

WESTERN USERS OF SAS SOFTWARE

2026 Sponsor & Exhibitor Prospectus

Educational Forum and Conference
September 1-3, 2026 | Burlingame, CA



WUSS.org

WHO WE ARE

Western Users of SAS Software (WUSS) is a nonprofit community that has supported analytics education, collaboration, and professional growth since 1993. Today, WUSS serves both long-time SAS users and the broader analytics community working across SAS®, R, Python, and other open-source tools.

WHY PARTNER WITH US

WUSS is a Focused, Practical Conference Community where Visibility Turns into Conversations.

Targeted Visibility

Reach a niche audience of analytics practitioners, technical leaders, and decision-makers.

Meaningful Conversations

Meet attendees in an environment built around hands-on learning, demos, and practical problem solving.

Brand Lift

Show support for a trusted conference community with long-standing regional credibility.

Lead Generation

Introduce products, services, and opportunities directly to engaged users.

Talent Access

Connect with experienced professionals, students, faculty, and early-career talent.

Community Impact

Help keep WUSS educational, welcoming, and accessible to the next generation of attendees.



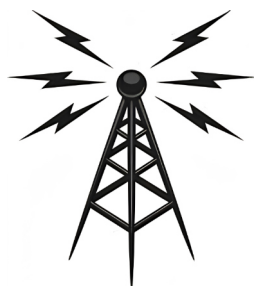
WHAT WE DO

Our annual Educational Forum and Conference brings together analytics professionals for practical learning, peer exchange, networking, and solution discovery.

WHO WE REACH

Analytics • Data Science • Open Source

- Programmers
- Data Scientists
- Statisticians
- Business Analysts
- Data Engineers
- IT Administrators
- Researchers
- Students & Faculty
- Healthcare
- Pharmaceuticals & Life Sciences
- Financial Services
- Government
- Insurance
- Retail
- Manufacturing
- Education



WAYS TO PARTNER

Choose the level of visibility that fits your goals - from broad conference sponsorships to a focused booth presence, a branded conference touchpoint, or a custom in-kind partnership.

- Conference Sponsorships for Broader Visibility
- Exhibitor Booths for Direct Attendee Engagement
- Targeted Sponsorships Built around Branded Touchpoints
- Custom and In-Kind Opportunities



2026 SPONSORSHIP PACKAGES

All Sponsors and Exhibitors Receive

- Company Logo on the WUSS Website, Conference Signage, and Mobile App
- Recognition at Opening and Closing Sessions
- Direct Engagement with Attendees throughout the Conference
- Opportunity to Present in Demo Theater or Community Corner
- Attendee List

\$5,000
HEADLINER

- 3 Complimentary Registrations
- Booth in the Exhibit Area
- Speaking Opportunity at General Sessions

\$2,000
EXHIBITOR

- 1 Complimentary Registration
- Booth in the Exhibit Area

\$4,000
SPOTLIGHT

- 3 Complimentary Registrations
- Speaking Opportunity at General Sessions

\$1,500
TARGETED
SPONSORSHIP

- Half-off One Registration
- Recognition at Your Target

\$3,000
SHOWCASE

- 2 Complimentary Registrations

Target Options

Community Corner

Demo Theater

Social Wall

Mobile App

Hands-On Workshops

SHOW YOUR SUPPORT

Flexible ways to help the WUSS community grow - from core brand support to life-changing scholarship funding.

Contact Us:

Sponsor@WUSS.org

WUSS Supporter

A simple way to support the conference and keep your brand visible with the WUSS community.

\$500
SUPPORTER

- Recognition at General Sessions
- Company Logo on Website, Mobile App, and Conference Signage

Scholarship Sponsor

Help a student, faculty member, or early-career professional attend WUSS. Your support helps someone learn, build confidence, and expand their future in analytics.

\$1,000
SCHOLARSHIP
SPONSOR

- Supports One Scholarship Recipient
- Acknowledgment During Opening Session
- Company Logo on Website, Mobile App, and Conference Signage



Looking for something more tailored? Ask about custom or in-kind sponsorships.