you to follow in making your presentation: it keeps you on track without tempting you to read your speech.
- Hold the audience's attention by asking questions about a slide and then explaining the answers.
- Use simple English. Your audience will grasp your message more quickly.
- Repeat key points often; remember your audience is listening to your speech, not reading it.
- Make clear transitions between topics to avoid confusion.
- Use statistics and numbers wisely. They can be important factors in making a point, but should not be used to confuse the issue. Too many statistics can cause people to forget the important numbers you want them to remember.
- Focus on the problem, your approach, and the results of your experience. Point out how your techniques can be used for other applications.
- Place your paper in a historical context. Give credit to previous authors who have dealt with related topics at previous SUGI conferences or elsewhere.
- Conclude your presentation by reinforcing your opening theme. Answer any questions you raised in your opening, and repeat any basic thought you want your audience to remember.
- Use a closing slide to help you sum up main points.

Preparing Slides and Visuals

- See Part 1, Section IV, **Preparing Your Paper for the Proceedings**, and Section V, **Visual Guidelines**, for more detailed instructions.
- Follow SAS' trademark and logo guidelines. (Refer to **Trademark Guidelines** in Part 1, Section II, **Guidelines for Writing Your SUGI Paper**.)
- Use a mixture of word slides, flow charts, and output. Images such as screen captures can be used to show the product's application in the workplace.
- Limit the text in your presentation to the main concepts. The text should summarize in a few words what you present verbally. Use only graphics relevant to your topic that help convey your message.
- Be sure slides will be legible from the back row of a meeting room that seats about 300-500 people. One way to simulate how your slides will appear during a SUGI presentation to the audience 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 CRT on which your slides are being displayed.
- Computer printout is too small to be seen clearly on a slide in a large meeting room. Use a handout instead of a slide, or break the material up and show it in several slides.
- Avoid vertically (portrait) mounted slides. They often bleed off the top or bottom of the screen.

Using Slides and Visuals

- Keep the attention of the audience by using only one idea per slide.
- If you're planning to use PowerPoint slides, be sure to bring a back-up diskette and back-up hard copy transparencies of your slides.
- If you're planning to use 35mm slides, let your section chair know as soon as possible. Normally, 35mm slide projectors are not provided as standard equipment. Carry your slides with you on the plane, and pack a duplicate set of slides in your suitcase. Plan to take your own carousel with you to the conference. Your slides can slip in their mounts if you carry them in the carousel. It would be better to load them into the tray after you arrive.
- Limit the information on charts to the most important facts. If a chart must be on the screen for several minutes, it is too complicated to see or understand.
- Try to use one slide per minute. There is not a required number of slides to use for a presentation, however, this is a good rule of thumb.

Practicing Your Presentation

- Practice your speech aloud, speaking clearly and distinctly. Remember, how you say it is just as important as what you say.
- Practice your presentation in a training center or classroom (or the Speaker Rehearsal Rooms at SUGI) using the equipment you plan to use
- Time your presentation. Be sure not to go over the time allotted for your speech. Allow for the loss of at least one minute of your time for being introduced.
- Memorize the opening and conclusion of your presentation. The opening and the conclusion are critical, especially if you will be using slides for the body of your presentation.
- Practice your presentation in front of co-workers. Ask for feedback, both positive and negative.
- Videotape your presentation, if possible, to see where you may need to polish your delivery.

Preparing for Your Presentation at SUGI

- Attend the Sunday paper presenter meeting. At that time, you will meet your section chair and session coordinator, receive final instructions for your presentation, and have the opportunity to load your PowerPoint presentation on the laptop provided for your section. While at this meeting, inform your section chair and session coordinator of your hotel and room number.
- Make sure you know exactly when and where your presentation will be, and arrive at least ten minutes early. Let the session coordinator know you are there.
- If you are using 35mm slides, set them up before you arrive. Give your slides to the session coordinator running the projector as you arrive. Check that your slides are in the proper order and not upside down or backward.
- Practice your talk in the Speaker Rehearsal room. Check your program for location.
- Practice with the microphone on. Make sure you are comfortable using the mike. Ask someone to listen to your voice.
- Practice speaking loudly and slowly enough to be heard in the back of the meeting room.
- Use a pointer to focus on something in particular on a slide. Make sure you have a pointer before you begin; the screens are large.
- Remember that the session coordinator is there to help you. For example, the coordinator will turn the projector on and off and dim the lights.

Making Your Presentation

- Stand at the podium if possible. This allows the audience a clear view of both the screen and you. If you are using overheads, make plans to have an assistant (session coordinators can help if necessary) display your overheads for you. A remote control for the 35mm-slide projector will be available at the podium.

- Begin by thanking the moderator, then go directly into your prepared introduction. At this point, you will probably be nervous, so do not try anything candid or spontaneous. You may be embarrassed unnecessarily. Only say what you are prepared to say.
- Stay aware of the time remaining during your presentation (the moderator will assist you with time flash cards). The moderator will stop your presentation when the allotted time is used. You will not be allowed to continue beyond your allotted time.
- Keep your audience in mind. Address them as *you*, and include them in your comments as often as possible.
- Do not turn around and read your slides to the audience. They can read. Also, if you turn around it appears as if what is on the slide is a surprise to you. Finally, turning your back decreases the audience's ability to hear you.
- Thank your audience for their attention when concluding your presentation, and leave about five minutes to answer their questions while you are at the podium.
- Stay for the entire session, both for courtesy and accessibility. In many sessions, a discussion period is allowed at the end of the session for extended questions on any of the papers.

Answering Questions about Your Presentation

- Allow about five minutes to take questions from your audience. You do not want to quit talking and leave. An exchange of questions and answers makes you appear more knowledgeable.
- Try not to be nervous. All speakers get questions from their audiences, and you should take it as a compliment that your listeners want to know more about your ideas. Make sure that you appear open, your voice does not sound defensive, and your arms are not crossed in front of you. Be natural.
- Do not interrupt questioners before they finish their questions. Listen carefully. Sometimes your answer does not have to be anything more than a yes or no and a short explanation. Give questioners the benefit of the doubt and treat them with respect.
- Repeat each question you receive for everyone to hear. This benefits the entire audience and gives you a few more seconds to mentally prepare each answer.
- Do not bluff if you do not know the answer to a question. The audience will sense that you are uncomfortable. Simply say that you are not able to answer that question right now, but offer to take the person's name and number after your presentation so that you can reach him or her with the answer later. Be congenial and open.
- Linger a few extra minutes (at the back of the room) after stepping down from the podium to be accessible for more questions and to take the names and numbers of people to whom you promised a reply.

II. Guidelines for Writing Your SUGI Paper

General

Think of your audience as you plan your paper. Although your presentation can be conversational in tone, your published paper should be more formal.

- Write in the second person. That is, use *you* and *your* rather than the *user* and *users*.
- Use clear, direct, concise sentences.
- Use the active voice whenever possible.
- Avoid using contractions in your formal paper.
- Remember to credit references and include a complete list of these references at the end of your paper. Include the last name of the author(s) and the date of the reference in the text; include the complete citation at the end of the paper. See **References** later in this section for more details.
- Follow the **Trademark Guidelines** included later in this section.
- Invited papers are limited to twenty pages and contributed papers are limited to ten pages in the *Proceedings*.
- See **Format Specifications** in Section IV for instructions on formatting your paper.
- At the end of your written paper, following your trademark citation, include a way for people to contact you. This may include address, phone numbers and e-mail, however, keep in mind that your paper will also be published on the Web.

For additional information on planning your presentation, refer to *Preparing Your Presentation* in Section I.

Headings

- Center the title of your paper. Above the title, center your paper number and below the title, center your name, the full name of the company and the location. For example:

Paper 201-30

A Sample Coded Paper for a SAS® Users Group International Author

SUGI Author, ABC Corporation, City, ST

- Headings should be brief and to the point. If you are writing a “how-to” paper, consider using headings that identify tasks, such as the following:

CONTROLLING COLORS
USING QUOTED STRINGS

- Put each heading command on a separate line.

