

**M2010 Data Mining Shootout**  
**sponsored by SAS Institute Inc., Central Michigan University Research Corporation**  
**(CMU-RC), and The Dow Chemical Company (Dow)**  
**OFFICIAL RULES**  
**NO PURCHASE NECESSARY**

**HOW TO ENTER:** To submit your entry, go to the contest web site located at <http://www.sas.com/events/dmconf/contestform.html> and complete the registration form and transmit the form via the Internet. All registrations must be received by 5:00 PM EST on March 31, 2010. Final contest projects, as outlined below, must be submitted in full no later than 5:00 PM EDT July 16, 2010. Contest entries made through the Internet will be declared made by the registered user of the e-mail/Internet account. Sponsor is not responsible for phone, technical, network, electronic, computer hardware or software failures of any kind, misdirected, incomplete, garbled or delayed transmissions. Sponsor will not be responsible for incorrect or inaccurate entry information, whether caused by entrants or by any of the equipment or programming associated with or utilized in the contest. Once your registration form has been received the problem will be delivered to you within two (2) business days.

**ELIGIBILITY:** The Shootout is open to anyone currently enrolled as a full-time student, staff member or faculty at an accredited academic institution. Open only to current residents of the US and Canada. Void in Puerto Rico and the Province of Quebec, and where prohibited by law. Employees (including immediate family members and/or those living in the same household of each) of SAS, CMU-RC, The Dow Chemical Company, their advertising, promotion and production agencies, the affiliated companies of each, and the immediate family members of each are not eligible.

**PRIZE:** Six (6) expense paid trips to M2010 will be awarded. Two trips per winning team for a designated member of the team and the team's coach. Each prize will consist of the following:

- One free seat at M2010 – approximate retail value \$698.00
- Three (3) days lodging in Las Vegas on October 24<sup>th</sup>, October 25<sup>th</sup>, and October 26<sup>th</sup>, 2010 – approximate retail value \$600.00
- Three (3) days of meal expenses in Las Vegas on October 24<sup>th</sup>, October 25<sup>th</sup>, and October 26<sup>th</sup>, 2010 - not to exceed \$225.00 (receipts required)
- Round trip airfare to Las Vegas from within the continental United States or Canada – approximate retail value \$400.00.

Odds of winning depend on the number of eligible entries received. ALL TAXES ON THE PRIZES ARE THE SOLE RESPONSIBILITY OF THE WINNERS OR WINNERS' DESIGNATED RECIPIENT. Sponsor will notify winners by telephone, mail or e-mail, at Sponsor's discretion. No substitutions or cash awards, except that Sponsor reserves the right to substitute a prize of equal or greater value in the event of unavailability.

**JUDGING:** All entries will be judged based on the following criteria:

- a) Models must be the original work of the submitter and/or his/her team.
- b) All submissions must use SAS code.
- c) Participants may only use the variables provided in the original data or transformed variables as a result of their work.
- d) Participants must submit the Enterprise Miner Project Flow which can be executed by the judges. Instructions and SAS code for pre-processing and post-processing must also be submitted.
- e) The participants must also provide a report on their findings including an executive summary, results of the model, a statement on strengths and weaknesses of the model and any other comments regarding implementation of the model.

- f) Upon receipt of all materials, the Shootout Committee will contact you to confirm your successful submission. At this time you will be notified if additional material is needed.
- g) After July 16, 2010 the Shootout Committee will score each entry and determine the three winning teams.

Each submission will be judged on the following criteria:

- 30% - Data preparation, model selection
  - 30% - The ability for the judges to replicate the analysis using the team's code, Enterprise Miner flow and instructions
  - 25% - Choice of the top three counties and top three states
  - 15% - Overall quality of written report
- h) Winners will be notified on or before August 27, 2010 and announced at the M2010 Data Mining Conference in Las Vegas October 25-26, 2010.

Judging will be based on the application of the data, the quality of the predictive model, the method(s) used to reach a viable solution and a solid explanation of that solution. Entries must be the original work of the entrant; must be suitable for publication; and must not infringe third-party rights.

The three winning teams will be selected and notified by August 27, 2010. The winnings teams in order will be announced at M2010 Conference in Las Vegas, October 25-26, 2010 and be required to present a 15-minute summary of their work at the conference. Winners may also be required to sign and return an affidavit of eligibility/liability/publicity release where legal within 14 days of prize notification. Non-compliance may result in disqualification and an alternate winner may be selected. Decisions of the judges are final. By participating, entrants agree to be bound by the Official Rules and the judges' decisions.

**CONDITIONS OF PARTICIPATION:** An eligible entrant must enter via the online method as described. Online entrants must be the registered subscriber of the e-mail account by which the entry is made. All entries become the property of the sponsor. By entering, entrants acknowledge compliance with these official rules including all eligibility requirements. In the event of non-compliance with these requirements, the selected entrant may be disqualified and an alternate winner selected, at Sponsor's discretion. Sponsor reserves the right to suspend, cancel, or modify this promotion if fraud or any other causes beyond its control destroys the integrity of the promotion, as determined by Sponsor's sole discretion. If the promotion is cancelled, unawarded prizes may be returned to Sponsor or may be awarded by random drawing from eligible entries, to the extent a fair random drawing can be conducted, at Sponsor's discretion.

**GENERAL:** All federal, state and local laws and regulations apply. By accepting prize, winner consents to Sponsor's use of their name and likeness without additional compensation, unless prohibited by law. By entering, you release and hold harmless Sponsor, its parent, subsidiaries, affiliates, employees and agents from any and all liability or any injuries, loss or damage arising from or in connection with participation in this promotion or acceptance/use of the prize.

By entering, participants release SAS Institute Inc., Central Michigan University Research Corporation (CMU-RC), The Dow Chemical Company, their parents, affiliates, directors, officers, employees and agents from any and all liability with respect to all aspects of the contest.

Except where prohibited, acceptance of the prize constitutes winner's consent to the use of his/her name, likeness and biographical information for advertising and promotional purposes, without limitation and without additional compensation.

Submission of any entry constitutes the entrant's irrevocable, non-exclusive license to SAS Institute Inc., Central Michigan University Research Corporation (CMU-RC), The Dow Chemical Company, and their agents to publish, use, adapt, edit and/or modify such entry in any way, in any and all media, without limitation, for use in association with SAS/CMU-RC/Dow advertising, promotion, archiving and review, including, without limitation, screenshots and selected portions of the winner's entry, all without additional compensation.

For the name of the winner, send a self-addressed stamped envelope by April 26, 2011 to Carrie Vetter, SAS Institute Inc., SAS Campus Drive, H2137, Cary, NC 27713.

SPONSORS: The sponsors of this promotion are SAS Institute Inc., SAS Campus Drive, Cary, NC 27513; Central Michigan University Research Corporation, 2625 Denison Drive, Mt. Pleasant, MI 48858; and The Dow Chemical Company, Midland, MI 48640

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