Contents

Include the following sections in your paper:

ABSTRACT

A brief abstract at the beginning summarizes and highlights the major points of your

paper. Include all SAS products included in your presentation, any operating systems your paper is limited to, and the skill level of the intended audience.

INTRODUCTION

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

CONCLUSION

The conclusion summarizes your paper and ties together any loose ends. You can use the conclusion to make any final points such as recommendations, predictions or judgments.

REFERENCES

References go at the end of your paper. See **References** for more details. This section is not required.

ACKNOWLEDGMENTS

Acknowledgments go after your references. This section is not required.

TRADEMARK CITATION

Be sure to include the trademark citation as shown later in this guide. This section is not required.

CONTACT INFORMATION

Be sure to include a way to reach the contact author at the end of your paper.

Of course, your paper should contain other sections and subsections as well, however, including the first three sections will make your paper more consistent and easier to read.

Figure II.1, Sample SUGI Paper shows sample headings and examples of each. **Figure IV.1, Format Specifications** gives suggested type and margin specifications.

Illustrations

If you have more than one figure (illustration), number the figures and refer to them by number in the text. If you use figure captions, keep them short. Put captions after figures and screens, but before output and tables.

Capitalization

Follow SAS conventions for capitalization. Put product, step, procedure, statement, option, routine, function and command names in all caps:

- SAS/GRAPH software
- DATA step, PROC step
- the NLIN procedure (Use the full name of a procedure in titles and on the first mention in text; on subsequent references, use PROC ____.)
- the LABEL option, the DEVICE= option (Note the use of the equal sign.)

Write *the SAS System* (but *SAS system options*) or *SAS software*. Similarly, write *the SAS System for personal computers* or *the SAS System for PCs* instead of simply *PC SAS*. Also, use the full name the first time you mention the SAS Display Manager System. Thereafter, use *display manager*, no caps.

Usage

- Use correct product names (SAS/GRAPH software, not GRAPH).
- Write data set as two words (but database is one word).
- Use the word data as a plural noun (*data are*).
- Avoid using the term end user except in its specialized meaning: “the ultimate user of the output of a program or system.”

Code

Do not bury SAS code in text. Set it off from the text as in SAS publications. Indent the code three spaces from the left margin. Use either uppercase or lowercase letters for SAS code. Be consistent throughout your paper.

Trademark Guidelines

In your paper and handouts, you must insert the appropriate trademark symbols (® or ™) for products owned by SAS.

Use trademark symbols the first time a trademark belonging to SAS appears in your paper and in each slide. Subsequent references to the same product do not receive trademark symbols. If a trademark appears in the title, this counts as the first appearance and subsequent appearances do not receive trademark symbols. For a **complete list of SAS Institute trademarks**, please go to <http://www.sas.com/news/newsroom/trademarklist.html>.

Following the text of your paper, leave a single-line space, and then put in the **Trademark Citation** below.

If you reference trademark products in your slides, your final slide must contain the Trademark Citation.

Trademarks that are owned by companies other than SAS do not need to be cited. They are covered by a generic reference in the citation.

If your word processor or font does not include the registered trademark symbol (®) or the trademark symbol (™), you may simply reference the Trademark Citation at the end of your paper.

When giving your presentation, you do not have to pronounce the trademark symbols or read the Trademark Citation.

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.

References

You must include a reference list of the works cited in your paper. Put the list in a section titled "REFERENCES," and put the section at the end of your paper. Use a form similar to the list below.

Blalock, H.M., ed. (1960), *Social Statistics*, New York: McGraw-Hill, Inc.

Cleveland, W.S. and McGill, R. (1984), "The Many Faces of a Scatterplot," *Journal of the American Statistical Association*, 79, 807-822.

Prier, Tony and Walters, Linda (1993), "Accumulating and Retaining Values in the REPORT Procedure," *Observations: The Technical Journal for SAS Software Users*, 2(4), 24-34.

Reynolds, H. (1992), "A Tool for Compiling DATA Steps in Large SAS Systems," *Proceedings of the Seventeenth Annual SAS Users Group International Conference*, 17, 111-116.

SAS Institute Inc. (1990), *SAS/STAT User's Guide, Version 6, Fourth Edition*, Cary, NC: SAS Institute Inc.

"Superior Spreadsheet Solutions Offered with SAS/CALC Software," (1991), *SAS Communications*, 17, 2-5.

Web Reference

General format:

Author. "Title of Document" Title of Complete Work. Date of publication or last revision. <Web address> any additional directions for retrieving source (access date).

Sample:

Weinberger, Ann & Ender, Matthias. "The Power of Hybrid OLAP in a Multidimensional World" *Proceedings of the Twenty-Fifth Annual SAS® Users Group International Conference*. March 2000. <<http://www2.sas.com/proceedings/sugi25/25/dw/25p133.pdf>> (July 26, 2002).

If you refer to SAS documentation within the text of your paper, use the complete title on first reference (for example, *SAS/TOOLKIT Software: Usage and Reference, Version 6, First Edition*). On later references, you can use a shortened form of the title (for example, *SAS/TOOLKIT Software: Usage and Reference*).

Figure II.1: Sample SUGI Paper

Paper 201-30

A Sample Paper for a SAS® Users Group International Author SUGI Author, ABC Corporation, City, State

ABSTRACT (HEADER 1)

A brief abstract at the beginning summarizes and highlights the major points of your paper. Check your margins! They should print so that both the left and right margins are 1 inch.

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.

(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. If you need to include source code:

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

Continuation of body – after source code.

SUBHEAD (HEADER 2)

This is subtopic for the above. 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.

CONCLUSION (HEADER 1)

The conclusion summarizes your paper and ties together any loose ends. You can use the conclusion to make any final points such as recommendations predictions, or judgments.

REFERENCES (HEADER 1)

References go at the end of your paper. This section is not required.

ACKNOWLEDGMENTS (HEADER 1)

Acknowledgments go after your references. This section is not required.

CONTACT INFORMATION (HEADER 1)

(In case a reader wants to get in touch with you, please put your contact information at the end of the paper.)

Your comments and questions are valued and encouraged. Contact the author at:

Author Name
Company
Address
City state ZIP
Work Phone:
Fax:
E-mail:
Web:

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 trademarks of their respective companies.

Including Published Material in Your Presentation

All written and visual materials must be the original work of the author. If you use text or visuals from other sources, you must cite the source of the text or visuals.

Using Copyrighted Material

If you use copyrighted material, you must include a mention of permission from the copyright holder or publisher. The copyright holder or publisher may also require you to include a copyright notice. For example:

Reprinted with permission of SAS Institute Inc. from *SAS/FSP Software: Usage and Reference, Version 6, First Edition*. Copyright 1989 by SAS Institute Inc.

Note: To cite portions of SAS Institute documentation, you must receive permission from SAS. Go to http://www.sas.com/contact/permission_form.html and complete the *Request for Permission to Use Copyrighted Materials* form.

Using Material Not Under Copyright

If the information is from a previously printed source but is not under copyright, the source may be cited in parentheses within the text. For example, when citing work from an author's paper you may use the following format:

"The minimum variance method defines the distance between clusters (Ward 1984, p.23)."

All referenced work needs to be detailed and listed in the "REFERENCES" section at the end of your paper. See **References** in Section II for more information.

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

IV. Preparing Your Paper for the *Proceedings*

The SUGI *Proceedings* contains the papers presented at the conference. Please follow the requirements for generating your paper included below.

Paper Preparation Requirements

Formatting

All copy should be single spaced in one-column format. Start the type immediately below the top margin and continue to the bottom margin.

Footnotes, source notes, and references should be included at the end of the paper. Place acknowledgments just after the references.

Other SAS users may want to contact you or a co-author about your paper after reading it in the *Proceedings*. Therefore, please include a way for users to contact you. But remember that your paper will be available via the Web.

Refer to **Figure II.1** for a sample SUGI paper. Refer to **Figure IV.1: Format Specifications** for margin requirements and type suggestions. Note that the type specifications are strongly recommended, but not required. However, please note it is *very* important that you adhere to the margins designated in **Figure IV.1** to allow for the running heads to be added during the compilation of the *Proceedings*.

You may prefer to use a paper template that has been prepared for you. See **Paper Preparation Template** in the next section.

Paper Preparation Templates

Although SUGI does not make any recommendations about which software you use, we have prepared templates in Word® and WordPerfect® to help you prepare your paper. The templates contain all sections mentioned in **Guidelines for Writing Your SUGI Paper** as well as the suggested fonts and point sizes for the headers and body copy. These templates are available from the SUGI Presenter's Package on the Web at <http://support.sas.com/usergroups/sugi/sugi30/package>.

Page Numbers

Please **include** page numbers centered at the bottom of each page of your paper.

Page Limit

There is a limit of twenty **one-sided** pages for an invited paper and ten **one-sided** pages for a contributed paper, including charts, tables and graphs. You may use any combination of text and graphical or tabular material, but all of your materials must fit within the paging restrictions in fairness to all authors.

Paper Number

Your paper number is available from the electronic letter you received that contained your presentation schedule. (Your paper number is different from your Submission Number.) You should use the paper number when

- formatting your paper (see the **Title** section below)
- naming your PDF file (see the **PDF File Preparation** section below)

Title

The title of the paper is centered on the designated line at the top of the first page only. The paper number is centered two spaces directly above the title. Show the author's name, affiliation and location centered two spaces below the title. Do not show job titles, degrees, or addresses. Co-authors, if any, are to be listed one author per line, centered immediately under the first author's name. For example,

Paper 201-30

The Title of Your SUGI Paper Goes Here

First Author, Company, City, State
Second Author, Company, City, State
Third Author, Company, City, State

Please refer to the electronic letter from SAS for the exact title to use. Your paper title may have been changed slightly to ensure proper use of SAS trademarks.

PDF File Preparation

You are required to provide a PDF (Portable Document Format) file of your final written paper. This is a relatively new change.

Important: When preparing your PDF file, you may not password protect or add bookmarks to the PDF. Also, please use your paper number when naming your PDF file, for example, **201-30.pdf**.

Although SUGI does not make recommendations about which software to use, we have provided several options that you can use to convert your final paper to PDF. The two services listed below convert documents to PDF for a donation or for a very small fee. You can also purchase software to convert documents to PDF as well, and there are several listed below.

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

Providing Your Final PDF File

On or before February 4, 2005, you must upload a PDF file of your final paper to Conference Navigator at <http://sugi30.confnav.com/c4p>. This is the URL where you originally submitted your paper. If you cannot log on because you have forgotten your userid and password, please call the SUGI hotline at 919.531.5000 for assistance.

Please remember you must use your paper number when naming your PDF file. Your paper number is different from your submission number and is available when you log on to Conference Navigator and from the electronic letter you received that contained your presentation schedule. An example PDF name is
201.30.pdf

To Upload Your Final PDF File:

1. Log on to Conference Navigator (see URL above).
2. Select the **Add, View or Edit Paper(s)** option.
3. Select the paper for which you need to provide the final PDF.
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 confirmation screen.

If you experience difficulties, please contact Steve Zamparelli or Andy Littleton at SAS for assistance in uploading your PDF file. Steve or Andy can also answer any other questions you may have with this process. Steve can be contacted by phone at 919.531.4812 or by e-mail at Steve.Zamparelli@sas.com. Andy can be contacted by phone at 919.531.7429 or by e-mail at Andy.Littleton@sas.com.

Note: If providing a PDF file of your final paper poses a real problem for you, please contact either Steve Zamparelli or Andy Littleton at SAS to ask for assistance.

Figure IV.1: Format Specifications

Page Layout

The **Page Layout** measurements below are approximate. Don't worry if your measurements are not exactly the same as those listed in these specifications.

First Page Only: Center paper number about $\frac{3}{4}$ " from top. Center title $\frac{1}{2}$ " below paper number with author names centered below the title. Start paper $\frac{1}{2}$ " down from last author.

Margins are 1" on top, bottom, and sides.

Center **page numbers** $\frac{3}{8}$ " from bottom.

Type Recommendations

The **Type Recommendations** below are suggestions, not requirements. However, remember to embed fonts when the document is saved.

Paper Number	9 point Arial bold
Title	14 point Arial bold
Author	12 point Arial regular
Header 1	10 point Arial bold (all caps)
Header 2	8 point Arial bold (all caps)
Body copy	9 point Arial regular
Code	9 point Courier New regular

V. Visual Guidelines

Using Color in Slides and Visuals

- Use no more than four colors on a slide. Choose a set of compatible colors and use them throughout your presentation. Mixing too many colors can be distracting.
- Use color carefully to emphasize a point or to help your audience understand the material. Be consistent in your use of color.
- Use colors that give the strongest contrast to one another. Light colors are recommended against dark backgrounds such as a color terminal screen, and dark colors are best suited for light backgrounds such as transparencies.
- Do not use colors with poor contrast to the background (for slides, red, blue, and green) for lettering. Colors with poor contrast to the background do not show up adequately when used in large patterns or geometric forms, such as the bars in a bar chart or the slices in a pie chart.
- Use light or dark background colors. It is best not to use a medium-colored background (red, green).
- Use color effectively when lettering transparencies that have a light background:

Good/Lively	Poor
Red	White
Blue	Yellow
Black	Pink/Magenta
Green	
Cyan	

- Use effective lettering on slides (dark background):

Good/Lively	Poor
White	Blue
Yellow	Red
Cyan	Green
Pink/Magenta	

- Use a plain dark-blue slide to alert the audience to listen well if you have a point without a visual aid.

Knowing Which Graphics to Use and When

Word slides

- Use to convey abstract ideas.
- Keep brief, no more than ten words.
- Use verbs: *Set goals*, *See results*.
- Use key words only (not sentences).

- Use bullets and color to highlight key points.
- Use a series of slides to build the point when presenting longer ideas.
- Try to limit the content on word charts to between seven and ten lines with a maximum of thirty characters per line. Select key words to focus on central ideas.

Tabular slides

- Use only for information that cannot be shown as a chart or graph (such as a list of names).
- Keep items brief and use large type.
- Use bright colors so that major points stand out.
- Label rows and columns completely, and title all tables clearly.
- Use a minimum number of digits (one or two), and avoid extraneous and useless information, such as decimal points in obvious locations.

Box charts

- Use for organization charts, flow charts, and so on.
- Keep them simple; break down complex charts into smaller charts when possible.
- Use color to group common elements and to separate different ones.

Bar charts

- Use for data arranged in segments.
- Keep scales simple to make interpolation easy.
- Use labels such as *Millions of Dollars* rather than *\$1,000,000*.
- Do not use different colored bars unless the data change. (For example, show historical data in green and estimated data in blue.)
- Order shading patterns from darkest to lightest.

Pie charts

- Limit the pie chart to a maximum of seven slices, using colors more than once. Do not use the same color for adjacent slices.
- Remember that comparisons between slices are less obvious than comparisons between bars.

Line and area graphs

- Use to show trends or continuous data.
- Use a baseline value and scale for maximum effectiveness.
- Use captions to clarify key points.
- Choose line colors that have maximum contrast to the background.

Planning the Structure of Your Visuals

- Simplify charts and graphs to make the essential point; remove irrelevant data.
- Avoid abbreviations and formulas in titles and axis labels; be sure abbreviations used elsewhere are familiar to your entire audience. Keep abbreviations consistent throughout.
- Keep titles short and to the point.

Planning the Lettering of Your Visuals

- Use letters as large as possible. Never use characters less than 1/4" high for transparencies.
- Lettering on slides should be 10% to 20% of the height of the slide so the audience in the back of the room can read it. This means a maximum of 10 lines on a slide, and that many will only work in a small room where the audience is close to the slide.
- With SAS/GRAPH software you can specify H=20 pct to get text that is 20% of the height of the slide. Don't use the default hardware font.
- The best fonts to use in SAS/GRAPH are SWISS, ZAPF, or CENTX. Each of these fonts have bold and italic variations that can be used to good effect on the same slide. It is generally considered poor practice to mix multiple fonts (say SWISS and ZAPF) indiscriminantly on the same slide.
- Use GOPTIONS CBACK=BLUE; (in SAS/GRAPH) to get a dark blue background and make your text white to stand out or gray if it's not the main point on the slide. Don't over use color—your material is the important part of the slide and color should highlight the material, not distract your audience.

Preparing Transparencies

- Note that overhead projectors are no longer standard issue in the presentation rooms. If you plan to use transparencies, please notify your section chair.
- Type any overhead transparencies you will be using before you go to the conference. Use the largest type you have available. An IBM type element with 10 or 12 pitch will be too small.
- Limit information on an 8 1/2" x 11" transparency to a 6" x 9" centered area.
- Limit each transparency to one topic or concept.
- Restrict copy to six lines per transparency and six words per line.
- Choose lowercase letters for most of the material. They are more legible than capital letters.
- Use tinted films to reduce lamp glare, and use colored markings for emphasis.

Using Online Presentation Tools

Although SUGI does not make any recommendations about which software you use to prepare and/or present your paper, we have prepared a template in Microsoft PowerPoint to help you with your presentation. This tool should be used as a guideline and is not required.

If you choose to develop your own presentation, here are some general guidelines for good legibility:

- For the title, use 42-point Century Schoolbook font. You can go as low as 38 point to accommodate a long title.
- For the text in the body of the slide, use 32-point Arial or Helvetica font. You can go as low as 28 point to accommodate a large amount of text.
- Typically, a good, solid dark background with a white or bright yellow foreground (text) will provide enough contrast to make the text readable from a distance of 200-300 feet.

You can get the SUGI Microsoft PowerPoint template from the SUGI Presenter's Package on the web at <http://support.sas.com/usergroups/sugi/sugi30/package>.

VI. Poster Guidelines

The following guidelines are specific to the Poster Section:

- You are responsible for setting up, taking down and presenting your poster according to instructions from the Posters section chair(s).
- For help in preparing the paper that accompanies your poster to be included in the *Proceedings*, see Part 1, Section IV, **Preparing Your Paper for the Proceedings**.
- If you are unable to present your poster, you must find someone else to take your place during your scheduled session.
- Refer to the **Sketch of Poster Board (Figure VI.1)** to get the measurements of the poster board that will be provided for you to display your poster. The boards are covered with a royal blue material. Velcro dots will be available for attaching your poster to the board.
- Please note that the 4' square main panel is separated from the 2' x 4' side panel by a metal bar. If your presentation is very compact, you may choose to leave the side panel empty. Alternatively, you can use the main panel to present your statement of the problem and solution and the side panel to summarize and discuss your technique. Split your poster according to your particular needs.
- The title and author names of your poster will be typeset in large letters to fit into the 4' x 1' top panel and will be available for your use at the conference.
- If you decide to have supplemental handouts, we recommend that you bring a minimum of 300 copies. Space will be available to leave these during the day, but we suggest that you keep at least 100 copies for distribution during the actual poster session.
- A poster is like an outline, not a novel. Keep the information you present simple and easy to follow. Remember, you will be there to explain it. You can put more detail in the paper you prepare for the *Proceedings*, or you can prepare handouts for the conference.
- It is recommended that text on your poster not be smaller than 1/4" (easily visible from 5 feet) and that important statements and headings be larger. This can be done using enlarging copier machines if typesetting services are not available.
- Use mat board or construction paper to form visual divisions among sections of text.
- Use graphics to make your point where possible. Part 1, Section V, **Visual Guidelines** provides useful information on what makes a good graphic display.
- An excellent resource for poster presenters—*Effective Poster Presentations for SAS® User Group Conferences: Recommendations and Techniques (Figure VI.2)*, by Helen-Jean Talbott—is available for your perusal. It contains guidance on how to carry out poster ideas clearly and effectively and provides practical suggestions on poster design, materials, color, lettering, graphics, and construction methods.

Figure VI.1: Sketch of Poster Board

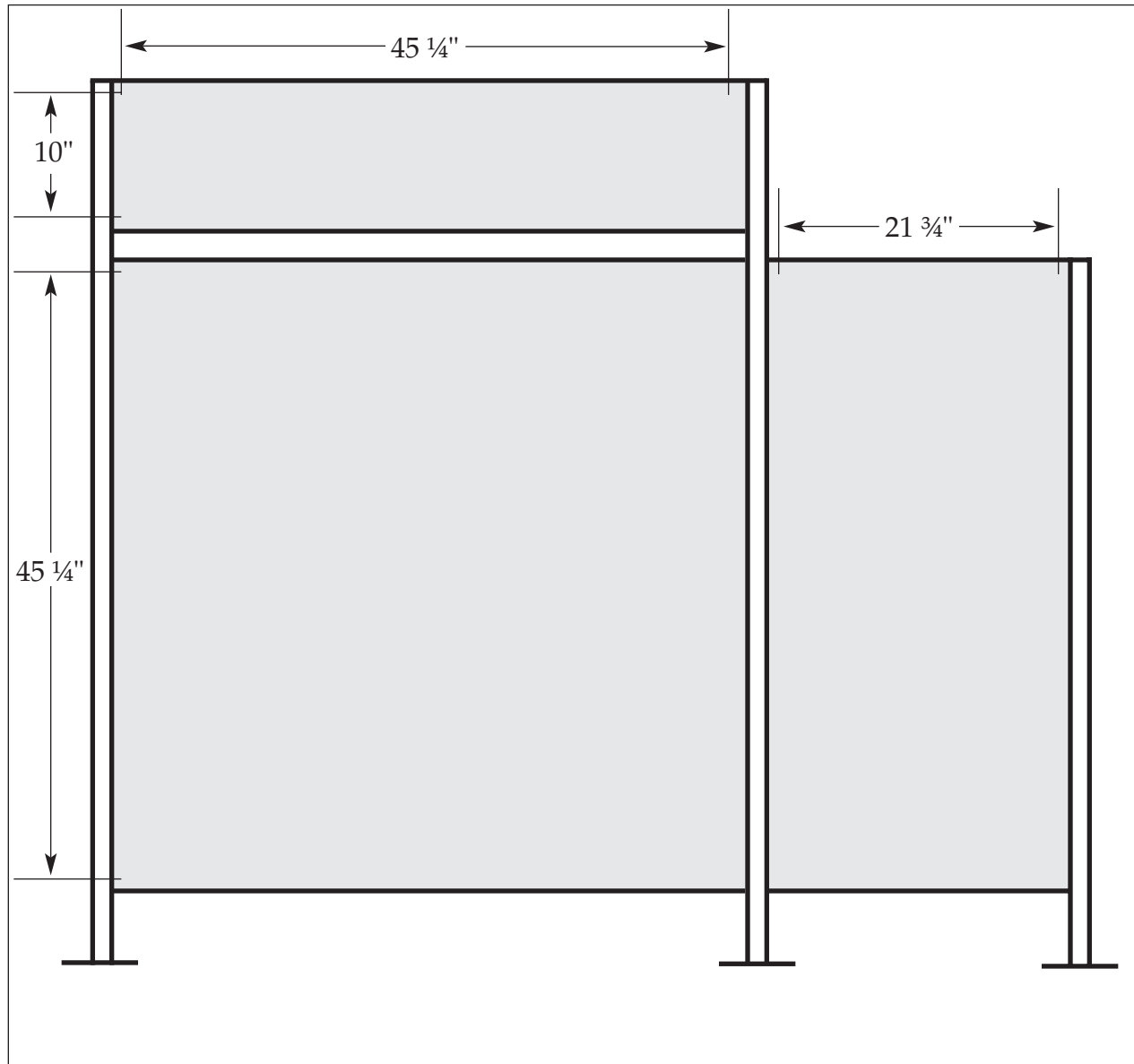


Figure VI.2: Poster Presentations Paper

Effective Poster Presentations for SAS® User Group Conferences: Recommendations and Techniques

Helen-Jean Talbott

Commercial Credit Corporation, Credit Policy Department

ABSTRACT

Poster sessions at SAS® User Group Conferences provide an excellent opportunity to present information such as detailed code and output in a display format, yet they can challenge those who may be uncertain about poster preparation. The purpose of this paper is to provide guidance on how to carry out poster ideas clearly and effectively with a minimum amount of time and effort. Practical suggestions are given on poster design, materials, color, lettering, graphics, and construction methods. Although the recommendations and techniques presented focus on preparation of posters for SAS User Group conferences, they are applicable to many other endeavors such as business presentations, showcase displays, scientific exhibits, and (for those with children) science fair backboards.

INTRODUCTION

Poster sessions are serving an increasingly important role at scientific conferences, a trend which began about 1970 with the advent of computer-based graphics. Resources available today for preparation of posters far surpass those of the 1970's, making it relatively easy to create effective posters.

A poster is a visual presentation, usually printed on paper that is then attached to some sort of backboard or stand to be viewed from a distance of about 5 feet. Materials such as graphs and charts, computer program code, or any illustrations requiring more detailed study are especially well suited for presentation in poster format. Equipment normally is not displayed. Several posters are displayed simultaneously over the course of the conference and attendees are free to browse the displays and study them at their convenience. Most conferences schedule 1-1/2 to 2 hour sessions during which poster presenters are available at their posters to engage attendees in individual or group discussion.

Posters have several advantages compared to traditional oral presentations. For conference organizers there is greater flexibility. A large number of posters can be presented in a relatively small space, whereas the same number of oral presentations may require concurrent sessions with multiple meeting rooms. Posters are available to attendees for a longer period of time than individual oral presentations, and they allow for prolonged, substantive interactions with colleagues. Because of their visual and concise nature, posters can be more effective in conveying information between poster presenters and attendees where English is a second language.

Posters also have several disadvantages. Not all types of research results lend themselves to poster format. Posters may require more time and expense to prepare compared to slides. Posters also may be more difficult to transport.

The purpose of this paper is to provide guidance on how to prepare effective posters for SAS® User Group conferences with a minimum amount of time and effort. The following discussion provides suggestions on content, poster design, lettering, graphics, materials, color, and construction methods. Recommendations and techniques are applicable to many other endeavors such as business presentations, showcase displays, scientific exhibits and (for those with children) science fair backboards.

CONTENT

The best posters usually make one to three major points which are so clearly presented that these concepts are retained by the attendee after viewing the poster. A carefully worked-out plan, based on knowledge of the subject and the audience together with logical organization of pertinent information, saves time and money and does more to ensure the success of the poster than any other factor.

The overall composition of the poster is controlled by the purpose, goal, and audience. Many times the purpose is to inform with the goal of introducing an idea. Another purpose may be to persuade with the goal of defending a position. In both cases, necessary facts must be presented to fulfill the purpose. Audience characteristics such as educational and professional levels influence the level of technical language used. The level of interest and information the audience brings to the presentation influences the amount of background information required.

In addition to the poster, SAS conferences either encourage or require a traditional written paper for publication in the conference proceedings. Write the paper first—it makes poster preparation easier. If possible, use a word processor on a personal computer to write the paper because you will save time later by using some of the same text in the poster. Consider the poster to be an illustrated outline of the written conference paper. If needed, provide additional details through handouts, the published paper in the conference proceedings, and individual or group discussion. Remember also the obligations to present statements that are sound and valid and to give credit to others where it is due.

TITLE

An effective method for focusing on the topic is to develop a detailed working title that is appropriate for the purpose, goal, and audience. A good title gets attention, arouses interest, briefly identifies the subject, gives important high-impact words early, and indicates the purpose of the poster. Avoid titles that are too long—they probably will be truncated in the conference schedule and their meanings will be lost. Rule of thumb is between 5 and 12 words for a title.

ORGANIZATION

Choose a consistent organizational theme for the poster. Common approaches include: organization by topic (such as various SAS procedures), problem-solution, opposing-points-of-view, and step-by-step.

Poster information generally is organized into three basic sections: introduction, body, and conclusion. The introduction, usually 10% -20% of the material, introduces the topic and goals, and provides any necessary background information. The body, usually 70% of the material, presents the information (methods, results, facts, graphs, charts, explanation) or persuasive points. Posters often illustrate how SAS software was implemented to solve a particular problem. In this section of the poster, present the SAS code, provide sufficient explanation of the code, and show the results (such as tables and graphics output) obtained from implementing the code. The conclusion, usually 10% -20% of the material, reviews the facts presented and demonstrates how they lead

reviews the facts presented and demonstrates how they lead to the goal announced in the introduction.

POSTER DESIGN

Overall poster design is constrained by the space available on the backboard (specified by the conference). SAS conferences provide and set up three backboard panels for each poster. There is a top panel measuring 4x1 feet with a sign typeset in large letters (sign usually provided by conference) listing the title, author, and affiliation. Below this top panel are two adjacent panels for displaying poster materials, the main panel measuring 4x4 feet (usable space 45-1/4 x 45-1/4 inches), and the adjacent side panel measuring 2x4 feet (usable space 21-3/4 x 45-1/4 inches) (Fig. 1). The panels are supported by poles so that the bottom of the main panel is about 2 to 3 feet above the floor. Normally the two display panels are set up at an angle to each other, so it is better not to have rigid display items cross from one panel to the next. Note that compact posters can be presented on the main panel, leaving the side panel empty.

Poster design consists of the orderly arrangement of all component parts—lettering, text, graphs, charts, illustrations, and color areas into an artistic whole so that the poster attracts attention, inviting attendees to investigate the poster more thoroughly. Arrange materials in a logical sequence showing clearly the introduction, body, and conclusion of the poster. Simple headings such as “Problem,” “Methods,” “Results,” and “Conclusion” are helpful. Group text and graphics so that comprehension is quick and clear. Add large numbers or arrows for further direction within sections so that it is clear whether the order of poster sheets is top to bottom or left to right.

Keep the audience in mind. Attendees viewing posters most often are standing rather than sitting, and may be fatigued from traveling and other conference activities. They dislike cluttered and confused posters with large amounts of text to read. They also dislike lettering too small to be read without causing eye strain (such as normal typewriter print), or material placed too high or too low to be read without causing neck strain. Avoid anything which causes the attendee undue effort and adds to fatigue and discomfort. Keep the poster simple and clear, even if the topic is complex.

Figure 1 presents a scale drawing of the backboards used for SAS conferences, along with scale drawings for several 8-1/2 x 11 inch sheets of paper (these will be called “poster sheets”). The 8-1/2 x 11 inch size is used commonly for computer-generated output and it is a convenient size to transport. Assuming that the poster sheets are mounted on colored mat board with a 1/2 inch border, this means that between 12 and 15 poster sheets (depending on landscape or portrait orientation) can be displayed easily on the backboard. The scale-sized poster sheets can be photocopied, cut out, and arranged to develop a placement plan in terms of symmetry so that the poster does not have a hodgepodge appearance. The scale-sized poster sheets also can be colored with marking pens to test color selection (discussed later).

The next step is to make a plan on paper for the text and graphics. A very effective method is to use a word processor to create a storyboard (similar to that used in the advertising and film industries). Word processors work well at this stage of poster preparation because they have spell-check and thesaurus capabilities, produce high-quality output in the desired typeface, and create a file that can be imported into graphics software. If you prepared a written conference paper for the poster, you can start with the text of this paper and simplify it to focus on the main points.

During this stage, decide which style of presentation best suits the various pieces of information. Choices include word slides, bullet slides, tables, bar graphs, line and area graphs, pie charts, box charts, prints of screen images, and drawings. Use word slides to present information in text form such as description of the purpose, problem, proce-

dures, or abstract ideas that cannot be shown in graph or chart form. Bullet slides are a form of word slide where each idea stands on a separate line and is set off by a small symbol such as an arrow, dot, or star. Use tables to compare or display lists of items side by side. Choose graphic types depending on the nature of the data and the desired analysis. Use bar graphs to illustrate comparisons of discrete data. Use line and area graphs with continuous data to show trends. Use pie charts for presenting percentages. Note that comparisons among slices of pie in a pie chart are less obvious than comparisons of bars within a bar graph where there is a common baseline. Use box charts to diagram organizational structure and procedural steps. Consider using a print of the computer's screen image to illustrate the operation of an application such as a data entry system.

The storyboard document contains one page for each poster sheet. Word slides, bullet slides, and tables will each fill a page of the storybook, and they should be prepared at this time. Follow the text and lettering guidelines presented below. (If the word processor does not produce satisfactory results, plan on importing the text into the graphics software. This process may require that you first create an ASCII text file with the word processor, and then read the ASCII text file with the graphics software.) For graphics that will be produced later with graphics software, write information such as the title and key points about the graphic on the left side of the page, and leave the right side of the page blank for a hand-sketch of the graphic. Move the pages around and revise them repeatedly until you are satisfied with the content and organization. Check that the arrangement of poster sheets (symmetric or asymmetric) appears balanced and pleasing to the eye.

TEXT AND LETTERING

Descriptive text in word slides and bullet slides should be concise and meaningful. Rules of thumb are to use no more than 6 to 8 words per line and to use no more than 80 words per page. Upper case letters should be used for titles and short sub-headings, and the conventional combination of upper and lower case letters should be used for general text. Add bold and underline features as needed for emphasis. Use consistent language and be brief—concise phrases are preferred over complete sentences. You should be able to read the page comfortably in 30 seconds or less. Be sure that the abbreviations used are familiar to the audience and that they are used consistently.

Groupings of words, line lengths, spacing of lines, and styles of lettering are major factors affecting legibility. Split long lines of text into two or more lines because very long lines of text are difficult for the eye to follow comfortably. Make sure that there is more space between lines than between words. Provide sufficient space between lines to allow room for the ascenders and descenders of letters (such as “y” and “f”). Line up text evenly on the left margin, leaving the right margin ragged, rather than using newspaper-style justification which leaves unsightly gaps between words. Check that there is a good contrast between lettering and background.

Select suitable letter typefaces which are clear and readable. Avoid typefaces with overly-slender letters or serifs (short lines crossing the ends of main strokes of characters). Choose one or two sans serif typefaces (such as Universe or Helvetica) and use them throughout. Text, labels, and legends should be a minimum of 1/4-inch high (easily visible from a distance of 5 feet). Sub-titles and headings should be a minimum of 1-inch high.

Keep items within tables brief and label rows and columns completely. Use a minimum number of digits for numeric data. All tables should have titles and should be self-explanatory without having to refer to the text. Consider highlighting important areas within tables with a different color for emphasis.

By far the quickest and easiest method of producing lettering is with word processing or graphics software and a laser

printer (good results also are achieved with dot matrix, ink jet, and thermal transfer printers). Corrections and modifications are relatively painless and multiple copies are available at the push of a button.

Effective lettering also can be produced by classic manual methods. These methods are described briefly, with the idea that although they are extremely tedious and time-consuming, they provide a way of producing lettering when computer resources are not available. In some cases it may be desirable to use these methods in conjunction with computer-generated graphics.

(1) Dry-transfer letters are affixed with a waxy substance to the bottom of a transport sheet of thin plastic. They are protected by a sheet of wax paper. With the protective sheet removed, line-up the transport sheet letter-side down over the artwork (usually on a light table), then rub the sheet with a stylus immediately over the letter, transferring the letter to the artwork. Because the dry-transfer letters are damaged easily in transit and are not durable enough for poster display, you should produce originals on vellum paper and then photocopy. Uneven spacing and incomplete character removal are common frustrations. Correct mistakes by removing letters with a razor blade.

(2) Stencils are suitable for lettering headings and titles. For this method use a thin pen to draw the outline of the letters and then use a broad felt-tip pen to fill in the letters. Check that the stencil has edges or levels which raise the openings of the stencil above the surface of the paper so that the ink will not flow under the stencil. Correct spacing of letters can be difficult.

(3) The Leroy system uses a template set and various pen sizes to create letters. Correct mistakes using "white-out" typing correction fluid.

(4) The Kroy lettering system, an important graphics preparation tool beginning in the early 1980's, was a noticeable improvement compared to dry-transfer letters and Leroy lettering. This machine is somewhat similar to a typewriter into which a large template plate with the desired print style and size is inserted. Letters are printed one at a time on white or clear adhesive tape. Apply this tape to the artwork as desired and photocopy the final results.

(5) Die-cut letters made from paper or vinyl mounted on a coated backing sheet may be suitable for titles and headings. Peel these letters off the backing sheet and apply them to the desired position.

(6) Photographic enlargement can produce either black and white or color enlargements. Cost per individual sheet is somewhat high. Produce originals using an electronic typewriter with a carbon-film ribbon. Then photograph using a camera with a close-up lens and high-contrast film. Print onto high-contrast, heavy weight paper.

(7) Photocopy enlargement is an alternative to photographic equipment and has the advantage of quicker turn-around time. Fairly large enlargements are possible. Original must be of high quality, because flaws are more noticeable in the enlargement.

GRAPHICS

Graphics enhance poster presentations greatly. Included in this group are bar graphs, line and area graphs, pie charts, box charts, drawings, and other artwork. Detailed discussion of good graphic design is beyond the scope of this paper, so please consult the series of articles entitled *Designing and Producing Effective Graphs with SAS/GRAPH® Software* written by Betsy Corning and the book *The Visual Display of Quantitative Information* by Edward R. Tufte.

Keep graphics clear and simple. Provide sufficient information (titles, labels, legends) for graphics to be understood without having to refer to the text. Make lettering at least 1/4-inch high and use a typeface consistent with the text.

Make lines at least 3/32-inch thick. Use wording that is concise and uncluttered. Label axes. Keep scales simple (keep minor tick marks to a minimum) to make interpretation easy. Make symbols bold and distinct. Reduce the number of reference lines (for comparison) to a minimum and kept them distinct from other data lines. Use distinct and compatible patterns and colors to fill areas for ease of viewing and for fair perception of visual weight. Choose backgrounds to set-off graphics rather than compete with them. Strive for consistency. Use the same style of text, background colors, typefaces, and color scheme for similar data across all graphics.

For bar graphs, use different colored bars only where a change in color aids in separating different groups of data. Limit the pie chart to a maximum of seven slices. Colors may be used more than once in a pie chart, but not for adjacent slices. Avoid placing multiple pie charts on a single page, because with more than one pie, the viewers' eyes move from pie to pie trying to devise correlations and contrasts. Stacked bar graphs would be more effective in this case. Keep box charts simple, and use different colors to highlight important areas or similar colors to group common elements.

Evaluate the balance between filled and empty space. In general, center graphics in relation to the edges of the poster sheet. This balances the image and keeps the viewers eye on the center. Also, place titles and information consistently on graphics so that the audience knows where to look on each image.

Consider introducing humor into the poster presentation through the use of appropriate cartoons. Discussions about SAS software do not have to be strict and serious. Many cartoons are available as clipart images that are compatible with many word processing and graphics software packages. Make sure to acknowledge the source of the clipart image in any publication intended for widespread distribution.

A simple method to produce prints of computer screen images (SAS 6.08 under a windows-type environment) is to copy the image into the clipboard so that it can be brought into a word processor or graphics software package for printing. Press the "print screen" keyboard button to copy the image into the clipboard, switch to the word processor software, and select "paste" to import the image. Color prints are especially attractive, but not everyone has the necessary resources. It is easy to apply color to a monochrome print of white letters on a black background with colored highlighter marking pens so that the print resembles the original screen.

COLOR

Color makes posters more attractive, inviting, and easier to understand. Use color within text and graphics to emphasize points as needed, to clarify graphs and diagrams, and to prevent monotony.

Indiscriminate use of color can detract from an otherwise well-designed poster. Use colors as visual cues, but use them consistently. Select colors that have the strongest contrast to each other—light colors against dark backgrounds, dark colors against light backgrounds. Also be aware of any potential subliminal impact such as using red in financial charts, unless it is related to a deficit. Avoid red/green, blue/green, blue/purple, white/light-pink, and black/maroon combinations to distinguish groups of data in graphics because color blind attendees will have difficulty seeing the difference in color.

Most posters sheets are printed on white paper. Add color by mounting poster sheets onto larger-sized colored backing. Color in backing for poster sheets can be a real asset in defining the overall organization of the poster. Use similar colors for related materials and place them in close proximity in the final layout.

The backboard provided at the conference is covered with royal blue fabric. Choose combinations and arrangement of colors which enhance the poster organization. More than four colors (including white) tends to be excessive. Consider the following color combinations which are attractive with royal blue:

- Deep pink, white, turquoise
- Red, white
- Dark gray, pink, white
- Green, yellow
- Lavender, black
- Purple, green, magenta
- Light blue, green, white
- Yellow, deep pink, green

Fluorescent colors are very striking with the royal blue, but avoid fluorescent orange because it is too bright.

If you choose a dark background (such as black) instead of white for the poster sheets, use light-colored lettering and light-colored backing. White, yellow, cyan, pink, and magenta work well for lettering on dark backgrounds, whereas blue, red, and green are poor choices.

Another option for introducing color is to print or photocopy the text or graphic onto colored paper or card stock. Make sure that there is sufficient contrast to see the lettering clearly.

MATERIALS, PREPARATION, AND ASSEMBLY

Poster sheets commonly are printed on regular white paper (20# weight) suitable for laser printers and photocopy machines. Card stock is an attractive option because it is more rigid than most paper and is easier to handle for mounting onto backing. A third option is to print the poster sheets on self-adhesive label material (discussed below).

Colored backing to which the poster sheets are attached is made of construction paper, mat board, or foamcore. All of these materials are available at most art supply and craft supply stores in a wide range of colors. Mat board and foamcore are more rigid than construction paper and have the advantage of preventing the poster sheets from warping and curling.

It may be necessary to cut down or combine 8-1/2 x 11 inch poster sheets to obtain the desired size for various sections. Use a paper cutter to ensure that edges are cut straight and that corners are square. Mat board and construction paper are easy to cut with a paper cutter, but foamcore must be cut with a razor or sharp craft knife. A mat cutter and straight edge (available from art supply stores) make it much easier to make long straight cuts in foamcore. Cut the backing to the proper size either before or after mounting the poster sheets. A 1/2-inch border of backing around the poster sheet is attractive.

Because foamcore is very lightweight and about 1/4-inch thick, interesting 3-dimensional effects are possible by layering pieces of foamcore. Special shapes such as arrows can be cut out from foamcore with a razor. Use white craft glue or rubber cement to fasten the layers of foamcore together.

Three reliable methods of mounting poster sheets to the colored backing are rubber cement, spray adhesive, and permanent dry mount. Rubber cement adhesive is applied using a brush to the back surface of the poster sheet which then is positioned and affixed to the backing. It should not be used when the poster will come in direct contact for a prolonged period of time with excessive heat, sunlight, or electric light. The process is time-consuming and messy, and care must be taken to apply the cement evenly and to

affix poster sheet to the backing before the cement dries. Spray adhesive (such as 3M Photomount) is applied to the back side of the poster sheet which then is positioned and affixed to the backing. This method is inexpensive, but temporary, lasting reliably for a few months. Permanent dry mount (service available at art framing stores) uses a sheet of adhesive paper between the artwork and the backing (foamcore is preferred). After positioning, heat is applied (usually with a heat press) and the artwork becomes permanently fused to the backing. Fairly large-sized originals can be dry mounted. The process is fairly expensive, but results last for years.

An efficient alternative to using adhesives and cements is to print the poster sheets directly onto shelf-adhesive label material. This method is a real time saver. Full size 8-1/2 x 11 inch sheets for use in laser printers are available from office supply companies. Allow a couple of practices to become skilled at handling full sheets of shelf-adhesive label material. You can achieve good results by peeling down a small portion of the protective backing across the top of the label. Carefully align and apply the exposed adhesive surface to rigid colored backing material (mat board or foamcore, not construction paper). Then with one hand continue to peel down the remainder of the label's protective backing, while the other hand is smoothing the label surface to avoid trapping pockets of air. To avoid difficulty in centering the self-adhesive label on the colored backing, use colored backing which is larger than the desired final size, apply the label, and then cut off the excess.

At the conference, attach the colored backing to the backboard fabric with self-adhesive velcro dots (supplied by the conference). Few velcro dots are required—one at each corner of the backing usually is sufficient. One square centimeter of velcro will hold about 12 ounces. Do not use pins or tape.

ACCESSORY MATERIALS

Attach a pocket to the backboard (with velcro) containing handouts or related reprints to provide further detail. A smaller pocket can be used to collect business cards from attendees requesting additional information. Consider attaching a picture of the author so that attendees will know to whom additional questions should be addressed.

Bring a supply of items such as rubber cement or glue stick, black fine-line marking pen, eraser, and scissors to the conference for last-minute fixes and touch-ups. A supply of your own business cards also is useful. Take a photograph of the finished product for future reference.

CONCLUSIONS

Posters provide an excellent means of presenting information in visual form at SAS conferences. Computer resources available today make it relatively easy to create effective posters. As with traditional oral presentations, knowledge of the subject and audience and good organization of materials are essential. Quality and arrangement of text, lettering, graphs, charts, illustrations, color, and use of materials are key factors in preparing posters that attract attention, hold interest, and present concepts so clearly that they are retained by the attendee after viewing the poster.

TRADEMARKS

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VII. Handout Policy

Because the *Proceedings* are available prior to the conference, you do not need to provide handouts of your paper. Handouts should be used only for supplementary information such as example code, graphics, an appendix or other supporting material.

When preparing a supplementary handout:

- Use the handout to show source code, macros and printouts that are not appropriate for slides.
- Follow the trademark policy outlined in Part 1, Section II, **Guidelines for Writing Your SUGI Paper**.
- According to Part 2, **SUGI Guidelines for Participation**, you are not allowed to include price lists, support commitments, promotional data, or other descriptions of a sales nature. You may, however, give the author's name and where he or she can be contacted.
- Do not rely on your handout to take the place of good visuals or a well-prepared oral presentation.
- If you are using supplementary handouts, you must make them available during your presentation. Be sure to bring a minimum of 300 copies for regular sessions, tutorials, and Hands-on Workshops.
- Inform the session coordinator that you will have a handout when you check in prior to your presentation. Handouts will be distributed by the session coordinator as you begin your talk. (No exceptions, please.)

VIII. Services Available at SUGI

SUGI Business Center

The SUGI Business Center will provide photocopy and facsimile services for SUGI attendees to use. A nominal fee will be charged to cover the cost of the supplies.

Also, there will be a shipping service available.

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Part 2: SUGI Guidelines for Participation

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Attendance and Registration

All users and prospective users of SAS products are invited to attend the SAS Users Group International (SUGI) Conference. (In these guidelines, SAS products include the software products, training products, and publications.) All SUGI attendees, including presenters, vendors, conference chair, section and session leaders, invited guests, and SAS staff, must properly register for the conference.

Handouts and Other Displays

Sales literature or product descriptions of a sales nature may not be displayed on bulletin boards or tables or made publicly available at the conference. The conference chair is responsible for administering this policy on behalf of the SUGI Executive Committee. Questions regarding this rule as it applies to a publication should be addressed to the conference chair, who makes the final decision on the issue.

Only displays that are submitted as described in the Call for Papers and approved by the conference chair may appear in the area designated for the Poster Section.

Only vendors that have been invited by SAS to demonstrate their products may display product descriptions or other handouts in the designated demonstration area. All displays and handouts must be approved before the conference. A SAS staff member will be authorized by the company to approve all vendor displays.

Authorized speakers and poster presenters are urged to distribute any information supplemental to their papers to interested audience members. However, such materials must be approved before the session by the conference chair or by an individual authorized by the conference chair. Such handouts may not include price lists, support commitments, promotional data, or other descriptions of a sales nature. They may, however, give the author's name and address for further information.

Recruiting

No direct recruiting of personnel may be conducted at SUGI. Position Referral Manuals are provided and are available at the SUGI Registration Area. These manuals may be used at the conference by companies to list positions available and by individuals to list their resumes. Available positions or resumes to be included in the Position Referral Manuals are not accepted prior to the conference.

Presentations

Contributed Papers

A working draft and abstract of each contributed paper (whether presented orally or as a poster) must be submitted as described in the Call for Papers and approved by the conference chair. When a paper is approved for presentation, guidelines for submitting a written version of the paper for the *Proceedings* are mailed to the contact author. The written version of the paper must be submitted prior to the conference for inclusion in the *Proceedings*. The paper (oral and written versions) may not include price lists, support commitments, promotional data, or other descriptions of a sales nature but may include the author's name, address, and web site for additional information. It is expected that all presented papers have a corresponding written version that is submitted by the published due date. Failure to do so may result in lack of consideration for "best paper" honors.

Invited Papers

Section chairs are responsible for inviting a limited number of speakers to participate in their sections. Those invited include speakers in the Tutorials Section and speakers from SAS. The SUGI registration fee for invited speakers is waived by the SUGI Executive Committee. Invited speakers must submit a written version of their paper prior to the conference for inclusion in the *Proceedings*. The paper (oral and written versions) may not include price lists, support commitments, promotional data, or other descriptions of a sales nature but may include the author's name, address, and web site for additional information. It is expected that all presented papers have a corresponding written version that is submitted by the published due date. Failure to do so may result in lack of consideration for "invited status" at the next SUGI.

Paper Content

Users are urged to present papers describing real-world applications using Institute products. SUGI also welcomes theoretical and general overview papers. The subject of each paper presented must pertain to one of the section categories given in the Call for Papers.

Papers describing non-SAS products or products marketed in direct competition with SAS products are subject to approval by the conference chair and SAS. Papers describing systems used in conjunction with SAS products and papers comparing SAS products with other products are welcome.

Papers describing software or other products must

- describe how the product works
- describe how the product interfaces or relates to SAS products
- describe how users can benefit from its use
- not be a direct marketing effort for the product.

All papers should give proper trademark recognition when SAS products are mentioned. The names of user-written procedures, functions, interfaces, systems, or other products cannot use any trademarks of SAS.

Informal Presentations

SUGI attendees are urged to conduct informal evening meetings (Birds-of-a-Feather sessions, or BOFs) using the designated rooms set aside for BOFs. BOFs are scheduled using the designated sign-up sheets on display around the Registration Area at the conference. Any handouts distributed at these meetings must be approved by the conference chair before the session.

Transcripts of BOFs or papers presented in BOFs are not normally included in the *Proceedings* unless arrangements are made with the conference chair before the conference and are approved by SAS.

Demonstrations

SAS has partnerships with many hardware and software vendors, referred to as technology and alliance partners. SAS may, on SUGI's behalf, invite technology and alliance partners to participate and/or demonstrate at SUGI. Invited vendors may demonstrate their hardware products in the officially designated Demonstration Area for the conference. SAS may also demonstrate its products in this area.

All invited demonstrations are to be educational and informative. Direct marketing efforts, such as hospitality suites and handbills that include product pricing, are prohibited. Invited vendors may have product literature available to interested users in the Demonstration Area only. A SAS staff member will be authorized by SAS to approve all such handouts.

SAS may invite publishers to distribute their computer industry trade journals to SUGI attendees. Publishers (or other groups or individuals) not invited by SAS may not arrange with the conference hotels to distribute any materials.

Partner Participation

Participating partners must accept and follow guidelines from SAS in order to participate in the conference.

Partners may not engage in any direct marketing effort, including BOFs, handbills, demonstrations, sales presentations, and hospitality suites. This applies but is not limited to vendors of software, hardware, time-sharing services, training, and publications. In addition, partners may not conduct any direct recruiting of personnel at SUGI and should refer to the section above on recruiting for additional information.

SUGI Participant Conduct

All SUGI participants, including attendees, presenters, vendors, conference chair(s), section and session leaders, invited guests, and SAS staff, must conduct themselves and their activities in a manner that is at all times professional and marked by integrity and a spirit of fair play.

Right of Withdrawal

The SUGI Conference Chair on behalf of the SUGI Executive Committee reserves the right to determine if any activity is in violation of these guidelines. The SUGI Executive Committee may, at its option, direct the withdrawal of a presentation or demonstration or the dismissal of a SUGI attendee from the conference.

Paper Submission Help

The purpose of this section is to provide some limited help on the most common problems and questions that arise while preparing and submitting a SUGI paper. While this is not a comprehensive document, it covers many areas and is divided into two sections: Frequently Asked Questions and Microsoft Word formatting hints.

Frequently Asked Questions:

Why can't I just send my Microsoft Word® document?

Unfortunately, Microsoft Word documents do not always turn out the same from one machine to another. Sometimes the changes are very subtle, but other times they are dramatic. Once the file has been opened on another machine, there is no way to know what it looked like on the original machine. With all of the different versions of Word, different option settings, different ways to construct a document, and different operating systems, there simply is no way for us to assure you that what we get is what you sent.

How do I embed fonts?

Exactly how it is done will vary from application to application and version to version, but for most Microsoft Word versions, open the document & click Tools -> Options, then look for the "Saves" tab. Somewhere under "Saves" there will be something about "save with fonts embedded". Mark it and RE-SAVE THE DOCUMENT BEFORE MAKING THE PDF. (Often there is an option to only include the characters in use - it makes the file a bit smaller and works fine as long as the author is absolutely positive that no one will have to do any touch-up editing to the document. Even if the editor, such as a section chair or the SAS Print Center, has the font that was used, the PDF file will not allow editing unless the full font set is embedded.)

Microsoft Word® Hints:

Microsoft Word and other word processing programs are powerful, versatile, complicated tools. Rather than attempt to address various methods that do not directly affect the SUGI *Proceedings* results, we have addressed only those items which are known to cause problems when the file is converted to PostScript or that will affect SAS code:

- Fast saves must be turned off.
- Avoid text boxes embedded within text boxes – column & page breaks may be ignored by the embedded text box.
- Widow / Orphan headers / lines of text can often be eliminated by setting Format > Paragraph > line and page break settings.
- Disable any “Smart Quotes” option.

Checklist:

- Paper number (not submission number) appears on the paper.
- Title *exactly* matches the title on the Copyright Grant form.
- Nothing, except the page number, is within the 1” margins.
- The page numbers *are* included.
- The required trademark statement is included.
- The file has been saved with the fonts embedded.